

SCHOOL OF JOURNALISM & MASS COMMUNICATION

Bachelor of Arts (Journalism and Mass Communication) BA (JMC)

Program Code: 20

2022-25

Approved in the 29th Meeting of Academic Council Held on 09 August 2022

Mangalamini Mangalamini

Registrar K.R. Mangalam University Sohna Road, Gurugram, (Haryana)



SCHOOL OF JOURNALISM & MASS COMMUNICATION

Bachelor of Arts (Journalism and Mass Communication) BA (JMC)

Program Code: 20

2022-25

Approved in the 29th Meeting of Academic Council Held on 09 August 2022

Content	Page No.
About K.R Mangalam University	1
About School of Journalism and Mass Communication	2
School Vision	2
School Mission	2
Programs offered by School	2
Career Options	3
Program Educational Objectives (PEO)	4
Program Outcomes (PO)	4
Program Specific Outcomes (PSO)	4
Class Timings	4
Program Duration- Bachelor of Arts Journalism and Mass Communication	3
Scheme of Studies and Syllabi- Bachelor of Arts Journalism and Mass Communication	4

About K.R Mangalam University

The K.R. Mangalam Group has made a name for itself in the field of education. The K.R. Mangalam story goes back to the chain of schools that offered an alternative option of world-class education, pitching itself against the established elite schools, which had enjoyed a position of monopoly till then. Having blazed a new trail in school education, the focus of the group was aimed at higher education.

K.R. Mangalam University is the fastest-growing higher education institute in Gurugram, India. K. R. Mangalam University was established under the Haryana Private University Act 2006, received the approval of Haryana Legislature vide Amendment Act # 36 of 2013 and consent of the Hon'ble Governor of Haryana on 11th April 2013, which was published in the Gazette notification vide Leg. No.10/2013, dated 3rd May 2013.

Since its inception in 2013, the University has been striving to fulfil its prime objective of transforming young lives through ground-breaking pedagogy, global collaborations, and world-class infrastructure. Resources at K.R Mangalam University have been continuously upgraded to optimize opportunities for the students. Our students are groomed in a truly interdisciplinary environment where they grow up with integrative skills through interaction with students from engineering, social sciences, management and other study streams.

K.R Mangalam University is unique because of its:

- 1. Enduring legacy of providing education to high achievers who demonstrate leadership in diverse fields.
- 2. Protective and nurturing environment for teaching, research, creativity, scholarship, social and economic justice.

Objectives:

- i. To impart undergraduate, post graduate and doctoral education in identified areas of higher education.
- ii. To undertake research programmes with industrial interface.
- iii. To integrate its growth with the global needs and expectations of the major stake holders through teaching, research, exchange & collaborative programmes with foreign, Indian Universities/Institutions and MNCs.
- iv. To act as a nodal center for transfer of technology to the industry.
- v. To provide job oriented professional education to the Indian student community with particular focus on Haryana

About School of Journalism and Mass Communication (SJMC)

School of Journalism and Mass Communication (SJMC), K.R. Mangalam University aspires to develop critical and analytical thinking skills in the students interested in pursuing a career in the Media industry. The school offers a Bachelor of Arts (Journalism and Mass Communication) BA(JMC) programme. During three years students develop flare writing skills, learn and practice reporting techniques, get hands-on video production, radio production, advertising management, event planning, and photography. The curriculum is aptly designed with a balanced approach toward academic and practical learning, responding to the demands of modern journalism, advertising, Public Relations, filmmaking, event management, and other channels of mass communication. Industry projects are an integral part of the courses, enabling students to acquire hands-on training for the profile of their choices such as writing, production, management, reporting, direction, designing, and much more.

School Vision

School of Journalism and Mass Communication aspires to become an internationally recognized Media School through excellence in interdisciplinary project-based student-centric media education. We aim to develop socially responsible life-long learners who contribute to nation-building through research and innovation.

School Mission

- **M** 1: To provide excellence in education by focusing on a futuristic curriculum, progressive, outcome-based hands-on education.
- **M 2**: Foster employability and entrepreneurship through industry interface and live projects.
- **M** 3: Instil notion of lifelong learning through stimulating problem-solving skills, critical thinking, research and innovation.
- **M 4**: Integrate global needs and expectations through collaborative programs with premier universities, research centers, industries and professional bodies.
- **M** 5: Enhance leadership qualities among the youth having an understanding of ethical values and environmental realities.

Programs Offered by the School

Bachelor of Arts (Journalism & Mass Communication)- B.A JMC

The main objective of the program is to make the learner understand the ways through which one can communicate his ideas to the masses. The course includes external projects by which the students get exposure to various professional domains such as newspapers, radio, television, online media and functional areas of Public Relations, Advertising and

Communication. Today, different forms of media have also emerged like internet, social media alongside conventional television, newspaper, and radio. This convergence of media has provided journalists with a place to experiment and opened new vistas for them. Upon completion of the program, the learner gets an exposure of diverse aspects of journalism, advertising and communication. The School has developed the BA JMC curriculum based on the Learning Outcome Based Curriculum Framework (LOCF) and Choice Based Credits System (CBCS) system.

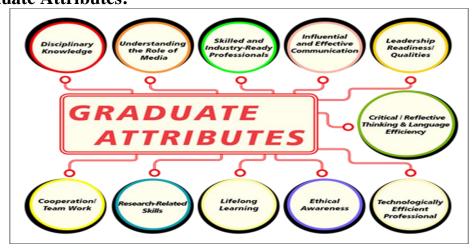
Eligibility Criteria: The student should have passed the 10+2 or its equivalent examination from a recognized Board/University with a minimum of 50% marks in aggregate or more.

Course Outline: Communication in Real World/ Media Laws and Ethics/Reporting and Editing/Camera, Lights and Sound/Digital Photography/ Exploring Media Issues/ Documentary and Filmmaking/ Radio Programmes and Production/Television Journalism & Production/ Public Relations/ Advertising World /Digital Media Foundation/ Event Management/ Media Organizations and Entrepreneurship/ Environmental Studies/ Global Media Scenario/ Sports Journalism/Business Journalism/Fashion Journalism/Theatre and Communication.

Career Options: Opportunities for the Journalism and Mass communication graduates are in the field of Journalism, TV and Print Media, Advertising, Public Relations, Corporate Communication, Media Management, Television Production, Video Editing, Film Production, Fashion/Wildlife Photography, Radio Jockeying, Video Jockeying, Photo Journalism, Publishing, Event Planning and New Media.

Program Duration: The minimum period required for completing BA(JMC) programme is three years i.e., 6 semesters. The Programme will be considered successfully completed when the candidate will earn minimum credits as per the scheme.

Graduate Attributes:



Program Educational Objectives (PEO)

PEO 1: To impart the basic knowledge of Mass communication & Journalism and related areas of studies.

PEO 2: To develop the learner into competent and efficient Media & Entertainment Industry-ready professionals.

PEO 3: To empower learners by communication, professional and life skills.

PEO 4: To impart Information Communication Technologies (ICTs) skills, including digital and media literacy and competencies.

PEO 5: To imbibe the culture of research, innovation, entrepreneurship and incubation.

PEO 6: To inculcate professional ethics, values of Indian and global culture.

PEO 7: To prepare socially responsible media academicians, researchers, professionals with global vision.

Program Outcomes (PO)

PO 1: Disciplinary Knowledge

PO 2: Understanding the Role of Media

PO 3: Skilled and Industry-ready Professionals

PO 4: Influential and effective communication

PO 5: Leadership Readiness/ Qualities

PO 6: Critical/ Reflective Thinking & Language Efficiency

PO7: Technologically Efficient Professional

PO 8: Ethical Awareness

PO 9: Lifelong Learning

PO 10: Research-related Skills **PO 11:** Cooperation/ Teamwork

Program Specific Outcomes (PSO)

PSO 1: Students will acquire professional skills required to be a media professional.

PSO 2: Students will be equipped with ICTs competencies including digital literacy.

PSO 3: Student shall become ethically committed media professionals and entrepreneurs adhering to the human values.

Class Timings

The classes will be held from Monday to Friday from 09:10 am to 04:00 pm.

Scheme of Studies and Syllabi of BA JMC

The syllabi of all courses for the programme BA JMC are given in the following pages. These are arranged as: (a) common course (b) degree specific numeric order of the last three digits of the course code.

For each course, the first line contains; Course Code and per week Lecture hours (L)-Tutorial hours (T)-Practical hours (P)-and Credits (C) of the course. This is followed by the course objectives, syllabus, Suggested Readings.

BA (JMC): Scheme of Studies

Abbreviation:

i. CC: CORE COURSE

ii. AEC: Ability Enhancement Courseiii. SEC: Skill Enhancement Course

iv. OE: Open Elective

v. DSE: DISCIPLINE SPECFIC COURSE

vi. VAC: Value Added Cours

Three Years BA JMC Program at a Glance

Semester	1	2	3	4	5	6	Total
Courses	8	8	9	9	9	6	49
Credit	27	25	27	26	24	20	149

Vane	S.No		Course	Course Title	ı	т	P	С	s	.No		Course	Course Title	L	т	Р	С
Year			Code	ODO	_	Ш			╽┝			Code	EVEN		_	Ш	
	1	cc	SJBJ101A	Communication in Real World	5	1	- [6	╽├	1	CC	SJBJ110A	Digital Photography	4		-	4
	2	CC		Computer Applications in Media	4	-	-	4		2	CC	SJBJ104A	Media Laws and Ethics	3	1	-	4
FIRST	3	CC	SJBJ115A	Reporting and Editing- I	4	- 1	-	4		3	CC	SJBJ112A	Reporting and Editing- II	4	-	-	4
<u>=</u>	4	AECC	SJBJ113A	MediaWriting	3	-	-	3		4	AECC	UCES125A	Environmental Studies	3	Ŀ	-	3
	5	CC	SJBJ157A	Computer Applications in Media Lab	Ŀ	-	4	2	ΙL	5	CC	SJBJ150A	Digital Photography Lab	-	Ŀ	4	2
	6	CC	SJBJ155A	Reporting and Editing- I Lab	Ŀ	-	4	2	l ∟	6	CC	SJBJ154A	Reporting and Editing- II Lab	-	Ŀ	4	2
	7	OE		Open Elective - I	4	Ц	-	4		7	OE		Open Elective - II	4	2	Ŀ	4
				TOTAL	20	1	8	25	╽┟				TOTAL	18	3	8	23
	.			ODD	ι.	П	_		l ⊢	. 1			EVEN		_		
	1	CC		Radio Broadcasting and Programming	4	-	-	4	l ⊢	1	CC	SJBJ202A	Digital Media Foundation	4	ŀ	Ŀ	4
	2	CC	SJBJ208A	The Advertising World	4	-	-	4	l ⊢	2	CC	SJBJ204A	Idea to Screen	4	ŀ	-	4
	3	CC	SJBJ205A	Camera, Light and Sound	4	-	-	4	Ш	3	CC	SJBJ206A	Documentary and Short Filmmaking	4	-	-	4
_	4	AECC	UDCM	Disaster Management	3	-	-	3	-	4	SEC	SJBJ208A	Radio Jockeying and News Reading	3	1	Η	4
ECOND	5	CC		Radio Broadcasting and Programming Lab	Ī.		4	2		5	CC	SJBJ252A	Digital Media Foundation Lab		Ī.	4	2
δ		_			┡	Ш	4		l ⊢	-			_		H	ш	
-/	6	CC	SJBJ253A	The Advertising World Lab	ŀ	┝┤	4	2	-	6	CC	SJBJ254A	Idea to Screen Lab	-	ŀ	4	2
	7	cc	SJBJ255A	Camera, Light and Sound Lab	-	-	4	2		7	CC	SJBJ256A	Documentary and Short	-	 -	4	2
	8	\vdash		MOOC	Ι-	_	_	4	-	9			Filmmaking Lab DSE-II	3	1	H	4
	9	DSE		DSE-I	3	1	-	4	-	-			502 11	<u> </u>	۴	H	
				TOTAL	18	-	12	29					TOTAL	18	2	12	26
				ODD									EVEN		_		
		-00	0.10.1004.4	Public Relations and Corporate	<u> </u>		Т			,	-00	0.10.100.04			Ţ.		
	1	CC	SJBJ301A	Communications	3	1	-	4	ΙL	1	CC	SJBJ302A	Global Media Scenario	3	1	-	4
	2	CC	SJBJ308A		4		. [4	П	2	CC	SJBJ304A	Media Organizations and	3	1		4
_		<u> </u>		Communication Research	╙	Ш	4		l ⊢				Entrepreneurship	,	_		
E E	3	CC	SJBJ305A	Event as a Marketing Tool	4	-	-	4	l ⊢	3	SEC	SJBJ352A	Major Project	-	-	12	6
F	4	SEC	SJBJ357A	Functional Exposure Report	-	-	-	2	Ш	4	VAC	VAC112	Successful Communication	2	۱.	-	0
	5	VAC	VAC115	Film Apprediation	2	_		0	l ⊢	5	DSE		Writing and Presentation DSE-IV	3	1	H	4
	6	CC	SJBJ353A	Communication Research Lab	-	-	4	2	▎┝	_	DOL		D2E-1A		┷	H	- 4
	7	CC	SJBJ355A	Event as a Marketing Tool Lab	-	-	4	2	╽┝						H	Н	
	8	DSE		DSE-III	3	1	-	4							T	П	
	•			TOTAL	16	2	8	22					TOTAL	11	3	12	18
				Total Credits				143									
						Щ	_										
				Open Bective - I	L	$\overline{}$	Р	С					Open Elective - II	L	T	Р	С
		1	SJBJ161A	Gender and Media Studies	4	2	-	4			1	SJBJ152A	Voice of Fourth State	4	ŀ	-	4
					Н	Н	+			_			-1 1 1 - 11 - 1			Н	
				Nicolatica Carakia Filandara (DCD)	١.	_	Р						Disciptine Specific Elective (DSE) -		Ļ	_	
		1	SJBJ261A	Discipline Specific Elective (DSE) - I 翻面面面面面面面	L	1	\rightarrow	C			1	CIDIOCOA	II Social Media Marketing	3	1		C
		2	SJBJ263A	Business Journalism	3		-	4			2	SJBJ262A SJBJ264A	Sports Journalism	3	1	H	<u>4</u> Δ
			3300Z00A	business/Outflatistit	J	1	+	-1			-	07802077	эрогозошнатап		_	Ĥ	
					Г	П							Discipline Specific Elective (DSE) -		Г	П	
				Discipline Specific Elective (DSE) - III	L	т	Р	С					IV	L	Т	Р	С
		1	SJBJ361A	Story TellingThrough Media	4	[-]	-	4			1	SJBJ362A	The atre and Communication	4	Ŀ	Ŀ	4
			SJBJ363A	Fashion Journalism	4	-T	- [4			2	SJBJ364A	Communication and Development	4	ŀ	[-]	4
		2	0,0000,	rashion Journalism	4			_							Г	П	
		2		rashion Journa ishi	4												
		2	0,00001	Value Added Courses		Т	P	С									
		1				$\overline{}$	P -	C									
			VAC101	Value Added Courses SELF DEVELOPMENT UNIVERSAL HUMAN VALUES AND	L 2	-	\neg										
			VAC101	Value Added Courses SELF DEVELOPMENT	L 2	-	\neg										
		1	VAC101 VAC103	Value Added Courses SELF DEVELOPMENT UNIVERSAL HUMAN VALUES AND	L 2	-	\neg										
		1 2 3	VAC101 VAC103 VAC104 VAC105	Value Added Courses SELF DEVELOPMENT UNIVERSAL HUMAN VALUES AND PROFESSIONAL ETHICS ETIQUETTE FOR PROFESSIONALS CITIES FOR PEOPLE	1 2 2 2	-	\neg										
		1 2 3	VAC101 VAC103 VAC104 VAC105	Value Added Courses SELF DEVELOPMENT UNIVERSAL HUMAN VALUES AND PROFESSIONAL ETHICS ETIQUETTE FOR PROFESSIONALS	1 2 2	-	\neg	-									
		1 2 3 4 5	VAC101 VAC103 VAC104 VAC105 VAC106	Value Added Courses SELF DEVELOPMENT UNIVERSAL HUMAN VALUES AND PROFESSIONAL ETHICS ETIQUETTE FOR PROFESSIONALS CITIES FOR PEOPLE INDIAN CONSTITUTION ESSENCE OF INDIAN TRADITIONAL	1 2 2 2 2	-	\neg	-									
		1 2 3 4 5	VAC101 VAC103 VAC104 VAC105 VAC106	Value Added Courses SELF DEVELOPMENT UNIVERSAL HUMAN VALUES AND PROFESSIONAL ETHICS ETIQUETTE FOR PROFESSIONALS CITIES FOR PEOPLE INDIAN CONSTITUTION ESSENCE OF INDIAN TRADITIONAL KNOWLEDGE	1 2 2 2 2 2 2	-	\neg	-									
		1 2 3 4 5	VAC101 VAC103 VAC104 VAC105 VAC106	Value Added Courses SELF DEVELOPMENT UNIVERSAL HUMAN VALUES AND PROFESSIONAL ETHICS ETIQUETTE FOR PROFESSIONALS CITIES FOR PEOPLE INDIAN CONSTITUTION ESSENCE OF INDIAN TRADITIONAL KNOWLEDGE BOUTIQUE MANAGEMENT	1 2 2 2 2	-	\neg	-									
		1 2 3 4 5	VAC101 VAC103 VAC104 VAC105 VAC106 VAC107 VAC108	Value Added Courses SELF DEVELOPMENT UNIVERSAL HUMAN VALUES AND PROFESSIONAL ETHICS ETIQUETTE FOR PROFESSIONALS CITIES FOR PEOPLE INDIAN CONSTITUTION ESSENCE OF INDIAN TRADITIONAL KNOWLEDGE BOUTIQUE MANAGEMENT UNDERSTANDING ADOLESCENTS	1 2 2 2 2 2 2 2	-	\neg										
		1 2 3 4 5	VAC101 VAC103 VAC104 VAC105 VAC106 VAC107 VAC108 VAC109	Value Added Courses SELF DEVELOPMENT UNIVERSAL HUMAN VALUES AND PROFESSIONAL ETHICS ETIQUETTE FOR PROFESSIONALS CITIES FOR PEOPLE INDIAN CONSTITUTION ESSENCE OF INDIAN TRADITIONAL KNOWLEDGE BOUTIQUE MANAGEMENT UNDERSTANDING ADOLESCENTS BEHAVIOR	1 2 2 2 2 2 2 2	-	\neg										
		1 2 3 4 5	VAC101 VAC103 VAC104 VAC105 VAC106 VAC107 VAC108 VAC109	Value Added Courses SELF DEVELOPMENT UNIVERSAL HUMAN VALUES AND PROFESSIONAL ETHICS ETIQUETTE FOR PROFESSIONALS CITIES FOR PEOPLE INDIAN CONSTITUTION ESSENCE OF INDIAN TRADITIONAL KNOWLEDGE BOUTIQUE MANAGEMENT UNDERSTANDING ADOLESCENTS	1 2 2 2 2 2 2 2	-	\neg										

	SEMESTER I											
S.N		Course	Course Title	L	T	P	C					
0		Code										
	ODD											
1	CC	SJBJ101A	Communication in Real World	5	1	-	6					
2	CC	SJBJ107A	Computer Applications in Media	4	-	-	4					
3	CC	SJBJ115A	Reporting and Editing - I	4	-	-	4					
4	AEC	SJBJ113A	Media Writing	3	-	-	3					
	C											
5	CC	SJBJ157A	Computer Applications in Media Lab	-	-	4	2					
6	CC	SJBJ155A	Reporting and Editing - I Lab	-	-	4	2					
7	MO		MOOC	-	-	-	2					
	OC											
8	OE		Open Elective - I	3	1	-	4					
	TOTAL 1 2 8 27											

BA(JMC) I

SJBJ101A	Communication In Real World	L	Т	P	C
Version 1.0		5	1	0	6
Eligibility/Exposure	Class 10+2				
Co-requisites					_

Course Objectives:

- 1. To define communication its nature and its different types.
- 2. To develop broad understanding of the concepts and process of communication.
- 3. To apply effective Seven C's of communication and avoiding barriers in their formal and informal communication.
- 4. To distinguish between verbal and nonverbal communication and appropriately use them in their communication.
- 5. To describe the role of Mass communication in society.
- 6. To develop the understanding of various theories and how they can be applied in communication through media.
- 7. To compare the models of communication and understand how they can be practically applied in current scenario.

Course Outcomes

After completion of the course student will be able to

CO1: Define the Communication its nature and its different types.

CO2: Develop broad understanding of the concepts and process of communication.

CO3: Apply effective Seven C's of communication and avoiding barriers in their formal and informal communication.

CO4: Distinguish between verbal and nonverbal communication and appropriately use them in their communication.

CO5: Describe the role of Mass communication in society.

CO6: Develop the understanding of various theories and how they can be applied in communication through media.

CO7: Compare the models of communication and understand how they can be practically applied in current scenario.

Catalogue Description

Communication is an exciting subject and an important aspect of human life as essential as breathing. Communication brings people together and closer to each other. Inability to communicate properly can lead to personal and professional problems. The 'hands on' course introduces the learners to use various types of communication in daily life.

Only speaking or talking is not communication. We need to develop the skills of listening amongst students. We can speak or write our ideas, but the main concern is to convey the message to our target audience. To convey the message effectively we need to understand the process of encoding and decoding. Students will learn different forms of verbal and nonverbal communication along with the barriers of communication to convey their ideas effectively.

This course will serve as a platform to understand the broad aspects of scope of mass communication and its social functions. The course develops understanding of tools of mass communication. Learners will be acquainted with the forms of persuasive communication in different industries. In addition, students will be able to develop listening skills to make the communication process more precise and relevant.

This course will set a path for the students to understand the importance to articulate their ideas by applying various models and theories of communication in their day to day life. After completing the course students will be able to understand the dynamic process of communication with its application in various forms of mass communication in personal and professional lives.

Course Content

Unit I – 14 lectures Introduction to Communication and Its Types

Communication: Definition, Concept and Functions, Elements and Processes of Communication, Types of Communication –Intrapersonal, Interpersonal, Group, Mass Communication, Brief history, evolution and the development of communication in the world with special reference to India, Reading newspapers and books on Communication on a regular basi

Unit II – 14 lectures

Effective Communication Skills

Verbal Communication: Tone, Timbre, Pitch, Tempo, Volume, Non Verbal Communication: Body Language& Para Language, Effective Communication and Barriers to effective communication, Seven C's of Communication

Unit III – 14 lectures Mass Communication and Mass Media

Definition and Concept of Mass Communication, Introduction to Mass Media and Mass Culture, Functions and Role of Mass Communication in Society, Visual Communication: Photographs, Traditional and Folk Media, Films, Radio, Television & New Media

Unit IV- 18 lectures Theories and Models

Theories- Authoritarian Theory, Social Responsibility Theory, Democratic Media Theory, Development Theory, Libertarian Theory, Soviet Press Theory, Development Media Theory, Dependency Theory, Personal Influence Theory, Communication theories- Hypodermic Needle Theory, Multistep Theory, Selective Exposure, Selective Perception, Selective Retention, Play Theory, Uses & Gratification Theory, Cultivation Theory, Agenda Setting Theory Models of Communication - SMCR Model, Shannon & Weaver Model, Wilbur Schramm Model, Lasswell Model, Gate Keeping Model, Gerbner's Model, Dance Helical Model, Newcomb's model, Osgood Model

Practical assignments:

- 1. Students will test the relevance of any one selected theory on basis of survey and interaction, and present the result through ppt.
- 2. Students will submit assignments on the basis of model/7C's of communication

Suggested Readings:

- 1. Kumar, K. J. (2020). Mass communication in India (5th ed.). Jaico Publishing House.
- 2. Narula, U. (2004). *Mass communication: Theory and practice*. Haranand Publication, New Delhi
- 3. Baran, S. J., & Davis, D. K. (2014). *Mass communication theory: Foundations, ferment, and future*. Cengage Learning.
- 4. Andal, N. (2017). Communication theories and models. Himalaya Publishing House, Delhi.
- 5. Hanson, R. E. (2016). Mass communication: Living in a media world. Sage Publications.
- 6. Aggarwal, V. B., & Gupta, V. S. (2001). *Handbook of Journalism and Mass Communication*. Concept Publishing Company.
- 7. Rayudu, C. S. (2010). Communication. Mumbai: Himalaya Publishing House.
- 8. McQuail, D. (1983). McQuail's Mass Communication Theory. London: Sage .

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Quiz I	Presentatio	Mid	Attendance	End Term
		n/	Term		Exam
		Assignment	Exam		
		/ etc.			
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs) $\,$

Mapping	between COs and POs	
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Define the Communication its nature and its different types.	PO1
CO2	Develop broad understanding of the concepts and process of communication.	PO1, PO4
CO3	Apply effective Seven C's of communication and avoiding barriers in their formal and informal communication.	PO1, PO4
CO4	Distinguish between verbal and nonverbal communication and appropriately use them in their communication.	PO3, PO4
CO5	Describe the role of Mass communication in society.	PO2, PO6
CO6	Develop the understanding of various theories and how they can be applied in communication through media.	PO2, PO6
CO7	Compare the models of communication and understand how they can be practically applied in current scenario	PO2, PO6

		Disciplinary Knowledge	Understanding the Role of Media	Skilled and Industry-ready Professionals	Influential and effective communication	Leadership readiness/ Qualities	Critical/ Reflective thinking & language	Technologically Efficient Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Team work	Students will acquire professional skills	required to be a media professional.	Students will be equipped with ICTs	competencies including digital literacy	Student shall become ethically committed media professionals and entrepreneurs
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	P011		PSO1	;	PSO2	PSO3
SJBJ101A	Communicati on in Real World	3	3	2	3		3						3		3		3

Course Code	Course Outcome	PO 1	PO 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 1 0	P O 11	P S O 1	PS O 2	PS O 3
	CO1	3	-	-	-	-	-	-	-	-	-	-	3	3	3
	CO2	3	-	-	1	-	-	-	-	1	-	-	3	3	3
SJBJ101	CO3	3	-	-	1	-	-	-	1	1	1	-	3	3	3
A	CO4	-	-	2	3	-	-	-	-	1	-	-	3	3	3
	CO5	-	2	-	-	-	3	-	-	1	-	-	3	3	3
	CO6	-	2	-	-	-	2	-	-	-	-	-	3	3	3
	CO7	-	3	-	-	-	3	-	-	1	-	-	3	3	3

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

U	RELEVANCE OF THE COURSE TO VARIOUS INDICATORS Relevance to the local, Relevance To the Relevance to the									S	N	P		
nit			onal and globa	al		Employabili					Gender,		E	
1111		ai, regio pmenta		aı		epreneurshi	·		Human	,	,	G		
	uevelo	ршента	i necus						Enviro			G	Г	/4
						Developme	ու							/ 4 th
									Sustai	nabilit	y			
														I
														R
			T						I	T				
	Local	Regi	National	Gl	Empl	Entrepren	Skill	Profes	Gen	Hu	Environ			
		onal		ob	oyabi	eurship	Develo	sional	der	ma	ment &			
				al	lity		pment	Ethics		n	Sustain			
								mm		Val	ability			
										ues	-			
Un			evolution				Communi							
it			and the				cation							
I			development				Skill							
			of											
			communicati											
			world with											
			special											
			reference to											
			India											
Un							Verbal							
it							Communi							
II							cation							
Un	Traditi						Mass						\dashv	
	onal						Communi							
	and						catio							
	Folk													
	Media													
Un			Democratic				Communi							
it			Media				cation							
IV			Theory,				theories							
* *			Development				11001105							
			Theory						<u> </u>					

1=weakly mapped
2= moderately mapped
3=strongly mapped

SJBJ107A	Computer Application in Media	L	T	P	C
Version 2.0		4	0	0	4
Eligibility/Exposure	Senior Secondary/XII CLASS				
Co-requisites					

Course objectives:

- 1. Understand the use of computer and its operations in various media related disciplines
- 2. Understand use of various application of MS Office
- 3. Define layout & design for print media.
- 4. Differentiate between the colours' physiology and psychology.
- 5. Familiarize the working of DTP software and printing technology.
- 6. Apply the knowledge of software to design print promotional literature, magazines and newsletter.

Course Outcomes:

After completion of the course students will be able to:

- CO1: Understand the use of computer and its operations in various media related disciplines
- CO2: Understand use of various application of MS Office
- CO3: Define layout & design for print media.
- CO4: Differentiate between the colours' physiology and psychology.
- CO5: Familiarize the working of DTP software and printing technology.
- CO6: Apply the knowledge of software to design print promotional literature, magazines and newsletter.

Catalogue Description

When a story is covered and sent to newspaper organization it requires framing and editing which has become very convenient with the help of computer. From the days of abacus to the latest smart computer and laptop technology, it is important for the students to understand the growth which has happened. With the positive aspect of computer, it is necessary to know the ploys of computer which will be taught to the students through this course.

Hardware, software and other peripherals plays very pivotal role while working on the computer and knowing about them will enable any kinds of snags arising out of it. All types of computers are enabled with modernized graphics and high-end memory devices. Through this course, students will comprehend all these changes and updates.

Through this course students will be trained in MS Office. They will be making power point presentations and making documents on word. As Media technologies are

changing daily, students will be updating their knowledge with the latest concepts of cloud computing, virtual reality and mobile applications.

Working for the layout of publications after knowing software helps the students to visualize the layout of print media. As the final product involves many stages, this course will also instill creativity and aesthetic understanding amongst students about elements of design like visuals, colors, text all the plans and stages of layout etc. It is also important to know the background of printing technology, which is the backbone of any publication. Now-a-days, printing technology deals with offset printing; it is very significant to understand the features of Photoshop, CorelDraw & Adobe InDesign.

Course Content

Unit I – 10 lectures Computer Basics

Computer: Generations and basics, Computer parts: Software, Hardware and Peripherals, Microsoft Office: Word, PowerPoint, excel, Outlook, Basic IT applications in print, electronic and digital media, Emerging Trends in information technology, Basic Excel, Basic HTML Coding, Introduction to Python for Journalism

Unit II—10 lectures Principles of Design

Principles of Design & Layout, Basics of Design and Graphics, Elements and principles of design, Typography: Physical form, aesthetics and classifications, Colour: Physical forms, psychology, colour scheme and production, Components of layout and layout planning, Graphs, Charts, Introduction to Data Visualization, Storytelling using data visualization

Unit III- 10 lectures Desktop Publishing

DTP & Multimedia, Introduction to DTP, Visuals: physical forms, functions and editing, Multimedia: Characteristics and functions, DTP Software –QuarkXpress, Photoshop, Corel Draw, In Design, Canva, Introduction to AI Tools

Suggested readings:

- 1. Sarkar N. N. (1998). Designing Print Communication. New Delhi: Sagar Publishers.
- 2. Kelby, S. (2011). *The Adobe Photoshop CS5 book for digital photographers*. Berkeley, Calif.: New Riders.
- 3. Coburn, Foster D. Corel Draw, Tata Mcgraw Hill Publishing Co Ltd, 2007
- 4. Jaiswal. A. (2003). Fundamentals of computer Information technology Today. Wiley Dreamtech India Pvt Ltd.
- 5. Rajaraman V., Fundamentals of computer, Prentice Hall of India

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Quiz I	Presentation/ Assignment/ etc.	Mid Term Exam	Attendance	End Term Exam
Weightage (%)	10	10	20	10	50

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

Mapping	g between COs and POs	
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Understand the use of computer and its operations in vario media related disciplines	us PO1, PO3
CO2	Understand use of various application of MS Office	PO3, PO7
CO3	Define layout & design for print media.	PO3
CO4	Differentiate between the colours' physiology and psychology.	PO1, PO6
CO5	Familiarize the working of DTP software and printing technology.	PO10, PO3, PO7
CO6	Apply the knowledge of software to design print promotional literature, magazines and newsletter.	PO7, PO3, PO4, PO11

		Disciplinary Knowledge	Understanding the Role of Press	Skilled and Industry-ready Professionals	Influential and effective communication	Leadership readiness/ Qualities	Critical/ Reflective thinking & language efficiency	Technologically Efficient Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Teamwork	Students will acquire professional skills required to	be a media professional	Students will be equipped with ICTs competencies including	digital literacy	Student shall become ethically committed media professionals	and entrepreneurs adhering to
Course Code	Course Title	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS	01	PS	02	PS	03
SJBJ10 7A	Computer Applications in Media	3		3	3		2	3			3	2	3	3		` •	3	

Course Code	Course Outcom e	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO8	PO9	PO1 0	PO1 1	PSO 1	PSO 2	PSO 3
	CO1	3	-	3	-	-	-	-	-	-	-	-	3	3	3
SJBJ107A	CO2	-	-	3	-	-	-	3	-	-	-	-	3	3	3
	CO3	-	-	3	-	-	-	-	-	-	-	-	3	3	3
	CO4	3	-	-	-	-	2	-	-	-	-	-	3	3	3
	CO5	ı	ı	3	ı	ı	ı	3	ı	ı	3	ı	3	3	3
	CO6	-	-	3	3	-	-	3	-	-	-	3	3	3	3

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

U n it	loc reg	velopi	tiona and g	l, global	the Employability/ Entrepreneurshi		the Eth Hui Env	evand Profetics, Coman Vironr Vironr	ssic lenc lalu nen	onal ler, ies, t &	SDG	NEP	POE/4 th IR	
	L o c al	Reg ion al	Nat ion al	Globa 1	Emplo yabilit y	Entr epre neur ship	Skil l De vel op me nt	Pr of es sio na l Et hi cs m m	Ge nde r	H u m a n V al u e s	En vir on m en t & Su sta in ab ilit y			
U n it I					Emerg ing Trend s in		Mic ros oft Off ice,					Promot e sustain ed,	Tech nical educa tion	Students will develop Technical Skills that match Industry Needs,

		infor matio n techno logy	Intr odu ctio n to Pyt hon for Jou rnal		inclusiv e and sustain able econom ic growth, full and	Digit al India - techn ology	Skill Development (Students will develop understanding)
			ism		product ive employ ment and decent work	and educa tion bidire ctiona 1 (23.1)	
					for all (SDG 8) (Learni ng the compo	Use of techn ologi cal tools	
					nents of this unit will enable employ ability)	(23.2)	
U n it II			Pri nci ples of Des ign & Lay out, Typ ogr		Skills for Decent Work (SDG 4.4) (Learni ng the compo nents of this	Profe ssion al Educ ation (20.2) Tech nical	Students will develop Technical Skills that match Industry Needs (Knowledge of the softwares will elevate skills and better chances, Skill Development (Students will learn designing skills) of

					aph y, Col our, Intr odu ctio n to Dat a Vis uali zati on		unit will enhanc e employ ability) strengt hen commu nicatio n capaciti es, increas e particip ation in the commu nicatio n process , designi ng develop ment campai gn (SDG 16)	educa tion (20.6) Use of techn ological tools (23.2)	employment)
U n it II I		DTP Softw are, Introd uctio n to AI Tools	DTP Softw are, Introd uction to AI Tools	DT P Soft war e, Intr odu ctio	DT P & Mu Itim edi a, , M ulti		Skills for Decent Work (SDG 4.4) (Learni ng the	Profe ssion al Educ ation (20.2)	Students will develop Technical, Skills that match Industry Needs (Knowledge of the softwares will elevate skills and better chances of

				n to AI Too ls	me dia, DT P Sof twa re, Intr odu ctio n to AI Too ls			components of this unit will enhance employ ability) Use of technology to help in digital transformation (SDG 9)	Tech nical educa tion (20.6) Use of techn ologi cal tools (23.2)	employment), Skill Development (Students will develop the understanding and knowhow)
U n it I V		DTP & Printi ng, Printi ng Meth ods	Printi ng Metho ds		DT P & Pri ntin g, Pri ntin g Met hod s			Skills for Decent Work (SDG 4.4) (Learni ng the compo nents of this unit will enhanc e employ ability) Use of technol ogy to	Profe ssion al Educ ation (20.2) Tech nical educa tion (20.6) Use of techn ological tools (23.2)	Students will develop Technical Skills that match Industry Needs (Knowledge of the softwares will elevate skills and better chances of employment), Students will learn relevant softwares and apps will also get introduce to AI tools for Journalists, Datavisualisation and uses of Python for Journalists

						help in		
						digital		
						transfor		
						mation		
						(SDG		
						9)		
						,		

1=weakly mapped 2= moderately mapped 3=strongly mapped

SJBJ115A	Reporting and Editing - I	L	T	P	С
Version 1.0		4	0	0	4
Eligibility/Exposure	Senior Secondary/ XII				
Co-requisites		•	•	•	

Course Objective

- 1. Know about the history and role of print journalism over the years
- 2. Explain the concept, nature, elements of news and news values
- 3. Describe the types of leads and news writing styles
- 4. Understand the role, need and types of news sources.
- 5. Attain knowledge about various beats of news reporting and differentiate in national and local reporting
- 6. Know the nuances of writing different types of news stories and understand the concept of editing.

Course Outcomes

After completion of the course student will be able to:

CO1: Know about the history and role of print journalism over the years

CO2: Explain the concept, nature, elements of news and news values

CO3: Describe the types of leads and news writing styles

CO4:. Identify the role, need and types of news sources.

CO5: Attain knowledge about various beats of news reporting and differentiate in national and local reporting

CO6: Apply the nuances of writing different types of news stories and understand the concept of editing.

Catalogue Description

Reporting and Editing is a course for practical exposure for journalism and mass communication students. This course is meant to build the skill of writing for newspapers and magazines among students and also understand the concept and values of news.

In this course, the students will be acquainted with the history of print journalism in India before and after freedom struggle. Course will also cover the types of newspapers on the basis on target readers, circulation and size of newspaper.

Students will understand the concept of news, news values, inverted pyramid structure, 5 Ws and 1H, types of news in newspapers and sections in national newspapers and types of newspapers. While learning these concepts learners will develop a sense of selecting the news for various sections of the newspaper and various other forms of print media write-ups. They will learn the covering of various beats- crime, courts, city reporting, local reporting, MCD, hospitals, health, education and sports etc. They will be acquainted with the writing style of news agency stories as well.

Course Content

Unit I – 10 lectures

News: Meaning, definition, nature and qualities, elements of news, News value: Timeliness, Proximity, Size, Importance and personal benefit, Inverted pyramid style of writing -5Ws and 1~H, Various Types of Leads

Unit II – 10 lectures Sources of News

News sources: Types, credibility of sources, protection of sources, Pitfalls and problems in reporting: Attribution, off-the-record, on the record, embargo, News agency, role and functions of news agency

Unit III – 10 lectures Reporter and Types of Reporting

Reporter: Functions, qualities, responsibilities, City Reporting Room in a daily: Set up, functions and distribution of beats, Coverage of various city beats-Political, health, lifestyle, parliament, crime, education, development, entertainment, sports, civic, food etc.

Unit IV- 10 lectures Editing

Elements and Principles of Editing, Types of newspapers and Magazines, sections in national dailies, Reporting- National and International Issues. Introduction to Editing: Meaning, objectives, Jobs involved in editing,

Suggested Readings:

- 1. Al., J. R. (2006). News reporting and editing.
- 2. Hohenberg, J. (1983). Undefined. Holt Rinehart & Winston.
- 3. Hough, G. A. (1988). News writing.
- 4. Joseph, M. K. (2006). Basic Source Material for News Writing. Anmol Publications PVT. LTD.
- 5. Kamath, M. V. (2009). Professional Journalism. Vikas Publishing House.
- 6. Saxena, A. (2007). Fundamentals of reporting and editing. Kanishka Publishers.
- 7. Stein, M. L., Paterno, S. F., & Burnett, R. C. (2006). Newswriter's handbook: An Introduction to Journalism. Wiley-Blackwell.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentation/	Mid	Attendance	End Term Exam
		Assignment/	Term		
		etc.	Exam		
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs) $\,$

Mapp	oing between COs and POs	
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Know about the history and role of print journalism over the years	PO1, PO2
CO2	Explain the concept, nature, elements of news and news values	PO1, PO8
CO3	Describe the types of leads and news writing styles	PO1, PO3
CO4	Identify the role, need and types of news sources.	PO1
CO5	Attain knowledge about various beats of news reporting and differentiate in national and local reporting	PO1, PO3
CO6	Apply the nuances of writing different types of news stories and understand the concept of editing.	PO3, PO6

		Di sci pli na ry K no wl ed ge	U nd ers ta nd in g th e Ro le of M ed ia	Sk ill ed an d In du str y- rea dy Pr of es sio na ls	Inf lu en tia l an d eff ect iv e co m un ica tio n	Le ad ers hi p rea di ne ss/ Q ua liti es	Cr iti cal / Re fle cti ve thi nk in g & la ng ua ge eff ici en cv	Te ch no lo gi cal ly Ef fic ie nt Pr of es sio na l	Et hi cal A wa re ne ss	Li fel on g Le ar ni ng	Res earc h- rela ted Skil ls	Coo pera tion / Tea m wor k	Stu dent s will acq uire prof essi onal skill s requ ired to be a med ia prof essi onal	Stu dent s will be equi ppe d with ICT s com pete ncie s incl udin g digi tal liter	Studen t shall becom e ethicall y committed media profess ionals and entrepreneurs adhering to the human values
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	cy PO6	PO7	PO8	PO9	PO10	PO11	PSO1	liter acy PSO2	PSO3
	Reporting and Editing - I	3	2	3			2		1				3	3	3

Course Code	Course Outcome	PO 1	PO 2	P O 3	PO 4	PO 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	PS O1	PS O2	PS O3
	CO1	3	3	-	-	-	-	-		-	-	-	3	3	3
	CO2	3	-	-	-	-	-	-	1	-	-	-	3	3	3
SJBJ115A	CO3	3	-	3	-	-	-	-	-	-	-	-	3	3	3
	CO4	3	-	-	-	-	-	-	-	-	-	-	3	3	3
	CO5	2	-	3		-	-	-	-	-	-	-	3	3	3
	CO6	-	-	3	-	-	3	-	-	-	-	-	3	3	3

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

iit	nat	ional, r	to the loca egional and ntal needs	/	Em	vance To ployabili preneur	ity/	y/ Ethics, Gender, Human nip/ Values, Environment &					N E P	PO E/4 th
Unit		F				Developi	_			ability		G	_	IR
	L oc al	Regi onal	National	Global	Emp loya bilit y	Entre prene urship	Skill Dev elop ment	Professio nal Ethics mm	G en de r	Hum an Valu es	Envir onme nt & Susta inabil ity			
U nit I	ws: Mea	g, definiti on	Meaning,	News: Meaning, definition						News: Meanin g, definiti on	,			
U nit II								News sources: Types, credibility of sources						
nit	Rep orti ng Roo	Reporti ng Room in a daily	Coverage of various city beats- Political, health, lifestyle, parliament											

dail	,	crime,							
У	ed	lucation,							
	de	evelopm							
	en	ıt,							
	en	tertainm							
	en	t, sports							
U			Jobs	Element	editing				
nit			involv	s and	for				
IV			ed in	Principl	newsp				
			editing	es of	apers				
				Editing,	and				
				Tool of	Magaz				
				Editing	ines				

1=weakly mapped
2= moderately mapped
3=strongly mapped

SJBJ113A	Media Writing	L	T	P	С
Version 1.0		3	-	-	3
Eligibility/Exposure	Basic knowledge of Reporting				
Co-requisites					

Course Objectives

- 1. To explain various writing styles that are used in media writing
- 2. To develop understanding of more complex, convergent, and fluid media environment
- 3. To apply the concepts of media writing into developing compelling stories
- 4. To train students to become thinking practitioners with an independent and critical approach to information and research in the field of digital media and society
- 5. To impart theoretical and practical knowledge of media writing needed to become industry ready professional

Course Outcomes

After completion of the course student will be able to:

CO1: Explain various writing styles that are used in media writing

CO2: Demonstrate substantial in-depth knowledge about the meaning of digital media, information technologies and their uses in contemporary mediatized societies and cultures

CO3: Apply the concepts of media writing into developing compelling stories

CO4: Adopt an independent and critical approach to information and research in the field of digital media and society

CO5: Apply the theoretical and practical knowledge of media writing needed to become industry ready professional

Catalogue Description

The students will learn fundamentals of writing across all media platforms. By the end of the course, students will be able to write for many journalistic and media-based styles using basic and accepted techniques accepted by each discipline. The aim is to prepare students to think critically about writing for the media (specifically broadcast journalism, public relations and advertising) and to equip students with a knowledge and understanding of the general principles of media writing.

Media Writing is an introductory level writing course for the students of Journalism and Media Communication programme. This course is meant to build a journalism student's skill set from the ground up. During the course, the students will learn the basic rules of media writing, the basic structure of a piece of news writing; and a series of different styles and approaches to write news for traditional and new media. This course will help students focus their skills by exploring different forms of writing online and in print.

The fundamentals of writing will be reinforced throughout the semester and students will come away from this course with the ability to recognize and write news articles, PR news releases, reviews, and broadcast news. The students will also do practical exercises of writing for media such as print, radio, television and internet. They will also learn how to use current

technologies to reach and communicate with larger variety of audience. The wide variety of assignments will be taken up by the students such as writing features, news stories, blogs and emails etc.

Course Content

Unit I- 10 Lectures Introduction to Media Writing

Fundamentals of Media Writing: Descriptive, Narrative, Objective and Reflective, ABCD of Media Writing: Grammar and Vocabulary (remedial exercises based on print and electronic media), Writing for News and Non-news Mediums (print and electronic media), Ethics in Media Writing

Unit II- 10 Lectures Process of Writing

Process of Writing: Brainstorming for Ideas, Idea Organization and Audience Analysis, Writing Mechanism: Opening, Developing and Winding up the Argument/Narrative, Editing and Formatting: APA Style Sheet Basics, Abstract, Summary, Paragraph, Essay and Column Writing

Unit III- 10 Lectures Introduction to Online Media

Introduction to Online Writing: Social Media Writing Skills and Etiquettes, Online Official Correspondence, Social Media and Language Change: e-mail, SMS, Emoticons, Blogs, Social Networking Sites, Maintaining Digital Databases

Unit IV- 10 Lectures Translation Practices

Translation Practices: Translation, Transliteration and Trans-Creation; Concept, Forms and Manifestations, The Location, Scope and Significance of Translation in Indian Media, Process of Translation from English to Hindi and vice - versa

Suggested Reading(s):

- 1. Stovall, J. G. (2015). Writing for the Mass Media. Ninth Edition. New York: Pearson
- 2. Fiske J. (1990). Introduction to Communication Studies, Routledge
- 3. Watson, James. (2004). *Media Communication: An Introduction to Theory and Process* -- New York: Palgrave
- 4. Vander Mey, R. (2004). *The College Writer: A guide to Thinking, Writing and Researching*. Boston: Houghton Mifflin

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentatio	Mid	Attendance	End Term
		n/	Term		Exam
		Assignment	Exam		
		/ etc.			
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs) $\,$

Mapping between COs and POs											
	Course Outcomes (COs)	Mapped Program Outcomes									
CO1	Explain various writing styles that are used in media writing										
CO2	Demonstrate substantial in-depth knowledge about the meaning of digital media, information technologies and their uses in contemporary mediatized societies and cultures	PO1, 1PO2, PO3, PO 4									
СОЗ	Apply the concepts of media writing into developing compelling stories	PO1, PO2, PO4, PO6									
CO4	Adopt an independent and critical approach to information and research in the field of digital media and society	PO1, PO3, PO4, PO6									
CO5	Apply the theoretical and practical knowledge of media writing needed to become industry ready professional	PO1, PO3, PO4									

		Disciplinary Knowledge	Understanding the Role of Media	Skilled and Industry-ready	Professionals Influential and effective	communication	Leadership readiness/ Qualities	Critical/ Reflective thinking &	language efficiency	Technologically Efficient	Professional	Luncal Awarchess	Lifelong Learning	Research-related Skills	Cooperation/ Team work	Students will acquire professional	skills required to be a media	ıal	ents will be equip	ICTs competencies including	digital literacy	Student shall become ethically	committed media professionals	and entrepreneurs adnering to the human values
Course Code	Course Title	PO 1	PO 2	PO	PO	4	PO 5	ЬО	6	PO	/ DO	∞ ∞	PO 9	PO 10	PO 11		PS	0		PS	0		PS) (C
SJBJ 1 13A	Media Writin g	3	3	3	3			2								3			3			3		

Cou rse Cod e	Course Outcom e	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
SJB	CO1	1	-	1	-	1	1	-	-	-	-	-	3	3	3
J	CO2	3	3	3	1	-	1	-	-	-	-	-	3	3	3
113	CO3	3	3	1	1	ı	2	ı	-	-	-	-	3	3	3
A	CO4	3	-	3	3	-	2	-	-	-	-	-	3	3	3
	CO5	3	-	3	3	-	3	-	-	-	-	-	3	3	3

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Uni	Re	levance	to the loc	al,	Rel	levance To	the	R	Releva	ance to t	he	S	N	PO
	nat	tional, re	egional a	nd		mployabilit	•				Gender,	D	\mathbf{E}	E /
			lopment	al		oreneurship				an Value		\mathbf{G}	P	4 th
	nee	eds			D	evelopment	t			onment				IR
		1	•	T			T			inability				
	L	Regio	Natio	Globa	Emplo	Entrepre	Skill	Profes	Ge	Huma	Enviro			
	О	nal	nal	1	yability	neurship	Develo	sional	nd	n	nment			
	c						pment	Ethics	er	Value	&			
	al							mm		S	Sustain			
											ability			
				News:						News:				
			Meanin	Meanin						Meanin				
	Me		g,	g,						g,				
		definitio	definitio	definiti						definiti				
	0,	n	n	on						on				
	defi													
	niti													
	on							N.T.						
Uni								News						
t II								sources:						
								Types,						
								credibili						
								ty of						
I In:	Cit	City	Corrance					sources						
UIII		City Poporti	Coverag											
ι III			e of various											
1111	Rep	ng Room in												
			beats-											
		_	Political											
	Roo		ronnical											

	m	, health,							
	in a	lifestyle,							
	dail	parliame							
	у	nt,							ı
		crime,							
		educatio							
		n,							
		develop							ı
		ment,							ı
		entertain							
		ment,							
		sports							
Uni			Jobs	Elements	editing				
t			involved	and	for				
IV				Principles					
				of Editing,	ers and				
				Tool of	Magazin				
				Editing	es				

1=weakly mapped 2= moderately mapped 3=strongly mapped

SJBJ157A	COMPUTER APPLICATIONS IN	L	T	P	С
	MEDIA LAB				
Version 2.0		0	0	2	2
Eligibility/Exposure	Basics of Computer Use				
Co-requisites					

Course objectives-

- 1. To know the use of Software in media industry.
- 2. To demonstrate the art and aesthetics required in media products.
- 3. To compare the layout & design of newspaper, magazines and other publicity literature.
- 4. To apply colours' psychology and its physiology in designing
- 5. To design media products by using In-Design and Photoshop

Course Outcomes-

After completion of the course students will be able to:

- CO1: Understand the use of Software in media industry.
- CO2: Demonstrate the art and aesthetics required in media products.
- CO3: Compare the layout & design of newspaper, magazines and other publicity literature.
- CO4: Apply colours' psychology and its physiology in designing
- CO5: Design media products by using In-Design and Photoshop

Catalogue Description

Overview:

This course will also focus on understanding the art and aesthetics required in media products. The students will be acquainted with the layout & design for print media. Working on newspaper and magazine layout which are the most important aspects of Journalism will be taught to students. They will be apprised about the colors' psychology and its physiology as well. To understand the use of graphic designing in media industry, students will be given 'hands-on' learning exposure through software.

Objective and Expected Outcome:

Desktop Publications includes making layout for newspaper, magazine, newsletter, and print advertisement. By the end of the course, students will be able to create layout of newsletter, newspaper, magazine through Desktop Publishing. Students will also learn to use different text editing options required to design publications.

Learners will be designing, Newspaper or newsletter on In-design software which is a prerequisite while working in industry. Through Photoshop software students will be trained in the art of photo editing and designing which is also a necessity while working as a photographer on the field as well off it. Corel draw being the designing software altogether different from In-design and Photoshop is required if one is interested to be a graphic designer and that makes it a necessity too as it will be required in every platform.

Course Content- 40 Lectures

Unit 1 Computer Basics

MS Office, Canva, Excel, Basic HTML Coding, Introduction to Python for Journalism

Unit 2 Principles of Design

Photo editing- pixel to pixel on Photoshop, Collage making on Photoshop, Advertisement designing, Designing Collaterals, Introduction to Data Visualization for Journalism

Unit 3 Desktop Publishing

Newsletter/ Magazine designing, digital publication, Graphs, Charts, Introduction to Data Visualization

Unit 4 Publishing

Creating poster, Newspaper page makeup on Indesign, Brochure layout, Introduction to AI Tools

Suggested readings:

- 1. N.N. Sarkar. (1998). Designing Print Communication. New Delhi: Sagar Publishers.
- 2. Kelby, S. (2011). *The Adobe Photoshop CS5 book for digital photographers*. Berkeley, Calif.: New Riders.
- 3. Coburn, Foster D. Corel Draw, Tata Mcgraw Hill Publishing Co Ltd, 2007
- 4. Jaiswal. A. (2003). Fundamentals of computer Information technology Today. Wiley Dreamtech India Pvt Ltd.
- 5. Rajaraman V., Fundamentals of computer, Prentice Hall of India

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Quiz I	Presentatio	Mid	Attendance	End Term
		n/	Term		Exam
		Assignment	Exam		
		/ etc.			
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs) $\,$

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Understand the use of Software in media industry.	PO1, PO7,PO3
CO2	Demonstrate the art and aesthetics required in media products.	PO1, PO3,
CO3	Compare the layout & design of newspaper, magazines and other publicity literature.	PO1, PO6, PO7
CO4	Apply colours' psychology and its physiology in designing	PO1, PO3,PO9
CO5	Design media products by using In-Design and Photoshop	PO6,PO7,PO 11

Course	Course	P	PO	P	P	P	PO	PO	PO	PO	PO	PO	PS	PS	PS
Code	Outcome	01	2	03	04	O 5	6	7	8	9	10	11	01	O2	03
	CO1	1	-	3	-	-	-	3	-	-	-	-	3	3	3
SJBJ	CO2	3	-	3	-	-	-	-	-	-	-	-	3	3	3
157A	CO3	3	-	-	-	-	2	3	-	-	-	-	3	3	3
	CO4	3	-	3	-	-	-	-	-	1	-	-	3	3	3
	CO5	-	-	-	-	-	3	3	1	-	-	2	3	3	3

1=weakly mapped 2= moderately mapped 3=strongly mapped

		vance to		*		ce To the		Releva				SD	NE	POE/4 ^t
t		onal, reg al develo			Employ		C1-:11	Profes			cs,	G	P	h IR
	gron	ai deveid	ринента	i neeus	Develop	eneurship/	SKIII	Gende Values			ant			
					Develop	IIICIIt		& Sust	,		iciit			
	L	Regio	Natio	Globa	Empl	Entrepre	Skill	Profe	_	Hu	Envir			
	oc	nal	nal	1	oyabil	-		ssion	der	man	onme			
	al				ity	-	pment	al		Val	nt &			
								Ethic		ues	Sustai			
								s mm			nabili			
											ty			
Un	i				Basic	Introductio								
t I						n to Python								
					Coding,		Basic							
						Journalism								
					tion to		Coding							
					Python									
					for									
					Journali									
T Te-	:				SM	Dhata	Dhata							
Un t II							Photo							
ιΠ					editing		editing, Introduc							
							۱ .							
							tion to Data							
							Data Visualiz							
							ation							
							ulion							

Uni			Newslet	Newsletter/					
<i>t</i>				Magazine					
L									
III			Magazi	designing					
			ne						
			designin						
			g						
Uni					Introduc				
t					tion to				
IV					ΑI				
					Tools				

The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty.

SJBJ155A	Reporting and Editing – I Lab	L	Т	P	С
Version 1.0		0	0	2	2
Eligibility/Exposure	Senior Secondary/ XII				
Co-requisites					

Course Objective

- 1. To understand the concept of inverted pyramid style of news writing.
- 2. To acquaint students with hard and soft news
- 3. To identify sources of news for different types of news stories
- 4. To report for various types of beats
- 5. To apply design elements in newspaper layout

Course Outcomes

After completion of the course student will be able to:

- 1. To understand the concept of inverted pyramid style of news writing
- 2. To acquaint students with hard and soft news
- 3. To identify sources of news for different types of news stories
- 4. To report for various types of beats
- 5. To apply design elements in newspaper layout

Catalogue Description

Overview:

Journalism is a field where students need to get practical exposure of the skills they need to learn during the course. By the end of this course, students will be able to write and report for newspapers and magazines. The aim is to make students capable of reporting for various beats and interview as a media person and also give language to their thoughts professionally.

Objective and Expected Outcome:

Reporting and Editing Lab is a course for practical exposure for journalism and mass communication students. This course is meant to build the skill of writing for newspapers and magazines among students and also understand the concept and values of news.

Students will complete assignments on the basis of various concepts related to news like categorization of news, types of news, 5 Ws and 1H, inverted pyramid style of writing. Learners will have hands-on experience of reporting various beats- crime, courts, city reporting, local reporting, MCD, hospitals, health, education and sports etc.

The course will make students understand developing news sources, the nuances of reporting of various beats and writing stories. By the end, they will develop a portfolio of various types of news stories for newspapers

Course Content

- 1. Assignment on identifying the type of news
- 2. Assignment on identifying the news sources
- 3. Assignment on identifying and writing hard and soft news stories
- 4. Assignment on reporting for various types of beats

5. Designing newsletter/newspaper layout

Suggested Readings:

- 1. Al., J. R. (2006). News reporting and editing.
- 4. Hohenberg, J. (1983). Undefined. Holt Rinehart & Winston.
- 3. Hough, G. A. (1988). News writing.
- 5. Joseph, M. K. (2006). Basic Source Material for News Writing. Anmol Publications PVT. LTD.
- 5. Kamath, M. V. (2009). Professional Journalism. Vikas Publishing House.
- 6. Saxena, A. (2007). Fundamentals of reporting and editing. Kanishka Publishers.
- 7. Stein, M. L., Paterno, S. F., & Burnett, R. C. (2006). Newswriter's handbook: An Introduction to Journalism. Wiley-Blackwell.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentation/ Assignment/	Mid Term Exam	Attendance	End Term Exam
		etc.			
Weightage (%)	10	10	20	10	50

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

	Mapping between COs and POs	
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	To understand the concept of inverted pyramid style of news writing	PO1,
CO2	To acquaint students with hard and soft news	PO1, PO6
CO3	To identify sources of news for different types of news stories	PO1, PO6, PO10
CO4	To report for various types of beats	PO1, PO3,
CO5	Attain knowledge about various beats of news reporting and differentiate in national and local reporting	PO1, PO3
CO6	To apply design elements in newspaper layout.	PO3, PO7, PO11

		Disciplinary Knowledge	Understanding the Role of Media	Skilled and Industry-ready Professionals	Influential and effective communication	Leadership readiness/ Qualities	Critical/ Reflective thinking & language efficiency	Technologically Efficient Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Team work	Students will acquire professional skills required to be a media professional	Students will be equipped with ICTs competencies including digital literacy	Student shall become ethically committed media professionals and entrepreneurs adhering to the human values
Cour se Code	Course Title	PO1	PO2	PO3	PO4	PO5	P06	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ 155A	Reporti ng and Editing – I Lab	3		3			2	1				1	3	3	3

Cour se Code	Course Outco me	P O 1	PO 2	P O3	P O4	P O5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
	CO1	1	-	-	-	-	-	-	-	-	-	-	3	3	3
SJBJ	CO2	3	-	-	-	-	2	-	-	-	-	-	3	3	3
115A	CO3	3	-	-	-	-	2	-	-	-	-	-	3	3	3
	CO4	3	-	3	-	-	1	-	-	1	-	1	3	3	3
	CO5	3	-	3	-	-	-	-	-	-	-	-	3	3	3
	CO6	-	-	3	-	-	-	1	-	-	-	1	3	3	3

Uni t	natio	vance to t nal, regio opmenta	onal and a	global	Emp Entre	ance T bloyabi preneu Develop	llity/ rship/ oment	Pro Gendo E	fession er, Hur nviron Sustain	ce to the al Ethic nan Vament & ability	cs, lues,	SDG	NE P	POE/4 ^t h IR
	Loc al	Regio nal	Nation al	Glob al	Empl oyabi lity	Entr epre neur ship	Skill Dev elop ment	Profes sional Ethics mm	Gen der	Hum an Valu es	Environ ment & Sust aina bilit			
Uni t I							News Writin g Style					ble econom ic growth, full and producti ve employ ment and decent work for all (SDG 8) (Learnin g the	Digit al Educ ation : Ensur ing Equit able Use of Tech nolog y (24.1 - 24.5)	Hands-on Experienc

Uni				4.4) ssior (Learnin al g the Educ compon ation ents of (17.1 this unit-	chances of employm ent) Hands-on Experienc e (Students will be working
Uni t III	n n t	Designi ag newslet er/new paper ayout		4.4) ssior (Learnin al	better chances

								will	be
								workin	ıg
								on	
								practic	
								assignı	me
								nts)	
Uni								Techni	cal
t								Skills t	that
IV								match	
								Industi	ry
								Needs	
								(Know	led
						Skills for		ge of	
						Decent		softwa	
						Work		will	
						(SDG	Profe	elevate	e
						4.4)	ssion	skills	and
						(Learnin	al	hottor	
						g the	Educ	chance	25
						compon	ation	of	
						ents of	(17.1	emnlo	vm
						this unit	_	ent)	y
							17.5)	Circy	
						enhance		Hands-	-on
						employ		Experi	
						ability)		e Experi	CIIC
						11		(Stude:	nts
								will ap	
								the sk	kills
								learnt	
								work	on
								project	

1=weakly mapped
2= moderately mapped
3=strongly mapped

	MOOC	L	Т	P	С
Version 1.0		0	0	0	2
Eligibility/Exposure					
Co-requisites					

Open Elective

SJBJ151A	Gender, Media, and Society	L	Т	P	С
Version 1.0		3	1	0	4
Eligibility/Exposure	Class 10+2				
Co-requisites					

Course Objectives

- 1. To define gender, sex and gender roles in society
- 2. To describe the term masculinism and feminism with reference to feminist theories
- 3. To explore the gender issues raised by media forms over time spanning oral, written and electronic forms
- 4. To interpret gender stereotypes and the representation of gender and society in media which may reinforce or subvert social roles and ideologies of the societies.
- 5. To appreciate women's and transgender's contributions to society historically, culturally, and politically
- 6. To sensitise about the gender equality, sexuality (LGBTQ) and empowerment of weaker gender through media storytelling.

Course Outcomes:

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

- CO1 Define gender, sex and gender roles in society
- CO2 Describe the term masculinism and feminism with reference to feminist theories
- CO3 Explore the gender issues raised by media forms over time spanning oral, written and electronic forms
- CO4 Interpret gender stereotypes and the representation of gender and society in media which may reinforce or subvert social roles and ideologies of the societies.
- CO5 Appreciate women's and transgender's contributions to society historically, culturally, and politically
- CO6 Sensitize about the gender equality, sexuality (LGBTQ) and empowerment of weaker gender through media storytelling.

Catalogue Description

Students will be able to demonstrate their knowledge of key developments and debates in the representation of gender in various media forms. Main objective is to sensitize the learners about gender issues in media and society. The course will highlight the power of media in portraying gender issues. To make them understand various policies and guidelines with reference to gender and society by various national and International organization and governments they will be inculcated the habit of using media on daily basis.

At the end of the session, students will be able to clearly think and express their views on range of gender and social issues highlighted and not so highlighted in media. They will demonstrate the sense of gender equality and empowerment of weaker sections of the society. The course will set a path to create gender sensitive individuals who respect and understand the other genders. They will be able to understand the role of media in eliminating the prejudices, attitudes, norms and practices that sustain gender-based discrimination, marginalization and inequality. Learners will recognize the role of media in creating a gender-neutral society by breaking stereotypes through success stories in written and audiovisual media and more specifically through cinema.

This course will create a better understanding amongst learners about social issues related to gender equality and disparity. After completing the course, students will be able to understand the role of media in creating a better society.

Course Content

Unit I: 10 lecture hours

Introduction to Gender and Sex

Definition and concept of Sex and gender, Types of Genders, Gender a social term, Gender Roles in society, Introduction to Media – Media, types of Media – Print, electronic, cinema, digital and folk media

Unit II: 10 lecture hours

Feminism

Waves of Feminism, Queer Theory, Feminist Movements, Masculinity, Hyper masculinity, Cultural Theory

Unit III: 12 lecture hours

Representation of Gender in Media

Gender Stereotypes, Media representation of Gender (News, Cinema and advertising), Indecent representation of Gender in media, Gender in Mythology, Role of media in eliminating the prejudices, attitudes, norms and practices that sustain gender-based discrimination, marginalization and inequality

Unit IV: 8 lecture hours Gender Discrimination

Gender Equality, Gender Neutrality, Gender Sensitisation,

Workshops, guest lectures and assignments based on the relevant issues

Suggested readings:

1.Byerly, C. M. (2011). Global Report on the Status of Women in the News Media, Washington DC: International Women's Media Foundation.

- 2. Osho (2002). The Book of Woman, Penguin India
- 3. Butler, J (1990). Gender Trouble, Routledge Publishing
- 4. Gill, R. (2007). Gender and Media, Rawat Publications
- 5. Gauntlett, D. (2002). Media, Gender and Identity, Routledge Publishing

6. Krijnen, T., Bauwel , S. V. (2015). Gender and Media: Representing, Producing, Consuming. Routledge

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Quiz I	Presentation/	Mid	Attendance	End Term
		Assignment/	Term		Exam
		etc.	Exam		
Weightage (%)	10	10	20	10	50

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

Mapping	between COs and POs	
	Course Outcomes (COs)	Mapped Program Outcom es
CO1		PO9
CO2	Describe the term masculinism and feminism with reference to feminist theories	PO9 and PO3
CO3	Explore the gender issues raised by media forms over time spanning oral, written and electronic forms	PO2 and PO3
CO4	Interpret gender stereotypes and the representation of gender and society in media which may reinforce or subvert social roles and ideologies of the societies.	
CO5	Appreciate women's and transgender's contributions to society - historically, culturally, and politically	РО3
CO6	Sensitize about the gender equality, sexuality (LGBTQ) and empowerment of weaker gender through media storytelling.	

		Disciplinary Knowledge	Understanding the Role of Media	Skilled and Industry-ready	Influential and effective	Leadership readiness/ Qualities	Critical/ Reflective thinking &	Technologically Efficient	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Team work	Students will acquire professional skills required to be a media	Students will be equipped with ICTs competencies including	Student shall become ethically committed media professionals
Cours e Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	P09	PO10	PO11	PSO1	PSO2	PSO3
	Gender and Media Studies		3				3		3	3	2	2	3	3	3

Course	Course	PO	PO	P	P	P	PO	PO	PO	PO	PO	PO	PS	PS	PS
Code	Outcome	1	2	03	O4	O 5	6	7	8	9	10	11	01	O2	03
	CO1	-	-	-	-	-	-	-	-	2	-	-	3	3	3
SJBJ	CO2	-	-	3	-	-	-	-	-	2	-	-	3	3	3
151A	CO3	-	3	3	-	-	-	-	-	-	-	-	3	3	3
	CO4	-	3		-	-	-	-	-	-	-	-	3	3	3
	CO5	-	-	3	-	-	-	-	-	-	-	-	3	3	3
	CO6	-	-	3	-	-	-	-	-	-	-	-	3	3	3

Uni t	nation	ance to the contract of the co	nal and g	lobal	Relevance T Employabil Entreprene Developme	lity/ eurship/	/ Skill	Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SD G	N E P	PO E/ 4 th IR
	Loc	Region	Nation	Glob	Employab	Entr	Skill	Prof	Gender	Huma	Envi			
	al	al	al	al	ility	epre	Dev	essio		n	ron			
						neur	elop	nal		Value	ment			
						ship	ment	Ethi		S	&			
								cs			Sust			
								mm			aina			
											bilit			

						у		
Uni t I		types of Media, digital and folk media	digital and folk media		Definiti on and concept of Sex and gender			
Uni t II				Queer Theory, F eminist Movemen	Feminis m Waves of Feminis			
Uni t III		Media representatio n of Gender		Gender Stereotyp es				
Uni t IV			Gende r Equalit y					

1=weakly mapped
2= moderately mapped
3=strongly mapped

SEM	ESTER	II					
S.N		Course	Course Title	L	T	P	C
0		Code					
EVE	N						
1	CC	SJBJ110A	Digital Photography	4	-	-	4
2	CC	SJBJ104A	Media Laws and Ethics	3	1	-	4
3	CC	SJBJ112A	Reporting and Editing - II	4	-	-	4
4	AEC	UCES	Environmental Studies	4	-	-	4
	C	125A					
5	CC	SJBJ150A	Digital Photography Lab	-	-	4	2
6	CC	SJBJ154A	Reporting and Editing - II Lab	-	-	4	2
7	MOO		MOOC	-	-	-	2
	C						
8	OE		Open Elective - II	3	1	-	4
TOT	AL	•		17	2	8	25

SJBJ110A	Digital Photography	I		Т	P	C
Version 1.0		4	1	0	0	4
Eligibility/Exposure	BA(JMC) I					
Co-requisites						

Course Objectives

- 1. To enhance knowledge about photography and its history.
- 2. To describe the parts of a digital camera and their functions.
- 3. To develop visualization and creativity of the students.
- 4. To apprise the students with techniques involved in various beats of photography.
- 5. To describe various lights, their accessories and their applications.
- 6. To apply the use of photography in journalism and advertising field.
- 7. To demonstrate proficiency of skills in Photo Journalism.

Course Outcomes

After completion of the course student will be able to

- CO1: Enhance knowledge about photography and its history.
- CO2: Describe the parts of a digital camera and their functions.
- CO3: Develop visualization and creativity of the students.
- CO4: Apprise the students with techniques involved in various beats of photography.
- CO5: Describe various lights, their accessories and their applications.
- CO6: Apply the use of photography in journalism and advertising field.
- CO7: Demonstrate proficiency of skills in Photo Journalism.

Catalogue Description

Photography is an art to express who grab our attention and speak directly to our emotions. It allows us to express ourselves through an art form. We notice a beautiful landscape or an old man's face with aging lines. Each of us will have a different reason and style to capture such

images. And according to his/her requirement, he/she will focus it to retain that expression in the form of the image. In this course, students will get learn the art to capture the reality and present it aesthetically.

In this course, students will get to know about the history of photography, how the camera obscura was invented. From the exposure time of 8 hours to just few fractions of seconds all the technologies related to camera will be introduced to the students. Students will get to know about how to use photography as a medium of communication. They will also understand the different parts of their camera and their respective functions. Students will learn about various types of camera and their design. This course will help the students to learn different types of lenses required for different purposes such as wide-angle lens to cover broad area, telephoto lens to cover longest distance. Students will get to know about the exposure triangle which is the most important element of photography. This course will help the student to learn important camera composition, camera shots and camera angles. A good picture can only be captured in an appropriate amount of light, students have to learn different lighting source and so that they can use it according to their needs in photography. Students will learn different types of lighting such as one point, two point and three-point lighting in this course.

While a journalist will use their pen and paper to tell stories, a photojournalist will use their camera to capture the visual representation of a story. A single picture in some cases becomes so powerful, that it changes the public opinion and also has a real impact on politics. Photojournalism in its core is an objective way to educate people about the stories that a photojournalist is covering. Students will be trained in different types of photography like portrait, product, fashion and food photography.

Course Content

Unit I – 8 lectures

Introduction to Photography

Brief History of photography, Photography as a medium of communication, How photography works? Principles of camera obscura, Different parts of camera and their function, Analog to Digital photography

Unit II – 12 lectures

Functions of Camera

Types of Camera, Camera design- Pinhole camera, view camera, compact camera, TLR Camera, SLR Camera, Polaroid Camera, underwater camera, digital camera, camera in mobile phone, Telephoto Lens, Lenses- controlling image, Photographic lenses- prime and zoom lens, angle of view, Shutter speed, ISO, F-Stop, Aperture and Shutter, Depth of field, Lens care, Exposure - Meaning and definition of Exposure F-number and shutter speed relationship, equivalent exposure settings Camera accessories: Tripod, Lens hood, Flash unit, filters, close up attachment etc. Photographic Composition: Elements of composition, Rule of thirds, Placement of subject, Framing, Principles of composition, shots and camera angles,

Unit III – 12 lectures

Types of Photography

Various types of photography- Event Coverage Photography, Wedding Photography, Ad photography, Street Photography, Portrait Photography, Wildlife Photography, Nature and Landscapes Photography, Food Photography, Fashion Photography, Product Photography

and Night photography. Lighting-Sources of light: Natural & Artificial, Nature and physical properties of light, Direction & angle of light: Front, side, top & back, Lighting contrast and its control by fill in lights, One, two & three point lighting: Key, fill and back light.

Unit IV-8 lectures

Photo Journalism

Photo journalism- Role and impact of a photograph in print media, Review and analysis of some outstanding photographs, Photo editing- selection of photograph, cropping, caption writing. Digital Photo Editing- Introduction to Photoshop, creating a document and saving a file, Importing camera images, the tools palette, Selecting, cutting and pasting, Levels and Contrast, Photo Appreciation, Photo Stories, Photo Features and Photo Essays Legal and Ethical Issues.

Suggested Readings:

- 1. Sharma, O. P. (2003). *Practical Photography*. Hind Pocket Books.
- 2. Langford, M., Smith, R. S., & Fox, A. (2015). *Langford's basic photography: The guide for serious photographers*. Focal Press.
- 3. Folts, J. A., Lovell, R. P., & Zwahlen, F. C. (2006). *Handbook of photography*. Thomsan Learning.
- 4. Frost, L. (2010). The A-Z of creative photography. Amphoto.
- 5. Ang, T. (2008). *Fundamentals of modern photography* (1st ed.). Octopus Publishing Group.
- 6. Aiyar, B. (2005). Digital Photojournalism. Authorpress.
- 7. Bilissi, E., & Langford, M. (2018). Langford's advanced photography: The guide for aspiring photographers. Focal Press.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentatio	Mid	Attendance	End Term
		n/	Term		Exam
		Assignment	Exam		
		/ etc.			
Weightage (%)	10	10	20	10	50

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

Mapp	ing between COs and POs	
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Enhance knowledge about photography and its history.	PO1, PO7
CO2	Describe the parts of a digital camera and their functions.	PO1, PO4, PO9
CO3	Develop visualization and creativity of the students.	PO4, PO6
CO4	Apprise the students with techniques involved in various beats	PO3

	of photography.	
CO5	Describe various lights, their accessories and their applications.	PO7
CO6	Apply the use of photography in journalism and advertising field.	PO2, PO3
CO7	Demonstrate proficiency of skills in Photo Journalism.	PO7, PO9

		Disciplinary Knowledge	Understanding the Role of Media	Skilled and Industry-ready Professionals	Influential and effective communication	Leadership readiness/ Qualities	Critical/ Reflective thinking & language efficiency	Technologically Efficient Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Team work	Students will acquire professional skills required to be a media professional	Students will be equipped with ICTs competencies including digital literacy	Student shall become ethically committed media professionals and entrepreneurs adhering to the human
Course Code	Course Title	P01	P02	PO3	P04	PO5	P06	PO7	P08	P09	PO10	PO11	PSO	PSO	PSO
SJBJ11 0A	Digital Photography	3	3	2	2		2	3		2			3	3	3

Course Code	Course Outco me	PO 1	P O2	P O 3	P O 4	P O 5	P 06	P 07	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
	CO1	3	-	-	-	-	-	2	-	-	-	-	3	3	3
SJBJ11	CO2	3	-	-	2	-	-	-	-	2	-	-	3	3	3
0A	CO3	-	-	-	3	-	2	-	-	-	-	-	3	3	3
	CO4	-	-	3	-	-	-	-	-	-	-	-	3	3	3
	CO5	-	-	-	-	-	-	3	-	-	-	-	3	3	3
	CO6	-	3	3	-	-	-	-	-	-	-	-	3	3	3

CO7	-	-	-	-	-	-	3	-	3	-	-	3	3	3

U	Rele	vance 1	to the loca	al.	Relevan	ce To	the	Relev	ance 1	to the		SDG	NEP	PO
ni			egional ar	*	Employa					l Ethic	S.			E/4 th
t			lopmenta		Entrepro	-		Gend			-,			IR
	8				Skill Dev		_			vironm	ent &			
								Susta	*					
	Lo	Regi	Nation	Global	Employ	Ent	Skill	Prof	Ge	Hum	Envi			
	cal	onal	al		ability	rep	Devel	essio	nde	an	ron			
						ren	opme	nal	r	Valu	ment			
						eur	nt	Ethi		es	&			
						shi	110	cs			Sust			
						p		mm			aina			
						P					bilit			
											y			
U	_	_	_	Brief	-	-	_	-	_	Phot	,	Skills	"Pro	
ni				Histor						ogra		for	fessi	
t I				y of						phy		Decent	onal	
				photog						as a		Work	Edu	
				raphy						medi		(SDG	catio	
										um		(Learni	n	
										of		ng the	(20.	
										com		compon	2)	
										mun		ents of	Tech	
										icati		this	nical	
										on		unit	educ	
												will	ation	
												enhanc e	(20.	
												chances	6)"	
												of		
												employ		
												ability)		
												strength		
												en		
												commu nication		
												capaciti		
												es,		
												increas		

							e particip ation in the commu nication process (SDG 16)		
U ni t II		Camer a design, Lens, Camer a access ories	Photographic Composition: Elements of composition, Rule of thirds, Placement of subject, Framing, Principles of composition, shots and camera angles.				"Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance chances of employ ability) strengthen communication capacities, increase participation in the commu	Prof essio nal Edu catio n (20. 2) Tech nical educ ation (20. 6) Use of tech nolo gical tools (23. 2)"	

								nication		
								process		
								(SDG		
								16)"		
U	-	-	-	Variou				"Skills	"Pro	
ni				s types				for	fessi	
t				of				Decent	onal	
II				photog				Work	Edu	
I				raphy				(SDG	catio	
								4.4)	n	
								(Learni	(20.	
								ng the	2)	
								compon	ŕ	
								ents of	Tech	
								this	nical	
								unit	educ	
								will	ation	
								enhanc	(20.	
								e	6)"	
								chances	0)	
								of		
								employ		
								ability)		
								2441242 24 1 2		
								strength		
								en		
								commu		
								nication		
								capaciti		
								es,		
								increas		
								e		
								particip		
								ation in		
								the		
								commu		
								nication		
								process		
								(SDG		
								16)"		

7.7		1	DI :	D: 1. 1	1	1		C1 '11	"D	1
U	-	-	Photo	Digital				Skills	"Pro	
ni			journal	Photo				for	fessi	
t			ism	Editing-				Decent Work	onal	
I				Introdu				(SDG	Edu	
V				ction to				4.4)	catio	
				Photosh				(Learni	n	
				op,				ng the	(20.	
				creating				compon	2)	
				a				ents of		
				docume				this	Tech	
				nt and				unit will	nical	
				saving				enhanc	educ	
				a file,				e	ation	
				Importi				chances	(20.	
				ng				of	6)	
				camera				employ		
				images,				ability)	Use	
				the				24	of	
				tools				strength en	tech	
				palette,				commu	nolo	
				Selectin				nication	gical	
				g,				capaciti	tools	
				cutting				es,	(23.	
				and				increas	2)"	
				pasting,				e mantiain		
				Levels				particip ation in		
				and				the		
				Contras				commu		
				t				nication		
								process		
								(SDG		
								16)		

1=weakly mapped
2= moderately mapped
3=strongly mapped

SJBJ104A	Media Laws and Ethics	L	T	P	С
Version 1.0		3	1	0	4
Eligibility/Exposure	BA(JMC) I				
Co-requisites					

Course Objectives

- 1. To understand the constitutional and legal framework of India.
- 2. To describe the correlation between fundamental rights and duties.
- 3. To familiarize them with the court room code of conduct.
- 4. To analyse the role of Prasar Bharti and Press Council of India.
- 5. To explain the laws on information including IPR, copyright, cyber law and RTI.
- 6. To apply the issues of professional conduct of a journalist, and ethics in their professional lives.

Course Outcomes

After completion of the course student will be able to

- CO1: Understand the constitutional and legal framework of India.
- CO2: Describe the correlation between fundamental rights and duties.
- CO3: Familiarize them with the court room code of conduct.
- CO4: Analyse the role of Prasar Bharti and Press Council of India.
- CO5: Explain the laws on information including IPR, copyright, cyber law and RTI.
- CO6: Apply the issues of professional conduct of a journalist, and ethics in their professional lives.

Catalogue Description

Media Laws and Ethics course will educate students how to report information without violating defamation law and invasion of privacy, how to gather information to avoid legal and/or ethical trouble and how to deal with subpoenas. They will also examine how to navigate the digital space of contemporary journalism and focusing on fair use and understanding laws- Bill and Act, Ordinance, Regulation, Statute, Code, Norms, Convention. They will also study the role and responsibility of media in democracy by studying the fundamental right of Freedom of Speech and Expression and reasonable restrictions on this right, Supreme Court decisions on freedom of speech and expression, Press and Registration of Books Act 1867 as amended in 1955; Right to Information Act 2005; Working Journalist Acts of 1955 and 1958; Press Councils acts of 1965 and 1978 and its constitution and composition; Contempt of Courts Act 1971; Common court terminology - Plaintiff, defendant, affidavit, evidence, prosecution, conviction, accused, acquittal, bail, prima facie, sub-judice and an overview of some other acts like-Juvenile Justice Act, NDPS Act, Young Persons[Harmful Publications] Acts 1956, Indecent Representation of Women[Prohibition] Act 1986, Domestic Violence Act. They will also gather knowledge about policies and best practices in the use of photographs, trademarks, film clips and other copyrighted works as this is a rapidly changing and complex legal environment for journalists, publicists and other creative entrepreneurs.

The students will also be acquainted with the Media Ethics like truth, accuracy, balance, decency, human rights etc. In this course, they will examine the ever evolving fast and competitive digital space by exploring the temptations of sloppy and unethical practices, and the consequences of giving into those temptations, the course will help students examine the

impact of the internet on the practice of journalism and other creative fields of mass communication.

Course Content

Unit I – 12 lectures

Familiarize with the court room

Legal Terminology: Bills and Acts, Ordinance, Regulations, Statute, Code, Norms, Conventions, Affidavit, Accused, Acquittal, Bail, Conviction, Defendant, Evidence, Plaintiff, Prosecution, Prima Facie, Sub-Judice, Press Laws Before and After Independence, Bill to Act: Case Study of Lokpal, Freedom of the Press and the Indian Constitution, Freedom of Speech and Expression: Article 19(1) (a) and Reasonable Restrictions Article 19 (2)

Unit II – 10 lectures

Constitutional and Legal Framework

Press Commissions and Press Council of India, Committees: Chanda Committee, P.C. Joshi Committee, Sengupta Committee and Verghese Committee, The State: Sedition-incitement to violence (section 124A IPC) Legislature: Parliamentary Privileges - Article 361A, Article 105 (Parliament), Article 194 (State Legislation), Judiciary: Contempt of Court 1971

Unit III – 10 lectures

Regulations and Acts

Press & Registration of Books Act 1867 and 1955, Copyright Act 1957, Working Journalists Act 1955 & 1958, Young Persons Harmful Publications Act 1956, Prasar Bharati Act 1990 and Cinematograph Act 1952, Official Secrets Act 1923 and Right to Information Act 2005 (Case studies), Defamation, Libel & Slander (Case studies)

Unit IV-8 lectures

Associations

Defining Media Ethics: Social Responsibility of Press , Legal Rights and Responsibilities of Journalists, Code of Ethics: Editors' Guild, Press Council of India, AIR & Doordarshan Code, Regulatory Framework: TRAI, BCCC, News Broadcasters Association (NBA) and their functioning.

Suggested Readings:

- 1. Aggarwal, S. K. (1989). Media credibility. Mittal Publications.
- 2. Basu, D. D. (2018). Introduction to the Constitution of India. Prentice Hall.
- 3. Ghosh, K. (1973). Freedom or Fraud of the Press. Rupa & Co.
- 4. Mankekar, D. R. (1973). The Press under Pressure. Indian Book.
- 5. Iyer, V. (2000). Mass media laws and regulations in India. India Research Press.
- 6. Rayudu, C. S., & B., N. R. (1995). *Mass Media Laws and Regulations*. Himalaya Publication House.
- 7. Shrivastava, K. M. (2005). *Media Ethics: Veda to Gandhi & beyond*. Publications Division, Ministry of Information and Broadcasting, Government of India.
- 8. Thakurta, P. G. (2011). *Media Ethics: Truth, Fairness, and Objectivity*. Oxford University Press.
- 9. Venkateswaran, K. S. (1993). *Mass Media Laws and Regulations in India*. Asian Mass Communication Research and Information Centre.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentatio	Mid	Attendance	End Term
		n/	Term		Exam
		Assignment	Exam		
		/ etc.			
Weightage (%)	10	10	20	10	50

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

Mapping	between COs and POs	
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Understand the constitutional and legal framework of India.	PO1, PO8
CO2	Describe the correlation between fundamental rights and duties.	PO1, PO4, PO6
CO3	Familiarize them with the court room code of conduct.	PO1, PO4, PO8, PO9
CO4	Analyse the role of Prasar Bharti and Press Council of India	PO2
CO5	Explain the laws on information including IPR, copyright, cyber law and RTI.	PO2, PO6, PO8, P09
CO6	Apply the issues of professional conduct of a journalist, and ethics in their professional lives.	PO6, PO7, PO8, PO9

		Disciplinary Knowledge	Understanding the Role of Media	Skilled and Industry-ready Professionals	Influential and effective communication	Leadership readiness/ Qualities	Critical/ Reflective thinking & language efficiency	Technologically Efficient Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Team work	Students will acquire professional skills required to be a media professional	Students will be equipped with ICTs competencies including digital literacy	Student shall become ethically committed media professionals and entrepreneurs adhering to the human
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	P09	PO10	PO11	PSO1	PSO2	PSO3
SJBJ104 A	Media Laws and Ethics	3	2		2		3	1	3	3			3	3	3

Course	Course	РО	PO8	PO9	PO1	PO1	PSO	PSO	PSO						
Code	Outcome	1	2	3	4	5	6	7			0	1	1	2	3
	CO1	3	-	-	-	-	-	-	2	-	-	-	3	3	3
SJBJ104A	CO2	3	-	-	1	-	1	-	-	-	-	-	3	3	3
	CO3	3	-	-	1	-	-	-	2	2	-	-	3	3	3
	CO4	-	3	-	-	-	-	-	-	-	-	-	3	3	3
	CO5	-	3	-	-	-	3	-	1	3	-	-	3	3	3
	CO6	-	-	-	-	-	3	3	1	3	-	-	3	3	3

1=weakly mapped
2= moderately mapped
3=strongly mapped

Uni t	na glo	tional,	to the loc regional a velopmen	and	Relevance To t Employability Entrepreneur Development	/	Skill		ssiona er, Hu onme	al Ethics, uman Value ent &	es,	N E P	P O E /4 th
	Local	Regio nal		Glo bal	Employability		Skill Devel opme nt	Professi onal Ethics mm	Gen der	Human Values	Env iron men t & Sust aina bilit		
Uni t I			Freedom of the Press and the Indian Constitu tion,		Legal Terminology: Bills and Acts			Freedom of the Press and the Indian Constituti on,		Freedom of Speech and Expression : Article 19(1) (a) and Reasonable Restriction s Article 19 (2)			
Uni t II			Press Commis sions and Press Council of India										
Uni t III			Right to Informat ion Act 2005		Press & Registration of Books Act 1867 and 1955, Copyright Act 1957					Right to Informatio n Act 2005			
Uni t IV					News Broadcasters Association (NBA) and their functioning.			Defining Media Ethics					

SJBJ112A	Reporting and Editing - II	L	T	P	C

Version 2.0	4 0 0 4
Eligibility/Exposure	Senior Secondary/ XII
Co-requisites	

Course Objective

- 1. To understand the international, national, state and local level reporting
- 2. To acquaint the students with specialized areas of reporting
- 3. To familiarise with workflow and gatekeeping process in newsroom
- 4. To train in the process of editing for various platforms.
- 5. To develop writing skills of various types of opinions
- 6. To apply the knowledge of dummy, printing and layout.

Course Outcomes

After completion of the course student will be able to:

CO1: Understand the international, national, state and local level reporting

CO2: Acquaint the students with specialized areas of reporting

CO3: Familiarise with workflow and gatekeeping process in newsroom

CO4: To train in the process of editing for various platforms.

CO5: To develop writing skills of various types of opinions

CO6: To apply the knowledge of dummy, printing and layout.

Catalogue Description

Overview:

The course will introduce students to the basics of editing stories for print media. The students will learn how to edit agency and stories received from other sources. It will also familiarize the students with specialized areas of reporting and develop their skills in specialized writing and editing.

Objective and Expected Outcome:

The course covers specialized reporting, copy editing, headlines writing, features, articles, editorials, column writing and editing for magazines. Story selection, copy tasting and editing symbols will be discussed at length.

Headline-writing is another fundamental aspect of editing. Sub-editors of newspapers write headlines, captions and other forms of "display type" for print and/or online publication. These days, largely because of the growth of blogging, many reporters and writers also find themselves acting as editors as well as writers, producing headlines and captions.

This course introduces the relevant concepts concerning professional newsroom environments and practices, including professional socialization, workflows, gate keeping practices and the impact of convergence. The course will elaborate working of national bureau, state bureau and important roles of the people working in a newsroom.

After completion of the course, students will have holistic knowledge of editing and opinion writing for national dailies and magazines. They will have an overall exposure of functioning of the newsroom of a newspaper.

Course Content

Unit I- 10 Lectures

Introduction to News Bureau

News Bureau, National and State News Bureau – set up and functions, Functions of Bureau Chief, other correspondents, Bureau beats - their distribution.

Unit II-10 lectures

Types of Reporting and Editing

Specialized Reporting and Writing, Interpretative reporting, Investigative reporting, Sports reporting, Business Reporting Film/TV Reporting, reporting life style, Reporting Science & Technology, Writing Editorials, Comments, Middles, Special Articles, Columns, Backgrounders, Features and their types, Interviews and their types, style of writing, Letter to the editor – their importance, writing and editing

Unit III- 10 lectures

Newsroom and Editing

Newsroom, Gatekeeping and Newsroom, Role of News Editor, Chief Sub Editor and Copy Editor, Difference Between Editing of Newspaper and Magazine, Editing copies of specialized reports, Rewriting, rearranging or clubbing the copies, Convergence and Difference between Print Editing and Web Editing, Editing for Magazines

Unit IV-10 lectures

Layout and Dummy designing

Dummy and Layout, Concept and Utility of Dummy, Dummy Newspaper, Magazines and Journalist, Web Journalism and Dummy, Modern Lay-out (Specialized designing), Designing tools Lay-out, Changing Trends of Lay-out, Use of Written Matter, and Graphs, Problems of Lay-Out, lay-out Preparing for Newspaper, Magazines and On-Line Paper

Suggested Readings:

- 1. Kamath M V: *Professional Journalism*, Vikas Publishing House, New Delhi
- 2. Randall. D: The Universal Journalist, London, 2002
- 3. Fedler Fred & Bender John R. Raymond Kuhn and Eric Neven: *Reporting for the Media*, Oxford University Press
- 4. Erik Neveu, Raymond Kuhn: *Political Journalism: New Challenges, New Practice*, London, 2002
- 5. Gupta V S: *Handbook of Reporting and Communication Skills*, Concept Publishing, New Delhi
- 6. Hough Georg A: *News Writing*, Kanishka Publishers, Distributors, New Delhi
- 7. Srivastava, K M: *News Reporting and Editing*, Sterling Publication, New Delhi
- 8. Sengupta. A: *Electronic Journalism Principles and Practices*, Authorspress, Delhi, 2006
- 9. Cheryl Sloan Wray *Writing for Magazines: A Beginners' Guide*, NTC Publishing Group

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Quiz I	Presentation/	Mid Term	Attendance	End Term Exam
		Assignment/	Exam		
		etc.			
Weightage (%)	10	10	20	10	50

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

Mapping	between COs and POs	
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Understand the international, national, state and local level reporting	PO1, PO2, PO9
CO2	Acquaint the students with specialized areas of reporting	PO1, PO3
СОЗ	Familiarise with workflow and gatekeeping process in newsroom	PO1, PO2, PO 3
CO4	To train in the process of editing for various platforms.	PO1, PO7
CO5	To develop writing skills of various types of opinions	PO1, PO3, PO6
CO6	To apply the knowledge of dummy, printing and layout.	PO3, PO6, PO7

		Disciplinary Knowledge	Understanding the Role of Media	Skilled and Industry-ready	Influential and effective	Leadership readiness/ Qualities	Critical/ Reflective thinking & language efficiency	Technologically Efficient	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Team work	Students will acquire professional skills required to be a media	Students will be equipped with ICTs competencies including	Student shall become ethically committed media professionals and
Course Code	Course Title	PO 1	PO 2	PO	PO 4	<u>۲</u> 0	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS	PS	PS
SJBJ112 A	Reporting and Editing - II	3	2	3			2	2		1		2	3	3	3

Course	Course	P	PO	P	P	P	PO	PO	PO	PO	PO	PO	PS	PS	PS
Code	Outcome	0	2	03	04	O5	6	7	8	9	10	11	01	O2	03

		1													
	CO1	3	2	-	-	-	-	-	-	1	-	-	3	3	3
CIDI112	CO2	3	-	3	-	-	-	-	-	-	-	-	3	3	3
SJBJ112 A	CO3	3	2	3	-	-	-	-	-	-	-	-	3	3	3
	CO4	3	-	-	-	-	-	2	-	-	-	-	3	3	3
	CO5	3	-	3	-	-	2	-	-	-	-	-	3	3	3
	CO6	-	-	2	-	-	2	2	-	-	-	-	3	3	3

1=weakly mapped

2= moderately mapped 3=strongly mapped

U ni t	natio	onal, r al dev	to the loregional a	and	Relevand Employa Entrepro	ability/ eneurshij	p /	Relevance Ethics, C Values, I Sustaina	Gender, I Environr	Human		SDG	N EP	PO E/4 th IR
U ni t I	Lo cal	Re gio nal	Natio nal Natio nal an d	Glob al beats	Employ ability	Entrep reneur ship	Skill Deve lopm ent	Professi onal Ethics mm		Hum an Valu es	Envi ron ment & Sust aina bilit y	power of inform		
			State News Burea u									ation and knowle dge, safety of Journa lists, flow of inform ation, promot e the wider and better balanc ed dissemi nation of inform ation, increas		

							e partici pation in the commu nicatio n process , develo ping a free and indepe ndent media	
U ni t II		Speciali zed Reporti ng and Writing Intervie ws	Spec ialize d Repo rting and Writi ng Feat ures	Specia lized Repor ting and Writin g	Spec ializ ed Rep ortin g and Writ ing	Spec ializ ed Rep ortin g and Writ ing	Freedo m of express ion, free flow of ideas by word and image, safety of Journa lists, promot e the wider and better balanc ed dissemi nation of	

							inform	
							ation,	
							increas	
							e	
							partici	
							partici	
							in the	
							commu	
							nicatio	
							n	
							process	
							, to	
							improv	
							e voice	
							povert	
							у,	
							develo	
							ping a	
							free	
							and	
							indepe	
							ndent	
							media	
U			Editing	Editi			power	
ni			copies	ng			of	
t			of	copie			inform	
II			speciali	s of			ation	
I			zed	speci			and	
			reports,	alize			knowle	
				d			dge,	
			Gatekee	repor			safety	
			ping	ts			of	
			and Ne				Journa	
			wsroom				lists,	
							flow of	
							inform	
							ation,	
							promot	
							e the	
							wider	
							and	

								la 44 - F	
								better	
								balanc	
								ed	
								dissemi	
								nation	
								of	
								inform	
								ation,	
								increas	
								e	
								partici	
								pation	
								in the	
								commu	
								nicatio	
								n	
								process	
								, develo	
								ping a	
								free	
								and	
								l I	
								indepe	
								ndent	
				D	ъ.			media	
U				Dummy	Desi			power	
ni				and	gnin			of	
t				Layout	g			inform	
I					tools			ation	
V					Lay-			and	
					out			knowle	
								dge,	
								safety	
								of	
								Journa	
								lists,	
								flow of	
								inform	
								ation,	
								promot	
								e the	
	1	J	<u> </u>						

					wider	
					and	
					better	
					balanc	
					ed	
					dissemi	
					nation	
					of	
					inform	
					ation,	
					increas	
					e	
					partici	
					pation	
					in the	
					commu	
					nicatio	
					n	
					process	
					,	
					develo	
					ping a	
					free	
					and	
					indepe	
					ndent	
					media	

UCES125A	Environmental Studies	L	T	P	C
Version 1.0		4	0	0	4
Eligibility/Exposure	Basics of Environment				
Co-requisites					

Course Objectives

- 1. To aware the students about the environment.
- 2. To learn the students concepts and methods from ecological and physical sciences and their application in environmental problem solving.
- 3. To think across and beyond existing disciplinary boundaries, mindful of the diverse forms of knowledge and experience that arise from human interactions with the world around them.
- 4. Communicate clearly and competently matters of environmental concern and understanding to a variety of audiences in appropriate forms.

Course Outcomes

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

- CO1. To comprehend and become responsive regarding environmental issues.
- CO2. Acquire the techniques to protect our mother earth, as without a clean, healthy, aesthetically beautiful, safe and secure environment no specie can survive and sustain.
- CO3. Enable the students to discuss their concern at national and international level with respect to formulate protection acts and sustainable developments policies.
- CO4. To know that the rapid industrialization, crazy consumerism and over-exploitation of natural resources have resulted in degradation of earth at all levels.
- CO5. Become consciousness about healthy and safe environment.

Catalogue Description

This course imparts the basic concepts of environment which enable them to solve basic problems related to their surroundings. This course helps them to get an idea adverse effect of industrialization, population and degradation of natural resources on the environment. The course introduces the concepts of renewable and non-renewable resources.

Course Content

UNIT I 8 Lectures

Environment and Natural Resources

Multidisciplinary nature of environmental sciences; Scope and importance; Need for public awareness.

Land resources; land use change; Land degradation, soil erosion and desertification.

Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.

Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).

Energy resources: Renewable and non- renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

UNIT II 12 Lectures

Ecosystems and Biodiversity

Ecosystem: Definition and Structure and function of ecosystem; Energy flow in an

ecosystem: food chains, food webs and ecological succession.

Case studies of the following ecosystems:

- a) Forest ecosystem
- b) Grassland ecosystem
- c) Desert ecosystem
- d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Biological diversity: genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots; India as a mega-biodiversity nation; Endangered and endemic species of India; Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity; Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

UNIT III 10 Lectures

Environmental Pollution and Environmental Policies

Environmental pollution: types, causes, effects and controls; Air, water, soil and noise pollution Nuclear hazards and human health risks; Solid waste management: Control measures of urban and industrial waste; Pollution case studies.

Sustainability and sustainable development; Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture; Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act; Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

UNIT IV 10 Lectures

Human Communities and the Environment and Field work

Human population growth: Impacts on environment, human health and welfare; Resettlement and rehabilitation of project affected persons; case studies; Disaster management: floods, earthquake, cyclones and landslides; Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan; Environmental ethics: Role of Indian and other religions and cultures in environmental conservation; Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc.

Visit to a local polluted site-Urban/Rural/Industrial/Agricultural.

Study of common plants, insects, birds and basic principles of identification.

Study of simple ecosystems-pond, river, Delhi Ridge, etc.

Text Books

1. Kaushik and Kaushik, Environmental Studies, New Age International Publishers (P) Ltd. New Delhi.

Reference Books/Materials

- 1. A.K. De, Environmental Chemistry, New Age International Publishers (P) Ltd. New Delhi.
- 2. S.E. Manahan, Environmental Chemistry, CRC Press.

- 3. S.S Dara and D.D. Mishra, Environmental Chemistry and Pollution Control, S.Chand & Company Ltd, New Delhi.
- 4. R. Gadi, S. Rattan, S. Mohapatra, Environmental Studies Kataria Publishers, New Delhi.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Quiz I	Presentation/	Mid	Attendance	End Term
		Assignment/	Term		Exam
		etc.	Exam		
Weightage (%)	10	10	20	10	50

	Mapping between COs and POs	
	Course Outcomes (COs)	Mapped Program Outco mes
CO1	The learners will be able to comprehend and become responsive regarding environmental issues.	PO6
CO2	Students will acquire the techniques to protect our mother earth, as without a clean, healthy, aesthetically beautiful, safe and secure environment no specie can survive and sustain.	PO10
CO3	It enables the students to discuss their concern at national and nternational level with respect to formulate protection acts and ustainable developments policies.	PO8
CO4	Students come to know that the rapid industrialization, crazy consumerism and over-exploitation of natural resources have resulted in degradation of earth at all levels.	
CO5	Students become consciousness about healthy and safe environment.	PO2

		Enhancement in Advanced		strat	Learning of fundamental	Orientation towards research	Acquiring capability to work	of impa	cor	Ethical awareness and digital	Capability to deal with professional responsibilities	Students will acquire professional skills required to	Students will be equipped with ICTs competencies including	Student shall become ethically committed media	professionals and
Course Code	Course Title	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	01	75 02	PS	\tilde{C}
BSCH125 A	Environment al Studies		2				3		3	3	2	2	2	2	

Course Code	Course Outcome	P O 1	PO 2	P O3	P O4	P O5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
	CO1	-	-	-	-	-	3	-	-	-	-	-	2	2	2
DCCI112	CO2	-	-	-	-	-	-	-	-	-	2	-	2	2	2-
BSCH12 5A	CO3	-	-	-	-	-	-	-	3	-	-	-	2	1	2
	CO4	-	-	-	-	-	-	-	-	3	-	-	2	2	2
	CO5	-	2	-	-	1	-	1	1	-	1	-	2	2	2

	local regio deve	l, na onal lopr	ce to the tional, and glonental	obal needs	Entr Skill	nploya reprene Develo	eurship/ opment	Pr Gene	ofessi der, H Envir Susta	onment inabili	thics, Values, t &	SDG	NEP	POE/ 4 th IR
	L	R	Nati	Glob	Emp	Entr	Skill	Prof	Ge	Hum	Enviro			
	oc	e .	onal	al	loya	epre	Develo	essio	nd	an	nment			
	al	gi			bilit	neur	pment	nal	er	Valu	&			
		О			У	ship		Ethi es Sustain						
		n						cs ability						
		al						mm						
Uni t I			Biolog ical diversi	ical										
				ty										
Uni t II			Enviro nment Laws											
Uni														
t III														
Uni							Resettlem							
t IV							ent and rehabilitat ion							

SJBJ154A	Reporting and Editing – II Lab	L	T	P	С
Version 2.0		0	0	4	2
Eligibility/Exposure	BA(JMC) I				
Co-requisites					

Course Objective

- 1. To acquaint students with writing for specialised stories`
- 2. To understand opinion writing
- 3. To edit the reporters' and news agencies' stories using editing symbols
- 4. To write leads and headlines
- 5. Write photo captions and cutlines.
- 6. Design newspaper/newsletter/magazine using design software.

Course Outcomes

After completion of the course student will be able to:

CO1: Acquaint students with writing for specialised stories

CO2: Understand opinion writing.

CO3: Edit the reporters' and news agencies' stories using editing symbols.

CO4: Write leads and headlines.

CO5: Write photo captions and cutlines.

CO6: Design newspaper/newsletter/magazine using design software

Catalogue Description

Overview:

The course will give students practical exposure to edit the stories for newspapers. They swill learn how to edit agency and stories received from other sources. It will also familiarize the students with specialized areas of reporting and develop their skills in specialized writing and editing.

Objective and Expected Outcome

This course introduces the students with editing and proof-reading symbols used in print media industry.

The course gives hands-on training to the students about specialized reporting, copy editing, headlines writing, features, articles, editorials and editing for magazine. Beats will be assigned to the students where students will get hands-on training of reporting and preparing news stories for morning dailies.

Headline-writing is another fundamental aspect of editing. Students will be writing the headlines, captions and other forms of "display type" for newspapers and magazines. They will be creating their newsletter/newspaper using all the skills they have learnt during the course.

After completion of the course, students will have an overall exposure of functioning of the newsroom of a newspaper and they will produce a final product as newspaper/newsletters.

Course Content

- 1. Identify any five headlines and rewrite them
- 2. Write various types of leads
- 3. Report and file story for special beats
- 4. Convert any news story into feature
- 5. Prepare a copy by using editing and proof reading symbols
- 7. Write an Editorial
- 8. Rewrite any five photo captions and cutlines
- 9. Design a newspaper/newsletter/magazine

Suggested Readings

- 1. Kamath M V: Professional Journalism, Vikas Publishing House, New Delhi
- 2. Randall. D: The Universal Journalist, London, 2002
- 3. Fedler Fred & Bender John R. Raymond Kuhn and Eric Neven: *Reporting for the Media*, Oxford University Press
- 4. Erik Neveu, Raymond Kuhn: *Political Journalism: New Challenges, New Practice*, London, 2002
- 5. Gupta V S: *Handbook of Reporting and Communication Skills*, Concept Publishing, New Delhi
- 6. Hough Georg A: News Writing, Kanishka Publishers, Distributors, New Delhi
- 7. Srivastava, K M: News Reporting and Editing, Sterling Publication, New Delhi
- 8. Sengupta. A: Electronic Journalism Principles and Practices, Authorspress, Delhi, 2006
- 9. Cheryl Sloan Wray Writing for Magazines: A Beginners' Guide, NTC Publishing Group

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Assign	Quiz I	Mid Term	Presentation/	End Term
	ment I		Exam	Assignment/ etc.	Exam
Weightage (%)	10	10	20	10	50

Mapping between COs and POs										
		Mapped								
	Course Outcomes (COs)	Program								
		Outcomes								
CO1	Acquaint students with writing for specialised stories	PO1, PO9								

CO2	Understand opinion writing	PO1, PO3
соз	Edit the reporters' and news agencies' stories using editing symbols	PO1, PO3
CO4	Write leads and headlines	PO1, PO3
CO5	Write photo captions and cutlines	PO1, PO3
CO6	Design newspaper/newsletter/magazine using design software	PO3, PO7, PO11

		Disciplinary Knowledge	Understandi ng the Role		Influential and	Leadership readiness/	Critical/ Reflective	Technologi cally	Ethical	Lifelong	Research- related	Cooperation / Team			
Cours															
e	Course Title		6)	••		16		_	~		0	1)1)2)3
Code	Title	PO1	P02	PO3	P04	PO5	P06	PO7	P08	P09	PO10	PO1	PSO1	PSO2	PSO3
SJBJ	Reportin												3	3	3
154A	g and Editing –	3		3	3			3		2		3			
	II Lab														

Course Code	Course Outcome	P O 1	PO 2	P O3	P O4	P O5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
	CO1	3	-	-	-	-	-	-	-	2	-	-	3	3	3
SJBJ154	CO2	3	-	2	-	-	-	-	-	-	-	-	3	3	3
A	CO3	3	-	2	-	-	-	-	-	-	-	-	3	3	3
	CO4	3	-	2	-	-	-	-	-	-	-	-	3	3	3
	CO5	3	-	3	-	-	-	-	-	-	-	-	3	3	3
	CO6	-	-	3	-	-	-	3	-	-	-	3	3	3	3

Un it	local, national, regional and global developmental needs Lo Re Nat G Employab Entrepreneu Skill Develo					nployabi epreneu	lity/ rship/	Profe Ger Values	evancession nder, , Envi	al Eth Huma ironm	SDG	NEP	POE/4 th IR	
	Lo cal	Re gio nal	Nat ion al	G lo b al	Em plo yab ilit y	Entre prene urship	Skill Dev elop ment	Profes sional Ethics mm	Ge nde r	Hu ma n Val ues	Envi ron ment & Sust aina bilit y			
Un it I							New s story					powe r of infor matio n and knowl edge, safety of Journ alists, flow of infor matio n, prom ote the wider and better balan ced disse minat	(creativi ty and innovati on, critical thinkin g and higher- order thinkin g capaciti es, proble m- solving abilities, teamwo rk, commu nication skills, more indepth learning	Techni cal Skills that match Indust ry Needs Skill Develo pment

ion of infor mattery of curricul incre ase fields, partic ipatio in in social mand the comm moral awaren ess, devel doping a free and indep enden t media mation upholdi ing liberty, equality , , fraterni ty, and justice for all, 9.1.2 (skills and values will be incorpor rated at each stage of learning),	 	 	 	 	 	 			
matio of curricul increase ase fields, partic ipatio s in n in social the and comm moral unica awaren tion ess), proce ss, devel atic, opping a free and t humane media thumane media nation upholding liberty, equality, fraterni ty, and justice for all), 9.1.2 (skills and values will be incorporated at each stage of learning							ion of	and	
matio of un, curricul incre a across ase fields, partic increase ipatio s in n in social the and comm moral unica awaren tion ess) , proce 9.1 (a devel atic, oping a free on and us, indep enden t humane media ation upholding liberty, equality, , fraterni ty, and justice for all), 9.1.2 (skills and values will be incorporated at each stage of learning							infor	mastery	
incre ase partic							matio		
ase fields, increase in partic in partic in moral social the comm moral awaren tein to proce ss, devel oping a free and indep enden t media in the m							n,	curricul	
partic increase ipatio s in social the and comm moral unica awaren tion ess) , proce 9,1 (a democr devel oping socially a free and indep enden thumane media aution upholdi ng liberty, equality , fraterni ty, and justice for all), 9,1.2 (skills and values will be incorpo rated at each stage of learning							incre	a across	
partic increase ipatio s in social the and comm moral unica awaren tion ess) , proce 9,1 (a democr devel oping socially a free and indep enden thumane media aution upholdi ng liberty, equality , fraterni ty, and justice for all), 9,1.2 (skills and values will be incorpo rated at each stage of learning							ase	fields,	
n in social the and comm moral unica awaren tion ess), proce 9.1 (a democr devel ato, oping socially a free and indep enden d, and humane media media nation upholdi ng liberty, equality, fraterni ty, and justice for all), 9.1.2 (skills and values will be incorpo rated at each stage of learning							partic	increase	
the comm moral awaren tion ess), proce 9.1 (a ss, democr devel oping a free conscio and indep enden t humane mation upholdi ng liberty, equality, fraterni ty, and justice for all), 9.1.2 (skills and values will be incorpo rated at each stage of learning							ipatio	s in	
comm unica awaren tion ess) , proce 9.1 (a democr atic, socially conscious, unique enden t humane media nation upholding liberty, equality , fraternity, and justice for all), 9.1.2 (skills and values will be incorporated at each stage of learning							n in	social	
unica awaren tion ess) , proce 9.1 (a democr detvel atic, oping socially a free and us, culture enden t media nation upholdi ng liberty, equality , fraterni ty, and justice for all), 9.1.2 (skills and values will be incorpo rated at each stage of learning							the	and	
tion ess), proce 9.1 (a democr atic, socially conscio us, culture d, and humane media mation upholdi ng liberty, equality, fraterni ty, and justice for all), 9.1.2 (skills and values will be incorpo rated at each stage of learning							comm	moral	
proce ss, democr devel atic, oping a free and us, indep enden d, and t humane media nation upholdi ng liberty, equality, fraterni ty, and justice for all), 9.1.2 (skills and values will be incorpo rated at each stage of learning							unica	awaren	
ss, democr devel atic, oping socially a free conscio and us, indep culture enden d, and t humane media nation upholdi ng liberty, equality , fraterni ty, and justice for all), 9.1.2 (skills and values will be incorpo rated at each stage of learning							tion	ess),	
devel atic, oping socially a free conscio and us, indep culture enden d, and t humane media nation upholdi ng liberty, equality , fraterni ty, and justice for all), 9.1.2 (skills and values will be incorpo rated at each stage of learning							proce	9.1 (a	
oping a free conscio and us, indep culture enden d, and t humane media nation upholdi ng liberty, equality , fraterni ty, and justice for all), 9.1.2 (skills and values will be incorpo rated at each stage of learning							ss,	democr	
a free conscio and us, indep culture enden d, and t humane media nation upholdi ng liberty, equality , , fraterni ty, and justice for all), 9.1.2 (skills and values will be incorpo rated at each stage of learning							devel	atic,	
and us, culture d, and t humane media nation upholdi ng liberty, equality , fraterni ty, and justice for all), 9.1.2 (skills and values will be incorpo rated at each stage of learning							oping	socially	
indep culture d, and humane media nation upholdi ng liberty, equality , fraterni ty, and justice for all), 9.1.2 (skills and values will be incorpo rated at each stage of learning							a free	conscio	
enden d, and humane media nation upholdi ng liberty, equality , fraterni ty, and justice for all), 9.1.2 (skills and values will be incorpo rated at each stage of learning							and	us,	
t humane media nation upholdi ng liberty, equality , fraterni ty, and justice for all), 9.1.2 (skills and values will be incorpo rated at each stage of learning							indep	culture	
media nation upholdi ng liberty, equality , fraterni ty, and justice for all), 9.1.2 (skills and values will be incorpo rated at each stage of learning							enden	d, and	
upholdi ng liberty, equality , fraterni ty, and justice for all), 9.1.2 (skills and values will be incorpo rated at each stage of learning							t	humane	
ng liberty, equality , fraterni ty, and justice for all), 9.1.2 (skills and values will be incorpo rated at each stage of learning							media	nation	
liberty, equality , fraterni ty, and justice for all), 9.1.2 (skills and values will be incorpo rated at each stage of learning								upholdi	
equality , fraterni ty, and justice for all), 9.1.2 (skills and values will be incorpo rated at each stage of learning								ng	
, fraterni ty, and justice for all), 9.1.2 (skills and values will be incorpo rated at each stage of learning								liberty,	
fraterni ty, and justice for all), 9.1.2 (skills and values will be incorpo rated at each stage of learning								equality	
ty, and justice for all), 9.1.2 (skills and values will be incorpo rated at each stage of learning								,	
justice for all), 9.1.2 (skills and values will be incorpo rated at each stage of learning								fraterni	
for all), 9.1.2 (skills and values will be incorpo rated at each stage of learning								ty, and	
9.1.2 (skills and values will be incorpo rated at each stage of learning								justice	
(skills and values will be incorpo rated at each stage of learning								for all),	
and values will be incorpo rated at each stage of learning								9.1.2	
values will be incorpo rated at each stage of learning								(skills	
will be incorpo rated at each stage of learning								and	
incorpo rated at each stage of learning								values	
rated at each stage of learning								will be	
each stage of learning								incorpo	
stage of learning								rated at	
								each	
								stage of	
								learning	
),	

Lin							Ewood	professi onally skilled media persons and commu nication experts	
Un it II				New s Lett er Desi gn			Freed om of expre ssion, free flow of ideas by word and image , safety of Journ alists, prom ote the wider and better balan ced disse minat ion of infor matio n, incre	(creativi ty and innovati on, critical thinkin g and higher- order thinkin g capaciti es, proble m- solving abilities, teamwo rk, commu nication skills, more indepth learning and mastery of curricul a across fields,	Techni cal Skills that match Indust ry Needs Skill Develo pment

							·		
							ase	increase	
							partic	s in	
							ipatio	social	
							n in	and	
							the	moral	
							comm	awaren	
							unica	ess) ,	
							tion	9.1 (a	
							proce	democr	
							ss, to	atic,	
							impro	socially	
							ve	conscio	
							voice	us,	
							pover	culture	
							ty,	d, and	
							devel	humane	
								nation	
							a free	upholdi	
							and	ng	
								liberty,	
							enden	equality	
							t	,	
							media	fraterni	
								ty, and	
								justice	
								for all),	
								9.1.2	
								(skills	
								and	
								values	
								will be	
								incorpo	
								rated at	
								each	
								stage of	
								learning	
),	
								professi	
								onally	
								skilled	
								media	
								persons	
								and	
		<u> </u>		<u> </u>					

	 	- 1	1			-	1		Γ	
									commu	
									nication	
									experts	
Un								powe	11.2	
it								r of	(creativi	
III								infor	ty and	
								matio	innovati	
								n and	on,	
								knowl	· ·	
								edge,	thinkin	
								safety	g and	
								of	higher-	
								Journ	order	
								alists,	thinkin	
								flow	g	
								of	capaciti	
								infor	es,	Techni
								matio	proble	cal
								n,	m-	Skills
								prom	solving	that
								ote	abilities,	match
								the	teamwo	Indust
								wider	rk,	ry
								and	commu	Needs
								better	nication	riccus
								balan	skills,	
								ced	more	Hands-
								disse	indepth	on
								minat	learning	Experi
								ion of	_	ence
								infor		ence
								matio	mastery of	
									curricul	
								n, incre	a across	
								ase	fields, increase	
								partic		
								ipatio n in		
								the		
									and	
								comm	moral	
								unica	awaren	
								tion	ess) ,	
								proce	9.1 (a	

					I		1	
						ss,	democr	
						devel	atic,	
						oping	socially	
						a free	conscio	
						and	us,	
						indep	culture	
						enden	d, and	
						t	humane	
						media	nation	
							upholdi	
							ng	
							liberty,	
							equality	
							,	
							fraterni	
							ty, and	
							justice	
							for all),	
							9.1.2	
							(skills	
							and	
							values	
							will be	
							incorpo	
							rated at	
							each	
							stage of	
							learning	
),	
							professi	
							onally	
							skilled	
							media	
							persons	
							and	
							commu	
							nication	
							experts	
Un						powe	11.2	Techni
it						r of	(creativi	cal
IV						infor	ty and	Skills
						matio	innovati	that
						n and	on,	match
						ii ailu	on,	mattli

						knowl	critical	Indust
						edge,	thinkin	ry
						safety	g and	Needs
						of	higher-	riccus
						Journ	order	
						alists,	thinkin	
						flow		Hands-
						of	g sansaiti	on
						infor	capaciti	Experi
						matio	es,	ence
							proble	ence
						n,	m-	
						prom	solving	
						ote	abilities,	
						the	teamwo	
						wider	rk,	
						and	commu	
						better	nication	
						balan	skills,	
						ced	more	
						disse	indepth	
						minat	learning	
						ion of	and	
						infor	mastery	
						matio	of	
						n,	curricul	
						incre	a across	
						ase	fields,	
							increase	
						ipatio	s in	
						n in	social	
						the	and	
						comm	moral	
						unica	awaren	
						tion	ess),	
						proce	9.1 (a	
						ss,	democr	
						devel	atic,	
						oping	socially	
						a free	conscio	
						and	us,	
						indep	culture	
						enden	d, and	
						t	humane	

					media	nation
					11100200	upholdi
						ng
						liberty,
						equality
						fraterni
						ty, and
						justice
						for all),
						9.1.2
						(skills
						and
						values
						will be
						incorpo
						rated at
						each
						stage of
						learning
),
						professi
						onally
						skilled
						media
						persons
						and
						commu
						nication
						experts

The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty

SJBJ150A	Digital Photography Lab	L	T	P	C
Version 1.0		0	0	4	2
Eligibility/Exposure	BA(JMC) I				
Co-requisites					

Course Objectives

- 1. To understand the different parts of a digital camera and their functions.
- 2. To apply visualization and creativity of the students.
- 3. To capture aesthetically rich photographs
- 4. To illustrate various lighting techniques.
- 5. To demonstrate proficiency of knowledge in Photo Journalism.

Course Outcomes

After completion of the course student will be able to

CO1: Understand the different parts of a digital camera and their functions.

CO2: Apply visualization and creativity of the students.

CO3: Capture aesthetically rich photographs

CO4: Illustrate various lighting techniques.

CO5: Demonstrate proficiency of knowledge in Photo Journalism

Catalogue Description

Photography is a language, which uses visual elements in lieu of words, therefore, just as any language; it can be used for artistic purposes. What distinguishes a true artist is his or her having something important to say and striving to deliver this message to the world. It is the human ability to interpret any piece of information (including visual) in a variety of ways that gives an artist the freedom from being literal. Good photographers do it exceptionally well. Their work is always open for interpretation, it asks questions rather than gives answers any visual art form, photography exploits vulnerabilities of the human visual perception and can make us experience emotions that move us and compel us to do things that we otherwise would not even think of.

Photography exploits vulnerabilities of the human visual perception and can make us experience emotions that move us and compel us to do things that we otherwise would not even think of. Students will get to know about the drastically change in outcome of an image through choosing various cameras, lenses, film, and the framing and timing of a shot. Filters, studio lighting, various darkroom processes, and digital enhancement add even more tools for photographers to manipulate their images.

This course will help the students to learn different equipment and techniques chosen largely depend on the genre, the photographer's individual style, and the overall tone they are attempting to achieve. Portrait photographers wishing to make an individual subject the focal point for a shot may use a large aperture for a shallow depth of field to put their subject in focus while keeping the background blurred. Landscape photographers wanting to clearly capture an entire panoramic view may choose the opposite. Students will learn about black and white photography over color, which gives a timeless quality to the photos and brings elements such as line, texture, and tone to the forefront.

While a journalist will use their pen and paper to tell stories, a photojournalist will use their camera to capture the visual representation of a story. A single picture in some cases becomes

so powerful, that it changes the public opinion and also has a real impact on politics. Photojournalism in its core is an objective way to educate people about the stories that a photojournalist is covering. Students will be trained in different types of photography like portrait, product, fashion and food photography.

Course Content

Unit I - 10 lectures Introduction to Photography

- 1. Practice photographs at different f-stops (aperture)
- 2. Practice photographs at different shutter speeds
- 3. Practice photographs with different focal lengths

Unit II – 10 lectures Functions of Camera

- 1. Practice Photographs with different camera shots
- 2. Practice Photographs with different camera angles
- 3. Capture photo with dutch angle

Unit III – 10 lectures Types of Photography

- 1. Capture photos in outdoor lighting.
- 2. Capture portraits using Single Point Lighting
- 3. Use different accessories of lighting
- 4. Capture portraits using Three Point Lighting
- 5. Event Coverage Photography
- 6. Wedding Photography
- 7. Ad Photography
- 8. Street Photography

Unit IV- 10 lectures Photo Journalism

- 1. Capture Silhouette effect
- 2. Capture Bokeh Effect
- 3. Black and White Photography
- 4. Product Photography: photograph a product for commercial purpose
- 5. Use editing software and its various tools.

Suggested Readings:

- 1. Sharma, O. P. (2003). Practical Photography. Hind Pocket Books.
- 2. Folts, J. A., Lovell, R. P., & Zwahlen, F. C. (2006). *Handbook of photography*. Thomsan Learning.
- 3. Frost, L. (2010). The A-Z of creative photography. Am photo.
- 4. Aiyar, B. (2005). Digital Photojournalism. Author Press.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentatio	Mid	Attendance	End Term
		n/	Term		Exam
		Assignment	Exam		
		/ etc.			
Weightage (%)	10	10	20	10	50

Mapp	ing between COs and POs		
	Course Outcomes (COs)	Mapped Outcomes	Program
CO1	Understand the different parts of a digital camera and their functions.	PO1, PO7	
CO2	Apply visualization and creativity of the students.	PO1, PO4, PO7,	PO9
CO3	Capture aesthetically rich photographs	PO3, PO7, PO9,	PO11
CO4	Illustrate various lighting techniques.	PO3, PO7, PO9,	PO11
CO5	Demonstrate proficiency of knowledge in Photo Journalism	PO7, PO9, PO11	

		Disciplinary Knowledge	Understanding the Role of Media	Skilled and Industry-ready Professionals	Influential and effective communication	Leadership readiness/ Qualities	Critical/ Reflective thinking & language efficiency	Technologically Efficient Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Team work	Students will acquire professional skills required to be a media professional	Students will be equipped with ICTs competencies including digital literacy	Student shall become ethically committed media professionals and entrepreneurs adhering to the
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	P09	PO10	P011	PSO1	PSO2	PSO3
SJBJ150 A	Digital Photograph y Lab	2		2	1			3		3		3	3	3	3

Course Code	Course Outco me	PO 1	PO 2	P O3	P O4	P O5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
SJBJ150	CO1	3	-	-	-	-	-	2	-	-	-	-	3	3	3
A	CO2	3	-	-	3	-	-	2		2	-	-	3	3	3
	CO3	-	-	3	-	-	-	3	-	3	-	2	3	3	3
	CO4	-	-	3	-	1	1	3	1	3	-	3	3	3	3
	CO5	-	-	-	-	-	-	3	-	3	-	3	3	3	3

U	,				Releva	nce to t	he		SDG	NEP	POE/			
n	nation	al, regi	ional and	d	Empl	oyabilit	t y /	Profess	ional E	thics,				4 th
it	global	develo	pmental		Entre	preneu	rship/	Gender	, Hum	an Val	ues,			IR
	needs				Skill l	Develop	ment	Enviro	nment	&				
								Sustainability						
	Loca	Regi	Natio	Glo	Emp	Entr	Skill	Profes	Gen	Hu	Enviro			
	1	onal	nal	bal	loya	epre	Devel	sional	der	man	nment			
					bilit	neur	opme	Ethics		Val	&			
					y	ship	nt	mm		ues	Sustain			
											ability			
U	_	_	_	phot	_	_	_	_	_	_		"Skills	"	
n				ogra								for	Prof	
it				phs								Decent	essio	
I				at								Work	nal	
1				diffe								(SDG	Edu	
				rent								(Learnin	catio	
				f-								g the	n	
				stop								compon	(20.	
				S								ents of	2)	
				(ape								this unit	,	
				rture								will	Tech	
)								enhance chances	nical	
				phot								of	educ	
				ogra								employa	ation	
				phs								bility)	(20.	
				at									6)	
				diffe								strength		
				rent								en commun	Use	

	1	ı			ı	ı	ı	I	ı	1	I		_	1
				shut								ication	of	
				ter								capacitie	tech	
				spee								s,	nolo	
				ds								increase participa	gical	
				phot								tion in	tools	
				ogra								the	(23.	
				phs								commun	2)"	
				with								ication	,	
				diffe								process		
				rent								(SDG		
				foca								16)")		
				1										
				leng										
				ths								1101 111	"	
U	-	-	-	Phot	-	-	-	-	-	-		"Skills		
n				ogra								for	Prof	
it				phs								Decent	essio	
II				with								Work	nal	
				diffe								(SDG	Edu	
				rent								4.4)	catio	
				cam								(Learnin	n	
				era								g the	(20.	
				shot								compon	2)	
				s,								ents of		
				cam								this unit	Tech	
				era								will	nical	
				angl								enhance	educ	
				es,								chances	ation	
				dutc								of	(20.	
				h								employa	6)	
				angl								bility)	,	
				e									Use	
												strength	of	
												en	tech	
												commun	nolo	
												ication	gical	
												capacitie	tools	
													(23.	
												S,		
												increase	2)"	
												participa		
												tion in		
												the		
												commun		

	I		1		I					I		· .•	1	
												ication		
												process		
												(SDG		
												16)"		
U	-	-	-	phot								"Skills	"	
n				os								for	Prof	
it				in								Decent	essio	
II				outd								Work	nal	
I				oor								(SDG	Edu	
				light								4.4)	catio	
				ing,								(Learnin	n	
				usin								g the	(20.	
				g								compon	2)	
				Sing								ents of		
				le								this unit	Tech	
				Poin								will	nical	
				t								enhance	educ	
				Ligh								chances	ation	
				ting,								of	(20.	
				acce								employa	6)	
				ssori								bility)		
				es									Use	
				of								strength	of	
				light								en	tech	
				ing								commun	nolo	
				Thre								ication	gical	
				e								capacitie	tools	
				Poin								s,	(23.	
				t								increase	2)"	
				Ligh								participa		
				ting								tion in		
												the		
												commun		
												ication		
												process		
												(SDG		
												16)"		
U	-	-	Produ	Capt		-	-	-	-	-	-	"Skills	"	
n			ct	ure	Use							for	Prof	
it			Photo	Silh	editi							Decent	essio	
I			graph	ouet	ng							Work	nal	
V			y:	te	soft							(SDG 4.4)	Edu	
			photo	effe	ware							(Learnin	catio	
	l		1		l		<u> </u>				<u> </u>	(Leanin	_	

	graph	ct	and				g the	n	
	a	Capt	its				compon	(20.	
	produ	ure	vari				ents of	2)	
	ct for	Bok	ous				this unit	_/	
	comm	eh	tools				will	Tech	
	ercial	Effe	10013				enhance	nical	
							chances		
	purpo	ct					of	educ	
	se	Blac					employa	ation	
		k					bility)	(20.	
		and					strength	6)	
		Whi					en		
		te					commun	Use	
		Phot					ication	of	
		ogra					capacitie	tech	
		phy					s,	nolo	
							increase	gical	
							participa	tools	
							tion in	(23.	
							the	2)"	
							commun	2)	
							ication		
							process (SDG		
							•		
							16)"		

Assignments:

- 1. Students have to create a Photo feature on a specific topic with 10 photographs collected from a newspaper or Magazine.
- 2. Students have to capture 6 camera shots.
- 3. Students have to capture 6 camera angles.
- 4. Students have to create a Photo feature on a specific topic with their own clicked photographs.
- 5. Students have to submit a product shoot with 5 different photos of the same product.

Note: The students should maintain a file & soft copy of their assignments/jobs duly, checked and signed by the concerned faculty

	MOOC	L T P C
Version 1.0		0 0 0 2
Eligibility/Exposure		
Co-requisites		

SJBJ152A	Voice of the Fourth Estate	L	T	P	C
Version 1.0		3	1	0	4
Eligibility/Exposure	Class 10+2				
Co-requisites					

Course Objectives

- 1. To give insight into the recent trends in media and their impact on society.
- 2. To understand growing influence of technology on newspapers and magazines.
- 3. To demonstrate media as fourth pillar of democracy.
- 4. To illustrate the concept of media literacy
- 5. To evaluate the coverage of the issues of Fourth Estate by various media vehicles
- 6. To integrate theoretical aspects and practical knowledge of media literacy to make students industry ready professional

Course Outcomes

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

- CO1: Have insight into the recent trends in media and their impact on society.
- CO2: Understand growing influence of technology on newspapers and magazines.
- CO3: Demonstrate media as fourth pillar of democracy.
- CO4: Illustrate the concept of media literacy
- CO5: Evaluate the coverage of the issues of Fourth Estate by various media vehicles
- CO6: Integrate theoretical aspects and practical knowledge of media literacy to make students industry ready professional

Catalogue Description

Overview:

The course will give insight into the recent trends in media and their impact on society. It will prepare students to work ethically in media industry and prepare responsible media person.

Voice of Fourth Estate is the practical exposure for journalism and mass communication students. This course is meant to build the basic understanding of how and why media is the fourth pillar of democracy. And, it will make them understand growing influence of technology on newspapers and magazines.

In this course the students will be acquainted with the Agenda Setting Function of media and how to judge bias/slant in news, planted stories, Advocacy and Campaign Journalism done by media. Course will also cover concepts of what make fake news, Media activism, Media Regulatory agencies like PCI, NBA/BEA and how one can become a citizen journalist.

Students will discuss case studies of contemporary media related issues that will help in better understanding of concepts. The students will also learn the changing trends of

media and how has media evolved in 21st century. They will be acquainted with comparative analysis of print, electronic and new media coverage of events.

The students after studying all materials and resources presented in the course will be able to understand the meaning, functioning and status of fourth estate. By the end of course, the students will be able to know and understand the role of media in political, economic and social scenario of India.

The course will make students understand the candidature of fourth estate, and how media gate keeps and presents a news story which impacts the masses.

Course Content

Unit I-10 Lecture History and Growth of India Press

What is news? News vs Views, History of the Press, Role of Press in freedom of India, Gandhi as a Journalist, Freedom Fighters as Journalists, Growth of Press in India, Role of Press in 21st Century

Unit II 10

Lectures Introduction to Journalism

Changing trends in electronic media, Print vs broadcast media, Yellow Journalism, Penny Journalism, Citizen Journalism, Whistleblower, Role of Whistleblower, Sources of a Journalist, Attribution of Sources, Protection of Sources, Protection of Sources

Unit III 10 Lectures Introduction to News

Fake news, Identification of Fake news, Paid news, Consequences of paid news, Agenda Setting function of media, Print News Analysis, TV News Analysis, Types of Headlines, Rewriting headlines, Media Trial, Changing scenario of news reporting and role of reporters,

Unit IV 10 Lectures Introduction to Editing and Media Regulations

Editorial Writing, Editorial control of the news, Editorial planning and strategy, Media terminology, Dilution of editorial contents: Advertorials, Investigative reporting, Reporting and writing various types of interviews, Reporting and writing for non-news magazines, Writing news and non-news features, Media regulations, Role of Media Regulatory Authorities, Media Economics, Model Press Conference

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Quiz I	Presentation/	Mid	Attendance	End Term Exam
		Assignment/	Term		
		etc.	Exam		
Weightage (%)	10	10	20	10	50

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

				Co	urse	Outc	omes	(CO	s)				Progr	Mapped ram Ou es	
CO1	Have insociety	sight	into	the r	ecent	tren	ds in	med	ia an	d the	ir imp	act on	P	01, PO	2
CO2	Understa magazin	_	rowi	ng in	fluen	ce of	tech	nolog	gy or	n nev	vspape	rs and	PO1	, PO2, I PO6	203,
CO3	Demons	trate	media	a as fo	ourth	pillar	of de	emoci	racy				P	01, PO	2
CO4	Illustrate	the o	conce	pt of	medi	a lite	racy						PO1	, PO2, I	206
CO5	Evaluate the coverage of the issues of Fourth Estate by various PO2, PO3, PO4, media vehicles PO10														
CO6		ntegrate theoretical aspects and practical knowledge of media reference to make students industry ready professional PO1, PO3, PO4, PO9													
		Disciplinary Knowledge	Understanding the Role of Media	Skilled and Industry-ready Professionals	Influential and effective communication	Leadership readiness/ Qualities	Critical/ Reflective thinking & language efficiency	Technologically Efficient Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Team work	Students will acquire professional skills required to be media professionals	Students will be equipped with ICTs competencies including digital literacy	Student shall become ethically committed media professionals and entrepreneurs adhering to the
Course Code	Course Title	P01	PO2	PO3	P04	PO5	P06	PO7	PO8	P09	PO10	PO11	PSO1	PSO2	PSO3
SJBJ152 A	Voice of Fourth Estate		3	3			2			1	1		3	3	3

Course Code	Course Outcome	P O 1	PO 2	P O3	P O4	P O5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
	CO1	3	2										3	3	3
SJBJ152	CO2	2	2	3			1						3	3	3
A	CO3	3	2										3	3	3
	CO4	2	2				3						3	3	3
	CO5		2	3	2						2		3	3	3
	CO6	3		2	2					3			3	3	3

			vance 1						SDG	NEP	POE/4 th IR				
	it		l, natio				loyabili					,			IK
	Unit	_	onal an	_	bal	Entrep		-			Iuman V				
			lopme	ntal		Skill Do	evelopn	nent	-		onment				
-		need			G1	- 1		G1 111	D 0		inability				
		Lo	Regi	Na	Gl	Emplo	Entr	Skill	Prof	Ge	Huma	Envir			
		cal	onal	tio	oba	yability	epre	Dev	essio	nd	n	onme			
				nal	1		neur	elop	nal	er	Value	nt &			
							ship	ment	Ethi		S	Sustai			
									cs			nabilit			
-	т.								mm			У		0.1	
	J												developi		
ľ	nit												_	democrati	
1													and	с,	
													_	sociallycon	
														scious,	
													/	cultured,	Technical
													power of informati		Skills that
														4.	match
															Industry
														liberty,	Needs
													ge, strengthe	• /	
													n	fratarnity	Skill
													rommuni	and justice	Developm
													cation	for all),	ent
													capacitie	//	
														(skills and	
													/	values will	
													participa		
													r -	incorporat	
L				<u> </u>	<u> </u>						l			meor por at	

U nit II					Print v s broad cast media Citizen Journa lism	-	Attributi on of Sources, Protecti on of Sources, Protecti on of Sources	communication process, knowled ge-driven media develop ment developi ng a free and independ ent media, power of informati on and knowled ge, strengthe n communication capacitie s increase participa tion in the communication process, knowled ge-driven media develop ment	9.1 (a democratic, sociallyconscious, cultured, and humane nation upholding liberty, equality, fraternity, and justice for all), 9.1.2 (skills and values will be incorporated at each stage of learning)	Technical Skills that match Industry Needs Skill Developm ent
nit III				Identification of Fake news				strengthe n communi cation capacitie s increase participa tion in	democrati c, sociallycon scious, cultured, and humane nation upholding liberty,	Technical

			cation fraternity, process, and justice knowled for all), ge-driven 9.1.2 media (skills and develop values will ment, be developi incorporat ng a freeed at each and stage of independ learning) ent media, power of informati on and knowled
U nit IV	Editori al Writin g, Report ing and writing variou s types of intervi ews	Media regulat ions	developi ng a free and independ 9.1 (a ent democrati media, c, power of sociallycon informatiscious, on and cultured, knowled and skills that ge, humane strengthe nation n upholding communi liberty, cation equality, capacitie fraternity, s ,and justice increase for all), participa 9.1.2 Developm tion in(skills and the values will communi be cation incorporat process, ed at each knowled stage of ge-driven learning) media develop ment

			SEMESTER III									
1	CC	SJBJ201A	Radio Broadcasting and Programming	4	-	-	4					
2	CC	SJBJ203A	The Advertising World	4	-	-	4					
3	CC	SJBJ205A	Camera, Light and Sound	4	-	-	4					
4	AEC	UCDM	Disaster Management	3	-	-	3					
	C	301A										
5	CC	SJBJ251A	Radio Broadcasting and Programming Lab	-	-	4	2					
6	CC	SJBJ253A	The Advertising World Lab	-	-	4	2					
7	CC	SJBJ255A	Camera, Light and Sound Lab	-	-	4	2					
8	MOO		MOOC	-	-	-	2					
	C											
9	DSE		DSE-I	3	1	-	4					
	TOTAL 18 1 12 27											

SJBJ201A	Radio Broadcasting and Programming	L	Т	P	С
Version 1.0		4	0	0	4
Eligibility/Exposure	BA(JMC) II				
Co-requisites					

Course Objectives

- 1. To define Radio as a medium of mass communication.
- 2. To distinguish with various styles of writing for radio programmes.
- 3. To familiarize with programmes produced inside and outside studio.
- 4. To elaborate the presentation styles of radio news and entertainment programmes.
- 5. To describe the process of radio programme production & evaluation.
- 6. To integrate the theoretical knowledge of Radio production into becoming industry ready professional.

Course Outcomes

After completion of the course student will be able to

- CO1: Define Radio as a medium of mass communication.
- CO2: Distinguish with various styles of writing for radio programmes.
- CO3: Familiarize with programmes produced inside and outside studio.
- CO4: Elaborate the presentation styles of radio news and entertainment programmes.
- CO5: Describe the process of radio programme production & evaluation.
- CO6: Integrate the theoretical knowledge of Radio production into becoming industry ready professional.

Catalogue Description

Radio is a real mass media in a country like India. With the advent of FM channels, listeners have started tuning in their favourite radio stations. In contemporary scenario, there is a sea change in the format and presentation of radio programmes. Conceptualizing Radio Broadcasting and Programming is a course to know the Origin and development of radio in India—from Indian Broadcasting Company to All India Radio, characteristics of radio as a medium of mass communication, its characteristics and limitations. This course offers a foundation for understanding the growth of Radio programmes from beginning to modern times and 3-tier structure, its objectives of broadcast—Information, Education &

Entertainment. Role of radio in development of country will be discussed to understand its need and importance.

This course is meant to acquaint students with different modes of broadcasting and types of radio stations and to learn basic inputs and main elements of radio production-Human Voice, Music, Sound Effects and Silence. The students will also gather knowledge about various types of transmission meant for information, entertainment and education. Along with AIR they will be acquainted with the other types of radio transmissions like private FM channels, Community, Satellite and Internet radio. This course will make them distinguish and describe the qualities of different types of microphones and other equipment used in radio production. They will be acquainted with the concept of radio news and current affairs programmes of All India Radio. Students will be introduced different types of programme formats for AIR and FM channels.

The course will make students understand the radio as a medium of mass communication, its relevance in today's scenario. They will have a fair knowledge of radio programme formats and elements of radio production.

Course Content

Radio as Medium of Mass Communication, Radio Broadcasting in India (pre and post-independence), Different Types of Radio Stations and Transmissions: a) On the Basis of Reach: National, Regional, Local and Community b) On the Basis of Transmission Technology: AM, SW, FM, Web, Organizational Structure and Functionaries of a Radio Station: Govt. and Private

Unit II – 10 lectures Various Radio Formats

Radio Announcement and Links, Radio Talk, Radio Interview and Discussion, Radio News, Radio Feature and Documentary, Radio Commentary, Radio Play/Drama, Radio Ads (Social and Commercial), Phone-in and Radio Bridge

Unit III – 10 lectures Radio Production –I

Elements of Radio Programme, Radio News Bulletin, Radio Magazine, Radio Production Process, Equipment used in Radio Production: Types of Microphones, Headphones and Talk Backs, Audio Mixers and Transmitters, Recording, Broadcasting and Troubleshooting a. Indoor: Studio, Acoustics and Perspective b. Outdoor: Ambience and Noise

Unit IV- 10 lectures Radio Production –II

Editing and Mixing, Adding Sound Effects and Music, Audio Filters: Types, Need and Importance, Evaluation: Process and Measurement Techniques

Suggested Readings:

- 1. Chantler, P., & Stewart, P. (2003). Basic Radio Journalism. Taylor & Francis.
- 2. Chatterji, P. C. (1987). Broadcasting in India. Sage Publications Pvt.
- 3. Luthra, H. (1986). *Indian Broadcasting. Publications* Division Ministry of Information & Broadcasting.

- 4. McLeish, R., & Link, J. (2015). Radio Production. CRC Press..
- 5. Shrivastava, & M, K. (1989). Broadcast Journalism. Sterling Publishers Pvt.
- 6. Saxena, A. (2011). Radio in new avatar AM to FM. Kanishka Publishers.
- 2. Ravindran, R. (2005). *Handbook of Radio, T.V. and Broadcast Journalism*. Anmol Publications Pvt. Ltd.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Quiz I	Presentation/	Mid Term	Attendance	End Term Exam
		Assignment/	Exam		
		etc.			
Weightage (%)	10	10	20	10	50

	Mapping between COs and POs	
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Define Radio as a medium of mass communication.	PO1, PO2
CO2	Distinguish with various styles of writing for radio programmes.	PO3, PO4, PO6
CO3	Familiarize with programmes produced inside and outside studio.	PO3, PO7
CO4	Elaborate the presentation styles of radio news and entertainment programmes.	PO3, PO7, PO9
CO5	Describe the process of radio programme production & evaluation.	PO3, PO7, PO 8
CO6	Integrate the theoretical knowledge of Radio production into becoming industry ready professional.	PO3, PO4, PO11

		Disciplinary Knowledge	Understanding the Role of Media	Skilled and Industry-ready	Influential and effective	Leadership readiness/	Critical/ Reflective thinking		Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Team work	Students will acquire professional skills required to	Students will be equipped with ICTs competencies	Student shall become ethically committed media
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	90d	PO7	PO8	P09	PO1 0	PO1	PSO	PSO	PSO
SJBJ20 1A	Radio Broadcasting and Programming	1	1	3	2		1	3	1	1		1	3	3	3

Course Code	Course Outcome	P O 1	PO 2	P O3	P O4	P O5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
	CO1	1	1	-	-	-	-	-	-	-	-	-	3	3	3
SJBJ201	CO2	-	-	2	2	-	1	-	-	-	-	-	3	3	3
A	CO3	-	-	3	-	ı	-	1	-	-	-	1	3	3	3
	CO4	-	-	3	-	-	-	3	-	1	-	-	3	3	3
	CO5	-	-	3	-	-	-	2	1	-	-	ı	3	3	3

	local regio	vance to the , national, onal and global lopmental s Relevance To the Employability/ Entrepreneurship/ Skill Development Re Na Gl Emp Entr Skill						Ethics	, Gen	der, Hu	Professional ıman Values, ustainability	SDG	NEP	PO E/ 4 th IR
	Lo				- 1			Profes	Ge	Hum	Environment			
	cal	gio	tio	ob	loya	epre	Devel	sional	nd	an	&			
		nal	nal	al	bilit	neur	opme	Ethics	er	Valu	Sustainability			
Uni			Radi		y Functi	ship	nt	mm		es Radio		Freedo	11.2	Tech
t I					onaries					as Med		m of	(creati	
ιı			o Broa		of a					ium of		express	`	Skills
			dcast		Radio					Mass		ion,	and	that
			ing		Station					Comm			innova	
			in		: Govt.					unicati		flow of		h
		India			and					on		ideas	critical	Indus
					Private							by	thinkin	try
												word	g and	Need
												and	higher	S
												image,	-order	,
													thinkin	
												of	g .	ge of
												Journal	_	
												ists,	ies,	0
												promot e the	proble m-	uctio
												wider	solvin	n)
												and	g	11)
													abilitie	
												balance		Skill
												d	teamw	
												dissemi	ork,	opme

 1 1		ı			I	1		1 1	
								comm	nt
								unicati	
							informa		
							tion,	skills,	
							increas		
							e	in-	
							particip	depth	
							ation in		
							the	g and	
							commu	master	
							nicatio	y of	
							n	curricu	
							process	la	
							, to	across	
							improv		
							e voice		
							poverty		
							,	social	
							develop		
							ing a	moral	
							free	awaren	
							and	ess),	
							indepen	11.3 (
							dent	intelle	
							media		
							1110 0110	aesthet	
								ic,	
								social,	
								physic	
								al,	
								emotio	
								nal,	
								and	
								moral	
								in an	
								integra	
								ted	
								manne	
								r; an ethic	
								of	
								social	
								engage	
								ment;	
								soft	
								skills),	
								9.1 (a	
								democ	
								ratic,	
								sociall	

										y	
										consci	
										ous,	
										culture	
										d, and	
										human	
										e	
										nation	
										uphold	
										ing	
										liberty,	
										equalit	
										у,	
										fratern	
										ity,	
										and	
										justice	
										for	
										all),	
										9.1.2	
										(skills	
										and	
										values	
										will be	
										incorp	
										orated	
										at each	
										stage	
										of	
										learnin	
										g),	
										profes sionall	
										y	
										skilled	
										media	
										person	
										s and	
										comm	
										unicati	
										on	
										expert	
T Trail	Imno			Dodio	Radio		Radio		nower	s 11.2	Tech
	Impo	_		Radio				_	power	(creati	
ιII	rtanc			Talk, Radio	Talk, Ra dio		Intervi		of informa		
	e of			Intervi	Intervie		ew and Discus		informa tion	vity and	Skills that
	resear ch			ew and	w and		sion,			innova	
	and			Discus	w and Discussi		Radio		knowle		h
							Ads				
	recce			sion,	on,		Aus		dge,	critical	maus

 	<u> </u>	Trans.	
Radio	Radio	(Social	safety thinkin try
Comm	Comme	and	of g and Need
entary,	ntary, R	Comm	Journal higher s
Radio	adio	ercial)	ists, -order (Kno
Play/D	Play/Dr		flow of thinkin wled
rama,	ama		informa g ge of
Radio			tion, capacit Radi
Ads			promot ies, o
			e the proble Prod
			wider m- uctio
			and solvin n)
			better g
			balance abilitie Skill
			d s, devel
			dissemi teamw opme
			nation ork, nt
			informa unicati
			tion, on
			increas skills,
			e more
			particip in-
			ation in depth
			the learnin
			commu g and
			nicatio master
			n y of
			process curricu
			, la
			develop across
			ing a fields,
			free increas
			and es in
			indepen social
			dent and
			media moral
			awaren
			ess),
			11.3 (
			intelle
			ctual,
			aesthet
			ic,
			social,
			physic
			al,
			emotio
			nal,
			and
			moral

				ı	-	T	
							in an
							integra
							ted
							manne
							r; an
							ethic
							of
							social
							engage
							ment;
							soft
							skills),
							9.1 (a
							democ
							ratic,
							sociall
							y
							consci
							ous,
							culture
							d, and
							human
							e
							nation
							uphold
							ing
							liberty,
							equalit
							y,
							fratern
							ity,
							and
							justice
							for
							all),
							9.1.2
							7.1.2 (alzilla
							(skills
							and
							values
							will be
							incorp
							orated
							at each
							stage
							of
							learnin
							g).
							g), profes
							sionall
<u> </u>	J			<u> </u>		<u> </u>	у

Uni Radio Audio - power 11.2 Tech creati nicati on expert s Skills Magaz ine media person s and comm unicati on expert s Skills Skills minoral mate minoral mater		1	,	,		ı			1	1	,
Uni Radio Audio power I1.2 Tech on expert s Uni Radio Misers III Bulleti and Tra informa vity Skills n. nsmitter and informa that the safety of gand Magaz ine dege, critical Indus safety thinkin try of gand Journal higher ists order (Kno flow of thinkin informa g ge of tion, capacin Radi promot ies. o e the wider mucio and solvin n) better g balance abilitie Skill d s, dissemit teamw opme nation ork. In of comminforma unicati tion, on increas skills, e e more particip ination in depth the learnin comming g and nicatio master n y of process curricu . La develop across ing a fields, free increas and e s in											
Uni Radio Audio power II.2 Tech expert sof creati nical informa vity Skills tion and that his many tion of g and Need Journal higher sits, -order (Knowle tion, his many tion) and the many tion, capacit Radio promotices, of ethe proble Produced informal g ge of tion, capacit Radio promotices, of ethe proble Produced wider much and solvin in his many ties, of ethe proble Produced dissemilation and solvin of commission ork, in the first of the many ties, of commission ork, in the many ties, of commission ork, in the many ties, of commission ork, in the learnin communication in depth the learnin communication in depth the learnin communication master in y of process curricution, in a develop across ing a fields, free increas and es in										media	
Uni Radio Audio News Mixers and III Bulleti and Tra and informa (yes) Skills and Tra and that and tra and informa (safety thinkin but of Journal higher ists order (Kno flow of tinkin weld informa (capacia) Radio promot ies, or other (kno flow of tinkin weld informa (capacia) Radio promot ies, or other (kno flow of tinkin weld informa (capacia) Radio promot ies, or other (kno flow of tinkin weld informa (capacia) Radio promot ies, or other (kno flow of tinkin weld informa (capacia) Radio promot ies, or other (kno flow of tinkin weld informa (capacia) Radio promot ies, or other (kno flow of tinkin weld informa (capacia) Radio promot ies, or other (kno flow of tinkin weld informa (capacia) Radio promot ies, or other (kno flow of tinkin weld informa (capacia) Radio promot ies, or other (kno flow of tinkin weld informa (capacia) Radio promot ies, or other (kno flow of tinkin weld informa (capacia) Radio promot ies, or other (kno flow of tinkin weld informa (capacia) Radio promot ies, or other (kno flow of tinkin weld informa (capacia) Radio promot ies, or other (kno flow of tinkin weld informa (capacia) Radio promot ies, or other (kno flow of tinkin weld informa (capacia) Radio promot ies, or other (kno flow of tinkin weld informa (capacia) Radio promot ies, or other (kno flow of tinkin weld informa (capacia) Radio promot ies, or other (kno flow of tinkin weld informa (capacia) Radio promot ies, or other (kno flow of tinkin weld informa (capacia) Radio promot ies, or other (kno flow of tinkin weld informa (capacia) Radio promot ies, or other (kno flow of tinkin weld informa (capacia) Radio promot ies, or other (kno flow of tinkin weld informa (capacia) Radio promot ies, or other (kno flow of tinkin weld informa (capacia) Radio promot ies, or other (kno flow of tinkin weld informa (capacia) Radio promot ies, or other (kno flow of tinkin weld informa (capacia) Radio promot ies, or other (kno flow of tinkin weld informa (capacia) Radio promot ies, or other (kno flow of tinkin weld informa (capacia) Radio promot i										person	
Uni Radio News Mixers III Bulleti and Tra n, nsmitter Radio S Magaz ine Radio S Magaz ine Radio S Radio Audio Radio S Radio Audio Radio Audio Radio S Radio Audio Radio Audio Audio Radio Audio Au										s and	
Uni Radio Audio to News Mixers Bulleti and Tra n. Radio Magaz ine Radio S Mixers III Bulleti and Tra n. Radio s Magaz ine Radio Magaz ine Radio S Mixers III III III III III III III III III I										comm	
Uni Radio News Mixers Bulleti and Tra informa y thinkin ly try Radio s Magaz ine Radio norma in laturation and that try in laturation of g and laturation in depth the laturation of g and laturation in depth the laturation in depth the laturation in depth and incatio master n y of process curricu , laturation and g and incatio master n y of process curricu , laturation and g and increas in g a fields, increas increas in g a increa										unicati	
News Mixers										on	
News Mixers Sulleti News Situation And that Sulleti News Situation And that Situation And that Sulleti News Situation And that Sulleti News Sulleti News Situation And that Sulleti Su										expert	
till Bulleti and Tra informa vity Skills and Tra in smitter in near tion and that innova and that innova mate deep deep capacit Radio promot in the learnin commu in depth the learnin commu g and mate in the learnin commu g g ge of tion, and thinkin where g balance abilitie Skill d g ge. The state of thinkin where g balance abilitie Skill d g ge. The state of thinkin where g balance abilitie Skill d g ge. The state of thinkin where g balance abilitie Skill d g ge. The state of thinkin where g balance abilitie Skill d g ge. The state of thinkin where g balance abilitie Skill d g ge. The state of thinkin in try g ge of thinkin where g g ge of tion, and that in the learnin commu unicatio of thinkin where g balance abilitie Skill d g ge. The state of thinkin in try g ge of thinkin in the learnin depth the learnin depth g g and master n g g and master n g g and g and master n g g and g g											
till Bulleti and Tra informa vity Skills and Tra in smitter in near tion and that innova and that innova mate deep deep capacit Radio promot in the learnin commu in depth the learnin commu g and mate in the learnin commu g g ge of tion, and thinkin where g balance abilitie Skill d g ge. The state of thinkin where g balance abilitie Skill d g ge. The state of thinkin where g balance abilitie Skill d g ge. The state of thinkin where g balance abilitie Skill d g ge. The state of thinkin where g balance abilitie Skill d g ge. The state of thinkin where g balance abilitie Skill d g ge. The state of thinkin in try g ge of thinkin where g g ge of tion, and that in the learnin commu unicatio of thinkin where g balance abilitie Skill d g ge. The state of thinkin in try g ge of thinkin in the learnin depth the learnin depth g g and master n g g and master n g g and g and master n g g and g g	Uni				Radio	Audio			power	11.2	Tech
Bulleti and Tra n, nsmitter Radio s and tan tion and tan tion, and tan tan tion, and tan tan tion, and tan tan tan tion, and tan tan tan tion, and tan	t								-		
n, nsmitter shadaca and shrowle tion, horitical lindus and shrowle tion, horitical lindus after the property of gand Need Journal higher shadance abilitie shadance abilitie days after the problemant of the prob	Ш										
Radio Magaz ine sinova mate knowle tion, h dge, critical lindus try of g and Need Journal ists, -order (Kno flow of thinkin wled informa g ge of tion, capacit Radi promot e the wider and solvin n) better g balance abilitie Skill d s, devel dissemi teamw opme nation of comm informal unicati tion, on increas skills, e e more particip ation in the learnin commu g and nicatio no y of process curricus in a depth the learnin g and process curricus in a develop across ing a felds, free increas and e se in											
Magaz ine Maga											
dge, safety thinkin try of g and Need Journal higher s ists, -order (Kno flow of thinkin wled informa g go ftion, capacit Radi promot ies, o e the proble Prod wider much and solvin n) better g balance abilitie Skill d s, devel dissemi teamw opme nation ork, nt of comm informa unicati tion, on increas skills, e more particip ination in depth the learnin commu g and nicatio master n y of process curricu , la develop across ing a fields, free increas and es in						Б					
safety thinkin try g and Need Journal higher s ists, order (Kno flow of thinkin wled informa g ge of tion, capacit Radi promot ies, o e the proble Prod wider and solvin n) better g balance abilitie Skill d s, devel dissemi teamw opme nation of comm informa unicati tion, on increas skills, e more particip ination in depth the learnin commu g and nicatio master n y of process curricu , la develop across ing a free increas and es in					_						1
of Journal higher s ists, -order (Kno flow of thinkin whed informa g ge of tion, capacit Radi promot ies, o e the proble Prod wider muctio and solvin n) better g balance abilitie Skill d s, devel dissemi teamwopme nation ork, nt of comm informa unicati tion, on increas skills, e more particip ination in depth learnin commu g and nicatio master n y of process curricu, la develop across ing a fields, free increas and es in					1110						
Journal higher s ists, -order (Kno flow of thinkin wled informa g ge of tion, capacit Radi promot ies, o e the proble Prod wider muctio and solvin n) better g balance abilitie Skill d s, devel dissemi teamwopme nation ork, nt of comm informa unicati tion, on increas skills, e more particip ination in depth the learnin commu g and nicatio master n y of process curricu, la develop across ing a fields, free increas and es in											
ists, -order (Kno flow of thinkin well informa ge ge of tion, capacit Radi promot ies, o e the proble Prod wider m- and solvin n) better g balance abilitie Skill d s, devel dissemi teamw opme nation ork, nt of comm informa unicati tion, on increas skills, e more particip in- ation in depth the learnin commu g and nicatio master n y of process curricu , la develop across ing a fields, free increas and es in											
flow of thinkin wled informa g ge of tion, capacit Radi promot ies, o e the proble wider mand solvin n) better g balance abilitie d s, dissemi teamw opme nation ork, of comm informa unicati tion, on increas skills, e more particip ination in depth the learnin commu g and nicatio master n y of process curricu, la develop across ing a fields, free increas and es in											
information, capacit Radii promot ies, operation promot ies, of promote particip in ation in depth the learnin commuting and incatio master of process curricuing a la develop across fields, free increas and ies in											
tion, capacit Radi promoti ies, o e the proble wider and solvin n) better g balance abilitie Skill d s, devel dissemi teamw opme informal unicati tion, on increas skills, e more particip ation in the learnin commu nication in the learnin commu g and master n y of process curricu l a develop across ing a free increas and es in											
promot ies, o ethe proble Prod wider and solvin n) better g balance abilitie d s, devel dissemi teamw opme nation ork, nt of comm informa unicati tion, on increas skills, e more particip ination in depth the learnin commu g and nicatio master n y of process curricu . I a develop across ing a fields, free increas and es in											
e the wider moutto solvin n) better gentle abalance abilitie Skill dessemi teamwopme nation ork, nt communinforma unicati tion, on increas skills, eemore particip ination in depth the learnin communicati master nyof process curriculus develop across ing a fields, free increas and es in											1
wider mand solvin n) better g balance abilitie Skill d s, devel dissemi teamw opme nation ork, nt of comm informa unicati tion, on increas skills, e more particip ination in depth the learnin commu g and nicatio master n y of process curricu , la develop across ing a fields, free increas and es in											1
and solvin n) better g balance abilitie Skill d s, devel dissemi teamw opme nation ork, of comm informa unicati tion, on increas skills, e more particip in- ation in depth the learnin commu g and nicatio master n y of process curricu , la develop across ing a fields, free increas and es in											
better balance abilitie Skill d s, devel dissemi teamwopme nation ork, nt of comm informa unicati tion, on increas skills, e more particip ination in depth the learnin commu g and nicatio master n y of process curricu , la develop across fields, free increas and es in											1
balance abilitie d s, dissemi teamw opme nation ork, of comm informa unicati tion, on increas skills, e more particip in- ation in depth the learnin commu g and nicatio n y of process curricu , la develop ing a fields, free increas and es in											n)
d s, devel opme nation ork, of comm informal unicati tion, on increas skills, e more particip indication in depth the learnin commu g and nication in y of process curricu , la develop ing a fields, free increas and es in											G1 :11
dissemi teamw opme nation ork, nt of comm informa unicati tion, on increas skills, e more particip ation in the learnin commu nicatio master n y of process curricu , la develop across ing a fields, free increas and es in											
nation ork, of comm informa unicati tion, on increas skills, e more particip ination in depth the learnin commu g and nicatio master n y of process curricu, la develop across ing a fields, free increas and es in											
of comm informa unicati tion, on increas skills, e more particip ation in depth the learnin commu g and nicatio master n y of process curricu , la develop across ing a fields, free increas and es in											1
informa unicati tion, on increas skills, e more particip in- ation in depth the learnin commu g and nicatio master n y of process curricu , la develop across ing a fields, free increas and es in										,	nt
tion, on skills, e more particip ination in depth learnin commu g and master n y of process curricu, la develop across ing a free increas and es in											
increas skills, e more particip ation in the learnin commu g and nicatio master n y of process curricu , la develop across ing a fields, free increas and es in											
e more particip ination in depth the learnin commu g and nicatio master n y of process curricu, la develop across ing a fields, free increas and es in											
particip ation in depth the learnin commu g and nicatio master n y of process curricu , la develop across ing a fields, free increas and es in											
ation in depth the learnin commu g and nicatio master n y of process curricu , la develop across ing a fields, free increas and es in											
the learnin commu g and nicatio master n y of process curricu , la develop across ing a fields, free increas and es in											
commu g and nicatio master n y of process curricu , la develop across ing a fields, free increas and es in											
nicatio master n y of process curricu , la develop across ing a fields, free increas and es in											
n y of process curricu, la develop across ing a fields, free increas and es in	1										
process curricu , la develop across ing a fields, free increas and es in									nicatio	master	
process curricu , la develop across ing a fields, free increas and es in									n	y of	
develop across ing a fields, free increas and es in									process		
ing a fields, free increas and es in									,		
ing a fields, free increas and es in									develop	across	
free increas and es in											
and es in											
1											

						14	1
						dent	and
						media	
							awaren
							ess),
							11.3 (
							intelle
							ctual,
							aesthet
							ic,
							social,
							physic
							al,
							emotio
							nal,
							and
							moral
							in an
							integra
							ted
							manne
							r; an
							ethic
							of
							social
							engage
							ment;
							soft
							skills),
							9.1 (a
							democ
							ratic,
							sociall
							у .
							consci
							ous,
							culture
							d, and
							human
							e
							nation
							uphold
							ing
							liberty,
							equalit
							y,
							fratern
							ity,
							and
							justice
							for

_			 1		,				1	
									all),	
									9.1.2	
									(skills	
									and	
									values	
									will be	
									incorp	
									orated	
									at each	
									stage	
									of	
									learnin	
									g),	
									profes	
									sionall	
									У	
									skilled	
									media	
									person	
									s and	
									comm	
									unicati	
									on	
									expert	
									S	
Uni					Editing			increas	11.2	Tech
t					and			e	(creati	
IV					Mixing			particip	vity	Skills
								ation in	and	that
								the	innova	matc
								commu		h
								nicatio		
								n	thinkin	try
								process	g and	Need
								,	higher	S
								develop	-order	(Kno
									thinkin	
								free	g	ge of
									capacit	
								indepen		0
								dent	proble	
								media,		uctio
								power		n)
								of	g	
								informa		
								tion		devel
								and	teamw	opme
								knowle		nt
1	1	1		l	l			مملما	i	1
1								dge,	comm unicati	

		1		,		•		
						of	on	
						Journal	skills,	
						ists,	more	
						flow of	in-	
						informa		
						tion.	learnin	
						promot		
						e the	master	
						wider		
							curricu	
						better	la	
						balance		
						d	across fields	
						u diaganai	fields,	
						dissemi		
						nation		
						of	social	
						informa		
						tion,	moral	
						Freedo		
						m of	ess),	
						express	11.3 (
							intelle	
						free	ctual,	
						flow of	aesthet	
						ideas	ic,	
						by	social,	
						word	physic	
						and	al,	
						image	emotio	
							nal,	
							and	
							moral	
							in an	
							integra	
							ted	
							manne	
							r; an	
							ethic	
							of	
							social	
							engage	
							ment;	
							soft	
							skills),	
							9.1 (a	
							democ	
							ratic,	
							sociall	
							y	
							consci	╝

		ı	1	1	-		 	,
								ous,
							C	culture
								d, and
]	human
								e
								nation
							ı	uphold
								ing
							1	iberty,
								equalit
								y,
							1	fratern
								ity,
								and
								justice
								for
								all),
								9.1.2
								(skills
								and
								values
							,	will be
								incorp
								orated
							í	at each
								stage
								of
								learnin
								g), profes sionall
								profes
							;	sionall
								y skilled
							;	skilled
								media
]	person
								s and
								comm
							1	unicati
								on
								expert
								S

SJBJ203A	The Advertising World	L T P C
Version 2.0		4 0 0 4
Eligibility/Exposure	BA(JMC) I	
Co-requisites		

Course objectives-

- 1. To define the concept and nature of advertising, its role in society and business.
- 2. To explain application of theories and models in the field of advertising
- 3. To demonstrate knowledge and functioning of advertising agency
- 4. To compare marketing and advertising using marketing mix, role of segmentation and buying motives
- 5. To choose the appropriate appeals of advertising to reach target audience keeping ethics in mind
- 6. To design creative and media strategies for Advertising Campaigns using research methods and study effectiveness

Course Outcomes-

After completion of the course students will be able to:

CO1 Define the concept and nature of advertising, its role in society and business.

CO2 Illustrate the theories and models in the field of advertising

CO3 Demonstrate the knowledge and functioning of advertising agency

CO4 Differentiate between marketing and advertising using marketing mix, role of segmentation and buying motives

CO5 Choose the appropriate appeals of advertising to reach target audience keeping ethics in mind

CO6 Design creative and media strategies for Advertising Campaigns using research methods and study effectiveness

Catalogue Description

This course is an introductory study of the world of advertising. The course is designed to explain advertising, its role in society and business. It involves the understanding and appreciation of proper strategies--Advertising, Creative and Media. It also examines fully the roles played by the different departments of an agency and the various segments of the advertising industry that pertain to each of them.

This course will help students identify Advertising vs. other forms of Marketing & Communication. It will develop their in-depth understanding that how advertising must work with other communication disciplines like PR and Brand communication. The advertising has long term impact on society of advertising. The students will also explore various theories of advertising and their application in practice. They will learn about various forms of advertising and how advertising changes with media.

The students will be able to comprehend general principles of Advertising Campaigns, importance of creativity in advertising. The course will also help them in understanding audiences and their identification, segmentation and targeting. They will be taught concepts of creative brief, copy writing and advertising strategy. The students will be able to understand difference between content writing and copy writing. They will use their creative blend to write various advertising copy, develop big idea for the campaign, develop advertising objectives of the campaign and prepare advertising and marketing strategies. They will be able to design and produce advertising campaign for their clients.

The advent of new media and OTT platforms has changed the advertising scenario across the world. The students will also be exploring popular campaigns launched on social media and other platforms. The selected advertising campaigns will be discussed in the class and students will take up case studies to develop in depth understanding of working of adverting agencies.

By the end of the course, students will be able to understand how advertising works: from the base research and strategy to the creative and media buying.

Course Content

Unit I – 10 lectures Introduction to Advertising

Advertising: concepts, definitions, needs, Development of advertising in India and World, Importance and role of advertising in media, economy and society, Types of advertising on the basis of consumers, geography, space and purpose, Advertising as a communication process: Stern's model of advertising communication, Institutional/Corporate advertising

UNIT II – 8 lectures Concept of Marketing

Market segmentation, Marketing Mix, 7 Ps of marketing, Sales promotion, Marketing vs Publicity, Identification of target consumer, Marketing Strategies, Positioning, USP, Product Life Cycle

UNIT III – 12 lectures Concepts in Advertising

Ad campaign: Meaning and types, Setting Objectives, Theories in advertising (DAGMAR and AIDA approach), Understanding digital ad campaign, Budgeting, Process of planning and executing the ad campaign, Pretesting, concurrent and post testing a campaign, Pitch Presentations: format and style, Types of ad media: above the line and below the line media vehicles, Media planning - media mix, media selection, media buying, and media analysis, RoI

UNIT IV – 10 lectures Organisational structure of Ad Agencies

Organization structure, pattern, definition, Types of advertising agencies, Function of different departments of ad agencies, Services rendered by modern ad agency, Agency compensation, Market research, Laws related to Advertising, Code of Ethics

Suggested readings:

Aaker, D. A., & Mayers, J. G. (1992). Advertising Management. Prentice Hall of India.

Batra, M., & Aaker. (1992). *Advertising Management*. New Delhi: Prentice Hall of India Jefkins, F. (1991). *Advertising*. New Delhi: Tata Mcgraw Hill.

Jethwaney, J., & Jain, S. (2006). Advertising Management. Oxford University Press.

O'Guinn, A., & Semenik. (2016). Advertising and Integrated Brand Promotion. New Delhi: Vikas Publication House.

Vilanilam, V. K., & Verghese, A. K. (2004). *Advertising Basics*. New Delhi: Response Books.

Wilmshurst, J., & Mackay, A. (1999). The Fundamentals of Advertising. Routledge.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Quiz I	Presentation/	Mid	Attendance	End Term Exam
		Assignment/	Term		
		etc.	Exam		
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs) $\,$

	Mapping between COs and POs	
		Mapped Program Outcom es
CO1	Define the concept and nature of advertising, its role in society and business.	PO1
CO2	illustrate the theories and models in the field of advertising	PO1
CO3	demonstrate the knowledge and functioning of advertising agency	PO1
CO4	role of segmentation and buying motives	PO10
CO5	Choose the appropriate appeals of advertising to reach target audience keeping ethics in mind	PO8 and PO3
CO6	Design creative and media strategies for Advertising Campaigns using research methods and study effectiveness	PO10, PO4 and PO3

		Disciplinary Knowledge	Understanding the Role of Press	Skilled and Industry-ready Professionals	Influential and effective communication	Leadership readiness/ Qualities	Critical/ Reflective thinking & language efficiency	Technologically Efficient Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Team work	Students will acquire professional skills required to be media professionals	Students will be equipped with ICTs competencies including digital literacy	Student shall become ethically committed media professionals and entrepreneurs
Course Code	Course Title	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS 02	PS O3
SJBJ203A	The Advertising World	3		3	2				2		3	3	3	3	3

Course Code	Course Outcome	P O 1	PO 2	P O3	P O4	P O5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
	CO1	3	-	-	-	-	-	-	-	-	-	-	3	3	3
SJBJ203	CO2	3	-	-	-	-	-	-	-	-	-	-	3	3	3
A	CO3	3	-	-	-	-	-	-	-	-	-	-	3	3	3
	CO4	-	-	-	-	-	-	-	-	-	3	-	3	3	3
	CO5	-	-	3	-	-	-	-	2	-	-	-	3	3	3
	CO6	-	-	2	2	-	-	-	-	1	3	-	3	3	3

1=weakly mapped 2= moderately mapped 3=strongly mapped

Unit	nation globa needs Loc	nal, re l deve	to the legional	l and ontal		ility/ eurship ent Entrep	Skill		onal Valu ment	Ethics, () es, t & y Human	Gender, Enviro	SDG		PO E/4 ^t h
Uni t I		1	Devel opme nt of advert ising	Develop ment of advertisin g in India and World	Institution al/Corpora	ship	pment Instituti onal/Co	Ethics mm econom y and society	r		& Sustain ability	(SDG 4.4) (Learn ing the compo nents of this unit will enhanc	creative human endeav our, professi onal subjects , and soft skills	of the disci pline requi red for Indus try
												e chance s of emplo yabilit y)	onal Educati on (20.2)	s (Elev ate under stand ing

			1	1	ı	I			T		1
											and
									strengt		skills
									hen		of
									comm		stude
									unicati		nts
									on		requi
									capacit		red
									ies,		for
									increas		empl
									e		oyme
									partici		nt)
									pation		
									in the		Skill
									comm		Deve
									unicati		lopm
									on		ent
									proces		CIII
									proces		
									(SDG		
									16)		
Uni				Market		Marketi		Marketi		creative	incul
t II				segmentati						creative human	
ιΠ				_		ng Strategi		ng vs Publicit		endeav	
				on							stand
						es		У	Work	professi	
											of
										subjects	
									ing the		
									compo	S01t	com
											muni
									of this		catio
									unit		n and
										intellect	
									enhanc	uai,	ty
										aestheti	needs
										c,	(requ
									S 01	social,	red
									emplo	physica	ior
									yabilit	i,	empl
										emotion	
										al, and	int)
									strengt	moral	G1 '11
											Skill
										integrat	
									unicati		lopm
										manner	
									capacit	; an	(Acq
										ethic of	
										social	
1	1			1	1	Ì			e	engage	entua

							pation in the comm unicati on proces s, power	skills (11.3) Professi onal Educati	ional
Uni			Ad	Ad				creative	
t			campaign	campaig				human	
III				n				endeav	
							Work		pline
								professi	
									ledge
								subjects	
							ing the		how
							compo	soft	ad
									work
							of this	` /	s as a
							unit		tool
								intellect	1
							enhanc		comu
								aestheti	
							chance		on
							s of	social,	and
							emplo	physica	mark
							yabilit	l,	eting
								emotion	
								al, and	
								moral	
									empl
								integrat	
							unicati		nt)
								manner	
							capacit		
								ethic of	Hand
									s-on

				1	1	- 1	1	1		I	
										engage	
									partici		rienc
									pation		e
									in the		(Crea
									comm	(11.3)	ting
									unicati		Cam
									on	Professi	
									proces		s)
										Educati	
									power		
								i i	-	(20.2)	
									inform	(= 0 0 =)	
									ation		
									and		
									knowl		
									edge		
									(SDG		
T T .					Q 1 2		т.		16)	D 6 .	
Uni					Code of		Laws			Professi	
t					Ethics		related			onal	L
IV							to			Educati	
							Advertis		Work		pline
							ing		(SDG		know
									4.4)		ledge
									(Learn		- a
									ing the	and	must
									compo	importa	for
									nents	nce of	empl
									of this	public	oyme
										purpose	
									will	, an	
									enhanc	educati	
											Deve
									chance		lopm
										discipli	
										ne, and	
									yabilit		(Acq
										educati	
										on for	
										practice	
											epiua 1
										(20.1)	1
									comm		under
										Use of	
										technol	
									capacit		and
											funct
									increas		ional
									e		know
										awaren	ledge
									pation		

					i	n the	issues	
					c	comm	of	
					υ	ınicati	privacy,	
					C	n	laws,	
					r	roces	and	
					s	,	standar	
					r	ower	ds	
					C	of	associat	
					i	nform	ed with	
					a	tion	data	
					a	ınd	handlin	
					k	cnowl	g and	
					e	edge	data	
					(SDG	protecti	
					1	.6)	on	
							(23.13)	

SJBJ205A	Camera, Light and Sound	L	T	P	С
Version 1.0		4	0	0	4
Eligibility/Exposure	BA(JMC) II				
Co-requisites					

Course Objectives

- 1. To define the basics of camera and its parts.
- 2. To elaborate operational characteristics of a video camera.
- 3. To distinguish between types of camera shots and angles in composition.
- 4. To describe the basics of lighting, their use and various types in video production.
- 5. To develop the understanding of types of microphones and sound aesthetics in video production.
- 6. To illustrate types of editing and post production techniques of a video programme.
- 7. To integrate the theoretical and practical knowledge of video production into becoming industry ready professional.

Course Outcomes

After completion of the course student will be able to

CO1: Define the basics of camera and its parts.

CO2: Elaborate operational characteristics of a video camera.

CO3: Distinguish between types of camera shots and angles in composition.

CO4: Describe the basics of lighting and their use and various types in video production.

CO5: Develop the understanding of types of microphones and sound aesthetics in video production.

CO6: Illustrate types of editing and post production techniques of a video programme.

CO7: Integrate the theoretical and practical knowledge of video production into becoming industry ready professional.

Catalogue Description

Video production is an art to present the idea through visuals and audio in an interesting manner which grabs our attention and speak directly to our emotions. It allows us to express ourselves through this art form. For the perfect video production, it is really important to understand the details of the camera such as its scanning system, its focal length and other features. The student will learn all technicalities of the video camera and will be able to handle it professionally.

In this course, students will understand different types of camera angles and shots and how to use them aesthetically to create a meaningful film. Composition of these shots and movements create the magic on the screen. To use all these compositions proper camera equipment are required and student will grab the knowledge of using them in a professional through this course. Students will also learn the techniques of Single camera set-up and Multi camera set up. Video production is not just capturing whatever comes in front of the lens, it is a professional visualization and a creative mind is required for the same. Students will learn different properties of light and how to impact fully use them for the purpose of illuminating a scene. Student will have the exposure of various lighting techniques and its effective use. Video Production is the process of storytelling using the medium of visuals, lights and sound as the main story telling device. While a print journalist uses pen and paper to tell stories, a broadcast journalist uses his camera to capture the visual representation of a story.

Sound plays a very vital role in video production it is important for the Journalism students to learn its aesthetics and understanding the professional requirements of the microphones to

record a good synchronized sound for the same. Students will learn all the technicalities of sound such as its elements, dubbing, Para dubbing and voice modulation etc.

By the end of the session, the students will be able to handle video camera with appropriate usage of light and sound for various types of production.

Course Content

Unit I – 10 lectures

Video Camera: Types, parts and their characteristics, Types of camera lenses: according to focal length, field of view and special lenses, Characteristics of lenses: Focal length, focus, depth of field, Electronic characteristics: Aspect ratio, resolution, contrast, white balance, interlaced and progressive scanning, Operational characteristics in ENG/EFP camera, Video tape recording formats, Colour encoding systems: NTSC, PAL, and SECAM, Digital Formats, Camera calibration, Types of filters, 360 Video

Unit II – 10 lectures Light

Types of shots: Extreme Long Shot, Long shot, Mid Long Shot, Mid Close Up shot, Close up Shot, Extreme Close Up shot, Two Shot, Three Shot etc., Angle of shots: Low angle, high angle, eye level, bird's eye view, dutch angle, Camera movements: Pan and tilt, wheeled camera support, handheld camera, Camera equipment: Tripod, monopod, pedestal, crane, dolly, track, Steadicam, etc., Composition: Types and functions of composition, Emphasis, headroom, looking space, rule of thirds, golden section rule, Colour temperature, Types of filters

Unit III – 10 lectures Sound

Lights and its properties, Different types of lights, Tools used in lighting: Diffusers, reflectors, cutters, gels, Basic lighting techniques, Lighting in a studio, Lighting in the field, Various audio elements: Lip synchronized sound, voice, natural sound, diegetic and non-diegetic sound, Types of sound: Ambience, music, sound effects, constructing the audio portion of a video, Sound aesthetics, Microphone: Camera mounted, external, wired and wireless, Dubbing and Para-dubbing: Adding sound to pre-recorded videotape, Microphone techniques, Foley, Properties of sound- ADSR, Psycho-acoustics (Echo, reverb, surround, etc)

Unit IV- 10 lectures Editing

Introduction to editing, Functions of editing – combine, shorten, correct, build, Theory of editing – continuity and dynamic editing, linear and non-linear editing, montage, Transition and effects, graphics and design, Editing modes – off- line and online editing, Non-linear editing systems, features and technique, Types of Cuts, Audio mixing

Suggested Readings:

- 1. Zettl, H. (2014). Television production handbook, 12th. Cengage Learning.
- 2. Hunter, F., Biver, S., & Fuqua, P. (2015). Light science & magic: An introduction to photographic lighting. CRC Press.
- 3. Musburger, R. B., & Ogden, M. R. (2014). *Single-camera video production*. Focal Press. Schein,
- 4. D. S. (2001). Sound Design. MW Productions.

- 5. Kauffmann, S. (2005). Avid editing {Key Guide}: A guide for beginning and intermediate users. Focal Press.
- 6. Rose, J. (2012). Audio Postproduction for film and video. Taylor & Francis.
- 7. Harrington, R., Carman, R., & Greenberg, J. I. (2011). *An Editor's Guide to Adobe Premiere Pro*. Peachpit Press.
- 8. Dancyger, K. (2013). The technique of film and video editing: History, theory, and practice. Taylor & Francis.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentatio	Mid	Attendance	End Term
		n/	Term		Exam
		Assignment	Exam		
		/ etc.			
Weightage (%)	10	10	20	10	50

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

Mapp	ing between COs and POs		
	I Allrea Chiteamae (CCC)	Mapped l Outcomes	Program
CO1	Define the basics of camera and its parts.	PO1	
CO2	Elaborate operational characteristics of a video camera.	PO3, PO7	
CO3	Distinguish between types of camera shots and angles in composition.	PO3, PO4, 1	PO7
CO4	Describe the basics of lighting and their use and various types in video production.	PO3, PO7	
CO5	Develop the understanding of types of microphones and sound aesthetics in video production.		
CO6	Illustrate types of editing and post production techniques of a video programme.	PO3, PO7	
CO7	Integrate the theoretical and practical knowledge of video production into becoming industry ready professional.	PO9	

		Disciplinary Knowledge	Understanding the Role of Media	Skilled and Industry-ready Professionals	Influential and effective communication	Leadership readiness/ Qualities	Critical/ Reflective thinking & language efficiency	Technologically Efficient Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Team work	Students will acquire professional skills required to be media professionall	Students will be equipped with ICTs competencies including digital literacy	Student shall become ethically committed media professionals and entrepreneurs adhering to the human values
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	P08	P09	PO10	PO11	PSO1	PSO2	PSO3
SJBJ20 5A	Camera, Light and Sound	1		3	1			3		1			3	3	3

Course Code	Course Outcome	PO 1	PO 2	P O 3	PO 4	PO 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	PS O1	P S O 2	P S O 3
	CO1	1	-	-	-	-	-	-	-	-	-	-	3	3	3
	CO2	-	-	2	-	-	-	1	-	-	-	-	3	3	3
GYD YAG Z	CO3	-	-	3	1	-	-	1	-	-	-	-	3	3	3
SJBJ205 A	CO4	-	-	3	-	-	-	2	-	-	-	-	3	3	3
	CO5	-	-	2	-	-	-	2	-	-	-	-	3	3	3
	CO6	-	-	3	-	-	-	3	-	-	-	-	3	3	3
	CO7	-	-	-	-	-	-	-	-	2	-	-	3	3	3

1=weakly mapped
2= moderately mapped
3=strongly mapped

Un	natio	nal, r al dev	to the regiona relopme	l and		y/ rship/ ment	Relevanc Ethics, G Values, E Sustainal	ender Enviro	, Huma	an	SDG	NEP	POE/4 th IR
	Loc al	_	Natio nal	Glob al	 Entre prene urshi	Skill Develo pment	Professi onal Ethics mm	Gen der	n	Environ ment & Sustaina bility			
Uni t I						Video tape recordin g					capaciti es, increase particip ation in the commu nication process (SDG 16)	Profes sional Education (20.2) Technical education (20.6) Use of technological tools (23.2)	skills of students required for employ ment/ entrepre neurship) Skill Develop ment for the industry (Student s will learn how to handle camera)
Uni t II											Skills for Decent Work (SDG 4.4) (Learnin	sional Educa tion (20.2)	Technic al Skills required as Industry Needs (Elevate

				ı	Т	1			- ·	
										understa
								compon		nding
									educat	
								this unit		skills of
										students
								enhance		required
								chances		
										employ
								employa		
										entrepre
									(23.2)	neurship
								strength)
								en		Skill
								commu		Develop
								nication		ment for
								capaciti		the
								es,		industry
								increase		
								particip		Hands-
								ation in	<u>l</u>	on
								the		Experie
								commu		nce
								nication		(Student
								process		s will
								(SDG		develop
								16)		understa
										nding
										and
										practice
										on the
										various
										features
										of
										camera
										and .
										composi
										tion and
										use of
										digital
										technolo
										gy for
										producti
T T .				Τ : -1 /				C1_:11		on)
Uni				Lights				Skills	D P	Technic
t TTT				and its						al Skills
III				properti						required
				es,					Educa	
				Microph						Industry
				one						Needs
				techniqu				(Learnin		(Elevate

	1 1		ı			1 .		
			es,					understa
			Properti			compon		nding
			es of				educat	
			sound-			this unit		skills of
			ADSR			will	(20.6)	students
						enhance		required
						chances	Use of	for
						of	techno	employ
						employa	logical	ment/
						bility)	tools	entrepre
							(23.2)	neurship
						strength)
						en		
						commu		Skill
						nication		Develop
						capaciti		ment for
						es,		the
						increase		industry
						particip		
						ation in		Hands-
						the		on
						commu		Experie
						nication		nce
						process		(Student
						(SDG		s will
						16)		learn
						-/		through
								applicati
								on and
								use of
								hardwar
								e and
								software
Uni		Introd	features			Skills		Technic
t			and					al Skills
IV			techniqu					required
1		40.0	e				Educa	
		carting						Industry
		, Functi						Needs
		ons of				(Learnin		(Elevate
		editing				` .		understa
		culting				g the compon		nding
		, Editin					educat	
		o Laiuii				this unit		skills of
		g modes						students
		off-				enhance		
		- 011- line				chances		required
		and						
		online						employ
						employa		
		editing				bility)	tools	entrepre

							(23.2)	neurship
						strength)
						en		Skill
						commu		Develop
						nication		ment for
						capaciti		the
						es,		industry
						increase		
						particip		Skill
						ation in		Develop
						the		ment
						commu		(Student
						nication		s will
						process		develop
						(SDG		understa
						16)		nding
								and
								practice
								on
								software
								s and
								apps)

UCDM301A	Disaster Management	L	T	P	С
Version 1.0		3	0	0	3
Eligibility/Exposure	Basics of Disasters and control techniques				
Co-requisites					

Course Objectives

- 1. To create awareness about various types of disasters.
- 2. To educate the students about basic disaster management strategies and problem solving.
- 3. To examine disaster profile of our country and illustrates the role of governmental and non-governmental organizations in its effective management.
- 4. To acquaints students with the existing legal frame work for disaster management and understanding the appropriate rules and regulations.

Course Outcomes

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

- CO1. To enable the students to know the difference between natural and man-made disaster
- CO2. Acquire the knowledge related to disaster preparedness
- CO3. To aware the student about recovery after disaster
- CO4. To know the structure and functioning of disaster management framework of our country
- CO5. To provide the knowledge about disaster management act

Catalogue Description

This course imparts the basic concepts of environment which enable them to solve basic problems related to their surroundings. This course helps them to get an idea adverse effect of industrialization, population and degradation of natural resources on the environment. The course introduces the concepts of renewable and non-renewable resources.

Course Content

UNIT I 10 Lectures

Introduction to Disasters

Concept and definitions- Disaster, Hazard, vulnerability, resilience, risks. Different Types of Disaster: Causes, effects and practical examples for all disasters. Natural Disaster: such as Flood, Cyclone, Earthquakes, Landslides etc. Man-made Disaster: such as Fire, Industrial Pollution, Nuclear Disaster, Biological Disasters, Accidents (Air, Sea, Rail & Road), Structural failures (Building and Bridge), War & Terrorism etc.

UNIT-II 8 Lectures Disaster Preparedness

Concept and Nature, Disaster Preparedness Plan, Prediction, Early Warnings and Safety Measures of Disaster, Role of Information, Education, Communication, and Training, Role of Government, International and NGO Bodies, Role of IT in Disaster Preparedness, Role of Engineers on Disaster Management, Relief and Recovery, Medical Health Response to Different Disasters

UNIT III 10 Lectures

Rehabilitation, Reconstruction and Recovery

Reconstruction and Rehabilitation as a Means of Development, Damage Assessment, Post Disaster effects and Remedial Measures, Creation of Long-term Job Opportunities and Livelihood Options, Disaster Resistant House Construction, Sanitation and Hygiene, Education and Awareness, Dealing with Victims' Psychology, Long-term Counter Disaster Planning, Role of Educational Institute.

UNIT IV 12 Lectures

Disaster Management in India

Disaster Management Act, 2005: Disaster management framework in India before and after Disaster Management Act, 2005, National Level Nodal Agencies, National Disaster Management Authority

Liability for Mass Disaster: Statutory liability, Contractual liability, Tortious liability, Crimin al liability, Measure of damages Epidemics Diseases Act, 1897: Main provisions, loopholes.

Text Books

1. Content building programme (CBP) book on Disaster Management, Forum AS.

Reference Books/Materials

- 1. Government of India, Department of Environment, Management of Hazardous Substances Control
- 2. Act and Structure and Functions of Authority Created Thereunder.
- 3. Indian Chemical Manufacturers' Association & Loss Prevention Society of India, Proceedings of the National Seminar on Safety in Road Transportation of Hazardous Materials: (1986).
- 4. Author Title Publication Dr. Mrinalini Pandey Disaster Management Wiley India Pvt. Ltd.
- 5. Tushar Bhattacharya Disaster Science and Management McGraw Hill Education (India) Pvt. Ltd.
- 6. Jagbir Singh Disaster Management: Future Challenges and Opportunities K W Publishers Pvt. Ltd.
- 7. J. P. Singhal Disaster Management Laxmi Publications.
- 8. Shailesh Shukla, Shamna Hussain Biodiversity, Environment and Disaster Management Unique Publications
- 9. C. K. Rajan, Navale Pandharinath Earth and Atmospheric Disaster Management: Nature and Manmade B S Publication
- 10. Indian law Institute (Upendra Baxi and Thomas Paul (ed.), Mass Disasters and Multinational Liability: The Bhopal Case (1986)
- 11. Indian Law Institute, Upendra Baxi (ed.), Environment Protection Act: An Agenda for Implementation (1987)
- 12. Asian Regional Exchange for Prof. Baxi., Nothing to Lose But our Lives: Empowerment to Oppose
- 13. Industrial Hazards in a Transnational world (1989)
- 14. Gurudip Singh, Environmental Law: International and National Perspectives (1995), Lawman (India) Pvt. Ltd.
- 15. Leela Krishnan, P, The Environmental Law in India, Chapters VIII, IX and X (1999), Butterworths, New Delhi.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Quiz I	Presentation/	Mid Term Exam	Attendance	End Term Exam
		Assignment/			
		etc.			
Weightage (%)	10	10	20	10	50

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

Mapping between COs and POs										
	Course Outcomes (COs)	Mapped Program Outcome								
CO1	To enable the students to know the difference between natural and man- made disaster	PO6								
CO2	Acquire the knowledge related to disaster preparedness	PO10								
CO3	To aware the student about recovery after disaster	PO8								
CO4	To know the structure and functioning of disaster management framework of our country	PO9								
CO5	To provide the knowledge about disaster management act	PO2								

		Enhancement in Advanced Scientific knowledge about chemistry	Development of critical, logical and innovative thinking	Demonstrate interdisciplinary approach	Learning of fundamental concepts and instrumentation techniques	Orientation towards research and	Acquiring capability to work independently as well as a member of the diverse team	Understanding of impact of chemicals on the environment	Fostering communication skills	Ethical awareness and digital literacy	Capability to deal with professional responsibilities	Students will acquire professional skills required to be media professionals	Students will be equipped with ICTs competencies including digital literacy	Student shall become ethically committed media professionals and entrepreneurs adhering to the human values
Course Code	Course Title	PO1	P02	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
A	Disaster Manage ment		2				3		3	3	2	3	3	3

Course Code	Course Outcome	PO 1	PO 2	P O 3	PO 4	PO 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	PS O1	P S O 2	P S O 3
	CO1	-	-	-	-	-	3	-	-	-	1	-	3	3	3
	CO2	-	-	-	-	-	-	-	-	-	2	-	3	3	3
UCDM30 1A	CO3	-	-	-	-	-	-	-	-	-	-	-	3	3	3
	CO4	-	-	-	-	-	-	-	3	-	-	-	3	3	3
	CO5	-	2	-	-	-	-	-	-	-	-	-	3	3	3

1=weakly mapped 2= moderately mapped 3=strongly mapped

it	Relevar	ice to t	he loca	l,	2	Relevance to the Professional						PO		
Unit	nationa	l, regio	nal and	d	Employabi	lity/		Ethics, Ge	ndei	, Human V	alues,		P	$\mathbf{E}/4^{\mathbf{t}}$
	global d	levelop	mental		Entrepren	eurshi	p /	Environm	ent &	& Sustainab	ility	G		h
	needs				Skill Devel	opme	nt							IR
	Local	Regi	Natio	Glob	Employa	Entr	Skill	Profession	G	Human	Enviro			
		onal	nal	al	bility	epre	Develo	al Ethics	en	Values	nment			
						neur	pment	mm	de		&			
						ship			r		Sustain			
											ability			
Un	i									War &	Disaster			
t I										Terrorism	,			
											Hazard,			
											Differen			
											t Types			
											of			
T T	·	D 1	D 1 (T .						D 1 (Disaster			
	Role of		Role of				Commu				Disaster			
t II	Govern		Gover				nication			Information				
	ment		nment				, and				dness			
		nment		NGO			Trainin				Plan			
				Bodie			g							
Un	:			S	Reconstruc					Dealing				
t t	L				tion and					with				
III					Rehabilitat					Victims'				
111					ion as a					Psychology				
					Means of					Sychology				
					Developme									
					nt,									
					Creation of									
					Long-term									
					Job									

	I I.	Opportunit es and				
	I	Livelihood				
		Options				
Uni			Disaster	Criminal lia		
t			Manageme	bility		
IV			nt Act			

SJBJ251A	Radio Broadcasting and Programming Lab	L	T	P	С
Version 1.0		0	0	4	2
Eligibility/Exposure	BA(JMC) II				
Co-requisites					

Course Objectives

- 1. To define Radio as a medium of mass communication.
- 2. To produce scripts for various radio programmes...
- 3. To familiarize with various technicalities required to produce a programme inside and outside studio.
- 4. To practice radio production in studio.
- 5. To practice radio programme editing through software in studio.
- 6. To integrate the practical knowledge of Radio production into becoming industry ready professional.

Course Outcomes

After completion of the course student will be able to

CO1: Define Radio as a medium of mass communication.

CO2: Produce scripts for various radio programmes.

CO3: Familiarize with various technicalities required to produce a programme inside and outside studio.

CO4: Practice radio production in studio.

CO5: Practice radio programme editing through software in studio

CO6: Integrate the practical knowledge of Radio production into becoming industry ready professional.

Catalogue Description

Radio is a real mass media in a country like India. With the advent of FM channels, listeners have started tuning in their favourite radio stations. Student will learn the different formats and presentation styles of radio programmes. They will understand how to conceptualize a Radio format and accordingly prepare a script. Student will learn the technicalities of radio studio, their equipment's and how to use them accordingly.

This course is meant to acquaint students with different modes of broadcasting and types of radio stations and to learn basic inputs and main elements of radio production-Human Voice, Music, Sound Effects and Silence. The students will also gather knowledge about various types of transmission meant for information, entertainment and education. During the course students will use different types of microphones and choose them according to their output and requirements. During the course student will produce talk shows, radio feature, news bulletins, docu-drama etc.

The course will make students to use radio as a medium of mass communication appropriately to cater the masses, in today's scenario.

Course Content

Unit I –5 lectures Scripting

- a. Listen, identify and discuss various radio programme formats
- b. Writing Radio talk script,
- c. Writing Radio feature script,
- d. Writing Radio drama script etc
- e. Writing Radio News Bulletin

Unit II – 6 lectures Recording

- a. Computer based recording of programmes
- b. Recording Vox pop on contemporary issues
- c. Presentation of radio programmes
- d. News-reading and voice casting
- e. Radio Jockeying

Unit III – 6 lectures

- 1. Studio Production
- 2. Production of field based Radio features.
- 3. Preparing a radio jingle for FM channel
- 4. Prepare a production book including:
 - a. Audio brief
 - b. Program objective (s)
 - c. Synopsis
 - d. Treatment
 - e. Script
 - f. Crew list
 - g. Technical requirements

Unit IV- 3 lectures Editing

- a. Computer based editing of programmes
- b. Create phone-in for news bulletin
- c. Learning of audio editing software

Suggested Readings:

- 1. Chantler, P., & Stewart, P. (2003). Basic Radio Journalism. Taylor & Francis.
- 2. Saxena, A. (2011). Radio in new avatar AM to FM. Kanishka Publishers.
- 3. Ravindran, R. (2005). *Handbook of Radio, T.V. and Broadcast Journalism*. Annol Publications Pvt. Ltd.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Quiz I	Presentation/	Mid Term	Attendance	End Term Exam
		Assignment/	Exam		
		etc.			
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs) $\,$

	Mapping between COs and PO)s
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Define Radio as a medium of mass communication	PO1, PO2
CO2	Produce scripts for various radio programmes	PO3, PO4, PO6
CO3	Familiarize with various technicalities required to produce a programme inside and outside studio	PO3, PO7
CO4	Practice radio production in studio.	PO3, PO7, PO9
CO5	Practice radio programme editing through software in studio.	PO3, PO7, PO9, PO11
CO6	Integrate the practical knowledge of Radio production into becoming industry ready professional.	PO3, PO4, PO11

		Disciplinary Knowledge	Understanding the Role of Media	Skilled and Industry-ready Professionals	Influential and effective communication	Leadership readiness/ Qualities	Critical/ Reflective thinking & language efficiency	Technologically Efficient Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Team work	Students will acquire professional skills required to be media professionals	Students will be equipped with ICTs competencies including digital literacy	Student shall become ethically committed media professionals and entrepreneurs adhering to the human
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO4
SJBJ251 A	Radio Broadcasting and Programming L ab	1	1	3	2		1	3		2		2	3	3	3

Course Code	Course Outcome	PO 1	PO 2	P O 3	PO 4	PO 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	PS O1	P S O 2	P S O 3
	CO1	1	1	-	-	-	-	-	-	-	-	-	3	3	3
CID 1251	CO2	-	-	3	2	-	1	-	-	-	-	-	3	3	3
SJBJ251 A	CO3	-	-	3	-	-	-	3	-	-	-	-	3	3	3
	CO4	-	-	3	-	-	-	3	-	2	-	-	3	3	3
	CO5	-	-	3	-	-	-	3	-	2	-	2	3	3	3
	CO6	-	1	3	2	-	-	-	-	-	-	2	3	3	3

	natio	vance to onal, re- al devel s	gional	and	Em _j Entre	Relevance To the Employability/ Entrepreneurship/ Skill Development			nal E ıman nmen	thics, Values, t &	SD G	NE P	POE/4 ^t h IR
Uni	Lo cal	Regi onal	Nati onal	Glob al	Empl oyabi lity Writing	Entre prene urship	Devel opme	Profess	 Hu man Val ues	Environ ment & Sustaina bility	Freedo	11.2	Technical
t I					Radio talk, feature script, Writing Radio News Bulletin		s radio progra mme format s, Writin g Radi o talk, feature script,				m of expres sion, free flow of ideas by word and image, safety of Journa lists, promot	(creat ivity and innov ation, critic al think ing and highe rorder think ing capac ities,	Skills that match Industry Needs (Knowled ge of Radio Productio n) Skill developm

¹⁼weakly mapped
2= moderately mapped
3=strongly mapped

					and	em-	
					better	solvi	
					balanc	ng	
					ed	abilit	
					dissem		
					ination		
						work	
					inform		
					ation,		
					increas		
						catio	
					partici	n	
					pation	skills	
					in the		
					comm		
					unicati		
						depth	
					proces		
					s, to	ng	
					improv	and	
					e voice		
					povert	ery	
						of	
					develo	curri	
					ping a	cula	
						acros	
					and	S	
					indepe	fields	
					ndont	Helus	
					ndent	,	
					media		
						ases	
						in	
						socia	
						l and	
						mora	
						1	
						awar	
						eness	
)	
						11.3	
						(11.5	
						(, , , , ,	
						intell	
						ectua	
						1,	
						aesth	
						etic,	
						socia	
						l, physi	
						cal,	
	<u> </u>					cai,	

		emoti
		onal,
		and
		mora
		l in
		an
		integ
		rated
		mann
		er; an
		ethic
		of .
		socia
		enga
		geme
		nt;
		soft
		skills
), 9.1
), 9.1 (a
		demo
		cratic
		socia
		lly
		consc
		ious,
		cultu
		red,
		and
		huma
		ne
		natio
		n vmh o l
		upnoi
		uphol ding libert
		libert
		y, equal
		equal
		ity, frater
		frater
		nity,
		and
		justic
		e for
		all), 9.1.2
		9.1.2
		(skill
		s and

							value	
							s will	
							be	
							incor	
							porat	
							ed at	
							each	
							stage	
							of	
							learni	
							ng),	
							iig),	
							profe	
							ssion	
							ally	
							skille	
							d	
							medi	
							a	
							perso	
							ns	
							and	
							com	
							muni	
							catio	
							n	
							exper	
							ts	
Uni			News-			power	11.2	Technical
t II			readin					Skills that
						inform		
		į	g					
			and vo				and	Industry
		į	icecast			and	innov	Needs
		j	ing,			knowl	ation,	(Knowled
			Radio			edoe	critic	ge of
								Radio
			Jockey			safety	ai	Radio
]	ing					Productio
						Journa	ing	n)
						lists,	and	
						flow	highe	Skill
						of	g.110	dovolo
								developm
						inform		ent
						ation,	think	
						promot		
						e the	canac	
							capac :::	
						wider		
							probl	
						better	em-	
						balanc		
							ng	
						dissem	abilit	

		ination ies,
		of team
		inform work
		ation, ,
		increascom
		e muni
		partici catio
		pation n
		in the skills
		comm ,
		unicati more
		on in-
		proces depth
		s, learni
		develo ng
		ping aand
		free mast
		and ery
		indepe of
		ndent curri
		media cula
		acros
		S
		fields
		incre
		ases
		in
		socia
		l and
		mora
		1
		awar
		eness
) ,
		11.3
		intell
		ectua
		1,
		aesth
		etic,
		socia
		l, physi
		cal,
		emoti
		onal,
		and
		mora

						l in
						an
						integ
						rated
						mann
						er; an
						ethic
						of
						socia
						1
						enga
						geme
						nt;
						soft
						skills
) 0.1
), 9.1 (a demo
						(a
						demo
						cratic
						,
						socia
						lly
						consc
						ious,
						cultu
						red,
						icu,
						and
						huma
						ne
						natio
						n
						uphol ding libert
						ding
						libert
						v.
						y, equal
						ity
						ity, frater
						natel
						nity,
						and
						justic
						e for
						all), 9.1.2
						9.1.2
						(skill
						s and
						value
						s will
						b will
						be
						incor

		1	 			<u> </u>	norst	
							porat	
							ed at	
							each	
							stage	
							of	
							learni	
							ng),	
							profe	
							ssion	
							ally	
							skille	
							d	
							medi	
							a	
							perso	
							ns	
							and	
							com	
							muni	
							catio	
							n	
							exper	
							ts	
Uni		Studio			radio	powe	r 11.2	Technical
t		Produc	t		jingle		(creat	Skills that
III		ion			for		nivity	match
					FM	ation	and	Industry
					chan	and	innov	Needs
					nel			(Knowled
						edge,		
						safety		Radio
						of		Productio
						Journ		n)
								,
						lists.	and	
						lists, flow		Skill
						flow	highe	
1						flow of	highe r-	developm
						flow of infori	highe r- n order	developm ent
						flow of information,	highe r- n order think	developm ent
						flow of inforn ation, prom	highe r- n order think oting	developm ent
						flow of information, prome e th	highe r- order think oting aecapac	developm ent
						flow of inforn ation, prom- e th widen	highe r- n order think oting necapac ities,	developm ent
						flow of inforn ation, prom- e th wider and	highe r- n order think oting necapac ities, probl	developm ent
						flow of information, prome the wider and better	highe r- n order think oting ecapac ities, probl em-	developm ent
						flow of information, prome the wider and better balan	highe r- n order think oting necapac ities, probl em- c solvi	developm ent
						flow of information, prometh wider and better balan ed	highe r- n order think oting ecapac ities, probl em- c solvi ng	developm ent
						flow of information, prome e the wider and better balan ed disser	highe r- n order think oting ecapac ities, probl em- c solvi ng	developm ent
						flow of inform ation, prome th wider and better balan ed disser inatio	highe r- n order think oting ne capac ities, probl em- c solvi ng n abilit nies,	developm ent
						flow of information, prome e the wider and better balan ed disser ination	highe r- n order think oting ecapac ities, probl em- c solvi ng n abilit nies, team	developm ent
						flow of information, prome e the wider and better balan ed disser ination	highe r- n order think oting ne capac ities, probl em- c solvi ng n abilit nies, team n work	developm ent

1	-	 ı	ı	1		 		, , ,
							increas	
							e	muni
							partici	catio
							pation	n
							in the	skills
							comm	,
							unicati	more
							on	in-
							proces	depth
							s,	learni
							develo	ng
							ping a	and
							free	mast
								ery
							indepe	of
							ndent	curri
							media	
								acros
								s
								fields
								incre
								ases
								in
								socia
								l and
								mora
								1
								awar
								eness
								11.3
								(
								11.3 (intell
								ectua
								1,
								l, aesth
								etic,
								socia
								1,
								l, physi
								cal,
								emoti
								onal,
								and
								mora
								l in
								an
								integ
								rated
		l						1400

, ,	 	1	,	,			
							mann
							er; an
							ethic
							of
							socia
							1
							enga
							geme
							nt;
							soft
							skills
), 9.1
), 9.1 (a
							demo
							cratic
							socia
							lly
							consc
							ious,
							cultu
							red,
							and
							huma
							ne
							natio
							n
							unhol
							ding
							uphol ding libert
							nibert v
							y, equal
							ity
							ity, frater
							nity,
							and
							justic
							e for
							211)
							all), 9.1.2
							7.1.4 (alzill
							(skill
							s and
							value
							s will
							be
							incor
							porat
							ed at
							each
							stage

			Г						1
								of	
								learni	
								ng),	
								profe	
								ssion	
								ally	
								skille	
								d 1.	
								medi	
								a	
								perso	
								ns	
								and	
								com	
								muni	
								catio	
								n	
								exper	
T T *			Carre	T a - :: '				ts	Ta al ' 1
Uni			Comput	Learni					Technical
t			er based	ng of					Skills that
IV			editing	audio			partici		match
			of	editing			pation		Industry
			progra	softwa			in the	innov	Needs
			mmes	re			comm	ation,	(Knowled
							unicati		ge of
								al	Radio
									productio
								ing	n)
							develo		11)
							ping a		C1::11
								mgne 	Jarrala ana
								r-	developm
								order	ent
							indepe		
							ndent		
							media,		
							power	ities,	
							of	probl	
							inform	em-	
								solvi	
								ng	
							knowl	abilit	
								ies,	
							safety	toom	
								work	
							Journa		
								com	
								muni	
								catio	
1			l				inform	n	

					ation,	skills	
					promot	,	
					e the	more	
					wider		
						depth	
					better	learni	
					balanc		
						and	
					dissem		
					ination	oru	
					mation of	of	
						of	
					inform		
					ation,	cula	
					Freedo		
					m of	S	
					expres	fields	
					sion,	,	
						incre	
						ases	
					of	in	
					ideas	socia	
						l and	
						mora	
						1	
					image		
						eness	
)	
						11.3	
						(
						intell	
						ectua	
						l, aesth	
						aesui	
						etic,	
						socia	
						l, physi	
						pnysı	
						cal,	
						emoti	
						onal,	
						and	
						mora	
						l in	
						an	
						integ	
						rated	
						mann	
						er; an	
						ethic	
						of	
 ı	1	ı .				<u> </u>	

	,	 	1	
				socia
				1
				enga
				geme
				nt;
				soft
				skills
), 9.1 (a
				(a
				demo
				cratic
				,
				socia
				lly
				consc
				ious,
				cultu
				red,
				and
				huma
				ne
				natio
				n
				unhol
				uphol ding
				libert
				y, equal
				ity
				ity, frater
				nity,
				and
				justic
				justic
				e for
				e for all), 9.1.2
				9.1.2
				(skill
				s and
				value
				s will
				be
				incor
				porat ed at
				ed at
				each
				stage of
				of
				learni
				ng), profe
				profe

						ssion	
						ally	
						skille	
						d	
						medi	1
						a	1
						perso	1
						ns	1
						and	
						com	1
						muni	1
						catio	1
						n	1
						exper	1
						ts	1

SJBJ253A	The Advertising World Lab	L	Т	P	С
Version 2.0		0	0	2	2
Eligibility/Exposure	BA(JMC) I				
Co-requisites					

Course objectives

- 1. To conduct situation analysis of a brand
- 2. To design an ad copy for a product
- 3. To write Script for electronic media (Radio jingle, TV Commercial) and Digital Media
- 4. 3 To conceptualise, plan and implement an ad campaign
- 5. To critically evaluate the advertisements

Course Outcomes

After completion of the course students will be able to:

CO1 Conduct situation analysis of a brand

CO2. Design an ad copy for a product

CO3: Write Script for electronic media (Radio jingle, TV Commercial) and Digital Media

CO4: Conceptualize, plan and implement an ad campaign

CO5: Critical evaluation of advertisements

Catalogue Description

Overview:

The purpose of this course is to provide students with a working knowledge of the major frameworks, theories, and research findings in the area of advertising. The goal of this course is not to simply learn the material, but rather it is to integrate and apply it.

Objective and Expected Outcome:

The purpose of this course is to provide you with a working knowledge of the major frameworks, theories, and research findings in the area of advertising. The goal of this course is not to simply learn the material, but rather it is to integrate and apply it. By the end of this course, student should not only be familiar with a large body of advertising knowledge, but you should also be able to apply this information to create and evaluate effective advertising strategies and tactics. The emphasis will be on understanding customer motivations, crafting effective messages, making efficient use of media, and understanding metrics.

The students will undertake project work in brand positioning, strategic brand management, brand portfolio strategies, advertising creative development and brand planning. The students will be able to develop a consumer-centric approach to building, measuring and evaluating strategies that build brand equity for new and existing brands. They will also identify important issues related to planning and implementing brand strategies for a diverse group of marketing offerings (e.g., products, services, industrial goods, non-profits etc.).

By the end of the course, the students will be able to use their creativity in writing various advertising copy, develop big idea for the campaign, develop advertising objectives of the campaign and prepare advertising and marketing strategies. They will be able to design and produce advertising campaign for their clients.

Course Content

- 1. Analyse three different types of advertisements on the basis of idea/concept, copy, design and layout
 - 1. Plan Ad Campaign for a product/service/an idea as per the following steps:
 - A. Setting objectives a. Objective of the Advertising Campaign: Overall and Specific
 - b. Market Analysis: SWOT Analysis and Competitor Analysis
 - B. Strategy Ad Campaign a. Creative Strategy b. Advertising Budget Appropriation c. Media Strategy and Plan
 - C. Implementation a. Advertising message design and production: Display ads/hoarding/internet ads/TVC b. Media scheduling
 - D. Evaluation Plan a. Pre-Testing of the Media Material b. Audience Feedback and Analysis
 - E. Production and presentation of Ad Campaign
 - 1. Digital Ads
 - 2. Multi-channel Ad campaign
 - 3. Drip Campaign
 - 4. Digital inclusion
 - 5. Insights and Analytics
 - 6. Competitor Analytics
 - 7. RoI

Suggested readings:

Aaker, D. A., & Mayers, J. G. (1992). Advertising Management. Prentice Hall of India.

Batra, M., & Aaker. (1992). Advertising Management. New Delhi: Prentice Hall of India

Jefkins, F. (1991). Advertising. New Delhi: Tata Mcgraw Hill.

Jethwaney, J., & Jain, S. (2006). Advertising Management. Oxford University Press.

O'Guinn, A., & Semenik. (2016). Advertising and Integrated Brand Promotion. New Delhi: Vikas Publication House.

Vilanilam, V. K., & Verghese, A. K. (2004). *Advertising Basics*. New Delhi: Response Books.

Wilmshurst, J., & Mackay, A. (1999). The Fundamentals of Advertising. Routledge.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Quiz I	Presentation/	Mid Term	Attendance	End Term
		Assignment/ etc.	Exam		Exam
Weightage (%)	10	10	20	10	50

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

	Mapping between COs and POs	
	Course Outcomes (COs)	Mapped Program Outcomes
CO ₁	Conduct situation analysis of a brand	PO1,PO6
CO ₂	Design an ad copy for a product	PO1, PO3, PO11
	Write Script for electronic media (Radio jingle, TV Commercial) and Digital Media	PO1, PO4

CO4	Conceptualise, plan and implement an ad campaign	PO1, PO3,
CO ₅	Critical evaluation of advertisements	PO6

		Disciplinary Knowledge	Understanding the Role of Press	Skilled and Industry-ready Professionals	Influential and effective communication	Leadership readiness/ Qualities	Critical/ Reflective thinking & language efficiency	Technologically Efficient Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Team work	Students will acquire professional skills required to be media professionals	Students will be equipped with ICTs	competencies including digital literacy	Student shall become ethically committed	media professionals and entrepreneurs adhering to the human values
Course Code	Course Title	P01	P02	P03	P04	PO5	P06	PO7	PO8	P09	PO1	PO1	PSO		PSO		PSO 3
SJBJ253 A	The Advertising World Lab	3		3	2		3		2			2	3	3		3	

Course Code	Course Outcome	PO 1	PO 2	P O 3	PO 4	PO 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	PS O1	P S O 2	P S O 3
	CO1	3	-	-	-	-	3	-	-	-	-	-	3	3	3
~	CO2	3	-	3	-	-	-	-	1	-	-	2	3	3	3
SJBJ253 A	CO3	3	-	-	2	-	-	-	ı	-	-	-	3	3	3
	CO4	3	-	3	-	-	-	-	-	-	-	-	3	3	3
	CO5	3	-	3	-	-	-	-	-	-	-	-	3	3	3

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

	Relevance to the local, national,			e	Rele	vance '	Γo the	R	elevai	nce to t	he	SDG	NEP	POE/4 ^t
		•				ployab	•			nal Eth				h IR
	_	onal a	_	obal	Enti	reprene				ıman V	,			
		lopme	ental			p/ Skil				nment				
	need		1	1		velopm				nability				
	Lo	Re	Na	Gl	Em	Entr	Skill	Profes	Ge	Hum	Envir			
	cal	gio	tio	ob	plo	epre	Dev	sional	nd	an	onme			
		nal	nal	al	ya	neur	elop	Ethics	er	Valu	nt &			
					bili	ship	ment	mm		es	Sustai			
					ty						nabilit			
											У	G1 111 0		
Uni					Plan							Skills for		
t I					Ad							Decent		
					Cam							Work		
					paign							(SDG		
					for a							4.4)		
					prod uct/s							(Learning the		
					ervic							compone		
					e/an							-		Basic
					idea							unit svill	creative	understan
					a							enhance	human	ding of
					а							chances	enaesv	the
												of	our,	digainlina
												employah	professi	required
												ility)	onai	for
												111037	subjects	Industry
												strengthe	, and	Needs
												n	soft	(Elevate
												communi	skills	understan
												cation	4 1 1 1 1	ding and
												capacities		
													omol	students
												nnerease	onal Educati	required
												participati	Luucau	for
												on in the	(20.2)	employm
												communi	(40.4)	ent)
												cation		
												process,		Hands-on
												power of		Experienc
												informati		e
												on and		
												knowledg		Skill
												e		Develop
												(SDG 16)		ment

Uni		Digital			creative	
	D:-:4	Digital				
t II	Digit	Ads			human	
	al				endeav	
	Ads				our,	
					professi	
					onal	
				Skills for	subjects	
				Decent	, and	
				Work	soft	inculcate
					skills	understan
				`		ding of
				(Learning		market,
						communi
				compone		cation
				nts of this		
				unit will	/	society
						needs
						(required
				of		for .
				employab		
					al, and	ent)
					moral	
				strengthe		Hands-on
				n	integrat	Experienc
				communi	ed	e
				cation	manner	(Creating
				capacities		Campaig
					ethic of	ns)
					social	
				participati	engage	Skill
				on in the		Develop
				communi		ment
						(Acquire
					(11.3)	conceptua
				power of		tonceptaa 1
				informati		understan
						ding and
				knowledg		
						knowledg
						_
T T .				(SDG 16)		e)
Uni				Skills for		
t						discipline
III						knowledg
						e of how
						ad works
				(Learning		as a tool
					subjects	
				compone	, and	comunica
				nts of this	soft	tion and
				unit will	skills	marketing

	1	-		ı		 	I	1	
							enhance	(11.1)	(required
							chances		for
							of	intellect	employm
							employab		ent)
								aestheti	
							-	c,	
									Hands-on
									Experienc
							communi		e
							cation	emotion	(Creating
							capacities		
							li .		ns)
								in an	
							participati		
							on in the	ed	
							communi	manner	
							cation	; an	
							process,	ethic of	
							power of		
							informati		
								ment;	
							knowledg		
								skills	
							(SDG 16)		
							(3DG 10)	(11.3)	
								Professi	
								onal	
								onai Educati	
								on (20, 2)	
T T:								(20.2)	Dissistis
Uni									Disciplin
t							Skills for		e
IV									knowledg
							Work		e - a must
							(SDG	` ′	for
							4.4)		employm
									ent
							Knowled		
								importa	
							Driven	nce of	Skill
							Media	public	Develop
							Develop		
									(Acquire
							,		conceptua
							informati		
							on and		understan
									ding and
									functional
							(SDG 16)		knowledg
								educati	
								cuucati	C)

			1	1						,
										on for
										practice
										(20.1)
										Use of
										technol
										ogical
										tools
										(23.2)
										awaren
										ess on
										issues
										of
										privacy,
										laws,
										and
										standar
										ds
										associat
										ed with
										data
										handlin
										g and
										data
										protecti
										on
										(23.13)
 T		1	 • 4 •	O I	•	C4	e i	71 •	•	4 (: 1 1 1

The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty.

SJBJ255A	Camera, Light and Sound Lab	L	T	P	С
Version 1.0		0	0	4	2
Eligibility/Exposure	BA(JMC) II				
Co-requisites					

Course Objectives

- 1. To develop the competency to handle video camera and its corresponding equipment.
- 2. To elaborate the understanding of sound and its recording in studio and outdoor.
- 3. To distinguish between single camera and multi-camera shoot and their requirements.
- 4. To integrate the knowledge of capturing appropriate visuals for video programmes.
- 5. To compose lights effectively in studio and outdoor locations.
- 6. To illustrate types of editing and post production techniques of a video programme.
- 7. To conceive and produce a video programme using basics of camera, light and sound.

Course Outcomes

After completion of the course student will be able to

- CO1: Develop the competency to handle video camera and its corresponding equipment's.
- CO2: Elaborate the understanding of sound and how to record it inside and outside.
- CO3: Distinguish between single camera and multi camera shoot and their requirements.
- CO4: Integrate the knowledge of capturing appropriate visuals for video programmes.
- CO5: Compose lights effectively inside and outside the studio.
- CO6: Illustrate types of editing and post production techniques of a video programme.
- CO7: Conceive and produce a video programme using basics of camera, light and sound.

Catalogue Description

For the perfect video production, it is really important to understand the details of the camera such as its formatting, its operational features and other characteristics. The student will learn all technicalities of the audio visual medium and will be able to handle it professionally.

In this course, students will understand different types of camera angles and shots and how to use them aesthetically to create a meaningful film. Composition of these shots and movements create the magic on the screen. To use all these compositions proper camera equipment are required and student will grab the knowledge of using them in a professional through this course. Students will also learn the techniques of Single camera set-up and Multi camera set up. Audiovisual production is not just capturing whatever comes in front of the lens, it is a professional visualization and a creative mind is required for the same. Students will learn different properties of light and how to impact fully use them for the purpose of illuminating a scene. Student will have the exposure of various lighting techniques and its effective use. Audiovisual Production is the process of storytelling using the medium of visuals, lights and sound as the main story telling device. While a print journalist uses pen and paper to tell stories, a broadcast journalist uses his camera to capture the visual representation of a story.

Sound plays a very vital role in video production it is important for the Journalism students to learn its aesthetics and understanding the professional requirements of the microphones to record a good synchronized sound for the same. Students will learn all the technicalities of sound such as its elements, dubbing, Para dubbing and voice modulation etc.

By the end of the session, the students will be able to handle video camera with appropriate usage of light and sound for various types of production.

Course Content

Unit I – 12 lectures Video Camera

- a. Demonstration of video camera
- b. Camera handling practice on stand and on shoulder
- c. Exercises on composition
- d. Practice of shots, Camera Calibration, camera movements and camera angles, Filters
- e. Shooting small continuity, using single camera
- f. Multi-camera shooting practice

Unit II – 8 lectures Lights

- a. Demonstration of lights
- b. Practice of different lighting techniques
- c. Creating special effects by using camera, lights and filters

Unit III – 10 lectures Sound

- a. Use of microphones, audio cables and connectors
- b. Use of recorders and mixers
- c. Audio production Microphone techniques, Folley, Psycho-acoustics (Echo, reverb, direction, surround, etc), Noise

Unit IV- 10 lectures Editing

- a. Demonstration of video editing equipment's
- b. Understanding the process of non-linear editing
- c. Practicing editing through various sequences
- d. Types of Cuts
- e. Audio mixing

Suggested Readings:

- 1. Zettl, H. (2014). Television production handbook, 12th. Cengage Learning.
- 2. Musburger, R. B., & Ogden, M. R. (2014). *Single-camera video production*. Focal Press. Schein,
- 3. Kauffmann, S. (2005). Avid editing {Key Guide}: A guide for beginning and intermediate users. Focal Press.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Quiz I	Presentation/	Mid Term	Attendance	End Term Exam
		Assignment/	Exam		
		etc.			
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs) $\,$

	Mapping between COs and POs	
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Develop the competency to handle video camera and its corresponding equipment's.	PO1, PO7
CO2	Elaborate the understanding of sound and how to record in inside and outside.	PO3, PO7
CO3	Distinguish between single camera and multi camera shoot and their requirements.	PO11
CO4	Integrate the knowledge of capturing appropriate visuals for video programmes.	PO3, PO4, PO6, P O7
CO5	Compose lights effectively inside and outside the studio.	PO3, PO7
CO6	Illustrate types of editing and post production techniques of a video programme.	PO3, PO7
CO7	Conceive and produce a video programme using basics of camera, light and sound.	PO9, PO11

		Disciplinary Knowledge	Understanding the Role of Media	Skilled and Industry-ready Professionals	Influential and effective communication	Leadership readiness/ Qualities	Critical/ Reflective thinking & language	Technologically Efficient Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Team work	Students will acquire professional skills required to be media professionals	Students will be equipped with ICTs competencies including digital literacy	Student shall become ethically committed media professionals and entrepreneurs
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	P06	PO7	PO8	P09	PO10	P011	PSO1	PSO2	PSO3
SJBJ255 A	Camera, Light and Sound La b	1		3	2		1	3		2		3	3	3	3

Course Code	Course Outcome	PO 1	PO 2	P O 3	PO 4	PO 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	PS O1	P S O 2	P S O 3
	CO1	1	-	-	-	-	-	3	-	-	-	-	3	3	3
CIDIATE	CO2	-	-	3	-	-	-	3	-	-	-	-	3	3	3
SJBJ255 A	CO3	-	ı	3	2	-	-	3	-	-	1	3	3	3	3
	CO4	-	-	3	2	-	1	3	-	-	-	-	3	3	3
	CO5	-	-	3	-	-	-	3	-	-	-	-	3	3	3
	CO6	-	-	3	-	-	-	3	-	-	-	-	3	3	3
	CO7	-	1	-	-	-	-	-	-	2	ı	3	3	3	3

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

	natio	onal, r	to the lo regional a relopmen	and	Relevance To the Employability/ Entrepreneurship/ Skill Development			Pro	ofessi	nce to	-	SDG	NE P	POE/4 th IR
	need		огоринов					F	Enviro	nment	&			
	7	Ъ	NT /	G1 1	Г	Б.	01.11			<u>inabilit</u>				
	Lo	Re	Natio	Glob	Emp	Entr	Skill	Profes	Ge	Hum	Enviro			
	cal	gio	nal	al	loya	epre	Develop	sional	nd	an	nment			
		nal			bilit	neur	ment	Ethics	er	Valu	&			
					У	ship		mm		es	Sustain ability			
Uni							Shooting					Skills		Technical
t I							small						Prof	Skills
							continuity,							required as
							Multi-					Work		Industry
							camera							Needs
							shooting					`		(Elevate
							practice							understand
							product					g the	`	ing and
												compon		skills of
												ents of	Tech	students
												this unit	nical	required
												will	educ	for
												enhance	ation	employme
									chances	(20.6	nt/			
										of)	entreprene		
										employa		urship)		
												bility)	Use	Skill

				strength en commu nication capaciti es, increase particip ation in the commu nication process (SDG 16)	tech nolo gical tools (23.2	Developme nt for the industry
Uni t II		Practice of different lighting techniques		g the compon ents of this unit will enhance chances of employa	Education (20.2) Technical education (20.6) Use of technolo gical tools (23.2)	Skills required as Industry Needs (Elevate understand ing and skills of students required for employme nt/

							ı		ı .
Uni			Use of	Use of			Skills		
t			microp	microphon			for		
III			hones,	es, audio			Decent		
			audio	cables and			Work		
			cables	connectors			(SDG		
			and				1		
			connec				(I comin	Prof	
			tors				g the	nal	Skills required as
							compon	Educ	SKIIIS
							ents of	ation	required as
							this unit	(20.2)	Industry
							WIII	h	riccus
							enhance	,	(Elevate
							chances of	Took	understand
							of	recn	ing and
							or employa bility)	nicai	skills of
							bility)	educ	students
							,	ation	required for
							strength	(20.6	for
							en)	employme
							commu	I C C	nt/
							nication capaciti	of	entreprene
									urship)
							es, increase	nolo	
							increase	aical	Skill
							particip	gicai	Developme nt for the
							ation in	10018	nt for the
							the	(23.2	industry
							commu)	,
							nication		
							process		
							(SDG		
							16)		
T T .			• 1	 • 1					TD 1 1 1
Uni			video	video			Skills	D 0	Technical
t			editing	editing equ					Skills
IV			equip	ipment's,					required as
			ment's	Audio					Industry
				mixing					Needs
							4.4)	ation	(Elevate
									understand
							g the	1	ing and
							compon	r	skills of
									students
									required
								educ	
							ennance	ation	employme
							chances		
							of	T .	entreprene
							employa		urship)
							bility)	Use	i

							of	Skill	
						strength			
								nt for	
						commu			y
						nication	tools		
						capaciti	(23.2)		
						es,)		
						increase			
						particip			
						ation in			
						the			
						commu			
						nication			
						process			
						(SDG			
						16)			

	MOOC	L	T	P	С
Version 1.0		0	0	0	2
Eligibility/Exposure					
Co-requisites					

SJBJ261A	संचार के लिए हिंदी	संचार के लिए हिंदी								
SJBJ261A	संचार के लिए हिंदी	L	Т	P	С					
Version 1.0		3	1	0	4					
Eligibility/Exposure	BA(JMC) II		•	,	,					
Co-requisites										

पाठ्यक्रम के उद्देश्य

- हिंदी/क्षेत्रीय भाषा में मौखिक संचार कौशल का मजबूत करना।
- 2. मीडिया में इस्तेमाल की जाने वाली भाषा का विकास करना।
- 3. राष्ट्रीय व अंतर्राष्ट्रीय घटना क्रमो पर लेखन।
- 4. साक्षत्कार करने के व्यावहारिक ज्ञान को समृद्ध करना।
- सम्पादकीय फीचर लेखन, व फीचर लेखन की तकनीक को विकसित करना।

पाठ्यक्रम के परिणाम

- CO1: हिंदी/क्षेत्रीय भाषा में मौखिक संचार कौशल को मजबूत होना।
- CO2: मीडिया में इस्तेमाल की जाने वाली भाषा में विकास होना।
- CO3: राष्ट्रीय व अंतर्राष्ट्रीय घटना क्रमो पर लेखन करना।
- CO4: साक्षित्कार करने के व्यावहारिक ज्ञान को समृद्ध होना।
- CO5: सम्पादकीय फीचर लेखन, व फीचर लेखन की तकनीक को विकसित होना।

सूची विवरण

भाषा का मानव जीवन में अपना बड़ा ही महत्व रहा है, वही पत्रकारिता क्षेत्र मे इसका योगदान बड़ा ही सराहनीय है। देश के सामाजिक व आर्थिक विकास के लिए यह आवश्यक है की व अपने संचार माध्य मों का सही प्रकार से उपयोग करे जिसके लिए पत्रकारिता एवं संचार के छात्रों को हिंदी भाषा का ज्ञान होना अत्यंत जरूरी है।

भाषा विभिन्न माध्यमों की हिसाब से बदलती रहती है जहाँ समाचार पत्रों और पत्रिकाओं में ररपोर्टेड स्पीच का इस्तेमाल किया जाता है वही टेलीविजन में वर्तमान काल की भाषा में लिखा जाता है। रेडियो में आम बोलचाल की भाषा का प्रयोग होता है। वही मीडिया की भाषा साहित्यिक भाषा से भिन्न होती है, इसलिए भाषा के विकास में मीडिया का बड़ा योगदान माना जाता है।

इस पाठ्यक्रम में विद्यार्थियों को सम्पादकीय, फीचर लेखन, फीचर लेखन की तकनीक, तात्कालिक विषयों पर लेख जैसे की राष्ट्रीय व अंतर्राष्ट्रीय घटना क्रमो पर लेखन सिखाया जायेगा। विद्यार्थियों को पुस्तक समीक्षा, रेडियो -

टीवी कार्यक्रमों की समीक्षा और फिल्मो की समीक्षा का ज्ञान भी दिया जायेगा। उन्हें विभिन्न प्रकार के लेखो से अवगत कराया जायेगा जैसे रहन-

सहन, जीवन शैली, फैशन, धार्मिक व सांस्कृतिक समारोह और त्योहारों पर लेखन।

विद्यार्थियों को न केवल विभिन्न प्रकार के साक्षात्कार और उनकी तैयारी और प्रक्रिया से अवगत कराया जायेगा, बल्कि साक्षात्कार के दौरान ध्यान रखने वाली बातों का भी बोध होगा और उन्हें प्रसिद्ध लोगो से साक्षत्कार करने का व्यावहारिक अनुभव भी दिया जायेगा।

इस पाठ्यक्रम के माध्यम से विद्यार्थियों को मीडिया में इस्तेमाल होने वाली विभिन्न प्रकार की शैलियों का ज्ञान अर्जित होगा।

अध्य्यन विषयवस्तु

यूनिट- 1(लेक्चर- 12)

भाषा भेद संकल्पना, भाषा भेद- मौखिक, भाषा भेद-

लिखित, भाषा का मानकीकरण, व्यवहारिक व्याकरण, शब्द और वाक्य के विविध रूप, विराम चिंह का प्रयोग, वर्तनी: शब्द शुद्धि और वाक्य शुद्धि के नियम, शब्दावली का मानकीकरण, बोलियो और मु हावरे-महत्व और प्रयोग।

यूनिट- 2 (लेक्चर- 12)

भाषा अभिव्यक्ति का साधना और उसकी पूर्ण का साधना तत्व, साहित्यिक भाषा और पत्रकारिता की भाषा, समाचारपत्र की भाषा की विशिष्टता, रेडियो और टेलीविजन की भाषा, 'न्यू मीडिया' की भाषा, भाषा के विकास में मीडिया का योगदान

यूनिट- 3 (लेक्चर- 12)

संपादकीय/ अग्रलेख स्वरूप और लेखन, संपादकीय पृष्ठ का मुख्य लेख, स्तम्भ लेखन, प्रमुख स्तम्भ औ र उनके लेखक, तात्कालिक विषयो पर लेख, राष्ट्रीय व अंतर्राष्ट्रीय घटनाक्रमों पर लेखन, संपादक के ना म पत्र- महत्व और लेखन

यूनिट- 4 (लेक्चर- 12)

फीचर- प्रकार, महत्व और लेखन, साक्षात्कार-

प्रकार, महत्व और लेखन, पुस्तक समीक्षा, संगीत नाटक और नृत्य प्रस्तुति, चित्र प्रदर्शनी की समीक्षा, रे डियो और टेलीविजन कार्यक्रमों की समीक्षा, फिल्मो की समीक्षा, सामाजिक सम्बन्धों रहन-सहन, जीवन शैली, फैशन पर लेखन, धार्मिक व सांस्कृतिक समारोह और त्योहारों सम्बन्धी लेखन।

सन्दर्भ पुस्तके:

- 1. भाटिया, क. च. (1985). *अनुवाद कला: सिद्धांत और प्रयोग*. तक्ष शिला प्रकाशन.
- 2. अय्यर, ए. व. (2011). अनुवादकला. प्रभात प्रकाशन.
- 3. शर्मा, र. (२००४). प्रयोजनमूलक हिन्दी : सिद्धान्त और व्यवहार : सरकारी काम-काज में हिन्दी का प्रयोग. विश्वविद्यालय प्रकाशन.
- 4. तिवारी, & प्रियदर्शिनी, म. (1982). *हिन्दी भाषा की सामाजिक भूमिका.* मद्रास : दक्षिण भारत हिन्दी प्रचार सभा.
- 5. हरिमोहन. (2012). *समाचार, फीचर लेखन एवं संपदा कला.* हिंदी पुस्तक केंद्र.
- 6. पचौरी, स., & शर्मा, अ. (2008). *नए जन-*संचार मध्यम और हिंदी. राजकमल प्रकाशन.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Quiz II	Mid Term Exam	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	10	20	10	50

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

	Mapping between COs and POs	
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	हिंदी/क्षेत्रीय भाषा में मौखिक संचार कौशल को मजबूत होना।	PO1, PO2, PO3, PO4
CO2	मीडिया में इस्तेमाल की जाने वाली भाषा में विकास होना।	PO3, PO4, PO9
СОЗ	राष्ट्रीय व अंतर्राष्ट्रीय घटना क्रमो पर लेखन करना।	PO4, PO5, PO6, P
CO4	साक्षत्कार करने के व्यावहारिक ज्ञान को समृद्ध होना।	PO3, PO4, PO9
CO5	सम्पादकीय फीचर लेखन, व फीचर लेखन की तकनीक को विकसित होना।	PO2, PO3, PO4, PO9

		Disciplinary Knowledge	Understanding the Role of Media	Skilled and Industry-ready Professionals	Influential and effective communication	Leadership readiness/ Qualities	Critical/ Reflective thinking & language efficiency	Technologically Efficient Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Team work	Students will acquire professional skills required to be media professionals	Students will be equipped with ICTs competencies including digital literacy	Student shall become ethically committed media professionals and entrepreneurs adhering to the human values.
Cour Code	Course Title	PO1	PO2	PO3	P04	PO5	P06	PO7	PO8	P09	PO10	PO11	PSO1	PSO2	PSO3
SJBJ2 61A	संचार के लिए	1	1	3	3	1	1			3			3	3	3

हिंदी							

Course Code	Course Outcome	PO 1	PO2	P O3	PO 4	PO 5	P O 6	P O 7	P O 8	P O 9	P O 10	P 01 1	PS O1	P S O 2	P S O 3
	CO1	1	1	3	3	-	-	-	-	-	-	-	3	3	3
	CO2	-	-	3	3	-	-	-	-	3	-	-	3	3	3
SJBJ261A	CO3	-	-	-	3	1	1	-	-	3	-	-	3	3	3
	CO4	-	-	3	3	ı	-	-	1	3	1	-	3	3	3
	CO5	-	1	3	3	-	-	-	-	3	-	-	3	3	3

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

	_		ce to the	e		ance To		Relevano		-		SD G	NE P	PO E/
		,	tional, and glo	hal	_	oloyabili preneur	•		s, Gend s, Envi	,		G	Г	4 th
	_		nental i)evelopr	_	S			İR			
	L	Re	Nati	Glob	Empl	Entre	Skill	Profess	Gen	Hum	Enviro			
	О	gio	onal	al	oyabil	prene	Dev	ional	der		nment			
	ca	nal			ity	urship	elop	Ethics			&			
	I						ment	mm		es	Sustain ability			
Uni														
t I														
Uni														
t II														
Uni			राष्ट्रीय	राष्ट्रीय	संपादकी		साहि							
t III			व अंत	व अंत	य/ अग्रले		त्यिक							
			र्राष्ट्रीय	र्राष्ट्रीय	ख स्वरू		भाषा							
			घटना	घटना	प और ले		और प							
			क्रमों प	क्रमों प	खन,		त्रकारि							
			र लेख	र लेख	संपादकी		ता							
			न	न	य पृष्ठ का									
					मुख्य ले									

			ख						
Uni			रेडियो	साक्षा	रेडियो और	जीवन	जीवन शै		
t IV			और टेली	त्कार,	टेलीविज	शैली	ली		
			विजन	जीवन	न कार्यक्र				
			कार्यक्र	शैली	मों की स				
			मों की स		मीक्षा				
			मीक्षा						

SJBJ263A	Business Journalism	L	T	P	С
Version 1.0		3	1	0	4
Eligibility/Exposure	Senior Secondary/XII CLASS				
Co-requisites					

Course objectives-

- 1. To understand the structure of economy and its terminology.
- 2. To analyse the key domestic and international economic issues.
- 3. To know the process of government budgeting, financial sector and stock markets
- 4. To demonstrate information related to stock market and new economic policy of India
- 5. To acquaint the nuances of business reporting and ethics.
- 6. To create Business reports using infographics and digital media.

Course Outcomes-

After completion of the course students will be able to:

- CO1: To understand the structure of economy.
- CO2: Analysis of the key domestic and international economic issues.
- CO3: Know the process of government budegteing, financial sector and stock markets
- CO4: Demonstrate information related to stock market and new economic policy of India.
- CO5: To acquaint the nuances of business reporting and ethics.
- CO6: To create Business reports using infographics and digital media

Catalogue Description

Business media could outpace the other news media as there are many business publications and business channels are coming up. During the course, learners will be trained how to find stories and features and explain complex economic terms, so that readers may understand them; discover the world of markets and companies, international trade and government policy. They will be taught how to follow up business stories. Students will learn about the profession by reading and writing features, editorials, articles, blogs and columns on contemporary business and economic issues of larger public interest.

Students will analyse current and historic business stories, articles, editorials and columns with an eye toward understanding what makes articles transcend the industry or sector they examine. The course will cover effective methods for conceiving and pitching stories based upon data, interviews, various reports to identify a variety of perspectives around questions of economy and business.

By the end of the course, students will develop a sense to write interesting stories about business and finance; search and report through observation, interviews and documents; verify the reliability of information and interpret and integrate numbers, statistics and financial data into stories.

Course Content

Unit I – 8 lectures

Macro and Micro Economics

Introduction to Business Journalism, Meaning of economy-Market, command and mixed economy, Nature of Indian economy, Economic planning in India

Unit II-12 lectures

International Trade and Economics

Importance of foreign trade for a developing economy, BOP and new economic reforms of 1991, FDI and FII policy in India, Export and import during recession-2008 onwards, World economic bodies and forums, regional economic forums, economy and international politics

Unit III- 10 lectures

Finance

Indian Financial System: An overview, RBI, Public Sector, Private, Cooperative and Regional Rural Banks, Stock Markets - Financial Products (bonds, debentures, shares), SEBI and Capital Market Reforms, Types of Taxes, New Economic Policy

Unit IV-10 lectures

Reporting Business and Finance

Business Journalism: Reporting- Business and industry as a beat, Sources of news on business, Developing business story ideas, Investigative reporting in business sector, Infographics and its usage in media, Usage of digital media in business journalism.

Students will submit the assignments on the basis of current business news/economic policies/International and National economic issues/infographics.

Suggested readings:

- 1. Arora, C. (2008). *Indian Economy and Reforms*. Authors Press.
- 2. Thompson, T. (2000). Writing about Business: The New Columbia Knight-Bagehot Guide to Economics and Business Journalism. Columbia University Press.
- 3. Starkey, L. (2007). Goof-Proof Business Writing. Learning Express
- 4. Anderson, B. (2004). News flash: Journalism, infotainment, and the bottom-line business of broadcast news (Wiley ed.). Jossey-Bass.

- 5. Brock, G. (2013). Out of Print: Newspapers, Journalism and the Business of News in the Digital Age. Paperback Illustrated.
- 6. Machiraju, R. (2010). *Indian Financial System*. Vidya Vikash Publishing House.
- 7. Kapila, U. (2004). *Understanding the problems of Indian Economy*. Academic Foundation.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components		Presentatio n/ Assignment / etc.	Term	Attendance	End Term Exam
Weightage (%)	10	10	20	10	50

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

Mapping	g between COs and POs	
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	To understand the structure of economy.	PO1
CO2	Analysis of the key domestic and international economi issues	^C PO1, PO8
CO3	Know the process of government budgeting, financial sector and stock markets	PO1, PO10, PO3
CO4	Demonstrate information related to stock market and nevel economic policy of India.	PO10, PO1, PO3
CO5	To acquaint the nuances of business reporting and ethics.	PO3, PO4, PO6, PO8
CO6	To create Business reports using infographics and digita media	PO7, PO4, PO11

		Disciplinary Knowledge	Understanding the Role of Press	Skilled and Industry-ready Professionals	Influential and effective communication	Leadership readiness/ Qualities	Critical/ Reflective thinking & language efficiency	Technologically Efficient Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Teamwork	Students will acquire professional skills required to be	media professionals	Students will be equipped with ICTs competencies	including digital literacy	Student shall become ethically committed media	professionals and entrepreneurs adhering to the human
Course Code	Course Title	P01	PO2	PO3	PO4	PO5	P06	PO7	PO8	PO9	PO10	PO11	0	PSO1		PSO2		PSO3
SJBJ263 A	Business Journalis m	3		2	2		1	3	1		1	1	3		3		3	

Course Code	Course Outco me	PO 1	PO 2	P O3	P O4	P O5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
	CO1	3	-	-	-	-	-	-	-	-	-	-	3	3	3
SJBJ263	CO2	3	-	-	-	-	-	-	1	-	-	-	3	3	3
A	CO3	3	-	3	-	-	-	-	-	-	3	-	3	3	3
	CO4	3	-	3	-	-	-	-	-	-	3	-	3	3	3
	CO5	-	-	3	2	-	2	-	1	-	-	-	3	3	3
	CO6	-	-	-	3	-	1	3	1	-	-	3	3	3	3

Uni t	the nat reg glo	elopmei	d		elevance To Employabilit epreneurship Developmer	y/ / Skill		nce to th Gender, i	Huma	n Values	,	S D G	N EP	POE /4 th IR
	L o c a 1	Regi onal	N at io na l	Glo bal	Employa bility	Entre prene urshi p	Ski Il De vel op me nt	Profe ssion al Ethic s mm	G en de r	Hum an Valu es	Environ men t & Sust aina bilit y			
Uni t I			Nat ure of I ndi an eco no my , E con om ic pla nni ng in Ind ia									S ki ll s fo r D e c e n t W o r k (S D G 4. 4)	Pr of es si on al E du ca tio n (1 7. 1- 17 .5)	Tech nical Skill s that matc h Indu stry Nee ds , Skill Dev elop ment
Uni t II		regio nal econo mic foru	ne w eco no mi	Imp orta nce of forei								S ki ll s fo	Pr of es si on	Tech nical Skill s that

	Τ	Г	1					1	-	
	ms		gn					r	al –	matc
		ref	trade					D	E	h
		or	for a					e	du	Indu
		ms	deve					c	ca	stry
		of	lopi					e	tio	Nee
		19	ng					n	n	ds ,
		91,	econ					t	(1	Skill
		F	omy,					W	7.	Dev
		DI	Exp					0	1-	elop
		and	ort					r	17	ment
		FII	and					k	.5)	
		pol	imp					(
		icy	ort					S		
		in	duri					D		
		Ind	ng					G		
		ia	rece					4.		
			ssio					4)		
			n-							
			2008							
			onw							
			ards,							
			Wor							
			ld							
			econ							
			omic							
			bodi							
			es							
			and							
			foru							
			ms,							
			econ							
			omy							
			and							
			inter							
			natio							
			nal							
			polit							
			ics							
Uni		Ind		SEBI and	Stoc			S	D	T 1
t		ian		Capital	k				Pr	Tech
III		Fin		Market	K Mar			ki	of	nical
1111				Reforms,				11	es	Skill
		anc		Types of	kets			S	si	S
		ial		Taxes,	-			fo	on	that

	Sys		New	Fina			r	al	matc
			Economic					E	h
	te		Policy	ncial			D		
	m		Toney	Prod			e	du	Indu
				ucts			c	ca	stry
							e	tio	Nee
							n	n	ds ,
							t	(1	Han
							\mathbf{W}	7.	ds-
							0	1-	on
							r	17	Exp
							k	.5)	erien
							(ce
							S		
							D		
							G		
							4.		
							4)		
							4)		
Uni		Inve		Busi					
t		stiga		ness					
IV		tive		Jour			S		
		repo		nalis			ki		
		rting		m:			ll		
		in		Rep			S	Pr	
		busi		ortin			fo	of	
		ness		g,			r	es	
		sect		Info			D	si	
		or		grap			e	on	
		OI		hics			c		
							e	E	Tech
				and			n	du	nical
				its			t	ca	Skill
				usag			W	tio	S
				e in			0	n	that
				medi			r	(1	matc
				a,			r k	7.	h
				Usa					Indu
				ge of			(1-	stry
				digit			S	17	Nee
				al			D	.5)	ds ,
				medi			G		skill
				a in			4.		Dev
				busi			4)		
				ness					elop
									ment
				jour					ment

			nalis				
			m				

			SEMESTER IV					
1	CC	SJBJ202A	Digital Media Foundation	4	ı	ı	4	
2	CC	SJBJ204A	Idea to Screen	4	-	ı	4	
3	CC	SJBJ206A	Documentary and Short Filmmaking	4	-	-	4	
4	SEC	SJBJ208A	Radio Jockeying and News Reading	3	1	ı	4	
5	CC	SJBJ252A	Digital Media Foundation Lab	-	-	2	1	
6	CC	SJBJ254A	Idea to Screen Lab	-	-	2	1	
7	CC	SJBJ256A	Documentary and Short Filmmaking Lab	-	1	4	2	
	MOO C		MOOC	-	-	1	2	
		3	1	-	4			
	TOTAL							

SJBJ202A	Digital Media Foundation	L	T	P	С
Version 1.0		4	0	0	4
Eligibility/Exposure	BA(JMC)				
Co-requisites					

Course objectives-

- 1. To understand the evolving applications of internet
- 2. To familiarise with the world of social networking and its various aspects
- 3. To impart the knowledge about e- governance and its importance
- 4. To demonstrate the use technological convergence in media industry.
- 5. To develop writing skills for developing new media content.

Course Outcomes-

After completion of the course students will be able to:

CO1: Understand the evolving applications of internet

CO2: Familiarise with the world of social networking and its various aspects

CO3: Impart the knowledge about e- governance and its importance

CO4: Demonstrate the use technological convergence in media industry.

CO5: Develop writing skills for developing new media content.

Catalogue Description

Overview:

Through this course, students will be able to understand the applications of internet. They will be exposed to the world of social networking and its various aspects. The course will apprise the students with internet penetration in every aspect of life. Students will be acquainted with mobile phone as a new means of mass communication. The course will give various dimensions of technological convergence.

Objective and Expected Outcome:

Computer based technology and internet has become so vital that imparting knowledge about the same has become very important. This course will focus on history of internet which will make the base and foundation of this course. They will understand search engine optimization and its usage. Website being the main portal of the internet will be taught in different dimensions where the usage and its advantages are important to understand. The bridge between the traditional media and new media will be built through this course.

Today the spatial distances amongst people have decreased due to social network. The world has become a single platform where everyone can connect with others to share their feelings, thoughts and experiences. Online communities, types and their importance will be discussed in this course. Students will be able to understand how Social media can be used as alternate source of News.

Internet has become inseparable part of not only common people, but the national and state governments have also become dependent on the same. They are utilizing the internet in every sphere of governance. This course will impart the knowledge about e- governance and its importance in day to day functioning of government departments.

In nutshell, learners will understand the importance of technological convergence in media industry. They will understand the use of online news portals and website as a news industry.

Course Content

Unit I – 10 lectures Introduction to Web

Internet Applications, History of Internet, Internet, intranet, Web Search engines & Search Engine, Websites, portals, blogs, vlogs, Traditional Media vs New Media, Content writing, use of images, creatives and ads, user generated content, Content management system, Domain name, web hosting, Google webmaster, crawlers and bots, breadcrumbs, SERP, Google Ads, Google Adsense

Unit II- 10 lectures Social Media

Introduction to social media, types of social media, Social Networking, Social Networks: Individuals, groups and organisations, Social networking websites: Online, Popular social and professional, Facebook as tool of socialisation and marketing, Social media as alternate source of News, Penetration of Internet, Social Media optimization

Unit III- 10 lectures E-Governance and Analytics

E Governance: Types and scope, Internet for political campaigns, Use of internet for social cause, Cultural aspects and regulation of internet, Policy making, Good-governance and use of internet, Keywords, Search engine optimization, targeting, trends, hashtags, Web analytics and page insights, Google analytics, social media analytics

Unit IV -10 lectures Converging Technologies, Marketing and Mobile Phone

Evolution of converging technologies, Web Publishing-tools and Applications, 4 G internet technology, Instant Messaging (IM): SMS V Mobile email, Mobile applications in media, Online News websites and portals, Online reputation management, Search engine marketing, Email marketing, E-commerce, ZMOT, Digital portal, business plan, marketing strategy, revenue model, RoI, digital entrepreneurship.

Suggested readings:

- 1. Chakravarthy, J. (2005). *Cyber media journalism: emerging technologies*. Authors Press.
- 2. Gupta, O., & Jasra, A. S. (2020). *Information technology in journalism*. Kanishka Publishers, Distributors.
- 3. Wolk, R. D. (2001). *Introduction to online journalism: publishing news and information*. Allyn and Bacon.
- 4. Preston, P. (2001). *Reshaping communications: technology, information and social change.* Sage Publications.
- 5. Mattern, J. (2002). From radio to the wireless Web. Enslow.
- 6. Craig, R. (2007). *Online journalism: reporting, writing, and editing for new media.* Thomson/Wadsworth.
- 7. Lievrouw, L. (2005). The handbook of new media. Sage.
- 8. Filak, V. F. (2020). *Convergent journalism: an introduction: writing and producing across media*. Routledge, Taylor et Francis Group.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components		Presentatio n/ Assignment / etc.	Term	Attendance	End Term Exam
Weightage (%)	10	10	20	10	50

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

Mapping betw	veen COs and POs	
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Understand the evolving applications of internet	PO1, PO3

CO2	Familiarise with the world of social networking and its various aspects	PO3, PO7
CO3	Impart the knowledge about e- governance and its importance	PO3, PO8,
CO4	Demonstrate the use technological convergence in media industry.	PO8, PO7, PO9
CO5	Develop writing skills for developing new media content.	PO1, PO3,PO4,

		Disciplinary Knowledge	Understanding the Role of	Skilled and Industry-ready	Influential and effective	Leadership readiness/	Critical/ Reflective	Technologically Efficient	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Teamwork	Students will acquire professional skills required	Students will be equipped with ICTs competencies	Student shall become ethically committed media
Course Code	Course Title	PO1	PO2	PO3	P04	PO5	P06	PO7	PO8	P09	PO10	PO11	PSO1	PSO2	PSO3

Course Code	Course Outcome	P O 1	PO 2	P O3	P O4	P O5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
	CO1	3	-	2	-	-	-	-	-	-	-	-	3	3	3
SJBJ20	O2 CO2	-	-	2	-	-	-	1	-	-	1	ı	3	3	3
A	CO3	-	-	2	-	-	-	-	2	-	-	-	3	3	3
	CO4	-	-	-	-	-	-	2	1	2	-	-	3	3	3
	CO5	3	-	3	3	-	-	-	-	-	-	-	3	3	3
JBJ202	Digital Med Foundation	ia 3		2	3		2	2	1	2			3	3	3

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Relevance to the	Relevance To the	Relevance to the	SD	NEP	PO
local, national,	Employability/	Professional Ethics,	G		$\mathbf{E}/4^{t}$
regional and global	Entrepreneurship/	Gender, Human			h IR

	dev	elop	mental	needs	Skill D	evelopme	nt		es, Env Sustain					
	L o ca 1	R e gi o n al	Natio nal	Glob al	Employ ability	Entrepr eneursh ip	Ski ll De vel op me nt	Prof essio nal Ethi cs mm	Gen der	Hu ma n Va lue s	Environ ment & Sust aina bilit			
Uni t I					portals, blogs, vlogs, Google Ads, Google Adsense		porta ls, blogs , vlogs				У	for all (SDG 8) (Learn ing the compo nents of this unit will enable emplo yabilit	Technical education (20.6) Digital India - technolog y and education bidirectional (23.1)	match Industr y Needs, Emplo yabilit y (Funct ional Knowl edge and uses of
Uni t II					Facebook as tool of socialisati	as tool of	1			Socia l Netw		Skills for	Professio	Studen ts will

		on and on and	orkin	orkin	Work nal	р
						1
		marketingmarketing	g	g	(SDG Education	
					4.4) (20.2)	cal
					(Learn	Skills
					ing the Technical	
					compo education	
					nents (20.6)	Industr
					of this	y
					unit Use of	Needs
					will technolog	(Know
					enhanc ical tools	
					e (23.2)	of the
					emplo	uses of
					yabilit	the
					y do iiit y)	Web/
					y)	social
					etronet	media
			[strengt	
					hen	will
					comm	elevate
					unicati	skills
					on	and
					capacit	better
					ies,	chance
					increas	s of
					e	emplo
					partici	yment)
					pation	, Skill
					in the	Devel
					comm	opmen
					unicati	t
					on	(Stude
					proces	nts
					s	will
					(SDG	develo
					16)	p
						unders
						tandin
						g of
						the
						web)
Uni	Internet	+ + + + + + + + + + + + + + + + + + + +	 	trend	Skills	Studen
1.	for Interne				for	ts will
t III	political t fo			s, hasht	Decent Professio	
	campaig politic				Work nal	n
				ags	(SDG Education	P Techni
	ns al					
	campa	Ш	[4.4) (20.2)	cal
	gns		[(Learn	Skills
					ing the Technical	
					compo education	
					nents (20.6)	Industr

		1			1	Γ	I	- 6 (1)		L_ I
								of this		у
										Needs
								will	technolog	
								enhanc	ical tools	ledge
								e	(23.2)	e-
								emplo		govern
									awarenes	ance
								y)		will
									issues of	
										skills
									laws, and	
									standards	
									associate	
								digital		s of
								transfo	doto	1
										emplo
										yment)
									and data	, Skill
									protection	
								9)	(23.13)	opmen
										t
										(Stude
										nts
										will
										develo
										p the
										unders
										tandin
										g and
										knowh
										ow of
										the
										topics,
										also
										will
										unders
										tand
										law,
										ethics
										and
										effecti
										ve e-
										govern
										ance
										and
										how
										citizen
										s can
										use it)
Uni				Digit				Skills		Studen
t			entrepren					for		ts will
		•			· · · · · · · · · · · · · · · · · · ·	· ·	•	•	•	

IV		g-tools,	eurship	porta			Decent	Professio	develo
1		Online	carsinp	1			Work		n
		News						Education	r Techni
		websites							cal
		Websites					(Learn		Skills
								Technical	
								education	
									Industr
							of this		y
									Needs
								technolog	
							enhanc	ical tools	ledoe
									of the
							emplo		hardw
							yabilit		ares,
							y)		apps
							<i>3</i> /		and
							Use of		softwa
							techno		res
							logy to		will
							help in		elevate
							digital		skills
							transfo		and
							rmatio		better
							n		chance
							(SDG		s of
							9)		emplo
									yment)
									,
									Studen
									ts will
									learn
									releva
									nt
									softwa
									res,
									apps
									and
									use
									mobile
)

SJBJ204A	Idea to Screen	L T P C
Version 1.0		4 0 0 4
Eligibility/Exposure	BA(JMC) III	
Co-requisites		

- 1. To define TV as a medium of mass communication.
- 2. To describe the structure and functioning of TV news channel.
- 3. To elaborate role and responsibilities of a TV News Reporter and Anchor.
- 4. To utilize knowledge gained in writing and presenting TV news.
- 5. To distinguish and differentiate various TV programme formats.
- 6. To describe the process of production of TV programme.
- 7. To illustrate types of editing and post production techniques of a video programme.
- 8. To integrate the theoretical and practical knowledge of TV news production into becoming industry ready professional.

Course Outcomes

After completion of the course student will be able to

CO1: Define TV as a medium of mass communication.

- CO2: Describe the structure and functioning of TV news channel.
- CO3: Elaborate role and responsibilities of a TV News Reporter and Anchor.
- CO4: Utilize knowledge gained in writing and presenting TV news.
- CO5: Distinguish and differentiate various TV programme formats.
- CO6: Describe the process of production of TV programme.
- CO7: Illustrate types of editing and post production techniques of a video programme.
- CO8: Integrate the theoretical and practical knowledge of TV news production into becoming industry ready professional.

Catalogue Description

This part of the course deals with TV as a medium of mass communication and how its different formats help to disseminate the information to heterogeneous audience. Students will learn drafting proposal; treatment note and preparation for the shooting. They will learn concept and story, its ideation, planning, writing for production. Learners will develop scripts for News bulletins and reality shows. They will design outline steps for Developing Screenplay & Story Board.

This course is designed to make students understand about the functioning of a TV News channel and its different news programmes format. Students will learn the basics of PCR, MCR rooms in a News channels, they will also understand their functions and other equipment required for news production. They will learn variety in the composition of frames, camera angles and camera shots while recording a Piece to Camera. The emphasis will be on creating content for News Channel and how its scripts are different from Print media and Radio channel news. It will provide the students an opportunity to understand formats of single camera and multi camera set up. This course is designed to understand difference between production of fiction and non-fiction formats such as news, interviews, chat shows and panel discussion.

This course deals with the art of post- production as well. Students will learn and practice different types of Editing like Linear, Non- linear, Cut- to cut, On-line and Off-line editing. They will be introduced to variety of video and audio transitions in Editing.

Course Content

Unit I – 10 lectures Introduction to TV Production

Brief Historical Background of Television in India, Characteristics and Importance of Television, Various Formats of TV programmes, Stages of Programme Production, Developing programme brief: Objective, content, target audience, duration, Generation of idea, preparing outline, and conducting research.

Unit II – 10 lectures Writings for TV and Production Process

Functions of PCR, MCR, Input, Assignment desk, Functions of Output department, News Ingest, Library and reference section, Distinction between TV writing and newspaper writing, Basic skills of writing TV news script, Headlines: Selection, Writing with a punch, Scripting a Programme: Story Boarding and Script Breakdown, Maintaining Continuity, Make-up, Set-designs, Costumes, Props, Floor Plan, Budgeting

$\begin{array}{c} Unit~III-10~lectures\\ Types~and~Techniques~of~TV~Programmes \end{array}$

Steps involved in production and utilization of a TV programme, Production Personnel: Role and Responsibilities in Studio & Location Shoot, Various types of programmes: News based, Audience based, Interview based, Special sports programmes & Special business programmes, Panel discussions, PTC: Writing and presentation, General script, screenplay, storyboard, breakdown of script, Single Camera Shoot, Multi Camera Shoot.

Unit IV- 10 lectures

Editing: Tools and Techniques

Video Editing: Concept and Process, Editing of news stories, Use of graphics and animation Voice over, Packaging, Rundown, Anchoring, Basics of Continuity Editing, Pretesting and Evaluation: Tools and Techniques

Suggested Readings:

- 1. Zettl, H. (2014). Television production handbook, 12th. Cengage Learning.
- 2. Boyd, A. (1997). Broadcast Journalism: Techniques of Radio and TV news. Focal Press.
- 3. Belavadi, V. (2013). Video production. Oxford University Press.
- 4. Hakemulder, J. R., Jonge, F. A., & Singh, P. P. (2005). *Broadcast Journalism*. Annol Publications.
- 5. Millerson, G., & Millerson, G. (1999). Television Production, 13th Focal Press.
- 6. Trewin, J. (2003). Presenting on TV and Radio: An Insider's Guide. Elsevier.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentatio	Mid	Attendance	End Term
		n/	Term		Exam
		Assignment	Exam		
		/ etc.			
Weightage (%)	10	10	20	10	50

	Mapping between COs and POs	
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Define TV as a medium of mass communication.	PO1, PO2
CO2	Describe the structure and functioning of TV news channel.	PO5, PO7
CO3	Elaborate role and responsibilities of a TV News Reporter and Anchor.	PO3, PO4, PO6
CO4	Utilize knowledge gained in writing and presenting TV news.	PO4, PO6, PO7
CO5	Distinguish and differentiate various TV programme formats.	PO4
CO6	Describe the process of production of TV programme.	PO3, PO7, PO 11
CO7	Illustrate types of editing and post production techniques of a video programme.	PO7, PO9, PO11

	Integrate	the	theor	etical	and	prac	tical	knowledge	DO3	PO9,
CO8	of TV new professiona		uction	into	becoi	ning	indus	knowledge stry ready	PO11	109,

		Disciplinary Knowledge	Understanding the Role of Media	Skilled and Industry-ready Professionals	Influential and effective communication	Leadership readiness/ Qualities	Critical/ Reflective thinking & language efficiency	Technologically Efficient Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Team work	Students will acquire professional skills required to be media professionals	Students will be equipped with ICTs competencies including digital literacy	Student shall become ethically committed media professionals and entrepreneurs adhering to the human
Course Code	Course Title	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS	PS	PS
SJBJ204A	Idea to Screen	3	3	3	3	2	2	3		3		3	3	3	3

Course Code	Course Outcome	P O 1	PO 2	P O3	P O4	P O5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
	CO1	3	3	-	-	-	-	-	-	-	-	-	3	3	3
SJBJ204	CO2	-	-	-	-	2	-	1	-	-	-	-	3	3	3
A	CO3	-	-	2	1	-	2	-	-	-	-	-	3	3	3
	CO4	-	-	-	3	-	3	2	-	-	-	-	3	3	3
	CO5	-	-	-	3	-	-	-	-	-	-	-	3	3	3
	CO6	-	-	3	-	-	-	3	-	-	-	2	3	3	3
	CO7	-	-	-	-	-	-	3	-	3	-	3	3	3	3
	C08	-	-	3	-	-	-	-	-	3	ı	2	3	3	3

1=weakly mapped 2= moderately mapped

U	Re	levance	to the lo	he local, Relevance To the				F	ie	SD	NE	PO		
ni	nat	ional, i	regional	and	En	nployability	y/	Pre	ofessio	nal Eth	ics,	G	P	E/4 th
t			elopmen			reneurship				man Va				IR
	nee		•			evelopmen				ment &				
						•				nability				
	L	Regi	Natio	Glob	Employ	Entrepre	Skill	Profes	Gen	Hum	Envir			
	0	onal	nal	al	ability	neurship	Devel	sional	der	an	onme			
	c					1	opme	Ethics		Valu	nt &			
	al						nt	mm		es	Sustai			
											nabilit			
											у			
U	-	Dev	Brief	Vari	-		-	-	-	-	-	"Pr	On	
ni		elopi	Histor	ous								om	lin	
t I		ng	ical	For								ote	e	
		prog	Backg	mats								sus	and	
		ram	round	of								tai	Di	
		me	of	TV								ned	git	
		brief	Televi	prog								,	al	
		:	sion	ram								inc	Ed	
		Obje	in	mes,								lusi	uca	
		ctive	India	Stag								ve	tio	
		,		es of								and	n:	
		cont		Prog								sus	En	
		ent,		ram								tai	sur	
		targe		me								nab	ing	
		t		Prod								le	Eq	
		audi		uctio								eco	uit	
		ence		n								no	abl	
		,										mi	e	
		durat										С	Us	
		ion,										gro	e	
		Gen										wt	of	
		erati										h,	Te	
		on										full	chn	
		of										and	olo	
		idea,										pro	gy (24	
		prep										duc	(24	
		aring										tiv	.1-	
		outli										e	24.	
		ne,										em	5)	

		a. 1								1 -		
		and								plo		
		cond								ym		
		uctin								ent		
		g								and		
		resea								dec		
		rch.								ent		
										wo		
										rk		
										for		
										all		
										(S		
										DG		
										8)		
										(Le		
										arn		
										ing		
										the		
										co		
										mp		
										one		
										nts		
										of		
										this		
										uni		
										t		
										wil		
										1		
										ena		
										ble		
										em		
										plo		
										yab		
										ilit		
										y)"		
U	-	_	Script	Func	-	-	_	_	_	"S	Pro	
ni			ing a	tions						kill	fes	
t			Progr	of						S	sio	
II			amme	PCR						for	nal	
			:							De	Ed	
			Story	, MC						cen	uca	
			Board	R,						t	tio	
			ing	TV						Wo	n	
			and	writi						rk	(17	
			anu	WIIII						11/	(1)	

			Script	na								(S	.1-	
				ng								DG		
			Break	and									17.	
			down,	new								4.4	5)	
			Set-	spap)		
			design	er								(Le		
			,	writi								arn		
			Costu	ng								ing		
			mes,									the		
			Props,									co		
			Floor									mp		
			Plan,									one		
			Budge									nts		
			ting									of		
												this		
												uni		
												t		
												wil		
												1		
												enh		
												anc		
												e		
												em		
												plo		
												yab		
												ilit		
												y)"		
U	_	_	_	Step	-	_	PTC:	-	_	_	_	"S	Pro	
ni			_	s	_		Writin	_		_	_	kill		
t				invo			g and					S	sio	
II				lved			presen					for	nal	
I				in			tation,					De	Ed	
1							Gener					cen	uca	
				prod										
				uctio			al					t	tio	
				n and			script,					Wo	n (17	
				and			screen					rk	(17	
				utili			play,					(S	.1-	
				zatio			storyb					DG	17.	
				n of			oard,					4.4	5)	
				a TV			break)		
				prog			down					(Le		
				ram			of					arn		
				me			script,					ing		
							Single					the		

							Came					co		
							ra					mp		
							Shoot,					one		
							Multi					nts		
							Came					of		
							ra					this		
							Shoot.					uni		
							211000					t		
												wil		
												1		
												enh		
												anc		
												e		
												em		
												plo		
												yab		
												ilit		
												y)"		
U	-	-	_	-	-	-	Video	-	-	-	-	Ski	Pro	
ni							Editin					lls	fes	
t							gEditi					for	sio	
I							ng of					De	nal	
V							news					cen	Ed	
							stories					t Wo	uca tio	
							, Use					rk	n	
							of					(S	(17	
							graphi					DG	.1-	
							cs and					4.4	17.	
							anima)	5)	
												(Le		
							tion					arn		
							Voice					ing		
							over,					the		
							Packa					co		
							ging,					mp one		
							Rund					nts		
							own,					of		
							Anch					this		
							oring					uni		
												t		
												wil		
												1		
												enh		
												anc		
												e		

						em plo yab ilit y)	

SJBJ206A	Documentary and Short Filmmaking	L	T	P	C
Version 1.0		4	0	2	6
Eligibility/Exposure	Basic knowledge of camera				
Co-requisites					

- 1. To explain various types of films and genres, in both fiction and non-fiction.
- 2. To describe various ways to read and analyze different films from a discerning point of view
- 3. To explain wide range of short storytelling formats and options
- 4. To develop the knowledge and understanding about the overall process and stages of film production.
- 5. To demonstrate the fundamentals of cinematography & sound: digital formats, camera sensor sizes, lens choices, data rates and recording media.
- 6. To impart theoretical and practical knowledge of film production needed to become industry ready professional.

Course Outcomes:

After completion of the course student will be able to:

CO1: Explain various types of films and genres, in both fiction and non-fiction.

CO2: Describe various ways to read and analyze different films from a discerning point of view.

CO3: Produce wide range of short storytelling formats and options.

CO4: Apply the knowledge and understanding of the overall process and stages of film production.

CO5: Demonstrate the fundamentals of cinematography & sound: digital formats, camera sensor sizes, lens choices, data rates and recording media

CO6: Work in teams and create professional, industry standard films and deliver projects within deadlines

Catalogue Description

This course covers all aspects of filmmaking ranging from creative storytelling, mastery of shooting and editing. The entire course is a complete practical exposure for each student getting ample hands-on experience in creating films of various genres. We encourage our students to participate in filmmaking competitions and film festivals to showcase their knowledge of filmmaking.

This course explores different ways in which stories are told on screen, focusing on screenwriting, but also examining how these considerations affect other creative aspects, including direction, sound and image, and how these interrelate to maximum effect. It will also examine the ways in which these elements apply to non-fiction cinema. This course is designed to give students an experience about Short Filmmaking/Documentary Filmmaking. The course will start with the knowledge of basic video production where they will learn about key personnel involved in production, how to develop a program brief, generation of an idea and conducting research on the same, writing for the proposal and creating floor plan and location sketch. Short Film and Documentary Filmmaking consists of important stages of production such as pre-production where budgeting of the films is done, scripting of the film and documentary is done, from generating a script, to converting it to a screenplay and storyboard and finally taking it forward to develop a shooting script. The students will learn Cinematograph Act and about functioning of CBFC.

Short Film and Documentary Filmmaking is an art where the students learn to produce films on different genres such as Romance, Science fiction, Thriller, Adventure etc. Student will understand to produce different types of screenplays for all the respective genres such as idea based, event based, character based etc. They will also learn to create and caste characters of Protagonist, Antagonist, Supporting characters for their own film production.

Course Content

Unit I- 10 Lectures Introduction to Documentary and Short Filmmaking

Storytelling through films, social, political, and historical issues through films, idea generation, brainstorming, developing and delivering a pitch, documentary vs fiction, point of view, critical appreciation of films, Recent trends and techniques in the discipline

Unit II- 10 Lectures Production Stages and Techniques

Different types of documentaries, importance of research and recce, structuring a documentary, scripting a documentary, the art of interviewing, shooting B rolls, importance of diegetic and non-diegetic sound, post-shoot scripting and structuring a documentary

Unit III- 10 Lectures Writing and Production

Fiction, Genres in fiction, genre theory, character development, protagonist and antagonist, script and screenplay writing, storyboarding, budgeting, casting, legal permissions, set design and art direction

Unit IV- 10 Lectures Technical Aspects of Production

Lighting, editing, montage theory, types of montage, importance of background music and sound design, editing and sound for documentaries, fiction, and corporate videos, Process of pitching, promotion and marketing of films

Suggested Reading(s):

Textbook:

1. Bernard, S. C. (2015). Documentary Storytelling: Creative nonfiction on screen. CRC Press.

Reference book(s):

- 1. Rabiger, M. (2009). Directing the Documentary. Elsevier.
- 2. Artis, A. Q. (2014). The Shut Up and Shoot Documentary Guide: A Down & Dirty DV production. CRC Press.
- 3. Field, S. (2007). Screenplay: The foundations of screenwriting. Delta.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme

Components	Quiz I	Presentatio	Mid	Attendance	End Term
		n/	Term		Exam
		Assignment	Exam		
		/ etc.			
Weightage (%)	10	10	20	10	50

	Mapping between COs and POs	
	Course Outcomes (COs)	Mapped Program Outcomes
	Explain various types of films and genres, in both fiction and non-fiction	
CO2	Describe various ways to read and analyze different films from a discerning point of view	PO1, PO2
CO3	Produce wide range of short storytelling formats and options	PO3, PO4, PO5
	Apply the knowledge and understanding of the overall process and stages of film production	PO1, PO3, PO4, PO11

	Demonstrate the fundamentals of cinematography & sound: digital formats, camera sensor sizes, lens choices, data rates and recording media	PO1, PO3, PO7
CO6	Work in teams and create professional, industry standard films and	PO1, PO3,
	deliver projects within deadlines	PO4, PO7, PO11,

		Disciplinary Knowledge	Understanding the Role of Media	Skilled and Industry- ready Professionals	Influential and effective	Leadership readiness/ Onalities	Critical/ Reflective	ogically Profess	_	Lifelong Learning	Research-related Skills	Cooperation/ Team work	Students will acquire	professional skills	Students will be	equipped with ICTs	Student shall become	ethically committed
Course Code	Course Title	PO1	PO2	PO3	P04	PO5	P06	PO7	PO8	P09	PO1 0	PO1		PSO		PSO		PSO
SJBJ 206 A	Document ary and Short Filmmaki ng	3	1	3	3	1		2				2	3		3		3	

Course Code	Course Outcome	P O 1	PO 2	P O3	P O4	P O5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
	CO1	3	-	-	1	-	-	1	-	-	-	-	3	3	3
SJBJ206	CO2	3	1	-	1	ı	-	1	1	-	-	ı	3	3	3
A	CO3	-	-	2	1	2	-	1	-	-	-	-	3	3	3
	CO4	3	-	2	3	-	-	1	-	-	-	2	3	3	3
	CO5	3	-	3	1	-	-	2	-	-	-	-	3	3	3
	CO6	3	-	3	2	ı	-	3	1	-	-	2	3	3	3

1=weakly mapped 2= moderately mapped 3=strongly mapped

	loca reg				Entrep	oyabili	ty/ ship/	Eth	elevance to the ics, Gender, H vironment & S	Iuman	Values,	SDG	NEP	POE/ 4 th IR
t I	al, poli tical , an d hist	politic al, and histori cal issues throug	issues throug h films	l, politi cal, a nd histor ical	Empl oyabil ity	Entr epre neur ship	Ski ll De vel op me nt Brain storm	of view	Gender	Hu ma n Va lue s point of view	Environ ment & Sustaina bility	e sustaine d, inclusiv e and sustaina ble econom ic growth, full and product ive employ ment and decent work for all (SDG 8) (Learni ng the compon ents of this unit will	and Digital Educat ion: Ensuri ng Equita ble Use of Techn ology (24.1- 24.5)	match Industry Needs (Minim um industry require
Uni t II					scripting a docume ntary		script ing a docu ment					for Decent	sional Educat	Technic al Skills that match

_							1	1	
				ary,					Industry
				post-				17.5)	Needs
				shoot			(Learni		(Knowl
				script			ng the		edge of
				ing,			compon		the
				the			ents of		softwar
				art of			this unit		es will
				inter			will		elevate
				viewi			enhance		skills
				ng			employ		and
							ability)		better
									chances
									of
									employ
									ment),
									Hands-
									on
									Experie
									nce
									(Studen
									ts will
									be
									working
									on the
									softwar
									es)
Uni			Fiction,	set	legal				Technic
t			Genres	desig	perm				al Skills
III			in	n and	issio			Educat	
			fiction,		ns				match
			storyboa	direct					Industry
			rding,	ion				17.5)	
			budgetin				(Learni		(Knowl
			g,				ng the		edge of
			casting				compon		the
							ents of		softwar
							this unit		es will
							will		elevate
							enhance		skills
							employ		and
							ability)		better
									chances
									of
									employ
									ment),
									Hands-
									on ·
									Experie
									nce
1									(Studen

(Studen ts will apply the skills

							and
							work on
							projects
)

SJBJ208A	Radio Jockeying and News Reading	L	T	P	С
Version 1.0		3	1	0	4
Eligibility/Exposure	BA(JMC) III				
Co-requisites					

- 1. To provide students the basic knowledge of radio jockeying and news reading techniques.
- 2. To acquaint with aesthetics via practical (hands-on) experience in the writing and production of radio programme.
- 3. To conduct research for radio scripting.
- 4. To define the art of audio recording, editing and mixing and aural storytelling techniques.
- 5. To produce specific programmes like radio news bulletin, discussion on current issues, talk, feature, radio drama, commentary musical programme, interviews of experts and celebrities, documentary, phone-in and Radio Bridge.
- 6. To integrate the practical knowledge of Radio production into becoming industry ready professional.

Course Outcomes

After completion of the course student will be able to

- CO1: Provide students the basic knowledge of radio jockeying and news reading techniques.
- CO2: Acquaint with aesthetics via practical (hands-on) experience in the writing and production of radio programme.
- CO3: Conduct research for radio scripting.
- CO4: Define the art of audio recording, editing and mixing and aural storytelling techniques.
- CO5: Produce specific programmes like radio news bulletin, discussion on current issues, talk, feature, radio drama, commentary musical programme, interviews of experts and celebrities, documentary, phone-in and Radio Bridge.
- CO6: Integrate the practical knowledge of Radio production into becoming industry ready professional.

Catalogue Description

Radio Jockeying and News Reading is a course based on 'hands-on' experience for students. In this course, students will learn how to research, prepare an audio brief, developing one's style and apply various elements of radio production for producing different radio formats. The basic knowledge and understanding of radio business and production is necessary for all the radio station jobs, both "on" and "off" air in news and other programmes, thus students will be taught how to write effectively for the medium of ear along with effective presentation of extempore, identify the right kind of music and sound effects for different formats of radio programmes.

In this course, the students will produce specific programmes like radio news bulletin, discussion on current issues, talk, feature, radio drama, commentary musical programme, interviews of experts and celebrities, documentary, phone-in and Radio Bridge. The students will be acquainted with indoor and outdoor radio coverage of special events and radio news In this course the students will understand the aesthetics of presentation of radio programmes, scripting, voice casting and production of various types of news and non-news programmes.

Course Content

Unit I – 10 lectures Introduction to Radio and Radio News

Basics of Radio News: Concept of News, News Values: Objectivity, Balance and Fairness, Historical overview of Radio journalism, News Sources: News agencies, Reporters, Correspondents and Monitoring Services, Structure and Functioning of News Services Division and News Room, Structure and Functioning of FM Radio Stations (Govt. & Private) for Presentation Industry, Structure of AIR

Unit II – 10 lectures Radio News Writing

Writing for Radio, News Bulletin: Types and Elements, News writing: Opening, Headlines, Body and Closing/Conclusion, Writing and Packaging for Radio Infotainment Programs, Various radio program formats

Unit III – 10 lectures News Reading

Voice Qualifiers & Speech Personality, Radio Jockey: Techniques and Style 3. News Reader: Presentation Techniques, Guidelines of AIR, Code & Ethics

Unit IV- 10 lectures Introduction to Radio Production

Techniques of Radio Production: Studio and Location, Hardware and Software Requirements, Use of Music and Generating Sound Effects, Use of Pre-recorded Features, Emerging trends in Radio

Suggested Readings:

- 1. Mehra, M. (1985). Broadcasting & People. NBT, New Delhi.
- 2. Trewin, J. (2013). Presenting on TV and radio: An insider's guide. Taylor & Francis.
- 3. Joshi, S. R. (1997). Broadcasting in India. ISRO.
- 4. Boyd, A., Stewart, P., & Alexander, R. (2012). *Broadcast journalism: Techniques of radio and television news*. CRC Press.
- 5. Holt, M. S. (1980). Broadcast News Radio Journalism. Rineheast Winston.
- 6. Edgar, W., & Holt, M. S. (1967). , Writing TV and radio programmes. R & W Publication.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentatio		Attendance	End Term
		n/	Term		Exam
		Assignment	Exam		
		/ etc.			
Weightage (%)	10	10	20	10	50

	Mapping between COs and POs	
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Provide students the basic knowledge of radio jockeying and news reading techniques.	PO1, PO2
CO2	Acquaint with aesthetics via practical (hands-on) experience in the writing and production of radio programme.	PO3, PO4, PO6
CO3	Conduct research for radio scripting.	PO3, PO7
CO4	Define the art of audio recording, editing and mixing and aural storytelling techniques.	PO3, PO7, PO9
CO5	Produce specific programmes like radio news bulletin, discussion on current issues, talk, feature, radio drama, commentary musical programme, interviews of experts and celebrities, documentary, phone-in and Radio Bridge.	PO3, PO7, PO9, PO 11
CO6	Integrate the practical knowledge of Radio production into becoming industry ready professional.	PO3, PO4, PO11

		Disciplinary Knowledge	Understanding the Role of Media	Skilled and Industry-ready Professionals	Influential and effective communication	Leadership readiness/ Qualities	Critical/ Reflective thinking & language	Technologically Efficient Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Team work	Students will acquire professional skills required to be media professionals	Students will be equipped with ICTs competencies including digital literacy	Student shall become ethically committed media professionals and entrepreneurs
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	90d	PO7	P08	P09	PO10	PO11	PSO1	PSO2	PSO3
SJBJ208 A	Radio Jockey ing and News Reading	3	2	3	2		1	3		2		2	3	3	3

Course Code	Course Outcome	P O 1	PO 2	P O3	P O4	P O5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
	CO1	3	2										3	3	3
SJBJ208	CO2			3	2		1						3	3	3
A	CO3			3				1					3	3	3
	CO4			2				2		2			3	3	3
	CO5			2				2		3		2	3	3	3
	CO6			3	2							3	3	3	3

1=weakly mapped 2= moderately mapped 3=strongly mapped

	Relevance to the local, national, regional and global				Relevance To the Employability/					evance to ssional E		SD G	NEP	POE/4 ^t h IR
		al an	d glob	oal	Entrep	reneurshi evelopmer	p/ Skill		der Env	, Human vironmen stainabil	Values, at &			
	Loca 1	Re gio nal	Na tio nal	G lo b al	Employ ability	Entrepr eneursh ip	Skill Develo pment	Prof essio nal Ethi cs mm	G e n d er	Huma n Value s	Environ ment & Sustaina bility		11.0	
U nit I			Struc ture and Funct ionin g of FM Radi o Stati ons (Gov t. & Priva te)		Structure and Functioni ng of FM Radio Stations (Govt. & Private)					Concept of News, News Values		expres sion, free flow of ideas by word and image, safety of Journa lists, promot	(creativity and innovation , critical thinking and higher-order thinking capacities, problemsolving abilities, teamwork, communic ation skills,	Technical Skills that match Industry Needs, Skill Develop ment

	 			ı				,	
								indepth	
								learning	
							balanc	and	
								mastery of	
							dissem	curricula	
							ination		
							of	fields,	
								increases	
							ation,		
								and moral	
								awareness	
) , 11.3 (
								intellectua	
							in the		
								aesthetic,	
								social,	
								physical,	
								emotional,	
								and moral	
							improv		
								integrated	
								manner;	
							•	an ethic of	
							develo		
								engageme	
								nt; soft	
								skills), 9.1	
							indepe	(a	
								democrati	
							media		
								sociallyco	
								nscious,	
								cultured,	
								and	
								humane	
								nation	
								upholding	
								liberty,	
								equality,	
								fraternity,	
								and justice	
								for all),	
								9.1.2	
								(skills and	
								values will	
								be	
								incorporat	
								ed at each	
								stage of	
								learning),	
<u> </u>								pearing),	

	•							
							profession	
							ally	
							skilled	
							media	
							persons	
							and	
							communic	
							ation	
							experts	
U		Whiting	Writing			power		
		Writing	_			-		
nit		for	for				(creativity	
II		Radio, Ne	Radio, Ne			inform		
		ws Bullet	ws Bullet				innovation	
		in,	in			and	, critical	
		Writing					thinking	
		and					and	
		Packagin					higher-	
		g for				of	order	
		Radio				Journa	thinking	
		Infotainm				lists,	capacities,	
		ent				flow	problem-	
		Programs					solving	
							abilities,	
							teamwork,	
							communic	
							ation	
							skills,	Technical
							more	Skills that
							ما مسمام	match
							learning	Industry
						ad	and	Needs,
						cu diccom	mastery of	Hands-on
						inotion	mastery of curricula	Experienc
						manon	Cullicula	e
							across	
						inform		
							increases	
						increas		
							and moral	
							awareness	
) , 11.3 (
							intellectua	
						comm	· ·	
							aesthetic,	
							social,	
							physical,	
						s,	emotional,	
						develo	and moral	
						ping a	in an	
							integrated	
							manner;	

	J	T	1	ı	1		I		1			1
											an ethic of	
										ndent		
											engageme	
										Freedo		
											skills), 9.1	
										expres		
											democrati	
										free	c,	
											sociallyco	
											nscious,	
											cultured,	
										by	and	
										word	humane	
										and	nation	
										image	upholding	
											liberty,	
											equality,	
											fraternity,	
											and justice	
											for all),	
											9.1.2	
											(skills and	
											values will	
											be	
											incorporat	
											ed at each	
											stage of	
											learning),	
											profession	
											ally	
											skilled	
											media	
											persons	
											and	
											communic	
											ation	
											experts	
U					Voice	Voice		Radio		safety	11.2	
nit					Qualifiers			Jockey		of	(creativity	
III					& Speech	Qualifiers		JUCKEY		Journa		
111					& Speech Personalit	& Speech					and innovation	Technical
						Personalit				nsts, flow	oritical	Skills that match
					•	y, News					thinking	
					Jockey	Reader:					thinking	Industry
						Presentati				inform	anu	Needs,
						on					higher-	Hands-on
						Techniqu				promot		Experienc
						es				e the	ummkmg	
						- 5				wider	capacities,	
										and	problem-	
									1	better	solving	1

				 ,			
					balanc	abilities,	
						teamwork,	
						communic	
					ination	ation	
					of	skills,	
					inform	more	
					ation,	indepth	
						learning	
						and	
					inform	mastery of	
						curricula	
						across	
						fields,	
						increases	
						in social	
						and moral	
						awareness	
) , 11.3 (
						intellectua	
					comm		
						aesthetic,	
						social,	
						physical,	
						emotional,	
						and moral	
					ping a		
						integrated	
						manner;	
						an ethic of	
					ndent		
						engageme	
						nt; soft	
						skills), 9.1	
						(a	
						democrati	
						c, sociallyco	
						nscious,	
						cultured,	
						and	
						humane nation	
						upholding	
						liberty,	
						equality,	
						fraternity,	
						and justice	
						for all), 9.1.2	
						(skills and	

							values will	
							be	
							incorporat	
							ed at each	
							stage of	
							learning),	
							profession	
							ally	
							skilled	
							media	
							persons	
							and	
							communic	
							ation	
TT		Tr1 :					experts 11.2	
U		Techniqu						
nit		es of					(creativity	
IV		Radio				e 	and	
		Productio					innovation	
		n				pation		
							thinking	
						comm		
						unicati	higher-	
						on	order	
							thinking	
						s,	capacities,	
						develo	problem-	
						ping a	solving	
						frag	abilities	Tashuissl
						and	teamwork,	Technical
						indepe	teamwork, communic	Skills that
						ndent	ation	match
						media,		Industry
						power		Needs,
						-	indonth	Skill
							learning	Develop
							and	ment
							mastery of	
							curricula	
							across	
						safety		
						of	increases	
						Journa		
							and moral	
							and moral	l
								,
) , 11.3 (
							intellectua	
						ation,		
							aesthetic,	
						e the	social,	

						wider	physical,	
						and	emotional,	
						better	and moral	
						balanc	in an	
						ed	integrated	
						dissem	manner;	
						ination	an ethic of	
							social	
						inform	engageme	
						ation,	nt; soft	
							skills), 9.1	
						m of		
						expres	democrati	
						sion,	c,	
							sociallyco	
						flow	nscious,	
							cultured,	
						ideas	and	
							humane	
							nation	
							upholding	
							liberty,	
							equality,	
							fraternity,	
							and justice	
							for all),	
							9.1.2	
							(skills and	
							values will	
							be	
							incorporat	
							ed at each	
							stage of	
							learning),	
							profession	
							ally	
							skilled	
							media	
							persons	
							and .	
							communic	
							ation	
							experts	

SJBJ252A	Digital Media Foundation Lab	L	T	P	С
Version 2.0		0	0	2	2
Eligibility/Exposure	BA(JMC) I				
Co-requisites					

- 1. To impart knowledge of new communication technologies in media industry.
- 2. To familiarize and equip them with a range of technical skills.
- 3. To provide extensive hands on training in digital media.
- 4. To develop writing skills for news portals, blogs and social media posts.
- 5. To critically analyse the content and layout of news websites

Course Outcomes-

After completion of the course students will be able to:

CO1: Acquainted with new communication technologies in media industry.

CO2: Equipped with a range of technical skills required to use digital media to suit media organisations.

CO3: Apply technical skills in using digital media.

CO4: Write for news portals, blogs and social media posts.

CO5: Critically analyse the content and layout of news websites

Catalogue Description

Overview:

This Course will acquaint students with the proper understanding of convergence and its practical applicability in today's media industry.

Objective and Expected Outcome:

As the technology is need of the hour, they will also learn writing style for various platforms like Facebook pages, YouTube, website etc. Students will choose different aspects of digital communication media and will do project on blog creation, social media campaign etc. They will create stories required for social news website and mobile platforms.

By the end of the course students will be able to write for news portals, blogs and social media posts for publicity.

Course Content

- Blogs: Design and produce blogs: journalistic writing opinions and analysis,
- Survey / research on the new media technology. Submit a comprehensive report based on the study,
- Content writing, blogs, vlogs, creatives and ads, types of ads, user generated content, Content management system, Domain name, web hosting, configuring domain names and hosting, Google webmaster, SERP
- Social Media optimization, Social Media Marketing, creating ad campaigns, PPC, PPM, Facebook business, Twitter business, LinkedIn business, Groups, pages
- Types of Keywords, Web analytics and page insights, Google analytics, Facebook analytics, Instagram analytics, Twitter analytics

- Online reputation management platforms, social listening, techniques, Google Ads, Google Adsense,
- Email marketing, E-commerce, Digital portal
- Detail study of social media campaign of government website
- Comparative study of online news content and print news content
- Critically write an article on- DO's and DONT's of digital content.
- Prepare a report on SEO of top trending news website/portal.
- Write a project on cyber-crime and laws.
- Write an article on internet use and political interests

Suggested readings:

- 1. Chakravarthy, J. (2005). *Cyber media journalism: emerging technologies*. AuthorsPress.
- 2. Gupta, O., & Jasra, A. S. (2020). *Information technology in journalism*. Kanishka Publishers, Distributors.
- 3. Wolk, R. D. (2001). *Introduction to online journalism: publishing news and information*. Allyn and Bacon.
- 4. Preston, P. (2001). *Reshaping communications: technology, information and social change.* Sage Publications.
- 5. Mattern, J. (2002). From radio to the wireless Web. Enslow.
- 6. Craig, R. (2007). *Online journalism: reporting, writing, and editing for new media*. Thomson/Wadsworth.
- 7. Lievrouw, L. (2005). The handbook of new media. Sage.
- 8. Filak, V. F. (2020). *Convergent journalism: an introduction: writing and producing across media*. Routledge, Taylor et Francis Group.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Quiz I	Presentatio	Mid	Attendance	End Term
		n/	Term		Exam
		Assignment	Exam		
		/ etc.			
Weightage (%)	10	10	20	10	50

Mappi	Mapping between COs and POs							
	Course Outcomes (Cos)	Mapped Program						
		Outcomes						
CO1	Acquainted with new communication technologies in media	PO1,						
	industry.	PO3,PO7						
CO2	Equipped with a range of technical skills required to use digital	PO1, PO3,						
	media to suit media organisations.	PO7						

Apply technical skills in using digital media.	PO1, PO6,
	PO7
Write for news portals, blogs and social media posts.	PO1, PO3,
	PO7
Critically analyse the content and layout of news websites	PO3, PO6
	Write for news portals, blogs and social media posts.

		Disciplinary Knowledge	Understanding the Role of Press	Skilled and Industry-ready Professionals	Influential and effective communication	Leadership readiness/ Qualities	Critical/ Reflective thinking & language efficiency	Technologically Efficient Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Team work	Students will acquire professional skills required to be media	Students will be equipped with ICTs competencies including digital literacy	Student shall become ethically committed media professionals and
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	P09	PO10	PO11	1030	COsa	DSO3
SJBJ2 52A	Digital Media Foundati on Lab	3		3	2		3		2			2	3	3	3

Course Code	Course Outcome	P O 1	PO 2	P O3	P O4	P O5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
	CO1	3		3				3					3	3	3
SJBJ252	CO2	3		3				3					3	3	3
A	CO3	3					2	3					3	3	3
	CO4	3		3				3					3	3	3
	CO5			3			3						3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty.

	nat	ional, bal de	ce to the local , regional and evelopmental	ĺ	Em _] Entre	vance To ployabili preneur Developr	ity/ ship/	Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability			SDG	NEP	POE/4 th IR	
	L	Re	National	G	Empl	Entre	Skill	Profes	Gen	Huma	Envi			
	О	gio		1	oyabil	prene	Dev	sional	der	n	ron			
	ca	nal		0	ity	urship	elop	Ethics		Value	ment			
	1			b			ment	mm		S	&			
				a							Sust			
				l							aina			
											bilit			
T T .			D : 11 : 1		D.I	DI	D1			G /	У	D .	TD 1 1 1	G. 1
Uni			Detail study		Blogs:	Blogs:							Technical	
t I			of social		Design	Design				research				will develop
			media		and		and				researc		` /	Technical
			campaign of		produce	-	-			new		inclusiv		Skills that
			government website		blogs: journali	blogs:				media technolo		e and sustaina		match Industry
			website		stic		journal				media		technolog	•
					writing	writing	_			gy		economi		(Knowledge
					wiiting	witting	writin						-	of the uses
							wiitiii				logy			of the Web
							8							and its tools
												producti		will elevate
												*		skills and
													technolog	
														chances of
														employment
												decent), Skill
												work for		Developme
												all		nt
												(SDG 8)		(Students
														will develop
												(Learnin		understandi
												g the		ng of the
												compon		web)
												ents of		
												this unit		
												will		
												enable		
												employa		
T T .					C- 1		C- í					bility)		C41 - 4
Uni					Content		Conte					Skills		Students
t II					writing,		nt					for Decent		will develop Technical
					blogs,		writin					Decent Work		Skills that
					vlogs, creative		g, blogs,						nai Educatio	
					creative		orogs,			1	<u> </u>	טעמ	Euucatio	match

	Т	T			1	1	 l l	4.45	(20.2)	T 1
			s and	1	vlogs					Industry
			ads					(Learnin		Needs
										(Knowledge
										of the uses
									` /	of the Web/
								this unit		social
								will	Use of	media will
								enhance	technolog	elevate
									ical tools	skills and
								bility)	(23.2)	better
										chances of
								strength		employment
								en), Skill
								commu		Developme
								nication		nt (Students
								capaciti		will learn
								es,		and
								increase		implement
								particip		practically)
								ation in		
								the		
								commu		
								nication		
								process,		
								designin		
								g		
								campaig		
								n		
								(SDG		
								16)		
Uni			Social		Social		Social	Skills		Students
t			Media		Media		Media	for		will develop
III			optimiz		optimi		optimiz	Decent		Technical
			ation,		zation,		ation,	Work		Skills that
			Social		Social		Social	`	Educatio	
			Media		Media		Media			Industry
			Marketi		Marke		Marketi	(Learnin		Needs
			ng		ting		ng			(Knowledge
								compon	education	e-
									(20.6)	governance
								this unit		will elevate
										skills and
									technolog	
										chances of
								bility)	(23.2)	employment
), Skill
										Developme
								technolo		nt (Students
										will develop
								help in	privacy,	the

						mation (SDG 9)	standards associate d with data handling and data	knowhow of the topics, also will understand law, ethics and effective e- governance and how citizens can use it)
Uni t IV		Google Ads, Google	Ads,			Work (SDG 4.4) (Learning the components of this unit will enhance	nal Educatio n (20.2) Technical education (20.6) Use of technolog	Industry Needs (Knowledge of the hardwares, apps and softwares will elevate skills and better
						Use of technology to help in digital transfor mation (SDG 9)		chances of employment)/ Students will learn relevant softwares, apps and use mobile)

SJBJ254A	Idea to Screen Lab	L T P C
Version 1.0		0 0 4 2
Eligibility/Exposure	BA(JMC) III	
Co-requisites		

- 1. To illustrate the role and responsibilities of a TV News Reporter and Anchor.
- 2. To utilize knowledge gained in writing and presenting TV news.
- 3. To illustrate post production in a TV Program
- 4. To produce a News Package.
- 5. To integrate the practical knowledge of TV news production into becoming industry ready professional.

Course Outcomes

After completion of the course student will be able to

CO1: Illustrate the role and responsibilities of a TV News Reporter and Anchor.

CO2: Utilize knowledge gained in writing and presenting TV news

CO3: Illustrate post production in a TV Program

CO4: Produce a News Package.

CO5: Integrate the practical knowledge of TV news production into becoming industry ready professional.

Catalogue Description

This part of the course deals with TV as a medium of mass communication and how its different formats help to disseminate the information to heterogeneous audience. Students will learn drafting proposal; treatment note and preparation for the shooting. They will learn concept and story, its ideation, planning, writing for production. Learners will develop scripts for News bulletins and reality shows. They will design outline steps for Developing Screenplay & Story Board.

This course is designed to provide practical knowledge of different program formats. Students will learn operational functioning of a PCR, MCR rooms. They will practice variety in the composition of frames, camera angles and camera shots while recording a Piece to Camera. The course will emphasize on creating content for TV News Channel and and write scripts for its various formats. It will provide the students an opportunity to understand record on single camera and multi camera set up.

This course deals with the art of post- production as well. Students will practice different editing and create their own news package and vox pops and other.

Course Content

Unit I – 8 lectures

- 1. Discuss stages of programme production
- 2. Discuss production personnel's
- 3. Students will do the recce for their idea generation
- 4. Developing programme brief for their fiction or news based program

Unit II – 10 lectures

- 1. Convert5 different print media story into a TV news story- Political, Sports, Cultural, Development and Health.
- 2. Create a budget for the script.

- 3. Develop a shooting schedule and script breakdown of the script you made.
- 4. Developing programme brief for their fiction or news based program.

Unit III – 12 lectures

- 1. Create a rundown sheet of the package.
- 2. Complete an anchoring on a Teleprompter
- 3. Produce a vox pop on a specific topic of your choice
- 4. Conduct an interview on a specific topic of your choice
- 5. Conduct a panel discussion as a moderator.

Unit IV- 10 lectures

- 1. Edit the vox pop and add graphics.
- 2. Edit the interview and add graphics.
- 3. Edit the panel discussion and add graphics.
- 4. Edit the interview and add graphics.
- 5. Create a final package.

Video Editing: Concept and Process, Editing of news stories, Use of graphics and animation Voice over, Packaging, Rundown, Anchoring, Basics of Continuity Editing, Pretesting and Evaluation: Tools and Techniques

Suggested Readings:

- 1. Zettl, H. (2014). *Television production handbook*, 12th. Cengage Learning.
- 2. Boyd, A. (1997). Broadcast Journalism: Techniques of Radio and TV news. Focal Press.
- 3. Belavadi, V. (2013). Video production. Oxford University Press.
- 4. Hakemulder, J. R., Jonge, F. A., & Singh, P. P. (2005). *Broadcast Journalism*. Annual Publications.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentatio n/	Mid Term	Attendance	End Term Exam
		Assignment	Exam		
		/ etc.			
Weightage (%)	10	10	20	10	50

	Mapping between COs and POs								
	t Allree Chilrames (CCCs)	Mapped Program Outcomes							
CO1	Illustrate the role and responsibilities of a TV News Reporter and Anchor.	PO1, PO2							
CO2	Utilize knowledge gained in writing and presenting TV news	PO5, PO7							
CO3	Illustrate post production in a TV Program	PO3, PO4, PO6							
CO4	Produce a News Package.	PO4, PO6, PO7							
CO5	Integrate the practical knowledge of TV news production into becoming industry ready professional.	PO4							

		Disciplinary Knowledge	Understanding the Role of Media	Skilled and Industry-ready Professionals	Influential and effective communication	Leadership readiness/ Qualities	Critical/ Reflective thinking & language efficiency	Technologically Efficient Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Team work	Students will acquire professional skills required to be media professionals	Students will be equipped with ICTs competencies including digital literacy	Student shall become ethically committed media professionals and entrepreneurs
Course Code	Course Title	P01	P02	PO3	P04	PO5	P06	P07	P08	P09	PO1 0	PO1 1	PSO	PSO	PSO
SJBJ254 A	Idea to Screen Lab	1	1	3	3	1	1	3		2		3	3	3	3

Course Code	Course Outcome	P O 1	PO 2	P O3	P O4	P O5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
	CO1	1	1										3	3	3
SJBJ254	CO2					1		3					3	3	3
A	CO3			3	3		1						3	3	3
	CO4				3		1	3					3	3	3
	CO5				3								3	3	3

1=weakly mapped
2= moderately mapped
3=strongly mapped

Unit	nation	al, regi	the local, ional and g al needs	lobal	Em Entre	ployal eprene	To the bility/curship/opment	Prof Gende Er	levance Tessiona r, Hum nvirona ustaina	al Eth nan Va nent &	ics, alues, &	SD G	NEP	PO E/4 ^t h IR
	Loca 1	Regi onal	National	Glob	Empl oyabi lity	Ent repr ene urs hip	Skill Develo pment	Profes sional Ethics mm	Gen der	Hu ma n Val ues	Environ ment & Sustaina bilit y			
Unit I	-	-	program me brief for their fiction or news based program	stag es of prog ram me prod uctio n	-	-	-	-	-	-	-	-	-	-
Unit	-	-	Developi ng program me brief for their fiction or news based program	budg et for the scrip t	-	-	Conver t5 differe nt print media story into a TV news story- Politica l, Sports, Cultura l, Develo pment and Health.	-	-	-		-	-	

Unit	inter	Con	Produce	-	_	-	rundow	_	-	-	-	_	-	-
III	view	duct	a Vox				n sheet							
	on a	a	pop on a				of the							
	speci	pane	specific				packag							
	fic	1	topic of				e,Com							
	topic	disc	your				plete							
	of	ussi	choice				an							
	your	on	Conduct				anchori							
	choi	as a	an				ng on a							
	ce	mod					Telepr							
		erato					ompter							
		r												
Unit	-	-	-	-	Edit	-		-	-	-	-	-	-	-
IV					the									
					vox									
					pop, interv									
					iew,									
					panel									
					discu									
					ssion,									
					and									
					add									
					graph									
					ics,									
					Creat									
					e a									
					final									
					packa									
					ge.									

SJBJ256A	Documentary and Short Filmmaking Lab	L	T	P	С
Version 1.0		0	0	4	2
Eligibility/Exposure	Basic knowledge of camera				
Co-requisites					

- 1. To explain nature of documentary and fiction storytelling by showing reference
- 2. To describe various ways to use different types of production equipment, like camera, lenses, lights, etc
- 3. To identify different styles, genres, and formats of film production
- 4. To demonstrate the fundamentals of cinematography & sound: digital formats, camera sensor sizes, lens choices, data rates and recording media
- 5. To apply the knowledge and understanding about the overall process and stages of film production
- 6. To produce original content according to contemporary industry requirements

Course Outcomes

After completion of the course student will be able to:

CO1: Identify nature and use of documentary and fiction storytelling

CO2: Apply various ways to use different types of production equipment, like camera, lenses, lights

CO3: Produce wide range of short storytelling formats and options

CO4: Apply the knowledge and understanding fundamentals of cinematography & sound: digital formats, camera sensor sizes, lens choices, data rates and recording media

CO5: Create films using the knowledge and understanding about the overall process and stages of film production

CO6: Work in teams and create professional, industry standard films and deliver projects within deadlines

Catalogue Description

This course will cover the art of storytelling, shooting and editing of Short filmmaking and Documentary making. Student will get the practical exposure of creating content for various film genres.

This practical course is designed to give students an experience about Short Filmmaking/Documentary Filmmaking. During the course the student will grab the knowledge of film production where they will learn about key personnel involved in production, how to generate an idea for screen and conduct research for the same, writing for the proposal and creating floor plan and location sketch. The student will learn about the all key personnel of film production and their core areas of work.

Course Content

Unit I- 10 Lectures Types of Documentaries

Screening of different types of documentaries, Discussions about different styles of making a documentary, key personnel involved in production, roles, and responsibilities of different crew members

Unit II- 10 Lectures Documentary Production Process

Experimentation with all six types of documentaries, screening, and peer review of works, idea generation for documentaries, brainstorming, pitch preparation and presentation, research, recce, scripting, editing a documentary, application of montage theory, different types of montage

Unit III- 10 Lectures Writings for Documentary

Fiction idea generation, character development, script and screenplay writing, storyboarding, budgeting, casting, set design and art direction

Unit IV- 10 Lectures Technical Aspects & Promotion

Sound design, sound mastering, color grading, overall packaging of a film, film festivals, participating in film festivals, organizing screenings and discussions

Suggested Reading(s):

Textbook:

1. Bernard, S. C. (2015). Documentary Storytelling: Creative nonfiction on screen. CRC Press.

Reference book(s):

- 1. Rabiger, M. (2009). Directing the Documentary. Elsevier.
- 2. Artis, A. Q. (2014). The Shut Up and Shoot Documentary Guide: A Down & Dirty DV production. CRC Press.
- 3. Field, S. (2007). Screenplay: The foundations of screenwriting. Delta.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Quiz I	Presentatio	Mid	Attendance	End Term
		n/	Term		Exam
		Assignment	Exam		
		/ etc.			
Weightage (%)	10	10	20	10	50

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

Mapping between COs and POs											
	Course Outcomes (COs)	Mapped Program Outcomes									
CO1	Identify nature and use of documentary and fiction storytelling										
CO2	Apply various ways to use different types of production equipment, like camera, lenses, lights	PO1, PO2									

CO3	Produce wide range of short storytelling formats and options	
CO4	Apply the knowledge and understanding fundamentals of cinematography & sound: digital formats, camera sensor sizes, lens choices, data rates and recording media	PO1, PO3, PO4, PO11
CO5	Create films using the knowledge and understanding about the overall process and stages of film production	PO1, PO3, PO7
CO6	Work in teams and create professional, industry standard films and deliver projects within deadlines	PO1, PO3, PO4, PO7, PO11,

		Disciplinary Knowledge	Understanding the Role of Media	Skilled and Industry-ready Professionals	Influential and effective communication	Leadership readiness/ Qualities	Critical/ Reflective thinking & language	Technologically Efficient Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Team work	Students will acquire professional skills required to be media professionals	Students will be equipped with ICTs competencies including digital literacy	Student shall become ethically committed media professionals and entrepreneurs adhering to the human values
Course Code	Course Title	P01	P02	P03	P04	PO5	P06	P07	P08	P09	PO1 0	PO1 1	PSO	PSO	PSO 3
SJBJ 256 A	Documentary and Short Filmmaking Lab	3	3	2	3	2		2				2	3	3	3

Course Code	Course Outcome	P O 1	PO 2	P O3	P O4	P O5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
	CO1	3											3	3	3
SJBJ256	CO2	3	3										3	3	3
A	CO3			2	1	2							3	3	3
	CO4	3		2	3							2	3	3	3
	CO5	3		3				2					3	3	3
	CO6	2		2	3			2				2	3	3	3

1=weakly mapped 2= moderately mapped 3=strongly mapped

	Relevance to the local, national, regional and global developmental needs L R N G		d	Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/4 th IR	
Uni			N at io n al	G lo b al	Empl oyabil ity	Entr epre neur ship	Skill Devel opme nt	Prof essio nal Ethi cs mm	Gen der	Hu ma n Va lue s	Envi ron ment & Sust aina bilit y	Promote	Online and	Technical
t I					ng of different types of docume ntaries		ng of different types of docume ntaries			and respo nsibil ities of differ ent crew mem bers		sustained, inclusive and sustainable economic growth, full and	Digital Education: Ensuring Equitable Use of Technolog y (24.1-	Skills that match Industry Needs (Minimum
Uni t II					screenin g, and peer review of works							Decent Work	Profession al Education (17.1-17.5)	Skills that match

						y)		better chances of employme nt)
Uni		Fiction i			chara	Skills for	Profession	Technical
t		dea			cter	Decent	al	Skills that
III		generati			devel	Work	Education	match
		on,			opme	(SDG 4.4)	(17.1-17.5)	Industry
		script			nt	(Learning		Needs
		and				the		(Knowledg
		screenpl				components		e of the
		ay				of this unit		softwares
		writing,				will enhance		will elevate
		storyboa				employabilit		skills and
		rding,				y)		better
		budgeti						chances of
		ng						employme
								nt)
Uni		Sound	Sound				Profession	
t		design,	design,				1	Skills that
IV		sound	sound				Education	
		masterin	masterin			(SDG 4.4)	(17.1-17.5)	
		g	g,			(Learning		Needs
			organizi			the		(Knowledg
			ng			components		e of the
			screenin			of this unit		softwares
			gs and			will enhance		will elevate
			discussi			employabilit		skills and
			ons			y)		better
								chances of
								employme
								nt)

	MOOC	L T P C
Version 1.0		0 0 0 2
Eligibility/Exposure		
Co-requisites		

SJBJ262A	Social Media Marketing	L]	Γ	P	С
Version 1.0		3	1		0	4
Eligibility/Exposure	BA(JMC) III					
Co-requisites						

- 1. To describe the role of social media landscape in marketing.
- 2. To gain proficiency in specific uses of various types of social media platforms for marketing
- 3. To define how to create own presence on social media professionally.
- 4. To identify best practices for Social Media Marketing.
- 5. To design social media strategies that achieve desired marketing goals of products/services/places/firms/ideas
- 6. To evaluate social media marketing plan on return on investment.
- 7. To integrate the theoretical knowledge of social media into becoming industry ready professional.

Course Outcomes

After completion of the course student will be able to

CO1: Describe the role of social media landscape in marketing.

CO2: Gain proficiency in specific uses of various types of social media platforms for marketing

CO3: Define how to create own presence on social media professionally.

CO4: Identify best practices for Social Media Marketing.

CO5: Design social media strategies that achieve desired marketing goals of products/services/places/firms/ideas

CO6: Evaluate social media marketing plan on return on investment.

CO7: Integrate the theoretical knowledge of social media into becoming industry ready professional.

Catalogue Description

The importance of social media's role in modern marketing efforts can no longer be ignored. It is an integral component in almost all successful marketing strategies. Through case studies, interactive sessions and class exercises, students will learn best practices and develop the skills to connect business objectives with social media strategy, platforms and tactics.

The course will include choosing appropriate platforms, creating effective and engaging social media content, content management, social listening and creating a social media policy. The students will discover effective techniques for identifying targeted marketing on the social web, with emphasis on the creation of personas that represent the critical online market segments for a company. They will be taught the rules of engagement and social media ethics for behaving properly as marketers on the social web.

With these guidelines in mind, the most productive marketing tactics for each type of major social media platform will be examined in depth. After the completion of the course, students will be able to create a comprehensive social media marketing plan, with detailed explanations and illustrations from a real world plan. Extensive consideration is given to monitoring, evaluating and tuning the implementation of social media marketing initiatives. The students will also be introduced to the most useful quantitative and qualitative social media measurements, along with various ways to estimate an organization's return on investment in social media marketing activities.

By the end of the course, students will be able to identify best practices for Social Media Marketing, including platform level best practices, connect business objectives to appropriate Social Media tactics, create strong content that engages their target audience with their marketing message and create editorial calendars to manage content distribution.

Course Content

Unit I – 10 lectures Introduction to Social Media

Social Media & Social Network: Brief history, Meaning and definition, Features of Social Media and Social Network, Types of Social Networking Sites, The Role of Social Media Marketing, Goals and Strategies, Usage of Social Media, Impact of Social Media, Social Media: Risks and Challenges, citizen journalism, news, content formats

Unit II – 10 lectures Social Media Functions

Audience Research and Identifying Target Audiences, Rules of Engagement for SMM, Building Brand on Digital Media, Storytelling and User Generated Content on Digital Media Network, SEO, SEM, Keywords, Viral Marketing. Social Media Marketing, creating ad campaigns, PPC, PPM, Facebook business, Twitter business, LinkedIn business

Unit III – 10 lectures Marketing and E-Commerce

E-Commerce & Start-ups: Ideation, Plan and Management, Lead Generation and Personal Branding, Building a Multi-platform Social Media Marketing Strategy, Social media management tools, Social media analytic tools, Content Creation and Sharing: Blogging, Streaming Video, Podcasts, and Webinars, Microblogging, social listening, ORM, softwares for ORM, Influencer marketing, online reputation management platforms

Unit IV- 10 lectures Monetization and Analytics

Data Mining for Digital Media: Website Audience Measurement (WAM), Monetizing Social Media: ROI, Role of Social Media in Marketing Research, Cyber laws, Ethics and social media

Suggested Readings:

- 1.Rogers, E. M. (1986). Communication technology: The new media in society.
- 2. Wilson Dizard, J., & Dizard, W. P. (1997). *Old media/new media: Mass communications in the Information Age*. Addison Wesley Longman.

- 3. Blom, W. R., Karvonen, E., Melin, H., Nordenstreng, K., Puoskari, E., Webster, F., & Webster, P. F. (2020). *The information society reader*. Routledge.
- 4. Mandiberg, M. (2012). The social media reader. NYU Press.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentatio	Mid	Attendance	End Term
		n/	Term		Exam
		Assignment	Exam		
		/ etc.			
Weightage (%)	10	10	20	10	50

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

	Mapping between COs and POs	
	I Allrea Chiteamae (CCC)	Mapped Program Outcomes
CO1	Describe the role of social media landscape in marketing.	PO1, PO2
CO2	Gain proficiency in specific uses of various types of social media platforms for marketing	PO3, PO4, PO6
CO3	Define how to create own presence on social media professionally.	PO3, PO4, PO6, PO10
CO4		PO4, PO6, PO8
CO5	Design social media strategies that achieve desired marketing goals of products/services/places/firms/ideas	PO6, PO7, PO10
CO6	Evaluate social media marketing plan on return on investment.	PO4, PO6, PO10, PO11
CO7	Integrate the theoretical knowledge of social media into becoming industry ready professional.	PO8, PO9, PO10, PO11

		Disciplinary Knowledge	Understanding the Role of Media	Skilled and Industry-ready Professionals	Influential and effective	Leadership readiness/	Critical/ Reflective	Technologically Efficient Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Team work	Students will acquire professional skills required	Students will be equipped with ICTs competencies	Student shall become ethically committed media
Course Code	Course Title	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS	PS	PS
SJBJ2 62A	Social Media Marketing	1	1	2	3		3	1	1	1	3	3			

1=weakly mapped 2= moderately mapped 3=strongly mapped

	Relevance to the local, national, regional and global developmental needs L R N Gl o e at ob c gi io al			nd	Relevance To the Employability/ Entrepreneurs hip/ Skill Development			E	thics, Go alues, E	the Profe ender, Hui nvironmer ninability	nan	SDG	NEP	POE/4 th IR
	L o	R e	at	ob	Em plo ya bili ty	Ent rep ren eur shi p	Skill Dev elop ment	Prof essio nal Ethi cs mm	Gend er	Human Values	Envir onme nt & Sustai nabilit y			
Uni t I					conte nt form ats				Social Media	Social Media, citizen journalis m		economic growth, full and productive employment and decent	- technology and education bidirectional (23.1) Use of technological tools (23.2)	Students will develop Technical Skills that match Industry Needs/ Skill Developme nt (Students will acquire understand ing of social media)
Uni t II					Socia I Medi a Mark eting,	ess, Twitt er busin ess, Link edIn busin						y)	Education (20.2) Technical education (20.6) Use of technological	uses of the Web/

	Face book bus ess. Two er bus ess. Lin edI bus ess.	ok in itt in k				capacities, increase participation in the communication process,	privacy, laws, and standards associated with data handling and data protection (23.13)	media will elevate skills and better chances of employme nt)/ Skill Developme nt (Students will learn and implement practically)
Uni t III	gin Stre mir Vic o, Cor ent	g, Com merc ng e & le Start- ups, nt Blog ging, eat Strea	Stream ing			Decent Work (SDG 4.4) (Learning the components of this unit will enhance employabilit y) Use of technology to help in digital transformati on (SDG 9)	Professional Education (20.2) Technical education (20.6) Use of technological tools (23.2) awareness on issues of privacy, laws, and standards associated with data handling and data protection (23.13)	Students will develop Technical Skills that match Industry Needs (Knowledg e will elevate skills and
Uni t IV	Dat Min ng for			Cyber laws, Ethics and	Website Audience Measure ment	Skills for Decent Work (SDG 4.4)	Professional Education (20.2)	Students will develop Technical

		Digit	I	social		(Learning	Technical	Skills that
		al	-	media		the	education	match
		Medi				components	(20.6)	Industry
		a				of this unit		Needs
						will enhance	Use of	(Knowledg
						employabilit	technological	e of the
						y)	tools (23.2)	apps and
								softwares
						Use of		will elevate
						technology		skills and
						to help in		better
						digital		chances of
						transformati		employme
						on		nt)/
						(SDG 9)		Students
								will learn
								relevant
								softwares,
								apps)

SJBJ264A	Sports Journalism	L	T	P	С
Version 1.0		3	1	-	4
Eligibility/Exposure	Basic knowledge of Reporting				
Co-requisites					

- 1. To explain the role of various sports bodies and authorities
- 2. To describe various ways to read and analyze different sports stories and events
- 3. To explain formats of covering a sports news, like writing, infographics, videos, etc
- 4. To impart theoretical and practical knowledge of sports reporting and broadcasting needed to become industry ready professional

Course Outcomes

After completion of the course student will be able to:

CO1: Explain the role of various sports bodies and authorities

CO2: Describe various ways to read and analyze different sports stories and events

CO3: Explain formats of covering a sports news, like writing, infographics, videos, etc

CO4: Apply the theoretical and practical knowledge of sports reporting and broadcasting needed to become industry ready professional

Catalogue Description

Through this course, learner will get an understanding of sports as a special and important beat of print, electronic and online media. Morning dailies devote 2-3 full pages to cover sports events. Earlier focus of the journalists was on cricket only. But with the evolving leagues like Indian Premium League, Pro Kabaddi League, Indian Super League (ISL), Indian Hockey League (IHL) and Mohan Bagan Club other games/sports are getting fair share of space in news media. Students will be able to know the role of various regulatory bodies of sports. This course will make students explore News Values and Ethics for Sports Reporting and Writing, News Sources for Sports Journalism. Students will be able to understand the types and techniques of writing sports stories.

With the increase in competition amongst various media products, it is important to make media product aesthetically distinct for all the media like print media, radio, TV and online media. Students should be able to know the nuances of Sports Photography, the Equipment, Editing, Publishing and Uploading, Editing and Use of Infographics and Layout of Sports News to make the content understandable and interesting.

Sports promote physical and mental well-being of the players and sports news gratifies the needs of sports lovers. As mobile and computers have become inexpensive and accessible, esports are also becoming very popular. In this course, students will be acquainted with Sports writing for TV Live Telecast, Web Commentaries and News Alerts for Mobiles, New Trends in Sports Journalism like E-magazines, Fanzines and Blogs.

Course Content

Unit I- 10 Lectures Introduction to Sports Journalism

History of sports journalism, Introduction to sports journalism, organization of sports departments and sports journalists, the sports editor, Media influence on sports, Sport's influence on the media.

Unit II- 10 Lectures Sports news writing and Sports journalists

Great sports writers, sports in radio, Sports on TV, Writing the introduction, the 5W's and 1H, News story structure, Different writing styles, Qualities of Sports Journalist, Writing the headline, Crosshead and body copy, Sports News in brief

Unit III- 10 Lectures Introduction Sports Photography

History of sports photography, Great sports photographers, Roll of still photography, How to do sports photography, Use of infographics, creating catchy infographics

Unit IV- 10 Lectures Sports writings

The first sports page and writing for sports column, Writing a sports feature, Finding the peg or angle, Profiling a sports personality, Covering a sporting event, Opinions, Editing sports column, Role of audience, Traditional approaches, Modern approaches, creating sports videos and montages.

Suggested Reading(s):

- 1. Andrews, P. (2005). Sports Journalism: A Practical Introduction. SAGE Publications Ltd.
- 2. Fensch, T. (2008). The Sports Writing Handbook. Routeledge Publisher

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentatio n/	Mid Term	Attendance	End Term Exam
		Assignment	Exam		
		/ etc.			
Weightage (%)	10	10	20	10	50

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

Man	pping between COs and POs	
-	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Explain the role of various sports bodies and authorities	PO1
	Describe various ways to read and analyze different sports stories and events	PO1, PO2, PO6
	Explain formats of covering a sports news, like writing, infographics, videos, etc	PO1, PO2, PO4, PO6
	Apply the theoretical and practical knowledge of sports reporting and broadcasting needed to become industry ready professional	PO1, PO3, PO4, PO11

		Disciplinary Knowledge	Understanding the Role of Media	Skilled and Industry-ready Professionals	Influential and effective	Leadership readiness/ Qualities	Critical/ Reflective thinking &	Technologically Efficient Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Team work	Students will acquire professional skills required to be	Students will be equipped with ICTs competencies including	Student shall become ethically committed media professionals	and entrepreneurs adhering to the human values
Course Code	Course Title	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS 02	PS	03
SJBJ 26 4A	Sports Journalis m	3	3	2	2		2					1	3	3	3	

Course Code	Course Outcome	P O 1	PO 2	P O3	P O4	P O5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
	CO1	3											3	3	3
SJBJ264	CO2	1	2				2						3	3	3
A	CO3	3	3		1		3						3	3	3
	CO4	1		3	2							2	3	3	3

1=weakly mapped 2= moderately mapped

3=strongly mapped

	loca reg	al, nat ional elopn	ce to the tional, and glo nental		Emp	loyab prenet	urship/	Ethi	ics, Genues, En	the Profe nder, Hu vironme inability	man	SDG	NEP	POE/4 ^t h IR
	L o ca 1	Re gio nal	Nati onal	Gl ob al	Empl oyabil ity	Ent rep ren eur shi p	Skill Devel opme nt	Profes sional Ethics mm	Gen der	Huma n Value s	Envir onme nt & Sustai nabilit y			
Uni t I					Media influenc e on sports	P				Media influence on sports	J	en communication capaciti es , promote the wider and better balance d dissemi nation of information, knowled gedriven media develop ment, free flow of ideas by word and image, safety of journalists, freedom of expressi	efficiency, both	Technical Skills that match Industry Needs/ Skill Develop ment

		 			 		_	1	
								sociallyconscious	,
								cultured, and	
								humane nation	ı
								upholding liberty	,
								equality,	
								fraternity, and	
								justice for all)	
								9.1.2 (skills and	
								values will be	
								incorporated at	
								each stage of	
								learning)	
Uni			Sports	Writing		Media		10.1 (students to	
t II			on TV	the		influenc	promote	become well-	
. 11			Writing	headline		e on	the	rounded across	
			the	ricaulille		sports	MINDA	disciplines	
			headline	, Differen		sports	ana	including artistic	
			ncaumine	t writing			better	creative, and	
			,	styles			malance	analytic subjects	
				Styles			a	as well as sports	
							miccem1	develop active	
							nation	research	1
							of	aommunities	
							informat	communities across disciplines	,
							ion,	including cross-	
							knowled	including cross- disciplinary	
							ge-	research, and	
							drivon	increase resource	
							media	officionary both	Skills that
								_	match
							ment	human, across)	
							flow of	11.2 (creativity and innovation	Cl _z ;11
							ideas by	and innovation	Develop
							word	and higher-order	
								thinking	IIICIII
							image,	canacities	
							safety of	capacities, problem-solving abilities,	
							journalis	problem-sorving	
							us,	toomyyork	
							rreedom	communication	
							OI	ckille more	
							AV nracci	indepth learning	
							on,	and mastery of	
								curricula across	
							en	fields increases	
							commun	in social and	
							heation	moral awareness).	
								9.1 (a democratic	
								sociallyconscious	
							<u> </u>	pocialiyeonscious.	

						cultured, and	
						humane nation	
						upholding liberty,	
						equality,	
						fraternity, and	
						justice for all),	
						9.1.2 (skills and	
						values will be	
						incorporated at	
						each stage of	
						learning)	
Uni	Great Grea	at sports		sports		10.1 (students to	
t	sports spor			photogr	free	become well-	
III	photogs	aphy,		aphy	flow of	ofrounded across	
	rapher phot				ideas b	ydisciplines	
		hcatchy			word	including artistic,	
	ers	infograp			and	creative, and	
		hics			image,	analytic subjects	
					safety o	of as well as sports,	
						sdevelop active	
					ts,	research	
					freedon	n communities	
					of	across disciplines	
					express	i including cross-	
					on,	disciplinary	
					strengtl	research, and	
					en	increase resource	Taahniaal
					commu	nefficiency, both	Skills that
					ication	material and	match
					capacit	lhuman aaraaa l	
					es	,11.2 (creativity e and innovation,	Meeds/
					promot	e and innovation,	Skill
					uic	critical unliking	Davidon
					wider	and inglici-order	ment
					and	thinking	IIICIIt
					better	capacities,	
						problem-solving	
					d	abilities,	
						teamwork,	
					nation	communication	
					of	skills, more	
						nt indepth learning	
					ion,	and mastery of	
						d curricula across	
					ge-	fields, increases	
					driven	in social and	
					media	moral awareness),	
					_	9.1 (a democratic,	
					ment	socially conscious,	
						cultured, and	

		1	ı			1			
								humane nation	
								upholding liberty,	
								equality,	
								fraternity, and	
								justice for all),	
								9.1.2 (skills and	
								values will be	,
								incorporated at	
								each stage of	
								learning)	
Uni		Profil		Writing		Profilin		10.1 (students to	
t	Profili	ing a	Writing	a sports		g a		become well-	
IV	ng a		a sports	feature,		sports	strength	rounded across	
	_		feature,	creating		personal	en	1 1.	
	- F		creating	sports		ity	commun	disciplines including artistic,	
	person	nality	sports	videos				creative, and	
	ality			and			capaciti	analytic subjects	
			videos	montage			es ,	as well as sports,	
			and	S			promote	develop active	
			montage				tne	research	
			s				wider	communities	
							and	across disciplines	
							better	including cross-	
							malance	disciplinary	
							a	research, and	
							Missemi –	increase resource	
							nation		Technical
							OΙ	matarial and	Skills that
							intormat	human, across),	
							ion,	11.2 (argotivity	
							knowled	and innovation,	
							ge-		
							arivan	critical thinking	
							modia	and higher-order	_
									ment
								capacities,	
							free	problem-solving	
							flow of	abilities,	
							ideas by	teamwork, communication	
							word		
							ana	skills, more	
							image,	indepth learning	,
							safety of	and mastery of	
							journalis	culticula across	
							ts,	fields, increases	
							freedom	in social and	
							of	moral awareness),	
							expressi	9.1 (a democratic,	
							on	socially conscious,	
								cultured, and	
								humane nation	l]

							pholding lib	erty,	
						ec	quality,		
						fr	aternity,	and	
						ju	istice for	all),	
						9.	.1.2 (skills	and	
						V	alues will	be	
						in	ncorporated	at	
						ea	ach stage	of	
						le	earning)		

			SEMESTER V				
1	CC	SJBJ301A	Public Relations and Corporate Communications	3	1	ı	4
2	CC	SJBJ303A	Communication Research	4	-	ı	4
3	CC	SJBJ305A	Event as a Marketing Tool	4	-	-	4
4	SEC	SJBJ357A	Functional Exposure Report	-	-	-	2
5	VAC	VAC115	Film Appreciation	2	-	-	0
6	CC	SJBJ353A	Communication Research Lab	-	-	4	2
7	CC	SJBJ355A	Event as a Marketing Tool Lab	-	-	4	2
8	MO OC		MOOC	-	-	-	2
9	DSE		DSE-III	3	1	-	4
			TOTAL	1 6	2	8	24

SJBJ301A	Public Relations	and	Corporate L	T	P	С
	Communication					
Version 2.0			3	1	-	4
Eligibility/Exposure	Advertising					
Co-requisites						

- 1. To define the concept and nature of Public Relations and Corporate Communication
- 2. To understand basic process of internal and external Corporate Communication
- 3. To describe crisis management, brand development and make ambassadors out of employees
- 4. To develop basic writing skills for Public Relations and Corporate Communication
- 5. To design strategies and tactics for creating campaigns for raising awareness and changing attitudes.
- 6. To nurture laws and ethics related to Public Relations required to work in media industry

Course Outcomes

After completion of the course student will be able to:

CO1: Define the concept and nature of Public Relations and Corporate Communication

CO2: Understand basic process of internal and external Corporate Communication

CO3: Describe crisis management, brand development and make ambassadors out of employees

CO4: Develop basic Public Relations and Corporate Communication

CO5: Design strategies and tactics for creating campaigns for raising awareness and changing attitudes.

CO6: Nurture laws and ethics related to Public Relations required to work in media industry

Catalogue Description

Public Relations and Corporate Communication is an extensive course which covers all the aspects of Public Relations and Corporate Communication strategies. The course provides insights on understanding an organization's internal and external environment and role and functions of public relations in an industrialized society They will learn the basic process of public relations—research, planning, communication. Students will have practical guidelines for utilizing written, spoken and visual techniques to reach selected audiences and understanding of public relations activities in firms, corporations, social agencies, government, education, not-for-profits, sports and entertainment.

They will also develop skills in strategic public relations management based on the analysis of current and historical case studies, learners will practice developing and applying strategies and tactics based on a sound understanding of public relations concepts and practices. It will help them develop content for their organizations for various media. This course will train students in crisis management, brand development and make ambassadors out of employees.

The course will demonstrate how communication is increasingly considered to be managerial function and involved in the key decision-making processes. This course will enhance students' communication skills persuasively, clearly and successfully. The course introduces the students all aspects of corporate communication and can help them think of communication on a strategic and globally holistic level. It will develop and nurture your potential to face the corporate world head-on, giving you insights into a range of communication activities - from crafting an effective message to understanding the nuances of other cultures.

The course will train learners to understand how PR can assist in raising awareness, changing attitudes, behavior and managing relationship. Students will be able to develop objectives, design strategies and select tactics that can better serve the organization's goals.

Course Content

Unit I – 10 lectures Fundamentals of PR

PR as distinguished from advertising, publicity and marketing, Public Relation: Objectives and need, Functions of PR, Management function, Publics in public relations, PR planning process and basic public relation strategies. Definitions, concept and genesis of Corporate Communication, Difference and similarities between PR, Types and Nature of Publics

Unit II – 10 lectures PR Operations

Functions of PR department, News release - seven point formula, Press conference, press briefing, Press tours, get-togethers, Tools of internal PR: House journal, annual report, Writing speech, minutes and official memo, Lobbying, Corporate Identity, Corporate reputation, Use of technology and data analytics

Unit III – 10 lectures PR Practices

Government PR, Political PR, Advocacy, Corporate PR, NGO PR, PR consultancy - Professional PR organizations, Understanding of laws required in practicing PR, Trademark and copyright, Defamation, Ethics in PR, IPRA code of professional conduct and ethics, PRSI and ethics in public relations.

Unit IV- 10 lectures PR Strategy and Planning

PR Strategies, PR campaign: Programme planning, analysis, Budgeting – implementation evaluation, Measuring effectiveness of PR campaign ,Role of market research in PR, Budgeting - implementation – evaluation, Measuring effectiveness of PR campaign ,Role of market research in PR

Suggested Readings:

- 1. . J Jethwaney and Shruti Jain: Advertising Management, Oxford Uni. Press, 2006
- 2. Scott and Cutlip: Effective Public Relations
- 3. J Jethwaney: Public Relations, Sterling, 2000
- 2. Cutlip S. M. & A. H. Effective Public Relations, Prentice Hall, New Delhi Center
- 3. Tom Means: Business communication, Thomson
- 4. Pitman Jackson: Corporate Communication for Managers, Pitman Publishing
- 5. Mehta D. S.: Handbook of Public Relations in India, Allied Publishers Pvt. Ltd. Mumbai
- 6. Clow E Kenneth: Integrated Advertising, Promotion and Marketing Communication, New Jersy, Prentice Hall
- 7. Sam Black: Practical Public Relations, Universal Book Stall, Delhi
- 8. Suresh Gaur: Public Relation 4 You: A Guide to PR Theory & Practice

Assignments and Projects

- 1. Writing press releases
- 2. Designing brochure, posters, and other publicity material
- 3. Writing Vision and Mission Statement

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentatio	Mid	Attendance	End Term
		n/	Term		Exam
		Assignment	Exam		
		/ etc.			
Weightage (%)	10	10	20	10	50

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

Mappii	ng between COs and Pos		
		Mapped Outcomes	Program
CO1		PO1	
CO2	Illustrate and explain the distinct features of PR and Corporate Communication vis-à-vis other media	PO1, PO3	

		PO11	PO3, PO5,
	Apply and develop basic PR writing skills and campaign planning.		
COS	Describe crisis management, brand development and make ambassadors out of employees.	PO7, PO1	04, PO6, 0, PO11,
CO6	Integrate the theoretical and practical knowledge into becoming industry ready professional by creating individual and group projects	PO3, 1 PO11,	PO4, PO5,

		Disciplinary Knowledge	Understanding the Role of Media	Skilled and Industry-ready Professionals	Influential and effective communication	Leadership readiness/ Qualities	Critical/ Reflective thinking & language	Technologically Efficient Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Team work	Students will acquire professional skills	required to be media professionals	Students will be equipped with ICTs	competencies including digital literacy	Student shall become ethically committed media professionals and entrepreneurs adhering to the	human values
Cours e Code	Course Title	PO1	PO2	PO3	PO4	PO5	P06	PO7	PO8	P09	PO10	PO11		PS01		PSO2	PSO3	
	Public Relations & Corporate Communication	2		3	3	2	1	1	1		1	3	3		3		3	

Course Code	Course Outcome	PO 1	PO 2	P O 3	PO 4	PO 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	PS O1	PS O2	PS O3
	CO1	1											3	3	3
	CO2	1		2									3	3	3
SJBJ301	CO3	2		3		2						3	3	3	3
A	CO4			3	3						3		3	3	3
	CO5			2	3		1	1			2	3	3	3	3
	CO6			3	2	2						3	3	3	3

1=weakly mapped 2= moderately mapped 3=strongly mapped

	natio	vance to onal, reg al develo	ional	and	Empl Entrepre	nce To oyabili neurshi lopmer	ty/ p/ Skill	Profe Gender, Env	ssio , Hu /iro1	ce to the nal Ethernan Variant & the nan Variant & the nan the nability	ics, alues,	SDG	NEP	POE/ 4 th IR
	Lo cal	Regio nal	Na tio nal	Gl ob al	Employa bility	Entr epre neur ship	Skill Devel opme nt	Profess ional Ethics mm	G e n d er	Hum an Valu es	Environ ment & Sust aina bilit y			
Uni t I					PR as distinguish ed from advertising	uished	relation strategie s			Public s in public relatio ns	J	ve Knowle dge Societi es,socia l inclusio n, knowle dge- driven media develop ment,te chnical innovat ion, net neutrali ty ROAM Principl es, increas e particip ation in the	purpose, an education in the discipline, and an education for practice), 20.2 (Professional education - holistic and multidisci plinary education), 23.2 (Use of technological tools), 11.2 (creativit	Technic al Skills that match Industry Needs (Knowl edge of the descipli ne)/ Skill

1	 1	<u> </u>	1	1	-	1		T.	
								innovatio	
							process	n, critical	
								thinking	
							strengt		
							hen	higher-	
							commu	order	
							nicatio	thinking	
								capacities	
							capaciti	, 1	
								problem-	
								solving	
								abilities,	
								teamwork	
							and	court work	
								, communi	
							balance		
								skills,	
							u dissemi		
								indepth	
							oı informa	learning	
								mastery	
							velopin		
							_	curricula	
								across	
							indepen		
								increases	
								in social	
								and moral	
								awarenes	
								s)	
Uni		Functions	Use of	Press		Press	Inclusi	20.1	
t II		of PR	technolo	conferenc		confer	ve	(ethic and	
		department	gy and	e		ence	Knowle	importanc	:
		, News	data				dge	e of	
		release,	analytic				Societi	public	
		Press	s					_	Technic
		conference,					1		al Skills
		Use of					inclusio	education	
		technology							match
		and data						discipline	
		analytics					dge-	, and an	
								education	
									edge of
								practice),	
							ment,te		descipli
								(Professio	
							innovat		Skill
								education	
							net	- holistic	
							IICt	- nonsuc	ment

New Profession New		1	1	1	1	 	1	 				
ROAM plinary Principle ducation es,), 23.2 increas (Use of e technolog particip ical ation intools), the II1.2 commu (creativit nicatio y and n innovatio process n, critical thinking strengt and hen higher- commu order nicatio thinking capacities capaciti es problem- promoto Solving e the abilities, wider teamwork and better communi balance cation d skills, dissemi more nation indepth of learning informand tion, de mastery velopin of g a free curricula and across indepenfields, dent increases media in social awarenes s) Unil Gove Goven Gove Profession t mme ment mme ment mme ment mme ment mme ment mme al PR nding of tandin ve (ethic andal Skills PR, Political PR, political PR, political PR required laws require social particing laws required laws require Societi public ledustypos, Needs									r			
Principleducation es.). 23.2 increas (Use of exchnolog participle ducation) es.). 23.2 increas (Use of exchnolog participle ducation) exchnolog participle ducation in cools), the 11.2 commu (creativit nicatio y and no innovatio process n. critical thinking strengt and hen higher-commu order nicatio thinking n capacities eapaciti. es problem-promots olving exching the abilities, wider teamwork and better communidation exching the abilities, wider teamwork and exching the abilities, wider teamwork and better communidation exching the abilities, wider teamwork and exching the abilities, wider the abili												
See Section									F	ROAM	plinary	
Inclusion Incl									F	Principl	education	
Participical ation intools),									ϵ	es,), 23.2	
particip ical attorn intools), the II.2 commu (creativit nicatio y and innovatio process n, critical thinking strengt and hen ligher-commu order nicatio thinking and capacitis capacitis; es problem-promot solving e the abilities, wider teamwork and better communibalance cation of a skills, dissemi nation indepth of learning informa and tion, de mastery velopin of g a free curricula and across independiced, dent increases media in social and moral awarenes solving to make the problem promoted and a skills, dent increases in media in social and moral awarenes solving to more nation indepth of learning informa and tion, de mastery velopin of g a free curricula and across independiced, dent increases in media in social and moral awarenes solving to the problem promoted and the problem prom									i	ncreas	(Use of	
particip ical attorn intools), the II.2 commu (creativit nicatio y and innovatio process n, critical thinking strengt and hen ligher-commu order nicatio thinking and capacitis capacitis; es problem-promot solving e the abilities, wider teamwork and better communibalance cation of a skills, dissemi nation indepth of learning informa and tion, de mastery velopin of g a free curricula and across independiced, dent increases media in social and moral awarenes solving to make the problem promoted and a skills, dent increases in media in social and moral awarenes solving to more nation indepth of learning informa and tion, de mastery velopin of g a free curricula and across independiced, dent increases in media in social and moral awarenes solving to the problem promoted and the problem prom									ϵ	•	technolog	
ation intools), the 11.2 commu (creativit nicatio y and innovatio process n, critical thinking strengt and hen higher-commu order nicatio thinking a capacitie capacitie capacitie capacitie capacitie capacities capacitie capacities capacitie capacities c									r			
the 11.2 commu (creativit nicatio y and na innovatio process n. critical hinking strengt and hen higher-commu order nicatio thinking na capacitis: es problem-promot solving e the abilities, wider teamwork and hetter communi balance cation of day skills, dissemi more nation day skills, dissemi more nation distinct in more nation of day skills, dent information distinct of day skills, dent in social and mastery velopin of ga free curricula and across indepen fields, dent in social and moral awavenes subject to the state of the day of the d												
nicatio y and n innovatio process n, critical thinking strengt and hen higher-commu order nicatio thinking n capacities capaciti; es ,problem-promot solving e theabilities, wider teamwork and het no solving e theabilities, wider teamwork and het no solving e theabilities, wider teamwork and het no solving e theabilities, wider teamwork and hetter community balance cation down with the skills, dissemi more nation indepth of learning informated tion, de mastery velopin of g a freezurricula and across indepenifields, dent increases media in social and moral awarenes solving the problem of team or ganizatio laws g of knowleimportancthat days g of knowleimportancthat days g of knowleimportancthat days g of knowleimportancthat and ge e of match laws g of require laws g of require laws g of se, social purpose, Needs												
nicatio y and n innovatio process n, critical thinking strengt and hen higher-commu order nicatio thinking n capacities capaciti; es ,problem-promot solving e theabilities, wider teamwork and het no solving e theabilities, wider teamwork and het no solving e theabilities, wider teamwork and het no solving e theabilities, wider teamwork and hetter community balance cation down with the skills, dissemi more nation indepth of learning informated tion, de mastery velopin of g a freezurricula and across indepenifields, dent increases media in social and moral awarenes solving the problem of team or ganizatio laws g of knowleimportancthat days g of knowleimportancthat days g of knowleimportancthat days g of knowleimportancthat and ge e of match laws g of require laws g of require laws g of se, social purpose, Needs									c	commu	(creativit	
n innovatio process n, critical thinking strengt and hen higher-commu order nicatio thinking n capacities capacitis; es problem-promot solving e theabilities, wider teamwork and destination indepth of learning informand tion, de mastery velopin of g a free curricula and across indepenifields, dent increases media in social and moral awarenes solving information increases media in social and moral awarenes and profession to make the									r	nicatio	y and	
process n, critical thinking strengt and hen higher-commu order nicatio thinking n capacities capaciti. es problem-promot solving e the abilities, wider teamwork and , better communi balance cation d skills, dissemi more nation indepth of learning informa and tion, de mastery velopin of g a free curricula and across indepenfields, dent increases media in social and moral awarenes solving to the problem-promote solving to the abilities, wider teamwork and learning informa and tion, de mastery velopin of g a free curricula and across indepenfields, dent increases media in social and moral awarenes solving to the problem promote solving to the promote sol												
Interest									r			
Strengt and hen higher-commun order nicatio thinking n capacities capaciti; es problem-promot solving e teamwork and better communi balance cation d skills, dissemi more nation indepth of learning informated tion, de mastery velopin of g a free curricula and across indepen fields, dent increases media in social and moral awarenes should be the solution of the community of the									ľ			
hen higher- commu order nicatio thinking n capacities capaciti es problem- promot solving e the abilities, wider teamwork and better communi balance cation d skills, dissemi more nation indepth of learning informa and tion, de mastery velopin of g a freecurricula and across indepenfields, dent increases media in social and moral awarenes s) Uni Gove Govern Gove t rume ment rume t rume ment rume al PR nding of tandin PR, political PR, PR P									Ś			
commu order nicatio thinking n capacities capaciti, es problem-promot solving e theabilities, wider teamwork and , better communi balance cation d skills, dissemi more nation indepth of learning informaand tion, de mastery velopin of g a freecurricula and across indepenfields, dent increases media in social and moral awarenes Uni Gove Govern Gove Profession Understa Unders in social and moral awarenes Uni Gove Govern Gove Profession Inding of tandin ve (ethic andal Skills or gail awarenes) Uni Gove Govern Gove Profession Inding of tandin ve (ethic andal Skills or gail awarenes) Uni Gove Govern Gove Profession Inding of tandin ve (ethic andal Skills or gail awarenes) Uni Gove Govern Gove Profession Inding of tandin ve (ethic andal Skills or gail awarenes) Uni Gove Govern Gove Profession Inding of tandin ve (ethic andal Skills or gail awarenes) Uni Gove Govern Gove Profession Inding of tandin ve (ethic andal Skills or gail awarenes) Uni Gove Govern Gove Profession Inding of tandin ve (ethic andal Skills or gail awarenes) Uni Gove Govern Gove Profession Inding of tandin ve (ethic andal Skills or gail awarenes) Uni Gove Govern Gove Inding of tandin ve (ethic andal Skills or gail awarenes) Uni Gove Govern Gove Inding of tandin ve (ethic andal Skills or gail awarenes) Uni Gove Govern Gove Inding of tandin ve (ethic andal Skills or gail awarenes) Uni Gove Govern Gove Inding of tandin ve (ethic andal Skills or gail awarenes) Uni Gove Govern Gove Inding or gail awarenes Uni Govern G										_		
nicatio thinking n capacities capaciti, es "problem-promot solving e theabilities, wider teamwork and , better communi balance cation d skills, dissemi more nation indepth of learning informated tion, de mastery velopin of g a free curricula and across indepenfields, dent increases media in social and moral awarenes s) Uni Gove Govern Gove trame ment rame at PR nding of tandin ve (ethic andal Skills III nt PR, nt organizatio ns media ns organizatio ns political PR, Politic												
n capacities capacitie												
capaciti, es "problem- promot solving e theabilities, wider teamwork and , better communi balance cation d skills, dissemi more nation indepth of learning informa and tion, de mastery velopin of g a freecurricula and across indepenfields, dent increases media in social and moral awarenes s) Uni Gove trime ment rime al PR inding of tandin ve (ethic andal Skills in PR, nt organizatio practicing dispersation in require societi public Industry Needs Capaciti, es "problem- promot solving e theabilities, wider teamwork and , better communi balance cation diskills, dissemi more nation indepth of learning informa and tion, de mastery velopin of g a freecurricula and across indepenfields, dent increases media in social and moral awarenes s) Uni Gove Govern Gove Profession Understa tandin ve (ethic andal Skills in PR, political PR, ns required laws dge e of match to the profession in require Societi public Industry Needs'												
es ,problem- promot solving e theabilities, wider teamwork and ,better communi balance cation d skills, dissemi more nation indepth of learning informa and tion, de mastery velopin of g a free curricula and across indepenfields, dent increases indepenfields, dent increases media in social and moral awarenes s) Uni Gove Govern Gove Profession t rnme ment rnme al PR nding of tandin t PR, nt organizatio PR, Political PR, ns required laws politi PR Politi cal cal procession require societi public Industry cal cal procession require societi public Industry cal cal procession require days of the content										capaciti	capacities	
promot solving e theabilities, wider teamwork and better communi balance cation d skills, dissemi more nation indepth of learning informa and tion, de mastery velopin of g a freecurricula and across indepen fields, dent increases media in social and moral awarenes s) Uni Gove Govern Gove t rnme ment rnme al PR nding of tandin the proposition of tandin tandin the proposition of tandin tandin the proposition of tandin the proposition of tandin tandin the proposition of tandin tandin the proposition of tandin the proposition of tandin tandin the proposition of										oapaciti S	, problem-	
e theabilities, wider teamwork and , better communi balance cation d skills, dissemi more nation indepth of learning informagand tion, de mastery velopin of g a freecurricula and across indepenfields, dent increases media in social and moral awarenes s) Uni Gove Govern trime ment rime al PR inding of tandin ve (ethic andal Skills III int PR, int organizatio PR, Political PR, political PR, ns required laws dge e of match Politi PR Political PR political PR, cal port of tandin practicing d in require s,social purpose, Needs												
wider teamwork and better communi betance cation double skills, dissemi more nation indepth of learning informated tion, de mastery velopin of goaf reccurricula and across indepenifields, dent increases media and moral awarenes solution. The ment rume all PR and programment or maniform and tion, de mastery velopin of goaf reccurricula and across indepenifields, dent increases media and moral awarenes solution. The programment rume all PR and programment rume all programment rume a												
and better communi balance cation d skills, dissemi more nation indepth of learning informa and tion, de mastery velopin of g a free curricula and across indepenfields, dent increases media in social and moral awarenes s) Uni Gove Govern Gove trime ment rime al PR inding of tandin ve (ethic andal Skills III in PR, nt organizatio PR, Political PR, Political PR, Political PR, Political PR, Political PR, Political PR POliti practicing d in es, social purpose, Needs												
better communi balance cation d skills, dissemi more nation indepth of learning informal tion, de mastery velopin of g a free curricula and across indepenfields, dent increases media in social and moral awarenes s) Uni Gove Govern Gove Profession Understa trime ment rime al PR inding of tandin ve (ethic and al Skills III nt PR, nt organizatio PR, Political PR, ns required laws dge e of match PR, Political PR Politi PR Politi cal cal practicing d in es,social purpose, Needs											icam work	
balance cation d skills, dissemi more nation indepth learning informa and tion, de mastery velopin of g a free curricula and across indepenfields, dent increases media in social and moral awarenes s) Uni Gove Govern Gove Profession Understa trime ment rime al PR inding of tandin ve (ethic andal Skills III nt PR, nt organizatio PR, Political PR, Political PR, Political PR, Political PR, Politi PR Politi cal cal cal practicing d in es, social purpose, Needs											, communi	
d skills, dissemi more nation indepth of learning informa and tion, de welopin of g a free curricula and across indepen fields, dent increases media in social and moral awarenes s) Uni Gove Govern trume ment rume al PR nding of tandin ve (ethic andal Skills dent increases media in social and moral awarenes s) Uni Gove Govern trume al PR nding of tandin ve (ethic andal Skills dent increases media in social and moral awarenes s) Understa trume ment rume al PR nding of tandin ve (ethic andal Skills dent increases media in social and moral awarenes s) Uni Gove Govern Gove Profession tundersta tandin ve (ethic andal Skills in required laws dge e ofmatch in require societi public Industry Needs												
dissemi more nation indepth of learning informa and tion, de mastery velopin of g a free curricula and across indepen fields, dent increases media in social and moral awarenes s) Uni Gove Govern Gove Profession Understa trime ment rinme al PR inding of tandin ve (ethic andal Skills III nt PR, nt organizatio PR, Political PR, ns required laws require Societi public Industry Needs dissemi more nation indepth of learning informa and tion, de mastery velopin of g a free curricula and across indepen fields, dent increases media in social and moral awarenes s) Understa Unders Inclusi 20.1 Technic ve (ethic andal Skills III nt PR, nt organizatio laws g of Knowleimportancthat dge e of match in required laws require Societi public Industry Needs												
Uni Gove Govern Gove Profession trame ment rnme al PR nding of tandin ve (ethic andal Skills III nt PR, nt Organizatio PR, Politic PR, Politic PR Politi Cal Practicing d in mation indepth of learning informa and tion, de mastery velopin of g a free curricula and across indepen fields, dent increases media in social and moral awarenes s) Understa Unders Inclusi 20.1 Technic tandin ve (ethic andal Skills PR nding of tandin ve (ethic andal Skills PR political PR, proposed purpose, Needs)												
Of learning informated tion, de mastery velopin of g a free curricula and across indepenfields, dent increases media in social and moral awarenes s) Uni Gove Govern transport												
Uni Gove Govern Gove Profession trime ment rime ment rime ment rime ment rime PR, Political PR, Political PR, Political PR, Politi cal C											_	
Uni Gove Govern Gove Profession trime ment rime al PR int practicing practicing din practicing din graphs of graphs											_	
Uni Gove Govern Gove trime ment rinme al PR int PR, nt Organizatio PR, Political PR, Political PR Politi cal PR Political PR, Needs												
g a free curricula and across indepenfields, dent increases media in social and moral awarenes s) Uni Gove Govern Gove Profession trime ment rime al PR inding of tandin ve (ethic andal Skills III int PR, int organizatio PR, Political PR, Political PR, Political PR, Political PR inding of tandin required laws dge e ofmatch in require Societi public Industry cal practicing d in es,socia purpose, Needs												
Uni Gove Govern Gove Profession trime ment rime al PR int PR, Political PR, Political PR Political Cal Profession indepension by the practicing of the pract												
Uni Gove Govern Gove rnme ment rnme al PR nding of tandin ve (ethic andal Skills III nt PR, nt organizatio PR, Political PR, Politi PR Politi cal PR Politi cal in social and moral awarenes s) indepen fields, dent increases media in social and moral awarenes s) Understa Unders Inclusi 20.1 Technic ve (ethic andal Skills III nt PR, nt organizatio laws g of Knowle importanc that required laws dge e of match Societi public Industry practicing d in es,socia purpose, Needs												
Uni Gove Govern Gove trume ment rume al PR al PR, Political PR, Political PR, Politi PR Politi cal C												
Uni Gove Govern Gove Profession trime ment rime al PR organizatio PR, Political PR, Politi PR Politi cal media in social and moral awarenes s) Understa Unders tandin ve (ethic andal Skills laws g of Knowleimportancthat required laws dge e ofmatch in require Societi public Industry practicing d in es,socia purpose, Needs												
Uni Gove Govern Gove rnme ment rnme al PR nding of tandin ve (ethic andal Skills laws g of PR, Political PR, Politi PR Politi cal PR practicing d in require systems and moral awarenes s) Understa Unders Inclusi 20.1 Technic tandin ve (ethic andal Skills laws g of Knowleimportancthat required laws required government in require systems and moral awarenes s)												
Uni Gove Govern Gove Profession t Understa Unders Inclusi 20.1 Technic rnme ment rnme al PR nding of tandin ve (ethic andal Skills III nt PR, nt organizatio PR, Political PR, Political PR, Politi PR Politi cal Cal PR practicing d in es,sociapurpose, Needs									r			
Uni Gove Govern Gove rnme ment rnme al PR nding of tandin ve (ethic and al Skills laws g of PR, Political PR, Politi PR Politi cal Cal Science of the procession organization of tandin procession al PR ns procession tanding of tandin ve (ethic and al Skills laws g of Knowleimportancthat required laws required laws required societi public Industry practicing d in es,socia purpose, Needs												
Uni Gove Govern Gove rnme ment rnme al PR nding of tandin ve (ethic andal Skills laws g of PR, Political PR, Politi PR Politi cal cal Profession al PR nding of tandin ve (ethic andal Skills laws g of Knowle importance that required laws required laws require Societi public Industry practicing d in es,socia purpose, Needs												
t rnme ment rnme al PR organizatio ns nding of laws g of Knowle importance that PR, Political PR, Politi PR Politi cal cal practicing d in practicing d in es,social purpose, Needs		-	~		D 0							
III nt PR, nt political PR, political PR Politi process of the pro	Uni											
PR, Political PR, Political PR Politi cal ns required laws dge e of match in require practicing d in es,social purpose, Needs	t			l I								
Politi PR Politi cal in require Societi public Industry practicing d in es,socia purpose, Needs				1	_			_				
cal cal practicing d in es, socia purpose, Needs					ns		required		C	lge		
				l I								-
PR PR PR PR, practic l an (Knowl				1					e			
		PR		PR			PR,	practic	1		an	(Knowl

	1	1	1	1		1		
					Ethics in		ing PR	inclusio education edge of
					PR, PRSI			n, in thethe
					and ethics	3		knowle discipline descipli
					in public			dge- , and anne)/
					relations.			driven education Skill
								media for develop
								develop practice), ment
								ment,te 20.2
								chnical (Professio
								innovat nal
								ion, education
								net - holistic
								neutrali and
								ty multidisci
								ROAM plinary
								Principleducation
								es,), 23.2
								increas (Use of
								e technolog
								particip ical
								ation intools),
								the 11.2
								commu (creativit
								nicatio y and
								n innovatio
								process n, critical
								, thinking
								strengt and
								hen higher-
								commu order
								nicatio thinking
								n capacities
								capaciti,
								es ,problem-
								promot solving
								e the abilities,
								wider teamwork
								and ,
								better communi
								balance cation
								d skills,
								dissemi more
								nation indepth
								of learning
								informaand
								tion,de mastery
								velopin of
								g a free curricula
								and across
								indepenfields,
		<u> </u>				1		macpenincius,

		Jant in anagona
		dent increases
		media in social
		and moral
		awarenes
		s)
Uni	PR Strategi PR Str PR Strat	Inclusi 20.1
t	es, ategies egies,	ve (ethic and
IV	PR campai , PR cam	Knowleimportanc
	gn: Progra PR ca paign: P	dge e of
	mme plann mpaig rogram	Societi public
	ing n: Pro me plan	es,socia purpose,
	grammning	l an
	e plan	inclusioeducation
	ning	n, in the
		knowle discipline
		dge- , and an
		driven education
		media for
		develop practice),
		ment, te 20.2
		chnical (Professio
		innovat nal
		ion, education
		net - holistic
		neutrali and
		ty multidisci
		ROAM plinary
		Principleducation
		es,), 23.2
		increas (Use of
		particip ical
		ation intools), the 11.2
		commu (creativit
		nicatio y and
		n innovatio Technic
		process n, critical al Skills
		thinking that
		strengt and match
		hen higher- Industry
		commu order Needs
		nicatio thinking (Knowl
		n capacities edge of
		capaciti, the
		es ,problem- descipli
		promot solving ne)/
		e theabilities, Skill
		wider teamwork develop
		and , ment

						better	communi	
						balance		
							skills,	
						dissemi	more	
						nation	indepth	
							learning	
						informa	_	
						tion,de	mastery	
						velopin		
							curricula	
							across	
						indepen	fields,	
						_	increases	
						media	in social	
							and moral	
							awarenes	
							s)	

SJBJ303A	Communication Research	J	L	T	P	С
Version 2.0		4	4	0	0	4
Eligibility/Exposure	Basic Knowledge of Research					
Co-requisites						

- 1. To introduce basic concepts of the research to establish relationship between various disciplines pertaining to communication and Mass Communication
- 2. To explain various types of research designs like exploratory, descriptive, and experimental
- 3. To acquaint students with the process, stages and methods of communication research.
- 4. To understand the issues of ethics and integrity of communication research related to data collection, publication, and plagiarism etc
- 5. To apply various research methods to solve media research problems.
- 6. To write Research Articles/Paper, Project Reports, Reference, and Bibliography

Course Outcomes

After completion of the course student will be able to:

CO1- To introduce basic concepts of the research related to various disciplines pertaining to communication and Mass Communication

CO2-To explain various types of research designs like exploratory, descriptive and experimental

CO3- To acquaint students with the process, stages and methods of communication research.

CO4- To understand the issues of ethics and integrity of communication research related to data collection, publication, and plagiarism etc

CO5- To apply various research methods to solve media research problems.

CO6: To write Research Articles/Paper, Project Reports, Reference, and Bibliography

Catalogue Description

Communication research course is an extensive course which introduces basic concepts of the research to establish relationship between various disciplines pertaining to media. The student will be introduced to methods, tools, and techniques of research. Learners will be acquainted with various types of research designs like exploratory, descriptive, and experimental.

Approaches to research like Qualitative, Quantitative and Mixed Quantitative Research will be studied in classroom with the help of various examples. Various research methods for Media Studies like Census, Survey and Content Analysis, Case Study, Content Analysis, Focus Group Discussion and Observation will be discussed.

Steps of communication Research Process like Study the situation, Identification of Problem, Developing of Objectives, Formation of Hypothesis, reviewing of relevant literature, Deciding the Research Design, Collection of Data, Data Analysis, Finding the Results will be taught. Learners will be trained in selecting a suitable sample using sampling methods and basic terms of sampling: sample plan, sample design, sample unit, sample frame and sample size will be discussed. Students will be acquainted with writing Research Articles/Paper, Project Reports, Reference and Bibliography. Ethical Issues in Research like plagiarism and interviewers' guidelines will be introduced.

By the end of the course students will be able to apply various research methods to solve media research problems. They will be able to use various research methods to collect data and infer the results.

Course Content

Unit I-10 Lectures

Communication Research: Types and Process

- 1. Meaning and objectives of communication research
- 2. Types of research
- 3. Significance of Research
- 4. Research Approaches quantitative and qualitative, Mixed method approach
- 5. Research Process the steps involved

Unit II- 10 Lectures Research Design and Sampling

- 2.1 Defining the research design
- 2.2 Types of research design
- 2.3 Sampling Steps in sampling design, sampling procedure,
- 2.4 Types of sampling Probability and Non-Probability
- 2.5 Hypothesis its characteristics, testing of hypothesis

Unit III- 10 Lectures Tools of Data Collection

- 3.1 Primary and secondary data
- 3.2 Observation method, Interview method, Collection of data through questionnaire and schedule
- 3.3 Content Analysis, Case Study Method
- 3.4 Survey

Unit IV-10 Lectures Data Analysis and Report Writing

- 4.1 Processing of data editing, coding, classification, tabulation
- 4.2 Analysis of data
- 4.3 Measures of central tendency Mean, median and mode
- 4.4 Variables-types and measurement of variables
- 4.5 Interpretation of data inferences drawn from the study
- 4.6 Report writing steps involved, layout of the research project
- 4.7 APA Style Sheet
- 4.8 Research Ethics, Plagiarism, Publication Ethics

Suggested Readings:

- 1. Kothari, C R: Research Methodology: Methods & Techniques, Wishwa Prakashan, New Delhi, 2004
- 2. Hansen Andero, Cottle Simon: Mass Communication Research methods Negrine Ralph, Newbold Chris McMillan Press Ltd., London 2004
- 3. Jensen Hlaus Brush ed. A Handbook of Media and Communication Research, Routledge, London 2002

- 4. Judith Bell Doing Your Research Project, Viva Books Private Limited, 1999
- 5. Wimmer Roger D, Dominick Mass Media Research, Thompson, Joseph R New York, 2004
- 6. Uma Josh Media Research- Cross Sectional Analysis, Authors Press, 2002
- 7. G K Parthasarthy Electronic Media and Communication Research Methods, Authors Press, New Delhi, 2006
- 8. Allen T Harrell New Methods in Social Science Researches, Praeger Publishers, New York
- 9. Ghosh, B N Scientific Methods and Social research, Sterling Publishers, New Delhi
- 10. Broota, K D Experimental Designs in Behavioural Research, New Age International

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentatio	Mid	Attendance	End Term
		n/	Term		Exam
		Assignment	Exam		
		/ etc.			
Weightage (%)	10	10	20	10	50

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

	Mapping between COs and POs	
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	To introduce basic concepts of the research related to various disciplines pertaining to communication and Mass Communication	PO1
CO2	exploratory, descriptive and experimental	PO1, PO3
СОЗ		PO11
CO4	To understand the issues of ethics and integrity of communication research related to data collection, publication, and plagiarism etc	PO3, PO4, PO10
CO5	To apply various research methods to solve media research problems.	PO3, PO4, PO6, PO7, PO10, PO11,
CO6	To write Research Articles/Paper, Project Reports, Reference, and Bibliography	PO3, PO4, PO11,

		Disciplinary Knowledge	Understanding the Role of Media	Skilled and Industry-ready Professionals	Influential and effective communication	Leadership readiness/ Qualities	Critical/ Reflective thinking & language	Technologically Efficient Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Team work	Students will acquire professional skills required to be media professionals	Students will be equipped with ICTs	competencies including digital literacy	Student shall become ethically committed	media professionals and entrepreneurs
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	P06	PO7	PO8	P09	PO10	PO11	PSO1		PSO2		PSO3
SJBJ 303A	Communication Research	2		3	2	3	3	2			3	2	3	3		3	

Course Code	Course Outcome	P O 1	PO 2	P O3	P O4	P O5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
	CO1	2											3	3	3
SJBJ303	CO2	2		3									3	3	3
A	CO3	2		3		3						2	3	3	3
	CO4			3	2						3		3	3	3
	CO5			3	2		3	3			3	2	3	3	3
	CO6			3	2							2	3	3	3

1=weakly mapped
2= moderately mapped
3=strongly mapped

	loca reg glo	al, n iona bal elop	nce to ationa d and	al,	Em Entro	vance Z aployab eprenei Develo	oility/ urship/	Pro Gendo E	fession er, Hur	ce to the al Ethic nan Va ment & ability	cs, lues,	SDG	NEP	POE/4 th IR
	L o ca	R e gi	Na tio nal	Gl ob al	Empl oyabil ity	Entr epre neur	Skill Develo pment	Profes sional Ethics	Gen der	Hum an Valu	Envi ron ment			
	1	o n al				ship		mm		es	& Sust aina bilit			
Uni t I					Researc h Approa ches – quantita tive and qualitati ve , Mixed method approac h		Types of research, Research Approach es – quantitati ve and qualitative , Mixed method approach				у	ge-Driven Media Develop ment highlights the importanc e of generatin g and sharing of knowledg e to advance media developm ent, Communi ction Develop ment & Communi cation media,	purpose of developin g holistic individual s), 9.2 (develop ment of cognitive skills and learning outcomes, emphasis on research), 10.3 (multidisc iplinary high quality teaching, research, and communit y),	Technical Skills that match Industry Needs (Knowledg e of the Research will elevate research skills and know the
												on, designing		new research areast)

					developm	
					_	
					ent	
T T		T	T		campaign	
Uni		Types	Types of			9.1.1 (For
t II		of	research		ge-Driven	
		research	design ,		Media	purpose
		design	Types of		Develop	of
			sampling		ment	developin
						g holistic
			Probabilit		the	individual
			y and		importance	
			Non-		e of	(develop
			Probabilit		generatin	ment of
			у		g and	lcognitive
					sharing of	skills and
					knowledg	learning
					e to	outcomes
					advance	,
					media	emphasis
					developm	on
					ent,	research),
					Communi	10.3
					ction	(multidisc
					Develop	iplinary -
						high Technical
					Communi	
					cation	teaching, match
					media,	research, Industry
					promote	and Needs
					r -	communit (Knowledg
					and better	
					balanced	Research
					dissemina	
					tion of	
					informati	
					on,	skills and
					designing	
					developm	
					ent	research
					campaign	
Uni	+ + -		Observati	Surve Surve		9.1.1 (For Technical
t 111			on			*
III			method,	y, y, Case Case	y ge-Driven Media	
111			Interview			purpose match of Industry
				Study Study Metho		
			method,			developin Needs
			Collectio	d d		g holistic (Knowledg
			n of data		the	individuale of the
			through		importanc	
			questionn			(develop will
			aire and		generatin	ment of elevate

	1 1		
		schedule	g and cognitive research
			sharing of skills and skills and
			knowledg learning know th
			e tooutcomes new
			advance, research
			media emphasis areast)
			developm on
			ent, research),
			Communi 10.3
			ction (multidisc
			Develop iplinary -
			ment &high
			Communiquality
			cation teaching,
			media, research,
			promote and
			the widercommunit
			and bettery),
			balanced
			dissemina
			tion of
			informati
			on,
			designing
			developm
			ent
			campaign
Uni		Processi Proces Processin	Knowled 9.1.1 (For
4			
l TX 7		ng of sing of g of data Researc	ge-Driven the
IV		data — data — editing, h	Media purpose
		editing, editing coding, Ethics,	Develop of
		coding, , classificat Plagiari	ment developin
		classific coding ion, sm,	highlights g holistic
		ation, , tabulation Publicat	the individual
		tabulati classifi, Reportion	importancs), 9.2 Technical
		on cation, writing —Ethics	e of (develop Skills that
		tabulat steps	generatin ment of match
		ion involved,	g and cognitive Industry
		layout of	sharing of skills and Needs
		the	knowledg learning (Knowledg
		research	e tooutcomes e of th
		project	advance , Research
			media emphasis will
			developm on elevate
			ent, research), research
			Communi 10.3 skills and
			ction (multidiscknow th
			Develop iplinary -new
			ment &high research
			Communiquality areast)
			Communiquanty areast)

						cation	teaching,	
							research,	
						promote	and	
						the wider	communit	
						and better	y),	
						balanced		
						dissemina		
						tion of		
						informati		
						on,		
						designing		
						developm		
						ent		
						campaign		

SJBJ305A	Event as a Marketing Tool	L	T	P	С
Version 2.0		4	-	-	4
Eligibility/Exposure	BA (JMC), Sem IV, Basic Understanding	ng of Mark	etin	g	
Co-requisites					

- 1. To define event, its nature, types and elements
- 2. To understand the need of event as a marketing and communication tool
- 3. To describe organisational structure and functionaries of an event management company
- 4. Identify the key elements of key elements of event planning and execution from Human Resource Management to Budgeting
- 5. To design event to achieve marketing objectives
- 6. To evaluate and assess the events

Course Outcomes

After completion of the course student will be able to:

CO1: To define event, its nature, types and elements

CO2: To understand the need of event as a marketing and communication tool

CO3: To describe organisational structure and functionaries of an event management company

CO4: Identify the key elements of key elements of event planning and execution – from Human Resource Management to Budgeting

CO5: To design event to achieve marketing objectives.

CO6: To evaluate and assess the events

Catalogue Description

Overview:

Event as a marketing tool course will help train students in areas like analysing, planning, marketing, producing and evaluating an event. This course will help students understand the planning, operations and executions of all the resources that co-ordinate to create various kinds of events.

Objective and Expected Outcome:

This course aims to make students understand the management of events at corporate and as well as social level and give basic conceptual clarity of how events work as a communication as well marketing tool. It will also help students acquire a thorough knowledge and understanding of multiple facts of event organization; feasibility study, planning, venue selection, setting up, program portfolio and scheduling.

It will help students to know the event management, HR management, revenue generation, budget, designing, operation and closing of the event. Students will create publicity material of the event according to the profile of target audience. Students will be acquainted with knowledge of reducing risks by financial controls, evaluation and assessment.

This course will help students know the essentials and basics of event management. By the end of the course, students will have better understanding of events and their knowledge on organizing events from conception, designing, planning, budgeting and marketing to the final execution will be widen.

Course Content

To acquaint the students with the process of evaluation and assessment of an event

Unit I-10 lectures Events and Event Management

Events and Event Management: What are events, Types of Events & Event Management, Understanding Events (i) Events as a communication tool (ii) Events as a marketing tool, The Need: Why do we need events; Growing importance of events like exhibitions, seminars and conventions worldwide, Elements of Event Management: Event Infrastructure, Organizers, Sponsors, Logistics, Role of events in promotion

Unit II-10 lectures Conceptualization and Planning

Conceptualization and Planning: (i) The Nature of Planning, Project Planning, Planning the Setting, Location and Site (ii) The Operations Plan, The Business Plan, Developing the Strategic Plan, Organization: (i) Setting up an Event Organization structure (ii) The Committee Systems, Committee and Meeting Management, Programming and Service Management: (i) Programme Planning, The Elements of Style, Developing a Program Portfolio (ii) The Programme Life Cycle, Scheduling

Unit III-10 lectures HR Management

HR Management: Need Assessment, policies and procedures, Finalizing job descriptions, recruitment and motivation, Revenue Generation: Fund raising, grants, sponsorship, Financial and Risk Management, Budget and cost-revenue management, Cash flow management, accounting, Financial statements, measures of financial performance, Financial controls for reducing risk

Unit IV-10 lectures Research and Evaluation

Research to find out people's orientation for events, Consumer research on events Visitors surveys, attendance counts and estimates, Market area surveys, Communications Mix for reaching the customer, Developing and communicating a positive image, Evaluation and impact assessment, Evaluation concepts, observation techniques, Evaluation of costs and benefits

Suggested Readings:

- 1. Sanjay Singh Gaur & Sanjay Saggere: Event Marketing and Management Revised Edition, Vikas Publishing
- 2. Bruce E Skinner, Vladimir C Sponsorship, Publisher Wiley 2002, ISBN 0471126012
- 3. Anton Shene, Bryn Parry Successful Event Management Thomson Learning ISBN 1844800768, 2004
- 4. Judy Alley: Event Planning, John Wiley and Sons ISBN 0471644129, 2000
- 5. Jaishri N Jethwaney: Public Relations, ND: Sterling
- 6. Pitman Jackson: Corporate Communication for Managers, Pitman Publishing

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentatio	Mid	Attendance	End Term
		n/	Term		Exam
		Assignment	Exam		
		/ etc.			
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs) $\,$

	Mapping between COs and POs	
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	To define event, its nature, types and elements	PO1
CO2	To understand the need of event as a marketing and communication tool	PO1, PO4
CO3	To describe organisational structure and functionaries of an event management company	PO1, PO5
CO4	Identify the key elements of key elements of event planning and execution – from Human Resource Management to Budgeting	PO1, PO3, PO9, PO11
CO5	To design event to achieve marketing objectives.	PO3, PO6, PO11
CO6	To evaluate and assess the events	PO6

		Disciplinary Knowledge	Understanding the Role of Media	Skilled and Industry-ready Professionals	Influential and effective communication	Leadership readiness/ Qualities	Critical/ Reflective thinking & language efficiency	Technologically Efficient Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Team work	Students will acquire professional skills required to be media professionals	Students will be equipped with ICTs competencies including digital literacy	Student shall become ethically committed media professionals and entrepreneurs adhering to the human values
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	P06	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ305 A	Event as a Marketing Tool	3		3	2	1	1			2		2	3	3	3

Course Code	Course Outcome	PO 1	PO 2	P O 3	PO 4	PO 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	PS O2	PS O3	PS O4
	CO1	3											3	3	3
	CO2	3			1								3	3	3
SJBJ305A	CO3	3				2							3	3	3
	CO4	3		3						2		2	3	3	3
	CO5			3			3					2	3	3	3
	CO6						3						3	3	3

1=weakly mapped
2= moderately mapped
3=strongly mapped

		vance t		,		ance T			nce to the			SDG	NEP	POE/
		onal, re	_		_	loyabil	•		Gender, I		,			4 th
	globa	al deve	lopme	ental	_	preneui	_	Enviro	nment &	Sustain	ability			IR
	need	S			Skill D	evelop	ment							
	Lo	Regi	Na	Glob	Empl	Entr	Skill	Profess	Gender	Hum	Enviro			
	cal	onal	tio	al	oyabil	epre	Dev	ional		an	nment			
			nal		ity	neur	elop	Ethics		Valu	&			
						ship	ment	mm		es	Sustain			
											ability			
Uni					Events	Events	Events				-	Skills	Global	Technic
t I					and	and	and					for	Education	al Skills
					Event	Event	Event					Decent	Knowled	that
					Manage	Manag	Manag					Work	ge,	match
					ment	ement						(SDG	Professio	Industry
												4.4)	nal	Needs
												(Learni	Education	(Minim
												ng the	(17.1-	um
												compo	17.5)	industry
												nents of		require
												this		ment)/
												unit		Hands-
												will		on
												enhanc		Experie
												e		nce,
												employ		Skill
												ability)		Develop
														ment
														(Student
														s will

	1	1		1	1	1			ı	I	ı			
														work on
														assignm
														ents)
Uni					Project	Project						Skills	Professio	Technic
t II					Plannin	Planni						for	nal	al Skills
					g	ng						Decent	Education	that
													(17.1-	match
													17.5)	Industry
												4.4)		Needs
												(Learni		(Minim
												ng the		um
												compo		industry
												nents of		require
												this	-	ment)/
												unit		Hands-
												will		on
												enhanc		Experie
												e omploy		nce, Skill
												employ		
												ability)		Develop
														ment
														(Student
														s will
														work on
														assignm
												~1.11	5 2 1	ents)
Uni							HR						Professio	
t					HR		Manag						nal	al Skills
III					Manage		ement,						Education	
					ment		Financ						(17.1-	match
							ial					`	17.5)	Industry
							control					4.4)		Needs
							s for					(Learni		(Minim
							reduci					ng the		um
							ng risk					compo		industry
							risk					nents of		require
												this		ment)/
												unit		Hands-
												will		on
												enhanc		Experie
												e		nce,
												employ		Skill
												ability)		Develop
														ment
														(Student
														s will
														work on
														assignm
														ents)
Uni					Revenu		1		Consume	Consu		Skills	Professio	
UUII	1	I	1	I	µXC V CII U	I	1	Ì	Consume	Consu		פווועכ	T 10102210	1 COMMIC

t			e		r research	mer		for	nal	al Skills
IV			Generati		on events	researc	;	Decent	Education	that
			on			h or	1	Work	(17.1-	match
						events		(SDG	17.5)	Industry
								4.4)		Needs
								(Learni		(Minim
								ng the		um
								compo		industry
								nents of		require
								this		ment)/
								unit		Skill
								will		Develop
								enhanc		ment
								e		
								employ		
								ability)		

SJBJ357A	Functional Exposure Report	L	T	P	С
Version 1.0		0	0	0	4
Eligibility/Exposure	BA(JMC) IV				
Co-requisites					

- 1. To conceive hands-on experience while working in a media organization.
- 2. To familiarize with all the technical terms and guidelines used in their respective industry.
- 3. To apply the acquired course knowledge in industry.
- 4. To compose their learning's by documenting them during their training.

Course Outcomes

After completion of the course student will be able to

CO1: Conceive hands-on experience while working in a media organization.

CO2: Familiarize with all the technical terms and guidelines used in their respective industry.

CO3: Apply the acquired course knowledge in industry.

CO4: Compose their learning's by documenting them during their training.

Catalogue Description

Main objective of the course is to have exposure of working of media industry. For example, while working in an advertising agency they will be able to draft agency brief to creative brief and then planning ad campaign to execution of media planning. Internships help students make professional contacts who can help them with their job searches after the completion of graduation degree. An Intern will be able to demonstrate knowledge of the organization through communicating with internal and external customers through various forms of communication, phone calls, email correspondence, interoffice communication during team meetings and written reports.

Students generally encounter difficulties in applying the knowledge gained in classroom in different courses. Main objective of the course is to prepare the students to get 'Hands on' experience of functioning of newspapers, TV channels, Advertising agencies, PR Consultancies, Event management Firms, Productions houses and Alternate media etc. During the summer vacation students will join a media organization as a trainee and will get first-hand exposure of industry from four to eight weeks. After the completion of training they will prepare a report about their learning, experiences and work done during that period.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentatio	Mid	Attendance	End Term
		n/	Term		Exam
		Assignment	Exam		
		/ etc.			
Weightage (%)	10	10	20	10	50

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

	Mapping between COs and POs												
	Course Outcomes (COs)	Mapped Program Outcomes											
CO1	Conceive hands-on experience while working in a media organization.	PO3 , PO6, PO											
CO2	Familiarize with all the technical terms and guidelines use in their respective industry.	PO7, PO8, PO10											
CO3	Apply the acquired course knowledge in industry.	PO3, PO4, PO7, PO11											
CO4	Compose their learning's by documenting them during the training.	PO3, PO4, PO7, PO9											

		Disciplinary Knowledge	Understanding the Role of Media	Skilled and Industry-ready Professionals	Influential and effective communication	Leadership readiness/ Qualities	Critical/ Reflective thinking & Janguage efficiency	Technologically Efficient Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Team work	Students will acquire professional skills required to be media professionals	Students will be equipped with ICTs competencies including digital literacy	Student shall become ethically committed media professionals and
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	P09	PO10	PO11	PSO1	PSO2	PSO3
SJBJ35 7A	Functional Exposure Report	2	2	3	2	1	1	3	1	1	1	3	3	3	3

Course Code	Course Outcome	PO 1	PO 2	P O 3	PO 4	PO 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	PS O2	PS O3	PS O4
	CO1			3			1	3					3	3	3
SJBJ357A	CO2							3	1		1		3	3	3
505033711	CO3			3	2			3				3	3	3	3
	CO4			3	2			3		1			3	3	3

1=weakly mapped 2= moderately mapped 3=strongly mapped

Project Report

Students will prepare an internship report, covering all the relevance of internship, the work done and learning's on weekly basis during their industry internship. Student will be evaluated on the basis of his progress in creating report, supervisor's feedback and PowerPoint presentation during mid of the semester. At the end of the semester, students will present the report to the examiner and he/she will be evaluated on the basis of viva and the Functional Exposure report.

VAC115	Film Appreciation	L	T	P	С					
Version 1.0		2	-	-	0					
Eligibility/Exposure	BA (JMC), Sem IV, Basic Unders	BA (JMC), Sem IV, Basic Understanding of Cinema								
Co-requisites										

Course Objectives

- 1. To define nature and types of films, and different film movements
- 2. To explain the features of films and their impact on society and role in our lives
- 3. To describe various genres like mystery, noir, fantasy, science-fiction, etc.
- 4. To develop understanding of literary elements in films, themes and symbolism, irony, allegory, etc.
- 5. To demonstrate the concepts behind storytelling, cinematography, and sound

Course Outcomes

After completion of the course student will be able to:

CO1: Define the nature and types of cinema, and different film movements

CO2: Illustrate knowledge films and their impact on society

CO3: Classify a film into different genres

CO4: Critically interpret films by reading (not just viewing) the film for literary elements

CO5: Apply the knowledge of concepts like direction, cinematography, and sound to critique films

Catalogue Description

In this course, we will explore the aesthetics of cinema, the concepts behind storytelling and various elements of a film. Students will discover the elements of what makes a 'good' film and understand the role movies play in our daily lives and in society. The course will also focus on the vital roles that directors and critics play in the movie making process.

Through this course, student will be able to recognize the types of films, their impact on society, and their roles in daily lives. Students will discuss the concepts behind storytelling, cinematography and identify ways sound contributes to movies. Students will get to know the various types of movie genres and Elements of a Film. Book adaptation into films and journey of cinema from theatre to Netflix and i-phones will be discussed. Literacy elements in Film, themes and symbolism, metaphor and allegory, irony and how storytelling makes the audience care about movies will be essential part of the course Various movie genres like mysteries and film noir, horror, fantasy and science fiction, romantic comedy, musicals and documentaries will be taught. The role of the director as facilitator, auteur theory will be discussed.

The course will make students critically interpret films and clearly express those interpretations orally and in writing. They will demonstrate knowledge of the historical development and cultural impact of film as an art form.

Course Content

Unit I – 6 lectures Introduction to Cinema

Introduction, Film Theory, Genre Theory, traditions in world cinema-German Expressionism, Italian neo-realism, French new wave, British new wave, Chinese cinema

Unit II – 6 lectures Types of Cinema

Action cinema, Aspects of Cinema-melodrama, Formalism in Cinema, the language of cinema, city cinema

Unit III – 4 lectures Language of Cinema

Semiotics of cinema, studio cinema, mobile cinema, ideology in cinema, character in cinema

Unit IV- 4 lectures Film Appreciation

Mythology cinema in India, Parallel Cinema, Hindi music film, Hollywood musicals, Iranian cinema, postmodernism and cinema, sequels, remakes, and cult films

Suggested Readings:

Ebert, R. (2003). The Great Movies. Broadway.

Gilmour, D. (2008). The Film Club. Twelve.

Harris, M. (2009). Pictures at a Revolution. Penguin Random House.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Quiz I	Presentatio n/	Mid Term	Attendance	End Term Exam
		Assignment	Exam		
		/ etc.			
Weightage (%)	10	10	20	10	50

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

	Mapping between COs and POs												
	Course Outcomes (COs)	Mapped Program Outcomes											
CO1	Define the nature and types of cinema, and different film movements	PO1											
CO2	Illustrate knowledge films and their impact on society	PO1, PO2											
CO3	Classify a film into different genres	PO6											

CO4		PO6,	PO9	PO3,
CO5	Apply the knowledge of concepts like direction, cinematography, and sound to critique films	PO3, PO9	PO4,	PO6,

		Disciplinary Knowledge	Understanding the Role of Media	Skilled and Industry-ready Professionals		Leadership readiness/ Qualities	Critical/ Reflective thinking & language efficiency		Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Team work	Students will acquire professional skills required to be media professionals	Students will be equipped with ICTs competencies including digital literacy	Student shall become ethically committed media professionals and entrepreneurs adhering to the human values
Course Code	Course Title	PO1	PO2	PO3	PO4	PO 5	PO6	PO7	PO8	PO 9	PO 10	PO 11	PSO1	PSO2	PSO3
VAC115	Film Appreciation	2	2	2			3			2			2	1	2

Course Code	Course Outcome	PO 1	PO 2	P O 3	PO 4	PO 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	PS O1	PS O2	PS O3
	CO1	2											2	1	1
	CO2	2	2										2	1	1
VAC115	CO3						3						1	1	1
	CO4	2	2	2			3			2			2	1	1
	CO5			2	2		3			2			1	1	1

1=weakly mapped 2= moderately mapped 3=strongly mapped

	lo re gl	cal, i gion obal	natio al ar	nd	Relev Emj Entre Skill I	Pr Gend I	ofessio ler, H Enviro	nce to the onal Eth uman Vonment & inability	ics, alues, &	SDG	NEP	POE/4 th IR		
	L o c a 1	R e gi o n al	N ati on al	Globa l	Empl oyabil ity	Entre prene urship	Skill Dev elop ment	Profes sional Ethics mm	Ge nd er	Huma n Value s	Envir onme nt & Sustai nabilit y			
Uni t I				tradition s in world cinema- German Expressi onism, Italian neo- realism, French new wave, British new wave, Chinese cinema								inclusive and sustainable economic growth, full and productive employment and decent work for all (SDG 8) (Learning the components of this unit will enable employabilit y)	Education: Ensuring Equitable Use of Technolog y (24.1- 24.5)	Skills that match Industry Needs (Minimu m industry requireme nt)
Uni t II					Action cinema		Action cinema					Decent	Education (17.1-17.5)	Skills that match

т т		-4 1.	1]			C1-:11- C	D C	T11
Uni		studio						Profession	
t		cinema,							Skills that
III		mobile							match
		cinema						(17.1-17.5)	
							(Learning		Needs
							the		(Knowled
							components		ge of the
							of this unit		softwares
							will enhance		will
							employabilit		elevate
							y)		skills and
									better
									chances of
									employme
									nt)
Uni	Myt	Hindi					Skills for	Profession	Technical
t	holo	music					Decent	al	Skills that
IV	gy	film,					Work	Education	match
	cine	Hollyw					(SDG 4.4)	(17.1-17.5)	Industry
	ma	ood					(Learning		Needs
	in	musical					the		(Knowled
	Indi	s					components		ge of the
	a						of this unit		softwares
							will enhance		will
							employabilit		elevate
							y)		skills and
							-		better
									chances of
									employme
									nt)

SJBJ353A	Communication Research Lab	L	T	P	C
Version 2.0		0	0	4	2
Eligibility/Exposure	Basic Knowledge of Research				
Co-requisites					

- 1. To understand statement of problem pertaining to Journalism and Mass Communication after going through review of relevant literature
- 2. To draft objectives using research gaps and research questions.
- 3. To collect data using relevant research methods
- 4. To critically analyse the data using theoretical framework.
- 5. To write Research Articles/Paper, Project Reports, Reference, and Bibliography

Course Outcomes

After completion of the course student will be able to:

CO1 Understand statement of problem pertaining to Journalism and Mass Communication after going through review of relevant literature

CO2 Draft objectives using research gaps and research questions.

CO3 Collect data using relevant research methods

CO4 Critically analyse the data using theoretical framework.

CO5 Write Research Articles/Paper, Project Reports, Reference, and Bibliography

Catalogue Description

Overview:

Research is an integral part of communication where a society at large is benefitted. Knowing the problem and searching the probable cause for it has always a necessity. Through this course students will be practical converting all the theoretical aspects.

Objective and Expected Outcome:

An important part of this course is designing and conducting a research report. Students will be writing a research paper after thorough working on the literature and methodology. They will be writing an abstract and will be conducting every part of it. Students will also be attending the conference and will try presenting or publishing the research appears in the same.

By the end of this course student will have an analytical approach and work proficiently in the research area.

Course Content

- 1. Writing review of collected literature and finding out research gaps
- 2. Drafting research proposal with problem statement, research questions and objectives.
- 3. Understanding research design and research methods to apply in real life communication for data collection.
- 4. Analysing and inferring the data using theoretical framework.
- 5. Drafting the final report/paper with references/bibliography using APA style sheet.

6.

Suggested Readings:

- 1. Kothari, C R: Research Methodology: Methods & Techniques, Wishwa Prakashan, New Delhi, 2004
- 2. Hansen Andero, Cottle Simon: Mass Communication Research methods Negrine Ralph, Newbold Chris McMillan Press Ltd., London 2004
- 3. Jensen Hlaus Brush ed. A Handbook of Media and Communication Research, Routledge, London 2002
- 4. Judith Bell Doing Your Research Project, Viva Books Private Limited, 1999
- 5. Wimmer Roger D, Dominick Mass Media Research, Thompson, Joseph R New York, 2004
- 6. Uma Josh Media Research- Cross Sectional Analysis, Authors Press, 2002
- 7. G K Parthasarthy Electronic Media and Communication Research Methods, Authors Press, New Delhi, 2006
- 8. Allen T Harrell New Methods in Social Science Researches, Praeger Publishers, New York
- 9. Ghosh, B N Scientific Methods and Social research, Sterling Publishers, New Delhi
- 10. Broota, K D Experimental Designs in Behavioural Research, New Age International

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentatio	Mid	Attendance	End Term
		n/	Term		Exam
		Assignment	Exam		
		/ etc.			
Weightage (%)	10	10	20	10	50

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

	Mapping between COs and POs										
	u niiree i liitenmee (i i ie)	Mapped Program Outcomes									
COI	Understand statement of problem pertaining to Journalism and Mass Communication after going through review of relevant literature	PO1, PO6, PO10									
CO2	Draft objectives using research gaps and research questions.	PO1, PO6, PO10									
CO3	Collect data using relevant research methods	PO3, PO10, PO11									
CO4	Critically analyse the data using theoretical framework.	PO1, PO7, PO6									
	Write Research Articles/Paper, Project Reports, Reference, and Bibliography	PO3, PO4, PO6, PO10									

		Disciplinary Knowledge	Understanding the Role of Media	Skilled and Industry-ready Professionals	Influential and effective communication	Leadership readiness/ Qualities	Critical/ Reflective thinking & language efficiency	Technologically Efficient Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Team work	Students will acquire professional skills required to be media professionals	Students will be equipped with ICTs competencies including digital literacy	Student shall become ethically committed media professionals and entrepreneurs adhering to the human	values
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	P06	PO7	PO8	P09	PO1 0	PO1 1	PS 01	PS 02	PS 03	
SJBJ35 3A	Communicat ion Research Lab	3		2	2		3	2			3	1	3	3	3	

Course Code	Course Outcome	PO 1	PO 2	P O 3	PO 4	PO 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	PS O2	PS O3	PS O4
	CO1	3					3				3		3	3	3
	CO2	3					3				3		3	3	3
SJBJ353A	CO3			2							3	1	3	3	3
	CO4	3					3	2					3	3	3
	CO5			2	2		3				3		3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

After completion of the course, students will have an overall knowledge of writing research paper/project. Students will aim presenting the research paper in conference and publishing the same after duly checked by concerned faculty

	loca reg glo	levance to the cal, national, gional and bbal / Skill velopmental eds Relevance To the Employability/ Entrepreneurship / Skill Development			bility/ eurship ll	Profe Gender Env	ssion , Hu viron		hics, Values,	SDG	NEP	POE/4 th IR		
	L o ca 1		Na tio nal	Gl ob al	Em plo ya bili ty	Entr epre neur ship	Skill Devel opme nt	Profess ional Ethics mm	G e n d er	Hu ma n Va lue s	Envir onme nt & Sustai nabilit y			
Uni t I												Driven Media Development highlights the importance of generating and sharing of knowledge to advance media development, Communictio n Development & Communicati on media, promote the wider and better balanced	holistic individuals), 9.2 (developmen t of cognitive skills and learning outcomes, emphasis on research), 10.3 (multidiscipl inary - high quality teaching, research, and community),	Technical Skills that match Industry Needs (Knowledg e of the Research will elevate research skills and know the
Uni t II							Underst anding research design and research methods					Knowledge- Driven Media Development highlights the	the purpose of developing holistic individuals),	Technical Skills that match Industry Needs

				to apply				(developmen		
				in real			of knowledge		will elev	
				life				\mathcal{C}	research	
										and
							development,			the
							Communictio	·	new	
								emphasis on		1
							Development		areast)	
									/Skill	
							Communicati		_	ome
								inary - high	nt	
							_	quality		
								teaching,		
								research,		
								and		
							disseminatio	community),		
							n of			
							information,			
							designing			
							development			
							campaign	0.1.1 (F)		
Uni			Analys				U	9.1.1 (For		
t			ing an					the purpose		
III			d · c ·					of		
			inferri				Development			
			ng the				highlights the			
			data				-	individuals),		
			using				of generating			
			theoret					(developmen		
			ical				of knowledge			
			frame					cognitive	m 1 '	,
			work						Technic:	
							development,			that
							Communictio	· ·	match	
								emphasis on		′
							Development		Needs	. d.
									(Knowle	_
							Communicati			
								inary - high		
									will elev research	
								•		_
								,		and the
							disseminatio			uie
							n of	-	new research	
							information,		areast)	l
							designing		/Skill	
							development		Develop	me
							campaign		nt	,1110
							Campaign		111	

Uni	Drafting	Knowledge- 9.1.1	. (For		
	the		purpose		
	final	Media of			
	report/p	Development devel	loping		
	aper	highlights the holis	tic		
	with	importance indiv	viduals),		
	referenc	of generating 9.2			
	es/biblio	and sharing (deve	elopmen		
	graphy	of knowledget	of		
	using	to advance cogn			
	APA	media skills		Technic	
	style	development, learn	_	Skills	that
	sheet	Communictiooutco		natch	
			hasis on I		y
		Development resea		Needs	
		& 10.3	,	Knowl	_
		Communicati (mult			
		on media, inary	-		
		promote the quali	•	vill ele	
		wider and teach	_	esearch	
		better resea	,		and
		balanced and		now	the
		disseminatio comr	-		
		n of		esearch	1
		information,		reast)	
		designing		Skill	
		development		Develop	ome
		campaign	n	ıt	

SJBJ355A	Event as a Marketing Tool Lab	L	T	P	С		
Version 2.0		0	-	4	2		
Eligibility/Exposure	BA (JMC), Sem IV, Basic Understanding of Marketing						
Co-requisites							

- 1. To analyze the total market environment of an event, consumer demand and decision-making trends
- 2. To recognize the importance of an event's location and distribution strategy (ticketing) as part of the overall marketing mix
- 3. applying contemporary principles of strategic marketing and communication to the process of event management
- 4. to design and implement a successful event marketing strategy

Course Outcomes

After completion of the course student will be able to:

CO1: To analyze the total market environment of an event, consumer demand and decision-making trends

CO2: To recognize the importance of an event's location and distribution strategy (ticketing) as part of the overall marketing mix

CO3: Applying contemporary principles of strategic marketing and communication to the process of event management

CO4: To design and implement a successful event marketing strategy

Catalogue Description

Overview:

This course reviews the concepts and tools used to design and implement a successful event marketing strategy. The focus of the course is on applying contemporary principles of strategic marketing to the process of event management. These concepts are applicable to the broadest definition of the event management industry including festivals, sporting events, community celebrations, cultural events and arts productions.

Objective and Expected Outcome:

After the successful completion of the course, students should be able to apply a systematic approach to the research, design, planning, implementation, and evaluation of an event marketing strategy, Research and analyze the total market environment of an event, Research consumer demand and decision-making trends. The learners will be able to segment, target, and develop an event market, set effective event marketing objectives.

The students will be able to assess potential threats to an event's success and build clear competitive advantages within the total event design, recognize the importance of an event's location and distribution strategy (ticketing) as part of the overall marketing mix and evaluate the success of an event.

This course will increase competence of students to deal with marketing function of an Event and will help them explore some of the key marketing issues of event management including budgetary, appropriate marketing and advertising techniques which event's organizers can use.

Course Content

- 1. Undertake a survey of target audience for pre event planning process
- 2. Design a project plan for organizing an event
- 3. Write a proposal for potential sponsor for the event
- 4. Develop activity chart
- 5. Develop minute-to-minute programme
- 6. Design publicity material poster, brochure, invitation and print advertising
- 7. Develop crisis management plan
- 8. Filing a final report about the success of event

Suggested Readings:

- 1. Sanjay Singh Gaur & Sanjay Saggere: Event Marketing and Management Revised Edition, Vikas Publishing
- 2. Bruce E Skinner, Vladimir C Sponsorship, Publisher Wiley 2002, ISBN 0471126012
- 3. Anton Shene, Bryn Parry Successful Event Management Thomson Learning ISBN 1844800768, 2004
- 4. Judy Alley: Event Planning, John Wiley and Sons ISBN 0471644129, 2000
- 5. Jaishri N Jethwaney: Public Relations, ND: Sterling
- 6. Pitman Jackson: Corporate Communication for Managers, Pitman Publishing

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentatio	Mid	Attendance	End Term
		n/	Term		Exam
		Assignment	Exam		
		/ etc.			
Weightage (%)	10	10	20	10	50

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

Mapping between COs and POs									
	Course Outcomes (COs)	Mapped Program Outcomes							
CO1	To analyze the total market environment of an event, consumer demand and decision-making trends	PO1,PO6, PO10							
CO2	To recognize the importance of an event's location and distribution strategy (ticketing) as part of the overall marketing mix								
CO3	Applying contemporary principles of strategic marketing and communication to the process of event management	PO3,PO4, PO9							
CO4	To design and implement a successful event marketing strategy	PO1, PO3, PO6,PO11							

		Disciplinary Knowledge	Understanding the Role of Media	Skilled and Industry-ready Professionals	Influential and effective communication	Leadership readiness/ Qualities	Critical/ Reflective thinking & language efficiency	Technologically Efficient Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Team work	Students will acquire professional skills required to be media professionals	Students will be equipped with ICTs competencies including digital literacy	Student shall become ethically	committed media professionals and	entrepreneurs adhering to the numan values
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	P06	PO7	PO8	P09	PO10	PO11	PSO1	PSO2		PSO3	
SJBJ35 5A	Event as a Marketing Tool Lab	3		3	2		1			1	2	2	3	3	3		

Course Code	Course Outcome	PO 1	PO 2	P O 3	PO 4	PO 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	PS O2	PS O3	PS O4
	CO1	3					1				2		3	3	3
SJBJ355A	CO2	3									2		3	3	3
5020011	CO3			3	2					1			3	3	3
	CO4	3		3			1					2	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

The student should maintain a file of all the events organized as part of assignment with soft copy of jobs duly checked and signed by the concerned faculty.

	th na re gl de al	eleva e location egion obal evelo nee	cal, nal, nal a ppmo	nd ent	Em Entre Skill	ployab eprene Develo	urship/ pment	Ethic Envi	vance to the s, Gender, ronment &	Human V z Sustaina	alues, bility	SDG	NEP	POE/4 th IR
	L o c a 1	R e gi o n al	N at io n al	G lo b al	Empl oyabil ity	Entr epre neur ship	Skill Develo pment	Profess ional Ethics mm	Gender	Human Values	Enviro nment & Sustain ability			
Uni t I					Design a project plan for organizi ng an event		Design a project plan for organizin g an event		of target audience for pre event	Undertak e a survey of target audience for pre event planning process		Work (SDG 4.4) (Learning the compone nts of this unit will	Global Educati on Knowle dge, Professi onal Educati on (17.1-	Experience,
Uni t II					Design publicit y material poster, brochur e, invitatio n and print advertisi ng							4.4) (Learning the	Professi onal Educati on (17.1- 17.5)	Technical Skills that match Industry Needs

							will v on assignm s)	vork nent
Uni t III	Develop activity chart	Develop activity chart			4.4) (Learning the	Professi onal Educati on (17.1- 17.5)	Technic Skills match Industry Needs (Minimindustry requirent)/ Ha on Experient Skill Develop nt (Studen	um men nds- nce, ome ts work
Uni t IV	Develop crisis manage ment plan	Develop crisis managem ent plan				Professi onal Educati on (17.1- 17.5)	Technic Skills match Industry Needs (Minimindustry requirent)/ Ha on Experie Skill Develop nt (Studen	um men nds- nce, ome ts work

	MOOC	L T P C
Version 1.0		0 0 0 2
Eligibility/Exposure		
Co-requisites		

SJBJ361A	Storytelling through Media	L	T	P	C
Version 1.0		4	0	0	4
Eligibility/Exposure	BA (JMC), Sem IV, Basics of writing, camera,	edi	ting		
Co-requisites					

- 1. To define the types of audiences and what they find appealing
- 2. To explain the different kinds of media and their impact
- 3. To analyze the effectiveness of different media for different audiences and purposes
- 4. To enumerate the ways in which a strategy can be developed
- 5. To show the use of concepts like direction, cinematography, and sound

Course Outcomes

After completion of the course student will be able to:

CO1: Define the types of audiences and what they find appealing

CO2: Illustrate knowledge of different kinds of media and their impact

CO3: Analyze the effectiveness of different media for different audiences and purposes

CO4: Design a strategy for developing and telling their own stories through media

CO5: Develop multimedia projects in groups/teams using the knowledge of concepts like direction, cinematography, and sound

Catalogue Description

Storytelling is the practice of designing, sharing, and participating in a cohesive story experience across various media platforms - for entertainment, advertising and marketing, or social change.

This course will help learners to design a strategy for developing and telling their own stories for media. It will help learners to shape their ideas into compelling and well-structured narratives and complex story worlds and to identify, understand, and engage different audiences in the stories Most important aspect of persuasive communications is a solid understanding of the audience and what they find appealing. The students will learn the basic theory of persuasive communication, including models of information processing, motivational appeals, message acceptance etc. Effective storytelling starts with developing persuasive content, and then structuring a dramatic narrative that will spark the imagination. They will learn how to apply storytelling principles like shaping the beginning, building the middle, and making the ending powerful.

Students will learn how do the professionals develop such expansive narratives. How do they ensure that each element stays true to the original story? How do they innovatively use different technologies to share the stories, grow audiences and create an active and involved community of fans? Students will learn to engage different audiences in a story that is seamlessly told across all these different platforms.

The course provides the learners with a unique, authentic, and industry relevant learning opportunity. They will have access to learning activities that will equip them with the tools they need to start developing their own story ideas

Course Content

Unit I - 10 lectures Introduction to Storytelling

Understanding the different kinds of story worlds, understanding advertising, different theories and concepts behind advertising, corporate videos, audiences for different types of media, CSR films, documentaries, active and passive audience

Unit II – 10 lectures Fundamentals of Storytelling

What is storytelling, Different ways of storytelling, Anatomy of a story, Creative idea generation, Concept of premise, Brainstorming, Idea mapping

Unit III – 10 lectures Tools and Techniques

Three tools of creating a concept, re-framing, random stimuli, research, gap analysis, developing a conceptual story idea with content, Working creatively in story-worlds, importance of context, developing a story using character arc, storyboarding for advertising and fiction films

Unit IV- 10 lectures Business of Storytelling

Creating compelling pitches for the client, interpreting the brief, making concept note, creating a treatment plan, preparing budget and logistics plan, Execution of at least one project

Suggested Readings:

Davis, M. (2015). How to Increase Your Impact, Influence and Income with the Power of Stories. Greyden Press.

Leitman, M. (2015). Long Story Short: The Only Storytelling Guide You'll Ever Need. Sasquatch Books.

Leitman, M. (2015). The Storyteller's Secret: From TED Speakers To Business Legends, Why Some Ideas Catch On And Others Don't. Sasquatch Books.

Walsh, J. D. (2014). The Art of Storytelling: Easy Steps to Presenting an Unforgettable Story. Moody Publishers.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentatio	Mid	Attendance	End Term
		n/	Term		Exam
		Assignment	Exam		
		/ etc.			
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs) $\,$

Map	ping between COs and POs	
	t ourse thuromes (t t)s)	Mapped Program Outcomes
CO1	Define the types of audiences and what they find appealing	PO1, PO2
CO2	Illustrate knowledge of different kinds of media and their impact	PO1, PO2
CO3	Analyze the effectiveness of different media for different audiences and purposes	PO1, PO2, PO3, PO6
CO4	stories through media	PO1, PO3, PO4, P O6, PO9
CO5	Develop multimedia projects in groups/teams using the knowledge of concepts like direction, cinematography, and sound	PO1, PO3, PO4, PO6, PO9

		Disciplinary Knowledge	Understanding the Role of Media	Skilled and Industry-ready Professionals	Influential and effective communication	Leadership readiness/ Qualities	Critical/ Reflective thinking & language efficiency	Technologically Efficient Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Team work	Students will acquire professional skills required to be media professionals	Students will be equipped with ICTs competencies including digital literacy	Student shall become ethically committed media professionals and entrepreneurs adhering to the human values
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ361 A	Storytelli ng through Media	3	3	3	2		3			2			3	2	3

Course Code	Course Outcome	PO 1	PO 2	P O 3	PO 4	PO 5	P O 6	P O 7	P O 8	P O 9	P O 10	P S O 1	PS O2	PS O3
	CO1	3	2									3	2	3
	CO2	3	3									3	2	3
SJBJ361A	CO3	3	3	3			2					3	1	3
	CO4	2		2	2		3			2		3	2	3
	CO5	3		3	3		3			3		3	2	3

1=weakly mapped
2= moderately mapped
3=strongly mapped

			e to thick			evance T nployabi				the Profes nder, Hun		SDG	NEP	POE/4 ^t h IR
		ional		,	Entrep		hip/ Skill		ies, En	vironmen nability				
			nental	l		C, 010 P111	.0220		2 025 0002					
	nee	_												
	L	Re	Na	Gl	Empl	Entre	Skill	Profes	Gen	Human	Envir			
	О	gio	tio	ob	oyabil	prene	Develop	sional	der	Values	onme			
	ca	nal	nal	al	ity	urship	ment	Ethics			nt &			
	1							mm			Sustai			
											nabili			
											ty			
Uni					CSR		understan			audiences		Profess	Technical	Skill
t I					films		ding			for		ional	Skills that	Develop
							advertisin			different		Educat		ment
							g			types of		ion	-	(Understa
										media		(17.1-		nding the
												17.5)	(Minimum	_
													-	ent
													requiremen	system)
													t)	
Uni														Skill
t II												ional		Develop
												Educat		ment
												ion	_	(Students
												(17.1-	Needs	will
												17.5)		understan
														d HR and
														Leadershi
														p)

Uni	Differen	Different			Profess	Technical	Hands-on
t	t ways	ways of		j	ional	Skills that	Experienc
III III	of	storytellin			Educat	match	e
	storytell	g,		j	ion	Industry	(Undarsta
	ing	g, Creative		((17.1-	Needs	nding
		idea		-	17.5)	(Minimum	Orgasitio
		generation				industry	nal
						requiremen	Structure)
						t)	
Uni	Three				Profess	Technical	Skill
t	tools of			j	ional	Skills that	Develop
IV	creating				Educat		ment
	a						(Students
	concept,						will
	re-			-	17.5)	(Minimum	_
	framing,						roadmaps
	random					requiremen	
	stimuli,					t)	campaign
	research						s)
	Creating						
	compell						
	ing						
	pitches						
	for the						
	client,						
	interpret						
	ing the						
	brief,						
	making						
	concept						
	note	ı					1

SJBJ363A	Fashion Journalism	L	T	P	С
Version 1.0		4	0	0	4
Eligibility/Exposure	Journalism and Fashion Industry				
Co-requisites					

- 1. To encompass knowledge of fashion journalism through critiquing films and fashion trends in different arenas.
- 2. To understand the functioning of media covering fashion industry
- 3. To develop sources in fashion industry
- 4. To write news stories and features on fashion for print media and digital media.
- 5. To design media product based upon fashion journalism
- 6. To integrate the practical knowledge of Fashion Journalism into becoming industry ready professional.

Course Outcomes

After completion of the course student will be able to:

CO1: Encompass knowledge of fashion journalism through critiquing films and fashion trends in different arenas.

CO2: Understand the functioning of media covering fashion industry

CO3: Develop sources in fashion industry

CO4: Write news stories and features on fashion for print media and digital media.

CO5: Design media product based upon fashion journalism

CO6: Integrate the practical knowledge of Fashion Journalism into becoming industry ready professional

Catalogue Description

Overview

This course is designed for students to develop careers in the fashion industry as fashion journalists (in print, Broadcast or digital), fashion photographers. This course will encompass knowledge of fashion journalism through critiquing films and fashion in different arenas. Students will develop communication skills and will understand the various functions of fashion media, such as fashion writers, fashion critics and fashion reporters. It will also help the students to relate it to the current fashion trends covered in different mediums.

Objective and Expected Outcome:

Knowing the importance of growing Fashion sense amongst people it is very important to deliver the best and important information to them. Whether it is about a fashion studio, fashion show or models. The work of a fashion journalist can be quite varied. Typical work includes writing or editing articles or helping to formulate and style a fashion shoot. A fashion journalist typically spends a lot of time researching and/or conducting interviews and it is essential that he or she has good contacts with people in the fashion industry, including photographers and designers. This course will inculcate

skills to be a good fashion journalist and cover various fashion arenas. This will also teach students to edit the fashion articles, news pieces or do review. Studying the latest trend and converting them to stories will also be taught in this course. They will also study writing for fashion magazines, shows and digital platforms which help informing people about the changing trends and wants of the society.

The most important aspect of fashion journalism is critiquing, through this course students would be able to understand the difference in critique and reports. They will be given knowledge about different forms of fashion write ups and its importance in fashion industry.

Course Content

Unit I – 10 lectures Understanding Fashion Journalism

Introduction to Journalism: Fashion media, fashion writers, fashion critics, fashion reporter, fashion journalism for internet and broadcast media research, corporate journalism, events planning and Exhibit design.

Unit II – 10 lectures News Sources

Working with Sources in Fashion Industry, Writing & Editing Fashion related stories and blogs, Importance of Fashion as a beat. Fashion critique and its importance.

Unit III – 10 lectures PR and Brand Management

Public relations, brand management (brand positioning, brand building and measuring) as applied to the fashion system, luxury fashion brands, strategies and public relations specific to luxury fashion, Event design tools and principles for fashion/luxury brands

Unit IV- 10 lectures Content Creation

Fashion styling, shooting with models and makeup artists, Lighting techniques – Indoor model photography, outdoor model photography, Photojournalism: Role and impact of a photograph in print media, Review and analysis of some outstanding photographs, Photo editing- selection of photograph, cropping, caption writing.

Suggested Readings:

Cutlip S. M. & A. H. "Effective Public Relations" Prentice Hall, New Delhi Center

- 2. Jackson, Pitman "Corporate Communication for Managers" Pitman Publishing.
- 3. Mehta D. S. "Handbook of Public Relations in India" Allied Publishers Pvt. Ltd. Mumbai.
- 4. Langford, Michael. (2000) "Basic Photography" (7th Edition) Focal Press, Private Limited.
- 5. Folts, James A., Lovell, Ronald P., Zwahlen Fred C. (2002) "Handbook of Photography" (6th Edition) Thomson Learning.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentation/		Attendance	End Term	
		Assignment/ etc.	Exam		Exam	
Weightage (%)	10	10	20	10	50	

Relationship between the Course Outcomes (COs) and Program Outcomes (POs) $\,$

Mappi	apping between COs and POs							
	Course Outcomes (COs)	Mapped Program Outcomes						
CO1	Encompass knowledge of fashion journalism through critiquing films and fashion trends in different arenas.	PO1, PO2						
CO2	Understand the functioning of media covering fashion industry	PO1, PO2						
CO3	Develop sources in fashion industry	PO1, PO2, PO3						
CO4	Write news stories and features on fashion for print media and digital media.	PO1, PO3, PO4, PO6, PO9						
CO5	Design media product based upon fashion journalism	PO1, PO3, PO4, PO6, PO9						

		Disciplinary Knowledge	Understanding the Role of Media	Skilled and Industry-ready	Influential and effective	Leadership readiness/ Qualities	Critical/ Reflective thinking &	Technologically Efficient Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Team work	Students will acquire professional skills required to be media	Students will be equipped with ICTs competencies including digital literacy	Student shall become ethically committed media professionals and
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11			DSO3
SJBJ36 3A	Fashion Journali sm	3	3	3	2		2			2			3	3	3

Course Code	Course Outco me	PO 1	PO 2	P O3	P O4	P O5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
	CO1	3	3										3	3	3
SJBJ363	CO2	3	1										3	3	3
A	CO3	3	3	3									3	3	3
	CO4	3		3	3		2			2			3	3	3
	CO5	3		3	2		2			3			3	3	3

U	R	elevan	ce to t	he	Re	levance To t	he	Re	levan	ce to	the	SD	NEP	P
ni	1	ocal, na	ationa	ıl,	E	mployability	7/	Prof	fessio	nal Et	hics,	G		О
t		region	al and	l	Entre	preneurship,	/ Skill	Ge	ender,	Hum	an			E/
		glo	bal		1	Development			Val	ues,				4 th
	Ċ	levelop	ment	al				Eı	ıviror	ıment	&			IR
		nee	eds					S	ustaiı	nabili	ty			
	L	Re	N	G	Empl	Entrepre	Skill	Pro	G	Н	En			
	oc	gio	at	lo	oyabil	neurship	Devel	fess	e	u	vir			
	al	nal	io	b	ity		opme	ion	n	m	on			
			n	al			nt	al	d	a	me			
			al					Eth	er	n	nt			
								ics V &						
								m		al	Sus			
								m		u	tai			
										es	na			
											bili			
											ty			
U					Fashion							Inclus	20.1	Tech
nit					media,							ive	(ethic	nical
I					fashion							Know	and	Skill
					writers,							ledge	importa	S
					fashion							Societ	nce of	that
					critics,							ies,so	public	matc
					fashion							cial	purpos	h
					reporter							inclus	e, an	Indu
					,							ion,	educati	stry
					corpora							knowl	on in	Nee
					te							edge-	the	ds

		journali				drive	discipli	(Kn
		sm				n	ne, and	owle
						media	an	dge
						devel	educati	of
						opme	on for	the
						nt,tec	practic	desc
						hnical	e), 20.2	iplin
						innov	(Profes	e)
						ation,	sional	
						net	educati	
						neutra	on -	
						lity	holistic	
						ROA	and	
						M Dainesi	multidi	
						Princi	sciplina	
						ples,	ry	
						increa	educati	
						se	on),	
						partic	23.2	
						ipatio	(Use of	
						n in	technol	
						the	ogical	
						comm	tools),	
						unicat	11.2	
						ion	(creativ	
						proce	ity and	
						ss,	innovat	
						streng	ion,	
						then	critical	
						comm	thinkin	
						unicat	g and	
						ion	higher-	
						capac	order	
						ities ,	thinkin	
						prom	g	
						ote	capaciti	
						the	es,	
						wider	proble	
						and	m-	
						better	solving	
						balan	abilitie	
						ced	s,	
						disse	teamw	
						aisse	waniw	

							minat ion of infor matio n,dev elopin g a free and indep enden t media	ork, commu nicatio n skills, more indepth learnin g and master y of curricul a across fields, increas es in social and moral awaren ess)	
U nit II			Writing & Editing Fashion related stories and blogs	Writing & Editing Fashion related stories and blogs			Inclus ive Know ledge Societ ies,so cial inclus ion, knowl edge- drive n media devel opme nt,tec hnical innov ation, net neutra	20.1 (ethic and importa nce of public purpos e, an educati on in the discipli ne, and an educati on for practic e), 20.2 (Profes sional educati on -	Tech nical Skill s that matc h Indu stry Nee ds (Kn owle dge of the desc iplin e)

						1itx	holistic	
						lity		
						ROA	and	
						M Dainesi	multidi	
						Princi	sciplina	
						ples,	ry	
						increa	educati	
						se	on),	
						partic	23.2	
						ipatio	(Use of	
						n in	technol	
						the	ogical	
						comm	tools),	
						unicat	11.2	
						ion	(creativ	
						proce	ity and	
						SS,	innovat	
						streng	ion,	
						then	critical	
						comm	thinkin	
						unicat	g and	
						ion	higher-	
						capac	order	
						ities ,	thinkin	
						prom	g	
						ote	capaciti	
						the	es,	
						wider	proble	
						and	m-	
						better	solving	
						balan	abilitie	
						ced	S,	
						disse	teamw	
						minat	ork,	
						ion of	commu	
						infor	nicatio	
						matio	n skills,	
						n,dev	more	
						elopin	indepth	
						g a	learnin	
						free	g and	
						and	master	
						indep	y of	
						enden	curricul	

U nit III			Public relation s, , brand manage ment	Public relations		Pu bli c rel ati ons	Inclus ive Know ledge Societ ies,so cial inclus ion, knowl edge- drive n media devel opme nt,tec hnical innov ation,	a across fields, increas es in social and moral awaren ess) 20.1 (ethic and importa nce of public purpos e, an educati on in the discipli ne, and an educati on for practic e), 20.2 (Profes sional	Tech nical Skill s that matc
							devel opme nt,tec hnical	educati on for practic e), 20.2	nical Skill s that

						1		comm	tools),	
								unicat	11.2	
								ion	(creativ	
								proce	ity and	
								SS,	innovat	
								streng	ion,	
								then	critical	
								comm	thinkin	
								unicat	g and	
								ion	higher-	
								capac	order	
								ities,	thinkin	
								prom	g	
								ote	capaciti	
								the	es,	
								wider	proble	
								and	m-	
								better	solving	
								balan	abilitie	
								ced	s,	
								disse	teamw	
								minat	ork,	
								ion of	commu	
								infor	nicatio	
								matio	n skills,	
								n,dev	more	
								elopin	indepth	
									learnin	
								free	g and	
								and	master	
								indep	y of	
								enden	curricul	
								t	a	
								media	across	
								modiu	fields,	
									increas	
									es in	
									social	
									and	
									moral	
									awaren	
									ess)	
	1		I.	1	Į.					

U			Fashion	outdoor	captio			Inclus	20.1	
nit			styling,	model	n			ive	(ethic	
IV			shootin	photograp	writing			Know	and	
1 1			g with		Willing			ledge	importa	
			models	l II y				Societ	nce of	
			and					ies,so	public	
			makeup					cial	purpos	
			artists,					inclus	e, an	
			outdoor					ion,	educati	
			model					knowl	on in	
			photogr					edge-	the	
			aphy,					drive	discipli	
			Photojo					n	ne, and	
			urnalis					media	an	
			m					devel	educati	
			111					opme	on for	
								_		
								nt,tec hnical	practic	
									e), 20.2	
								innov	(Profes	
								ation,	sional	
								net	educati	
								neutra	on -	
								lity	holistic	
								ROA	and	Tech
								M Dain ai	multidi	nical
								Princi	sciplina	Skill
								ples,	ry	s
								increa		that
								se	on),	matc
								partic	23.2	h
								ipatio	(Use of	Indu
								n in	technol	stry
								the	ogical	Nee
								comm	tools),	ds
								unicat	11.2	(Kn
								ion	(creativ	owle
								proce	ity and	dge
								ss,	innovat	of
								streng	ion,	the
								then	critical	desc
								comm	thinkin	iplin
								unicat	g and	e)
								ion	higher-	-/

						capac	order	
						ities,	thinkin	
						prom	g	
						ote	capaciti	
						the	es,	
						wider	proble	
						and	m-	
						better	solving	
						balan	abilitie	
						ced	s,	
						disse	teamw	
						minat	ork,	
						ion of	commu	
						infor	nicatio	
						matio	n skills,	
						n,dev	more	
						elopin	indepth	
						g a	learnin	
						free	g and	
						and	master	
						indep	y of	
						enden	curricul	
						t	a	
						media	across	
							fields,	
							increas	
							es in	
							social	
							and	
							moral	
							awaren	
							ess)	
		<u> </u>						

			SEMESTER VI				
1	CC	SJBJ302A	Global Media Scenario	3	1	-	4
2	CC	Media Organizations and Entrepreneurship	3	1	-	4	
3	SEC	SJBJ352A	Major Project	-	-	12	6
4	VAC	VAC 112	Successful Communication - Writing and Presentation	2	-	-	0
5	MO OC		MOOC	-	-	1	2
6	DSE		DSE-IV	3	1	1	4
			TOTAL	11	3	12	20

SJBJ302A	Global Media Scenario	L	T	P	C
Version 2.0		3	1	-	4
Eligibility/Exposure	Basic knowledge of World Politics				
Co-requisites					

- 1. To explain the students with world communication during and after cold war
- 2. To describe the struggle for bridging information gaps in the world
- 3. To explain the students the developments regarding information cooperation in the world
- 4. To acquaint them with the contemporary trends in world media
- 5. To sensitize the students on the benefits of the new order to India

Course Outcomes –

After completion of the course student will be able to:

CO1: Explain the students with world communication during and after cold war

CO2: Describe the struggle for bridging information gaps in the world

CO3: Explain the developments regarding information cooperation in the world

CO4: Explain the contemporary trends in world media

CO5: Understand the new order to India to become industry ready professionals

Catalogue Description

This course will make students aware of the struggle for bridging information gaps in the world. Students will be imparted the knowledge about the developments regarding information cooperation in the world. This course will acquaint them with the contemporary trends in world media. Students will learn the benefits of the new world information order and its importance in Indian perspective.

We have been reading and studying the history since ages but the communication patterns at the time of historical instances hold lot of importance. At the time of world war, the media has been used as a tool to propagate people. The students will be learning the instances and case studies of communication patterns of World War I & II and its use in war time.

Struggle for bridging the information gap between the developed and developing countries will be studied in this course. Apart from this, domination by transnational news agencies will be covered in this course. News flow between countries has always been an issue of discussion which led to demand for New World Information and Communication Order. To understand NWICO case studies and documentaries will be

showcased for understanding. Understanding international media and the mergers happening in the Contemporary Trends in World Media holds equal importance. And the students will be able to understand world media through it.

Gandhian approach towards media has always been a topic of discussion which will be taught to the students through this course. Being the developing country, India has faced lot of discrimination in media coverage; therefore Indian media doesn't take chance of ignoring the third world countries coverage. This course will highlight the importance of the same and students will be taught how Indian media has been balancing this change

Course Content

Unit I 10 Lectures World Communication

- 1. Trends in World communication: An overview since World War II
- 2. Cold War Days. Emergence of Third World countries and the Non-Aligned Block
- 3. Use of media by power blocs, super powers
- 4. Integration between information, armament/military and media

Unit II 10 Lectures

Word Information and Communication Order

- 1. Domination of the transnational news agencies
- 2. Barriers to the flow of news
- 3. Struggle for news between developed and developing countries
- 4. Demand for new world information and communication order

Unit III 10 Lectures

Information cooperation and Organisations

- 1. Bilateral, multilateral and regional information cooperation
- 2. Role of International organizations UN resolutions on Media related issues
- 3. International practices on visual coverage and regulation in media exchange
- 4. Benefits of information cooperation to India

Unit IV 10 Lectures Role of Indian media

- 1. The Gandhian approach
- 2. International Mergers/Media Moghuls
- 3. Presence of international media organizations in India
- 4. Role of Indian media in raising issues of the third world

Suggested Readings:

Bride, S. M. (1986). Many Voices One World. UNESCO Publications. Hamelink, C. Trends in World Communication.

Nordenstreng, K. Politics of News.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentatio n/ Assignment	Term	Attendance	End Term Exam
		/ etc.			
Weightage (%)	10	10	20	10	50

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

Map	ping between COs and POs	
	Course Outcomes (COs)	Mapped Program Outcomes
CO1		PO1, PO2
CO2	Describe the struggle for bridging information gaps in the world	
CO3	Explain the developments regarding information cooperation in the world	PO1, PO2, PO4
CO4	Explain the contemporary trends in world media	PO1, PO2
CO5	Know the new order to India to become industry ready professionals	PO1, PO2, PO3, PO4, PO10

		Disciplinary Knowledge	Understanding the Role of Media	Skilled and Industry-ready	Influential and effective	Leadership readiness/ Qualities	Critical/ Reflective thinking $\&$ language efficiency	Technologically Efficient Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Team work	Students will acquire professional skills required to be media	Students will be equipped with ICTs competencies including digital	Student shall become ethically committed media professionals and entrepreneurs adhering to the human
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ 30 2A	Global Media Scenario	3	3	3	2						1		3	3	3

Course Code	Course Outcome	P O 1	PO 2	P O3	P O4	P O5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
	CO1	3	3										3	3	3
SJBJ302	CO2	3		2							1		3	3	3
A	CO3	3	2		1								3	3	3
	CO4	3	3										3	3	3
	CO5	3	2	3	3						1		3	3	3

	nation	al, regi	the loca onal and omental	d	Emplo Entrep	the oyabil reneu Skill	ity/ rshi	Prof Gende Er	elevan Tession Fr, Hun Testain	nal Et man V iment	hics, Values, &	SDG	NEP	POE/ 4 th IR
	Local	Regi onal	Natio nal	Globa 1	Empl oyabil ity	Ent rep ren eur shi p	Ski ll De vel op me nt	Profes sional Ethics mm	Ge nd er	Hu ma n Va lue s	Envir onme nt & Sustai nabilit y			
Uni t I				Trends in World commu nication, Cold War Days. Emerge nce of Third World countrie s and the Non- Aligned Block	1.							g a free and independ ent media,Inc lusive Knowled ge Societies, social inclusion, knowledg e-driven media developm ent,techni	importance of public purpose, an education in the discipline, and an education for practice),	al Skills that match Industry Needs (Knowl edge of the descipli ne)

		1						1
						 innovatio		
						n, net	education),	
						neutrality	23.2 (Use	
						ROAM	of	
						Principles	technologi	
							cal tools),	
						participati		
							(creativity	
						communi		
							innovation,	
							critical	
						_ ′		
						strengthe		
							and higher-	
						communi		
							thinking	
							capacities,	
							problem-	
						the wider		
						and better		
							teamwork,	
							communic	
							ation skills,	
						informati	more	
						on,	indepth	
							learning	
							and	
							mastery of	
							curricula	
							across	
							fields,	
							increases	
							in social	
							and moral	
							awareness)	
Uni		Internati					20.1 (ethic	Tachnic
t II		onal				g a free		al Skills
ι 11							importance	
		Mergers /Media						
							of public	
		Moghul					purpose, an	
		S					education	
							in the	(Knowl
							discipline,	
						_		the
								descipli
								ne)
						inclusion,		
						knowledg		
							(Profession	
							al	
						developm	education -	

								ent,techni	holistic and	
									multidiscip	
								innovatio	linary	
								n, net	education),	
								neutrality	23.2 (Use	
								ROAM	of	
								Principles	technologi	
									cal tools),	
								participati		
									(creativity	
								communi		
									innovation,	
									critical	
								strengthe		
									and higher-	
								communi		
									thinking	
									capacities,	
								-	problem-	
								the wider		
								and better		
									teamwork,	
									communic	
									ation skills,	
								informati		
									indepth	
									learning	
									and	
									mastery of	
									curricula	
									across	
									fields,	
									increases	
									in social	
									and moral	
									awareness)	
Uni	bilateral								20.1 (ethic	
t	, multila							g a free		al Skills
III	teral an								importance	
	d	1 and	and						of public	
	regional		regiona						purpose, an	
	informa		1						education	
	tion	inform	inform					lusive	in the	(Knowl
	coopera	ation	ation					Knowled	discipline,	edge of
			cooper							the
		ation	ation					Societies,	education	descipli
										ne)
								inclusion,	practice),	
								knowledg		
									(Profession	
									`	1

	· · · · · · · · · · · · · · · · · · ·	1	T					T	1
								al	
								education -	
								holistic and	
							cal	multidiscip	
							innovatio	linary	
							n, net	education),	
								23.2 (Use	
								of	
							Principles	technologi	
								cal tools),	
							participati		
								(creativity	
							communi		
								innovation,	
								critical	
							<u>, </u>		
							strengthe		
								and higher-	
							communi		
								thinking	
								capacities,	
								problem-	
							the wider		
							and better		
								teamwork,	
							dissemina	communic	
							tion of	ation skills,	
							informati	more	
							on,	indepth	
								learning	
								and	
								mastery of	
								curricula	
								across	
								fields,	
								increases	
								in social	
								and moral	
T T:		D - 1						awareness)	T1
Uni		Role of	1					20.1 (ethic	
t T		Indian					g a free		al Skills
IV		media					and	importance	that
		in 						of public	
		raising						purpose, an	
		issues						education	
		of the						in the	(Knowl
		third						discipline,	
		world					_		the
									descipli
							social	for	ne)
							inclusion,		
	<u> </u>		1				,	_ш ····/,	l .

					knowledg 20.2
					e-driven (Profession
					media al
					developm education -
					ent,techni holistic and
					cal multidiscip
					innovatio linary
					n, neteducation),
					neutrality 23.2 (Use
					ROAM of
					Principles technologi
					, increase cal tools),
					participati 11.2
					on in the (creativity
					communi and
					cation innovation,
					process, critical
					strengthe thinking
					n and higher-
					communi order
					cation thinking
					capacities capacities,
					, promote problem-
					the widersolving
					and betterabilities,
					balanced teamwork,
					dissemina communic
					tion of ation skills,
					informati more
					on, indepth
					learning
					and
					mastery of
					curricula
					across
					fields,
					increases
					in social
					and moral
					awareness)

SJBJ304A	Media Organizations and Entrepreneurship	L	Т	P	С
Version 1.0		3	1	0	4
Eligibility/Exposure	BA(JMC) V				ı
Co-requisites					

- 1. To develop the understanding of principles and functions of management.
- 2. To explain the planning and operation of media organizations
- 3. To distinguish the behavioural aspects and leadership styles in media organisations
- 4. To describe the structure and functions of media organizations
- 5. To develop the cost and revenue factors in media organizations
- 6. To integrate the theoretical and practical knowledge of media management into becoming industry ready professional.

Course Outcomes

After completion of the course student will be able to

CO1: Develop the understanding of principles and functions of management.

CO2: Explain the planning and operation of media organizations

CO3: Distinguish the behavioural aspects and leadership styles in media organisations

CO4: Describe the structure and functions of media organizations.

CO5: Develop the cost and revenue factors in media organizations

CO6: Integrate the theoretical and practical knowledge of media management into becoming industry ready professional.

Catalogue Description

Basics of Management, its functions and principles will be discussed to understand the practical stances of the same in this course. Students will be acquainted with managerial hierarchy, responsibility, authority and accountability in media organizations. Human resource planning in a media organization holds lot of importance as it is different from any other profession.

To understand the various media houses, it is important to know the structure and the function of the same. Whether it is print media house, broadcasting or new media organization each has different working and entrepreneurship qualities. These courses will teach the students the variety of difference which is required to work in the managerial set up of the company.

Students will be opened to future issues of concern for the field in particular regard to cross-media and multi-platform distribution that opens new creative avenues for trans media storytelling but introduces new economic and managerial challenges. Media economics is different from other products and services as media caters to dual markets. Depending upon the economies, marketing and distribution system is also different for media products and services.

Course Content

Unit I – 10 lectures Management

Definition of Management, Principle of Management, Management its needs and functions such as Planning, Organizing, Directing, Staffing, Controlling and Coordination, Management: Responsibility, Authority and Accountability, Span of control

Unit II – 10 lectures Establishing media organization

Establishing a media organization: Steps involved, process, Importance of entrepreneurship and sources of finance, Human Resource planning in a media organization, Leadership: Importance and major types

Unit III – 10 lectures Media organizations

Media organizations: Need and importance, Structure of print media organizations, Structure of broadcast media organizations, Structure of new media organizations, Ownership patterns of media organizations

Unit IV- 10 lectures Economics of media organizations

Economics of media organizations, Sources of revenue in a newspaper/magazine, TV organization: Issues of marketing and distribution, Cost and revenue factors in web based organizations, TV channels, Radio Stations, Print Media Organizations

Suggested Readings:

- 1. Redmond, J., & Trager, R. (2004). Media Oragnization Management. Dreamtech Press.
- 2. Lavine, J. M., & Wackman, D. B. (1987). *Managing media organizations: Effective leadership of the media*. Longman Publishing Group.
- 3. Murugan, M. S. (2008). *Management Principles and Practice*. New Age International Private Limited.
- 4. Redmond, J., & Trager, R. (2004). *Balancing on the wire: The art of managing media organizations*. Atomic Dog Pub.
- 5. Doyle, G. (2013). Understanding media economics. SAGE Publications.
- 6. Herrick, D. F. (2012). Media management in the age of giants: Business dynamics of journalism. UNM Press.
- 7. Kotler, P. (2003). Marketing management. Prentice Hall.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentatio	Mid	Attendance	End Term
		n/	Term		Exam
		Assignment	Exam		
		/ etc.			
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs) $\,$

	Mapping between COs and POs	
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Develop the understanding of principles and functions of management.	PO1, PO2,
CO2	Explain the planning and operation of media organizations.	PO2, PO4, PO6
СОЗ	Distinguish the behavioural aspects and leadership styles in media organisations.	PO2, PO4, PO5, PO6
CO4	Describe the structure and functions of media organizations.	PO3, PO11
CO5	Develop the cost and revenue factors in media organizations.	PO2, PO3, PO8, PO9
CO6	Integrate the theoretical and practical knowledge of media management into becoming industry ready professional.	PO3, PO9, PO11

		Disciplinary Knowledge	Understanding the Role of Media	Skilled and Industry-ready Professionals	Influential and effective communication	Leadership readiness/ Qualities	Critical/ Reflective thinking & language efficiency	Technologically Efficient Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Team work	Students will acquire professional skills required to be media professionals	Students will be equipped with ICTs	competencies including digital literacy	Student shall become ethically committed media professionals and entrepreneurs
Course Code	Course Title	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	$\frac{PO}{7}$	PO 8	PO 9	PO 10	PO 11	Sd) (PS	PS
A	Media Organisations and Entrepreneurship	3	3	3	2	1	1		1	2		2	3	3		3

Course Code	Course Outcome	P O 1	PO 2	P O3	P O4	P O5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
	CO1	3	3										3	3	3
SJBJ304	CO2		3		1		1						3	3	3
A	CO3		3		1	2	2						3	3	3
	CO4			2								2	3	3	3
	CO5		2	3					1	3			3	3	3
	CO6			3						3		2	3	3	3

	loca reg dev nee	al, nat ional elopn ds	e to the tional, and glonental	bal	Emp Entrepre Dev	elopm	lity/ nip/ Skill	Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/ 4 th IR
I I.a.:	L oc al	Re gio nal	Nati onal	Gl ob al	Employ ability	Entr epre neur ship	Develo pment	Profe ssion al Ethic s mm	Gender	Hum an Valu es	Enviro nment & Sustain ability	Cl-:11.	Duefeesi	Taskais
Uni t I					Organizin g, Directing, Staffing, Controlli ng and Coordinat ion					Respo nsibilit y, Author ity and Accou ntabilit		for	onal Educati on (17.1- 17.5)	Technic al Skills that match Industr y Needs (Minim um industr y require ment) / Skill Develo pment

- ·	1	<u></u>	1	<u> </u>		. .	a1 :::	D 2 ·	lm • · ·
Uni		Establishi			Leadershi				Technic
t II		ng a			p:	ship:			al
		media			Importan	Import	Decent	Educati	Skills
		organizati				ance	Work	on	that
		on				and			match
					_	major	`	`	Industr
					• -	_		,	
						types	(Learnin		y
							g the		Needs/
							compon		Skill
							ents of		Develo
							this unit		pment
							will		
							enhance		
							employa		
T T .		G, ,					bility)	D C .	TD 1 '
Uni		Structure		Owners					Technic
t		of print		hip					al
III		media		patterns			Decent	Educati	Skills
		organizati		of			Work	on	that
		ons		media			(SDG	(17.1-	match
				organiz			`	`	Industr
				ations			(Learnin		
				ations			`		y Needs
							g the		1
							compon		(Minim
							ents of		um
							this unit		industr
							will		y
							enhance		require
							employa		ment) /
							bility)		Skill
							omity)		Develo
							a		pment
Uni		Economic							Technic
t		s of							al
IV		media					Decent	Educati	Skills
		organizati					Work	on	that
		ons, Sour					(SDG	(17.1-	match
		ces of					`	,	Industr
		revenue					(Learnin		
							`		y Needs
		in a					g the		
		newspape					compon		(Minim
		r/magazin					ents of		um
		e, TV					this unit		industr
		organizati					will		у
		on, Radio					enhance		require
		Stations					employa		ment) /
							bility)		Skill
							omity)		Develo
									pment

SJBJ352A	Major Project	L	T	P	С
Version 2.0		0	0	12	6
Eligibility/Exposure	BA(JMC), I, II, III, IV, V Sem				
Co-requisites					

- 1. To introduce students the application of all the courses studied in previous years in the form of group based/individual projects
- 2. To prepare the students to be skillful, ethical, adaptable and persuasive professional communicators.
- 3. To able to find solution for real life communication/media problems.
- 4. To apply written, oral and visual communication skills while designing the project
- 5. To design a media product/portfolio to showcase their expertise in various areas of Mass Communication.

Course Outcomes

After completion of the course student will be able to

CO1: Introduce students the application of all the courses studied in previous years in the form of group based/individual projects

CO2: Prepare the students to be skillful, ethical, adaptable and persuasive professional communicators.

CO3: Able to find solution for real life communication/media problems.

CO4: Apply written, oral and visual communication skills while designing the project

CO5: Design a media product/portfolio to showcase their expertise in various areas of Mass Communication.

Catalogue Description

In the five semesters of BA (JMC) the learner gets a solid foundation in print media, electronic media, Event Management, Public Relations, Advertising, Media Research and Social media. Building on this foundation, students develop a wide variety of mass communication skills which they need in today's changing media and communication environment. They apply these skills inside and outside the classroom. To serve these ends, the course is structured with application of all the skills that strengthens students' practical knowledge to create final products of various disciplines of mass communication.

This 'hands on' course attempts to introduce students the application of all the courses studied in previous years in the form of group based/individual projects where real problems of communication that exist in the world around us can be studied and even solved.

Objective and Expected Outcome:

Students generally encounter difficulties in applying the knowledge gained in classroom in different courses. Main objective of the course is to prepare the students to be skillful, ethical, adaptable and persuasive professional communicators. Our students should be ready to address the challenges of a quickly changing occupational landscape and prepared to meet the diverse needs of stakeholders across society. The course prepares our students to engage in the work that leaves a positive impact on the surrounding community.

During the final semester students will choose one area of their choice and will apply a diverse set of skills to meet a variety of media-oriented objectives. They will use written, oral

and visual communication skills to fulfill the objectives of course. They will be able to develop an understanding of journalistic investigation methods and the ability to critically evaluate images and ideas presented through media. They will produce a finished media product which may be used to showcase their expertise in that stream of mass communication.

This course will ignite creative thoughts and fuel new imaginations in the field of communication. After completing the course, students will be able to create project based upon real life communication problems.

Course Content

Each student will be assigned the Final Project at the end of the Fifth Semester. The Final Project will be pursued by her/him under the supervision of internal supervisor(s) in the Sixth Semester. Each student will make his/her final project on any one of the disciplines, i.e., Print Media/ Electronic Media (Radio & TV)/ New Media/ Integrated Marketing (Advertising, Public Relations & Event Management)/Media Research on the subject/theme approved by the Dean/HoD in the Fifth Semester. The Project Report (in duplicate) both hard & soft copy along with the end product will be submitted by the student at least four weeks prior to the date of commencement of the End-Term Examination of the Sixth Semester. The student will present her/his final product along with a multi-media presentation and project report during final exam.

The Project Report and final product will be evaluated by Examiner through continuous and final assessment.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Chapters	Supervisor's feedback	PowerPoint Presentation	End Term Exam
Weightage (%)	10	10	30	50

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

	Mapping between COs and POs									
	Course Outcomes (COs)	Mapped Program Outcomes								
CO1	Introduce students the application of all the courses studied in previous years in the form of group based/individual projects	PO1, PO3, PO 9								
CO2	Prepare the students to be skillful, ethical, adaptable and persuasive professional communicators.	PO3, PO6, PO 8								
CO3		PO4, PO5,								
CO4	Apply written, oral and visual communication skills while designing the project	PO3, PO4, PO7, PO9								
CO5	Design a media product/portfolio to showcase their expertise in various areas of Mass Communication.	PO9								

		Disciplinary Knowledge	Understanding the Role of Media	Skilled and Industry-ready Professionals	Influential and effective communication	Leadership readiness/ Qualities	Critical/ Reflective thinking & language	Technologically Efficient Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Team work	Students will acquire professional skills required to be media professionals	Students will be equipped with ICTs competencies including digital literacy	Student shall become ethically committed media professionals and entrepreneurs adhering to the human values
Course Code	Course Title	PO1	P02	PO3	P04	PO5	P06	PO7	PO8	P09	PO10	PO11	PSO1	PSO2	PSO4
SJBJ352A	Major Project	2	2	3	2	1	1	3	1	1	1	3	3	3	3

Course Code	Course Outcome	P O 1	PO 2	P O3	P O4	P O5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
	CO1	2		3						1			3	3	3
SJBJ352	CO2			3			1		1				3	3	3
A	CO3				2	1							3	3	3
	CO4			3	3			3		1			3	3	3
	CO5									1			3	3	3

MOOC	L T F	, C
	0 0 0	2
		0 0 0

VAC112	Successful	Communication	-	Writing	andL	Т	P	С
	Presentation	n						
Version 1.0					2	0	0	0
Eligibility/Exposure	BA(JMC) V	V				•		
Co-requisites								

- 1. To learn to communicate ideas with confidence and power
- 2. To apply writing skills for well-organized, clear business documents;
- 3. To design ideas in elegant presentation slides, reports, and posters
- 4. To deliver them with the clarity and impact they desire.
- 5. To develop a portfolio of work to showcase their communication skills and represent their personal brand.

Course Outcomes -

After completion of the course student will be able to:

- CO1- Learn to communicate ideas with confidence and power
- CO2: Apply writing skills for well-organized, clear business documents;
- CO3: Design ideas in elegant presentation slides, reports, and posters
- CO4: Deliver them with the clarity and impact they desire.
- CO5: Develop a portfolio of work to showcase their communication skills and represent their personal brand.

Catalogue Description

Overview:

One of the most important skills, you need to develop for good career is effective and successful communication. For today's successful career communication is the most important skill. Corporate leaders use their writing skills to power their ability to communicate and launch their ideas. This course will teach learners how to use writing skills for their work and how to develop powerful ideas. Students will learn how to deliver them with the clarity and impact they desire.

Objective and Expected Outcome:

This course will train the learners to apply the top ten principles of good writing in their day to day jobs. They will be taught how to deploy simple tools to dramatically improve writing, and how to execute organization, structure, and revision to communicate more masterfully than ever.

The principles they will learn in this course will enable them to make powerful presentations. They will be also provided the foundation for moving into designing successful presentation,

so that they may unleash their best professional self whenever--and however--they present their ideas in the workplace.

In this course, learners will be provided a series of pragmatic videos and exercises for successful public speaking and presentations. They will learn to write well-organized, clear business documents; to design elegant presentation slides, reports, and posters; and to present and speak with confidence and power. They will develop a portfolio of work to showcase their communication skills and represent their personal brand. They'll learn that excellence in communication involves the ability to express their professional skills.

By the end of this course student will be able to discover the power to be a communicator and express it to the world. After this course, with some practice, learner will be able to express his ideas aesthetically and powerfully in professional roles.

UNIT I 10 -4 Lectures Types of Skills

Introduction to Soft Skills— Hard skills vs soft skills— employability and career Skill, Grooming as a professional with values, Time Management, General awareness of Current Affairs

UNIT II- 4 Lectures Presentation Techniques

Self-Introduction-organizing the material, Introducing oneself to the audience, introducing the topic, answering questions, individual presentation practice, presenting the visuals effectively, 5 minute power point presentations

UNIT III- 6 lectures Facing Interviews

Interview etiquette, dress code, body language, attending job interviews, telephone/skype interview, one to one interview &panel interview, FAQs related to job interviews

UNIT IV- 6 lectures Portfolio Building

Recognizing differences between groups and teams, managing time-managing stress, networking professionally, respecting social protocols, understanding career management, developing a long-term career plan-making career change, resume creation, corporate portfolio

1. Suggested Readings:

- 1. Writing That Works: How to Communicate Effectively in Business by Kenneth Roman, Collins Reference
- 2. Words that Sell by Richard Bayan, McGraw-Hill Education
- 3. Business Writing Today: A Practical Guide by Natalie
- 4. How to Say It: Choice Words, Phrases, Sentences, and Paragraphs for Every Situation by Rosalie Maggio, Prentice Hall Press

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentatio	Mid	Attendance	End Term
		n/	Term		Exam
		Assignment	Exam		
		/ etc.			
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs) $\,$

Mapping between COs and POs							
	Course Outcomes (COs)	Mapped Program Outcomes					
CO1	Learn to communicate ideas with confidence and power	PO1, PO3,PO4					
CO2	Apply writing skills for well-organized, clear business documents;	PO1, PO3					
CO3	Design ideas in elegant presentation slides, reports, and posters	PO1, PO7, PO9					
CO4	Deliver them with the clarity and impact they desire.	PO4,PO6					
CO5	Develop a portfolio of work to showcase their communication skills and represent their personal brand.	PO3, PO4, PO6, PO7, PO10, PO11,					

		Disciplinary Knowledge		Skilled and Industry-ready	Influential and effective	Communication Leadership readiness/ Oualities	-	language efficiency	Technologically Efficient Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Team work	Students will acquire	Students will be equipped with	ICTs competencies including	Student shall become ethically	committed media professionals	and entrepreneurs adhering to the	numan values
Course Code	Course Title	P01	PO2	PO3	PO4	PO5	POG	100	PO7	PO8	P09	PO10	PO11	PSO1		PSO2		PSO3		
VAC11	Successful Communicati on - Writing and Presentation			3	3	2	2		2		1	1	1	3	3		3			

Course Code	Course Outcome	P O 1	PO 2	P O3	P O4	P O5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
	CO1	3		3	3								3	3	3
VAC112	CO2	3		3									3	3	3
VAC112	CO3	3						2		1			3	3	3
	CO4				3		2						3	3	3
	CO5			3	3		2	3			1	1	3	3	3

	loca reg	al, na iona elop	nce to thational, ational, and gomental	, lobal	Em Entro	vance To ployabil epreneur Develop	ity/ :ship/	Pro Gende E	elevand fession er, Hun nviron fustain	al Eth nan V ment	aics, alues, &	SDG	NEP	POE/4 ^t h IR
	L o ca 1	R e gi o n al	Nati onal	Glob al	Empl oyabil ity	Entre prene urship	Skill Devel opme nt	Profes sional Ethics mm	Gen der	Hu ma n Va lue s	Envir onme nt & Sustai nabilit y			
Uni t I							Soft Skills					Driven Media Develop ment highligh ts the importa nce of generati ng and sharing of knowled ge to advance	(For the purpose of developing holistic individu als), 9.2 (development of cognitive skills and learning outcomes,	Technical Skills that match Industry Needs (Knowled ge of the Research will elevate research skills and know the new research

_	 		1							
								s on		
								research		
), 10.3		
							Develop	(multidi		
								sciplinar		
							Commu	y - high		
							nication			
								teaching		
							promote			
							the	research		
							wider	, and		
							and	commu		
							better	nity),		
							balance	3 / /		
							d			
							dissemi			
							nation			
							of			
							informat			
							ion,			
							designin			
							σ σ			
							develop			
							ment			
							campaig			
							n			
Uni				Self-			Knowle	0 1 1		
t II				Introduc				(For the		
ι 11				tion-				purpose		
				organizi				of		
				_				developi		
				ng the mate						
				rial			nient highligh	ng bolistic		
				Hai				individu		
								als), 9.2		iool
								(develo		
							generati		match	
							ng and		Indust	
								cognitiv		
								e skills		
							oı knowled		ge of	
									Becom	uit rob
							ge to	learning outcome	1200al 12711	CII
							media		wiii elevate	_
								emphasi		
									skills	
								research		ıne
							niction			ماه
							Develop	(multidi	researc	cn
							ment &	sciplinar	areast))

							Commu nication	y - high quality	
							media,	teaching	
							promote the	, research	
							wider	, and	
								commu	
								nity),	
							balance		
							d dissemi		
							nation		
							of		
							informat		
							ion,		
							designin		
							g develop		
							ment		
							campaig		
							n		
Uni			tervie	Intervie			Knowle		
t III		W	iquette	w etiquette			·	(For the purpose	
111			dress	, dress				of	
		-	de, bo	code, bo				developi	
		dy		dy				ng	
			nguag	languag			highligh		
			attend	e, attend				individu als), 9.2	
			g job tervie	ing job intervie				ais), 9.2 (develo	
		WS		ws, one			generati		
				to one			ng and	of	
				intervie				cognitiv	m 1 1 1
				w &panel			of knowled		Technical Skills that
				intervie				learning	
				W				outcome	
							media		Needs
									(Knowled
							,		ge of the Research
), 10.3	
								(multidi	
							ment &	sciplinar	research
	1						Commu	y - high	skills and
1 1							• •	1.	
									know the
								teaching	know the

				 		 	wider	, and	
							and	commu	
							better	nity),	
							balance	3 / /	
							d		
							d dissemi		
							nation		
							of		
							informat		
							ion,		
							designin		
							g		
							develop		
							ment		
							campaig		
							n		
Uni			managin	managin			Knowle	9 1 1	
t 111				g time-				(For the	
ı IV			_	_			_	-	
1 V			managin	managin				purpose	
			g stress,	g stress,				of	
			resume	resume				developi	
			creation,	creation,				ng	
			corporat	corporat			highligh		
			e	e			ts the	individu	
			portfoli	portfoli			importa	als), 9.2	
			О	О			nce of	(develo	
							generati		
							ng and		
								cognitiv	
								e skills	
							knowled		
								learning	
								outcome	
								s,	T. 1 . 1
							develop	emphasi	Technical
							ment,		Skills that
								research	
							niction		Industry
							Develop	(multidi	Needs
							ment &	sciplinar	(Knowled
							Commu	y - high	ge of the
									Research
								teaching	
							promote		elevate
							-		research
							wider		skills and
									know the
								• / /	new
							balance		research
							d		areast)

						dissemi	
						nation	
						of	
						informat	
						ion,	
						designin	
						g	
						develop	
						ment	
						campaig	
						n i o	

SJBJ362A	Theatre and Communication	L	T	P	С
Version 1.0		4	-	-	4
Eligibility/Exposure	Basic knowledge of Storytelling				
Co-requisites					

- 1. To explain the evolution of theatre as a mode of storytelling
- 2. To develop understanding, appreciation, and critical perceptions of the theatrical event.
- 3. To describe various ways to use theatre in effective storytelling
- 4. To explain different forms of theatre and their purpose as a medium
- 5. To impart theoretical and practical knowledge of theatre needed to become industry ready professional
- 6. To create concept/play/skit for social/political issue

Course Outcomes

After completion of the course student will be able to:

CO1: Explain the evolution of theatre as a mode of storytelling

CO2: To develop understanding, appreciation, and critical perceptions of the theatrical event

CO3: Describe various ways to use theatre in effective storytelling

CO4: Explain different forms of theatre and their purpose as a medium

CO5: Apply the theoretical and practical knowledge of theatre needed to become industry ready professional

CO6: Create concept/play/skit for social/political issue

Catalogue Description

The purpose of this course is to increase students' understanding, appreciation, and critical perceptions of the theatrical event. Readings and lectures will focus on the elements of theatrical practice; artists and innovators of theatre throughout history; and on the theatre's development as an art form and a social phenomenon; participation in class forum discussions and sharing of critiques and short reports will offer avenues to explore students' individual theatrical interests; and attendance at theatrical events will offer firsthand experience in theatre arts.

This course will provide opportunities for learners to develop a range of skills, knowledge and understanding in drama and theatre, embracing creative, interpretative, historical and analytical aspects of the subject. The course will provide a context for personal development through serious study of drama and theatre, and thereby promote academic independence and self-discipline, broaden intellectual and emotional responses, stimulate critical discrimination and heighten social and cultural awareness.

The students will analyze theater through written responses to play texts and/or live performance, demonstrate a basic knowledge of theater history and dramatic works, describe the collaborative nature of theater arts, folk media and demonstrate the relationship of the arts to everyday life as well as broader historical and social contexts.

The student will understand play texts in relation to dramatic theory and historical context, analyse and interpret texts from the viewpoint of theatre production, analyse and record in a cogent and organised way the processes of practical work and evaluate the success of practical projects undertaken, plan, research and present individual and group projects\

Course Content

Unit I- 12 Lectures History and Evolution of Theatre

Study of the origin of theatre, history and growth, Theatre as a medium of mass communication, Theatre as a benefit to improving language skills, Study of traditional forms-Indian: Natya Shastra and Classical Indian Theatre, Asian Theatre, Ancient Greek Theatre, European Theatre, American Musicals

Unit II- 8 Lectures Technical Aspects of Theatre

Theatre architecture and set design, Detailed study of amphitheater, Types of stages, Costume design, Lighting and Special Effects, Make up

Unit III- 12 Lectures Art and Techniques of Performance

Preparation:- Mind- Recalling experiences, Observations, Improvisation, Body- Rhythmic steps to instill grace, agility, mime, Voice- Narration, Modulation, Intonation

Unit IV- 8 Lectures Understanding & Appreciation of Theatre

Reading and analyzing characters, Understanding of: Plot, theme, characterization, Narrative, Genre

Suggested Reading(s):

Campbell, P. N. (2007). Form & the Art of Theatre. University of Wisconsin Press. Cassady, M. (2007). Introduction to The Art of Theatre. Christian Publishers LLC. Farber, D. C. (1981). Producing Theatre. Limelight Editions.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentatio	Mid	Attendance	End Term
		n/	Term		Exam
		Assignment	Exam		
		/ etc.			
Weightage (%)	10	10	20	10	50

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

	Mapping between COs and POs	
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Explain the evolution of theatre as a mode of storytelling	PO1
CO2	To develop understanding, appreciation, and critical perceptions of the theatrical event	PO1, PO2,
CO3	Describe various ways to use theatre in effective storytelling	PO1, PO2, PO4
CO4	Explain different forms of theatre and their purpose as a medium	PO1, PO2, PO3
CO5	Apply the theoretical and practical knowledge of theatre needed to become industry ready professional	PO1, PO3, PO4, PO11

		Disciplinary Knowledge	Understanding the Role of Media	Skilled and Industry-ready Professionals	Influential and effective communication	Leadership readiness/ Qualities	Critical/ Reflective thinking & language efficiency	Technologically Efficient Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Team work	Students will acquire professional skills required to be media professionals	Students will be equipped with ICTs competencies including digital literacy	Student shall become ethically committed media professionals and entrepreneurs adhering to the human values
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ 3 62A	Theatre & Comm unication	3	3	2	2		1					1	3	3	3

Course Code	Course Outcome	P O 1	PO 2	P O3	P O4	P O5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
	CO1	3											3	3	3
SJBJ362	CO2	3	3				1						3	3	3
A	CO3	3	3		1								3	3	3
	CO4	3	2	2									3	3	3
	CO5	3		3	3							2	3	3	3

Un	Relevance to the				Relevance To			Relevance to the				SD	NE	POE/4 ^t
it	local, national,				the			Professional Ethics ,				G	P	^h IR
	regional and global				Employability/			Gender, Human Values,						
	developmental needs				Entrepreneursh			Environment &						
					ip/ Skill			Sustainability						
					Development									
	L	Re	Nati	Gl	Е	Entre	Skil	Prof	G	Hu	Env			
	О	gio	onal	ob	m	pren	1	essi	e	man	iron			
	c	nal		al	pl	eursh	Dev	onal	n	Valu	men			
	a				О	ip	elop	Ethi	d	es	t &			
	1				У		men	cs	e		Sust			
					a		t	mm	r		aina			
					bi						bilit			
					li						у			
					ty									
Un		Stud	Study	Asi			Thea			Theat		Pro	Onli	Technica
it I		y of	of	an			tre as			re as		mote	ne	1 Skills
		the	traditi	The			a			a medi		susta ined,	and Digi	that
		orig	onal	atre			benef			um of		inclu	tal	match
		in	forms	,			it to			mass		sive	Edu	Industry
		of	-	Anc			impr			com		and	catio	Needs
		thea	Indian	ient			ovin			muni		susta	n:	(Minimu
		tre,	: Naty	Gre			g			catio		inabl	Ensu	m
		hist	a Shas	ek			langu			n		e	ring	industry
		ory	tra an	The			age					econ omic	Equi table	requirem
		and	d	atre			skills					gro	Use	ent)
		gro	Classi	,								wth,	of	Hands-
		wth	cal	Eur								full	Tech	on

		Indian	020						and	nolo	Experien
			ope						prod	gy	
		Theatr	an						uctiv	(24.	ce
		e	The						e	1-	(Students
			atre						empl	24.5	will be
			,						oym)	learning
			Am						ent		through
			eric						and		doing)
			an						dece		_
			Mu						nt		
			sica						wor		
			ls						k for		
			15						all		
									(SD		
									G 8)		
									(Lea		
									rnin		
									g the		
									com		
									pone nts		
									of		
									this		
									unit		
									will		
									enab		
									le		
									empl		
									oyab		
									ility)		
Un		 Theatr	deta	Li		Cost		 	 "Skil		"Technic
it		e	iled	gh		ume			ls	Prof	al Skills
II		archit	stu	tin		desig			for	essio	that
		ecture	dy	g		n,			Dec	nal	match
		and	of	an		Mak			ent	Edu	Industry
		set	am	d		e up			Wor	catio	Needs
		design	phit	Sp					k	n	(Knowle
		ucsigii	heat						(SD	(17.	
										· ·	dge of
			er	al					G	1-	the
				Ef					4.4)	17.5	software
				fec					(Lea)	s will
				ts					rnin		elevate
									g the		skills and
									com		better
									pone		chances
									nts		of
	<u> </u>	 l			l		I		<u> </u>	L	

							of this unit will enha nce empl oyab ility)		employm ent)" Hands- on Experien ce (Students will be working on the software s)"
Un it III				Prep arati on:- Min d- Reca lling exper ience s, Obse rvati ons, Impr ovisa tion, Body - Rhyt hmic steps to instil l grace , agilit y, mim e, Voic e- Narr ation, Mod			"Skil ls for Dec ent Wor k (SD G 4.4) (Lea rnin g the com pone nts of this unit will enha nce empl oyab ility) "	Professional Education (17.1-17.5)	Technica 1 Skills that match Industry Needs (Minimu m industry requirem ent) Hands- on Experien ce (Students will be learning through doing)

Un it IV	 	Rea din g and anal ysi ng cha ract ers	1	ulati on, Inton ation Unde rstan ding of: Plot, them e, chara cteriz ation, Narr ative, Genr e	 		"Skil ls for Dec ent Wor k (SD G 4.4) (Lea rnin g the com pone nts of this unit will	Prof essio nal Edu catio n (17. 1- 17.5)	Technica l Skills that match Industry Needs (Minimu m industry requirem ent) Hands- on Experien ce (Students will be learning through doing)
							this		learning
							enha		
							nce empl		
							oyab ility) "		

SJBJ364A	Communication and Development	L	T	P	С
Version 2.0		4	-	-	4
Eligibility/Exposure	Basic knowledge of Mass Communication				
Co-requisites					

Course Objectives

- 1. To impart basic concepts meaning and models of development
- 2. To make students aware about problems and issues of urban and rural development.
- 3. To Inculcate knowledge of development communication and relations with media and society.
- 4. To Know the functioning of media in development coverage.
- 5. To Apply the theories of mass communication for development
- 6. To design development communication programme/message for social/health issue

Course Outcomes –

After completion of the course student will be able to:

CO1: To impart basic concepts meaning and models of development

- 2. To make students aware about problems and issues of urban and rural development.
- 3. To Inculcate knowledge of development communication and relations with media and society.
- 4. To Know the functioning of media in development coverage.
- 5. To Apply the theories of mass communication for development
- 6. To design development communication programme/message for social/health issue

Catalogue Description Overview:

This course will make students to understand the concept of development through communication. Also, students will be apprised of the concept of development. They will be able to establish relationship between communication and development for the betterment of society and well-being of people. This course will motivate students to understand the role that media can play for development. Also, through this course, students will be able to understand the issues of development in Indian perspective which is need of the hour.

Objective and Expected Outcome:

Living in a country which has seen the stage of underdevelopment as well as the phase of development, it is very important for the students to know about the concept development and its types. The characteristics of development of our country will make them understand the basic elements of development. They will be taught importance of social indicators of development like Human development Index and Physical Quality of Life Index to understand the ranking of India in different indicators.

With the acquaintance for development the students will be taught development communication theories, starting from the dominant paradigm which will give them insight about modernization approach and big push to structuralist paradigm, students will understand that paradigm shifts in the process of development. They will be taught about the Gandhian approach towards the development which is relevant to the society. To understand the society, it is important not to just sympathize but to empathize also,

and the difference will be very important for the communication students to grasp through this course.

Being a communication student, it is foremost required to understand how to disseminate message at all levels of society and media being the fourth pillar must be utilized for this. They will be introduced to the concept of the grassroots level communication pattern and how they adapt to the message. They will design message for development using different media including both traditional and modern.

Different areas which require development like women empowerment, environment conservation, importance of forests and tribes

Course Content

Unit I- 12 Lectures Concept and Indicators of Development

- 1.1 Definition, meaning and process of development
- 1.2 Characteristics of underdeveloped economics and development
- 1.3 Ingredients (5Ms) of development and money generation, MNCs and foreign aid
- 1.4 Economic and social indicators of development, Human development Index, physical quality of life index
- 1.5 Development Reporting

Unit II- 12 Lecutres

Development Communication: Concept and Theories

- 2.1 Dominant Paradigms- (i)Modernization Approach (ii) Big Push (iii) Theory of Unbalanced Growth
- 2.2 Structuralist Paradigms- (i) Dependency theory (ii) Theory of Raul Prebisch (iii) Paulo Freire Approach
- $2.3\ \text{Non-Unilinear Approach}-\text{(i)}\ \text{Approaches of Gandhi}\ \text{and Schumacher (ii)}\ \text{Neo Marxist}\ \text{Paradigm (iii)}\ \text{Basic Needs Model}$
- 2.4 Development Communication Approaches (i) Diffusion of Innovation (ii) Empathy (iii) Magic multiplier (iv) Localized approach
- 2.5 Sustainable Development Goals

Unit III- 8 Lectures Media and Development

- 3.1 Role of communication in development process, Development message design and communication
- 3.2 Print, Radio, TV, Outdoor publicity in Indian perspective
- 3.3 Cyber media and communication of development messages
- 3.4 Traditional media music, drama, dance, puppetry, street play, fairs, festivals and their role in Development Communication

Unit IV- 8 Lecutres Communication in Indian perspective

- 4.1 Communication for rural development (i) Strengthening Panchayati Raj, (ii) Enhancing people's participation, (iii) Advancement in farming and alternative employment,
- (iv) Conservation of rural culture tradition
- 4.2 Communication for urban development (i) Urban sanitation (ii) Consumer awareness

- (iii) Slum development (iv) Consumption pattern of water, electricity, fuel
- 4.3 Communication for Tribal development (i) Wild life and forest conservation (ii) Joint forest management (iii) Forest based cottage industries (iv) Conservation of tribal culture-tradition
- 4.4 Development support communication Extension Approach
- (i)Health and Family Welfare (ii) Women empowerment (iii) Literacy & Education
- (iv) Unemployment

Assignments

Writing at least five reports on development issues

- Prepare five reports on the communication and development hurdles
- Finding out the role of international agencies about development programmes like UN UNESCO, WHO etc.
- Survey the development programmes and its implications

Text Book:

1. Narula Uma: Development Communication- Theory and Practice, Har Anand, 1999

Reference Books:

- 1. Tiwari, IP: Communication Technology and Development, Publication Division, Govt. of India, New Delhi, 2001
- 2. Thirwall A.P.: Growth and Development –With Special Reference to Development Economics, ELBS/Macmillan, New York, 2006
- 3. Singhal, Arvind: India's Information Revolution, Sage, New Delhi, 1989
- 4. Rogers Ereerett M: Communication and Development: Critical Perspective, Sage, New Delhi, 2000
- 5. Ostman, Ronals E: Communication and Indian Agriculture, Sage, New Delhi, 1989
- 6. Dreze Jean and Sen Amartya: Indian Development: Selected Regional Perspective, Oxford, Delhi, 1997
- 7. Joshi Uma: Understanding Development Communication, Dominant Publications, New Delhi, 2001
- 8. Jonson Kirk: Television and Social Change in India, Sage, New Delhi, 1999
- 9. Mody, Bella: Designing Message for Development Communication, Sage, New Delhi, 1991
- 10. Gupta, V S: Communication and Development Concept, New Delhi, 2000

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentatio	Mid	Attendance	End Term
		n/	Term		Exam
		Assignment	Exam		
		/ etc.			
Weightage (%)	10	10	20	10	50

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

	Mapping between COs and POs	
	u niirse chiirames (CC)s	Mapped Program Outcomes
	, ,	PO1
CO2	To develop understanding, appreciation, and critical perceptions of the theatrical event	PO1, PO2, PO6
CO3	Describe various ways to use theatre in effective storytelling	PO1, PO2, PO4,
COT		PO1, PO2, PO3
CO5	Apply the theoretical and practical knowledge of theatre needed to become industry ready professional	PO1, PO3, PO4, PO11

		Disciplinary Knowledge	Understanding the Role of Media	Skilled and Industry-ready Professionals	Influential and effective communication	Leadership readiness/ Qualities	Critical/ Reflective thinking & language efficiency	Technologically Efficient Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Team work	Students will acquire professional skills	required to be media professionals	Students will be equipped with ICTs competencies including digital literacy	Student shall become ethically committed media professionals and entrepreneurs adhering to the human values
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	P09	PO10	PO11		PSO1	PSO2	PSO3
SJBJ364A	Communic ation and Developm ent	3	3	2	2		1					1	3	•	3	3

Course Code	Course Outcome	P O 1	PO 2	P O3	P O4	P O5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
	CO1	3											3	3	3
SJBJ364	CO2	3	3				1						3	3	3
A	CO3	3	2		1								3	3	3
	CO4	3	3	2									3	3	3
	CO5	3		3	3							2	3	3	3

1=weakly mapped 2= moderately mapped 3=strongly mapped

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

	natio	nal, ro l deve	to the egiona elopmo		Employability/ Entrepreneurship/ Skill Development			Values, Environment & Sustainability Pr Ge Hu Envi				SDG	NEP	PO E/4 ^t h
	Loc al	Re gio nal	Nat ion al	Glo bal	Emp loya bilit y	Entrepre neurship	Skill Develop ment	Pr ofe ssi on al Et hic s m	Ge nd er	Hu man Val ues	Envi ron men t & Sust aina bilit y			
Un it I				(5Ms) of develo pment and money genera tion, MNCs and foreig n aid	ients (5Ms) of develo pment and money genera tion, MNCs and		Developme nt Reporting, Economic and social indicators of developme nt			Econo mic and social indicat ors of develo pment		Media Developm ent highlights the importanc e of generatin g and sharing of knowledg e to advance media	the purpose of developing holistic individuals), 9.2 (developme nt of cognitive skills and learning outcomes, emphasis on research),	Skills that match Indust ry Needs (Know ledge of the Resear ch will elevat e resear

		1	Т	ı	1	1		T	Т	
				Report					inary - high	
				ing				Communi		and
								ction	teaching,	know
								Developm	research,	the
										new
									community),	
								cation	community),	ch
								media,		areast)
								promote		areast)
								μ.		
								the wider		
								and better		
								balanced		
								dissemina		
								tion of		
								informati		
								on,		
								designing		
								developm		
								ent		
								campaign		
Un				Sustai	Sustainable		Suctai	Knowledg	9.1.1 (For	
				nable						
it					Developme				the purpose	
II				Devel	nt Goals		Devel		of	
				opmen			opmen		developing	
				t			t		holistic	
				Goals			Goals		individuals),	
										cal
								importanc	(developme	Skills
								e of	nt of	that
								generatin	cognitive	match
										Indust
								sharing of	learning	ry
										Needs
									emphasis on	
									research),	ledge
									10.3	of the
									(multidiscipl	
									inary - high	
								Communi		elevat
									teaching,	e
								Developm		resear
									and	ch
									community),	
								cation		and
								media,		know
								promote		the
								the wider		new
								and better		resear
								balanced		ch
								dissemina		areast)
1 1	1							uisseiiiiid	I	ar cast)

			 1		1	1	1	
						tion of		
						informati		
						on,		
						designing		
						developm		
						ent		
						campaign		
Un	Print,	Print,				Knowledg	9.1.1 (For	
it	Radio	Radio,					the purpose	
III	, TV,	TV,					of	
	Outdo	Outdo				Developm	developing	
	or	or					holistic	
	public	publici				highlights	individuals),	
	ity in	ty in					9.2	
	India	Indian				importanc	(developme	
	n	perspe				_	nt of	
	persp	ctive				generatin		
	ective						skills and	
						sharing of		
								Techni
							emphasis on	
								Skills
								that
							(multidiscipl	
							inary - high	
						Communi		ry
								Needs
						Developm	<i>O</i> ,	(Know
								ledge
							community),	
						cation		Resear
						media,		ch will
						promote		elevat
						the wider		e
						and better		resear
						balanced		ch
						dissemina		skills
						tion of		and
						informati		know
						on,		the
						designing		new
						developm		resear
						ent		ch
						campaign		areast)
Un	Com		Com	Comm	Slum	Knowledg		Techni
it	munic						the purpose	
IV	ation			on for				Skills
	for			rrural	1.			that
	rural			develo				match
	devel			pment		highlights	individuals),	

1	1	<u> </u>		<u> </u>		[a1		0.2	1
	opme			1	_	Slum		9.2	ry
	nt ,				nt,	develo	_	(developme	
	Slum				Wom	pment			(Know
	devel				en	,	generatin	_	ledge
	opme				empo		_		of the
	nt			,	werm	Health	sharing of	learning	Resear
					ent	and	knowledg	outcomes,	ch will
						Famil	e to	emphasis on	elevat
						y	advance	research),	e
						Welfar			resear
						e.	developm	(multidiscipl	ch
								inary - high	
							Communi	quality	and
							ction	teaching,	know
							Developm	research,	the
							ent &	and	new
							Communi	community),	resear
							cation	-	ch
							media,		areast)
							promote		
							the wider		
							and better		
							balanced		
							dissemina		
							tion of		
							informati		
							on,		
							designing		
							developm		
							ent		
							campaign		
 I	<u> </u>	 	I			1		l	

				Ca	_	<u>-</u>		_	20/11	UC) Prog		2022			_		_
Year	5.No		Course Code	Course Title	L		П	C	Т	5.No	raninic	Course Code	Course Title	L	Т	Р	_
				ODD									EV EN			_	_
	1	œ	SJ BI 101A	Communication in Real World	5	1		6		1	œ	SJ BJ 110A	Digital Photography	4	ŀ	$\overline{\cdot}$	_
	2	8	SJ BJ 107A	Computer Applications in Media	4			4		2	8	SJ BI 104A	Media Laws and Ethics	3	1	$\overline{\cdot}$	_
F	3	8	SJ BJ 115A	Reporting and Editing - I	4			4		3	8	SJ BI 112A	Reporting and Editing - II	4	ŀ	П	_
FIRS	4	AECC	SJBI 113A	Media Writing	3			В		4	A BOC	UCES1Z5A	Environmental Studies	3	Ŀ	$\overline{\cdot}$	
	5	8	SJBI 157A	Computer Applications in Media Lab			4	2		5	8	SJ BJ 150A	Digital Photography Lab			4	
	6	8	SJ BJ 155A	Reporting and Editing - Hab	·		4	7		6	8	SJ BI 154A	Reporting and Editing - II Lab		·	4	
	7	OE		Open Elective - I	4			4		7	OE		Open Elective - II	4	2	$\overline{\cdot}$	
				TOTAL	20	1	8	25					TOTAL	18	3	8	
				000									EV EN				
SECOND	1	œ	SJ BJ 201A	Radio Broadcasting and Programming	4		$\overline{\cdot}$	4		1	œ	SJ BJ 202A	Digital Media Foundation	4	ŀ	\Box	
	2	8	SJ BJ 2008A	The Advertising World	4			4		2	8	SJ BJ 204A	Idea to Screen	4	Ŀ	$ \cdot $	
	3	8	SJBI 2005A	Camera, Lightand Sound	4			4		3	8	SJ BI 206 A	Documentary and Short Filmmaking	4			
	4	AECC	UDCM	Disaster Management	3	·	·	3		4	SBC	SJ BJ 208A	Radio Jockeying and News Reading	3	1	Ū	
	5	8	SJBI 251A	Radio Broadcasting and Programming Lab			4	2		5	8	SJ BI 252A	Digital Media Foundation Lab			4	
	6	8	SJBI Z53A	The Advertising World Lab	٠		4	7		6	8	SJ BI 254A	Idea to Screen Iab		·	4	
	7	8	SJBI 255A	Camera, Lightand Sound Lab			4	2		7	8	SJ BI 25 6A	Documentary and Short Filmmaking Lab			4	
	8			MOOC	·			4		9			DSE-II	3	1	$\overline{\cdot}$	
	9	DSE		DSE-I	3	1		4									
				TOTAL	18	1	12	2					TOTAL	18	2	12	
				000									EV EN				
	i	8	SJ BI3OLA	Public Relations and Corporate Communications	3	1		4		1	8	SJ B1302A	Global Media Scenario	3	1		
THIRD	2	8	SJ BI 308 A	Communication Research	4			4		2	8	SJ BIBO4A	Media Organizations and Entrepreneurship	3	i		
	3	8	SJ BIBOSA	Eventasa Marketing Tool	4			4		3	SBC	SJ B1352A	Major Project			12	
	4	SEC	SJ BI357A					2		4	VAC	VAC 112	Successful Communication - Writing and Presentation	2		·	
	5	VAC	VAC115	Film Appreciation	2	·	·	0		5	DSE		DSE-IV	3	1	\cdot	
	6	8	SJBI353A	Communication Research Lab	ŀ	·	4	2									
	7	8	SJBJ355A	Eventasa Marketing Tool Lab	Ŀ	·	4	2									
	8	DSE		DSE-III	3	1	·	4									
				TOTAL	16	2	8	2					TOTAL	11	3	12	
				Total Credits				14	3								

												Щ	
		Open Elective - I	L	Ţ	Р	C			Open Elective - II	L	Ţ	Р	
1	SJBJ161A	Gender and Media Studies	4	2		4	1	SJBJ152A	Voice of Fourth State	4		-	
									Discipline Specific Elective (DSE) -				_
		Discipline Specific Elective (DSE) - I	L	Ţ	P	C			II	L	Ţ	P	
1	SJBJ261A	संचार के लिए हिंदी	3	1		4	1	SJBJ262A	Social Media Marketing	3	1		
2	SJBJ263A	Business Journalism	3	1		4	2	SJBJ264A	Sports Journalism	3	1		
									Discipline Specific Elective (DSE) -				_
		Discipline Specific Elective (DSE) - III	L	Ţ	P	C			IV	l	Ţ	P	
1	SJBJ361A	Story Telling Through Media	4			4	1	SJBJ362A	Theatre and Communication	4			
2	SJBJ363A	Fashion Journalism	4			4	2	SJBJ364A	Communication and Development	4			
		Value Added Courses	ī	Т	P	ſ							
1	VAC101	SELF DEVELOPMENT	2										
1	VAGIOI	UNIVERSAL HUMAN VALUES AND	4	ŀ	_	_							
2	VAC103	PROFESSIONAL ETHICS	2			٠							
3	VAC104	ETIQUETTE FOR PROFESSIONALS	2										
4	VAC105	CITIES FOR PEOPLE	2										
5	VAC106	INDIAN CONSTITUTION	2										
6	VAC107	ESSENCE OF INDIAN TRADITIONAL KNOWLEDGE	2										
7	VAC108	BOUTIQUE MANAGEMENT	2									П	
8	VAC109	UNDERSTANDING ADOLESCENTS BEHAVIOR	2										
9	VAC110	TIME MANAGEMENT	2										
10		Successful Communication - Writing and Presentation	2										
11		Film Appreciation	2										