SCHOOL OF JOURNALISM
&
MASS COMMUNICATION

Masters of Arts (Journalism and Mass Communication)
2023-25

Programme Code: 967

1. Introduction

The K.R. Mangalam Group has made a name for itself in the field of education. Over a period of time, the various educational entities of the group have converged into a fully functional corporate academy. Resources at KRM have been continuously upgraded to optimize opportunities for the students. Our students are groomed in a truly inter-disciplinary environment wherein they develop integrative skills through interaction with students from engineering, management, journalism and media study streams.

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. With the mushrooming of institutions of Higher Education in the National Capital Region, the university considered it very important that students take informed decisions and pursue career objectives in an institution, where the concept of education has evolved as a natural process.

K.R. Mangalam University was founded in the year 2013 by Mangalam Edu Gate, a company incorporated under Section 25 of the Companies Act, 1956.

K. R. Mangalam University is unique because of its
   i.   Enduring legacy of providing education to high achievers who demonstrate leadership in diverse fields.
   ii. 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 centre for transfer of technology to the industry.
   v.   To provide job oriented professional education to the student community with particular focus on Haryana.

2. About School
School of Journalism and Mass Communication (SJMC) which started its journey in 2015, has now earned the distinction of being one of the top Media Schools in NCR. Our team comprises of experienced and qualified faculty members with tens of years of combined industry experience. Our students are centre of our learning pedagogy and they get every opportunity to shape the learning spaces for new ways of learning. Students share their ideas; learn from the unlimited resources and critical thinking to express diverse perspectives of issues discussed in media. They have numerous opportunities to explore their talents in advertising, film making, TV and Radio anchoring, designing, digital marketing, social media writing, event management and many more. The key words at SJMC are hard work and innovation. We send students on

field to experience real world to write and record about real people in real situations. By this, we produce professional media persons who can hit the ground as soon as they get into the job market. We ensure that learners must develop their own impressive portfolio of still photos, films bulletins video clips and different print media stories that they can showcase to prospective employers and hence gain an added advantage compared to their peers.

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

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

3. Programmes offered by the School

School offers undergraduate and post graduate courses

3.1 Department of Journalism & Mass Communication
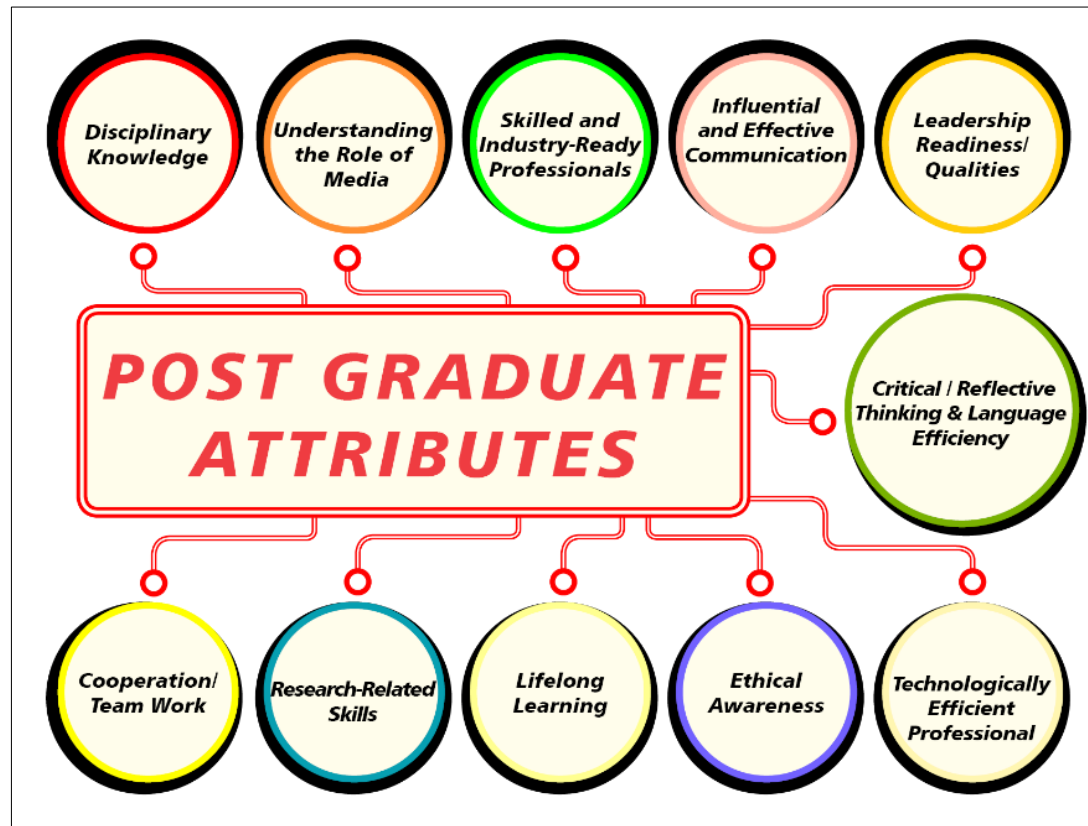
Programme Educational Objectives (PEOs):

PEO 1. To Demonstrate ability to adapt the rapid changing environment by having learned and applied new skills and new competencies.

PEO 2. To acquire the spirit of compassion, kinship and commitment for National Harmony.

PEO 3. To progressively adopt and learn continuously through ICT modules.

PEO 4. To categorize the various career pathways for students of communication.

PEO 5. To educate the students to empower the individuals to promote human rights, human dignity and human freedom.

PEO 6. To provide required skills in regard to industries like Advertising, Public Relations, and Corporate Communications etc.

Programme Outcomes

1. **Disciplinary Knowledge**: Knowledge of mass communication concept and theories. Acquiring knowledge of different dimensions of mass communication, historical perspectives, present practices and other related areas of studies.

2. **Understanding the Role of Media**: The media in democratic society, importance of freedom of press and impact of media in general.

3. **Skilled and Industry-ready Professionals**: Strengthening the abilities of a learner by skills, gaining knowledge of the present scenario of Media & Entertainment industry including advertising, public relations, corporate communication, digital communication, media management.

4. **Influential and effective communication**: Influential and effective communication ability to share thoughts, ideas and applied skills of communication in its various perspectives like written communication, oral communication and public communication etc .

5. **Leadership readiness/ Qualities**: To make learners fluent in multiple facets of leadership. Creating the ability & enhancing the qualities to be an efficient leader. Cultivating key characteristics in learners, to be visionary leaders who can inspire the team to greatness.

6. **Critical/ Reflective thinking & language efficiency**: Critical/ Reflective thinking ability to employ critical and reflective thinking along with the ability to solve real life problems so that learner may create the sense of awareness of one self and society.

7. **Technologically Efficient Professional**: Capability to use various communication technologies and ability to use various software for content creation, content editing and designing for various forms of publishing platforms.

8. **Ethical Awareness**: As a communication learner, one has to understand the importance of ethical values and its application in personal and professional life.

9. **Lifelong Learning**: Every graduate to be converted into lifelong learner and consistently update himself or herself with current knowledge, skills and technologies. Acquiring Knowledge and creating the understanding in learners that learning will continue throughout life.

10. **Research-related Skills**: A sense of inquiry and investigation for raising relevant and contemporary questions, synthesizing and articulating.

11. **Cooperation/ Team work**: Building a team, motivating and inspiring the team members to work up with cooperation to their utmost efficiency.

3.2 Master of Arts (Journalism and Mass Communication)

M.A (Journalism & Mass Communication) degree programme is designed to strengthen one's professional abilities for widening current knowledge and industry-ready skills, undertaking future studies for global and local application, performing creatively and professionally, in a chosen career and ultimately playing a constructive role as a socially responsible global citizen. It has also been structured to prepare the postgraduates to achieve skills for digital and cyber media world of the present and future era.

Eligibility Criteria: - The student should have passed Bachelors' Degree from UGC recognized university/institution in any discipline equivalent examination with an overall aggregate of 50% or more.

Course Outline: - Communication Theories and Models/ The Craft of Media Writing/Current Affairs and Perspective/Public Relations: Theory and Practice, Film Appreciation/ Advertising Today/Exploring Frames/Reporting and Editing/Creative Visualisation Techniques/ Research Techniques/ Broadcast News Production/ New Media and Web Content/ Media, Law and Society/Data Journalism/ Mobile Journalism

Specialization:

Print Journalism: Advance Reporting and Editing/Business & Political Coverage/Sports Journalism
Broadcast Journalism: Audio Programming/Storytelling for Screen/Power of Images: TV and Films
IMC: Integrated Marketing Communication/Creativity and Campaign Planning/Brand 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, Digital Media, Research and Academics.

Programme Specific Outcomes

- Demonstrate a systematic, extensive and coherent knowledge and understanding of an academic field of study as a whole and its applications, and links to related disciplinary areas/subjects of study; including a critical understanding of the established theories, principles and concepts, and of a number of advanced and emerging issues in the field of Journalism & Mass Communication;

- Demonstrate Procedural knowledge that creates different types of professionals related to the Media & Entertainment Industry, including research and development, teaching and government and public service;
- Demonstrate Professional and communication skills in the field of mass media, advertising, public relations, corporate communication, photography, animation, political communication, media management and new media and other such emerging areas of knowledge and Media Branches and current developments in the academic field of Media studies, including a critical understanding of the latest developments, and an ability to use established techniques of analysis and enquiry within the area of Journalism & Mass Communication.
- Demonstrate comprehensive knowledge about materials, including current research, scholarly, and/or professional literature, relating to essential and advanced learning areas pertaining to the Mass communication & Journalism field of study, and techniques and skills required for identifying problems and issues related.
- Demonstrate skills in identifying information needs, collection of relevant quantitative and/or qualitative data drawing on a wide range of sources, analysis and interpretation of data using methodologies as appropriate to the subject(s) for formulating evidence based solutions and arguments;
- Use knowledge, understanding and skills for critical assessment of a wide range of ideas and complex problems and issues relating to the chosen field of study.
- Communicate the results of studies undertaken in an academic field accurately in a range of different contexts using the main concepts, constructs and techniques of the Mass communication & Journalism studies.
- Address one's own learning needs relating to current and emerging areas of study, making use of research, development and professional materials as appropriate, including those related to new frontiers of knowledge.
- Apply one's disciplinary knowledge and transferable skills to new/unfamiliar contexts and to identify and analyse problems and issues and seek solutions to real-life problems.

Programme scheme: - For programme scheme see **Annexure B.**

4. Program Duration: - 2 Years (4 Semesters)

5. Class Timings
The classes will be held from Monday to Friday from 09.10 am to 04.00 pm.

6. SYLLABI
The syllabi of all courses for first year for all the programmes offered by SJMC 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.

6.1 Syllabus of Masters of Journalism & Mass Communication (MA (JMC))

Semester	1	2	3	4	Total
Courses	5	5	5	6	21
Credit	24	24	26	31	105

7. Study Scheme Structure MA (JMC) Programme 2022-23

Abbreviation:
CC: Core Course
AEC: Ability Enhancement Course
SEC: Skill Enhancement Course
OE: Open Elective
DSE: Discipline Specfic Course
VAC: Value Added Course

ANNEXURE V

Course Structure MA(JMC) programme 2023-25

Year	SNo	Course Code	Course Title	L	T	P	C	SNo	Course Code	Course Title	L	T	P	C
FIRST			**Odd**							**Even**				
	1	SJMJ701A	Communication Theories and Models	4	1	0	5	1	SJMJ702A	Advertising Today	4	1	0	5
	2	SJMJ703A	The Craft of Media Writing	4	1	0	5	2	SJMJ704A	Exploring Frames	3	1	0	4
	3	SJMJ705A	Current Affairs and Perspective	4	1	0	5	3	SJMJ755A	Exploring Frames Lab	0	0	4	2
	4	SJMJ707A	Public Relations: Theory and Practice	4	1	0	5	4	SJMJ706A	Reporting and Editing	4	1	0	5
			TOTAL	16	4	0	20	5	SJMJ708A	Creative Visualisation Techniques	3	1	0	4
								6	SJMJ758A	Creative Visualisation Techniques Lab	0	0	4	2
										TOTAL	14	4	8	22

Year	SNo	Course Code	Course Title	L	T	P	C	SNo	Course Code	Course Title	L	T	P	C
SECOND			**Odd**							**Even (Common Papers)**				
	1	SJMJ801A	Research Techniques	3	1	0	4	1	SJMJ802A	Data Journalism	4	1	0	5
	2	SJMJ851A	Research Techniques Lab	0	0	4	2	2	SJMJ804A	Major Project	0	0	6	6
	3	SJMJ803A	Broadcast News Production	3	1	0	4	3	SJMJ806A	Mobile Journalism	3	1	0	4
	4	SJMJ853A	Broadcast News Production Lab	0	0	4	2	4		Specialization -1 or 2 or 3	9	3	8	16
	5	SJMJ805A	New Media and Web Content	3	1	0	4			Total	16	5	14	31
	6	SJMJ855A	New Media and Web Content Lab	0	0	4	2							
	7	SJMJ807A	Media, Law and Society	3	1	0	4			**Specialisation - 1**				
	8	SJMJ809A	Summer Training Report	0	0	0	4	1	SJMJ810A	Advance Reporting and Editing	3	1	0	4
	9	SJMJMO31	MOOC	-	-	-	8	2	SJMJ860A	Advance Reporting and Editing Lab	0	0	4	2
			TOTAL	12	4	12	34	3	SJMJ812A	Business & Political Coverage	3	1	0	4
								4	SJMJ814A	Sports Journalism	3	1	0	4
								5	SJMJ864A	Sports Journalism Lab	0	0	4	2
										Total	9	3	8	16

	Total	
Credits	107	

	SNo	Course Code	Course Title	L	T	P	C
			Specialisation - 2	L	T	P	C
	1	SJMJ816A	Audio Programming	3	1	0	4
	2	SJMJ866A	Audio Programming Lab	0	0	4	2
	3	SJMJ818A	Storytelling for Screen	3	1	0	4
	4	SJMJ820A	Power of Images: TV and Films	3	1	0	4
	5	SJMJ870A	Power of Images: TV and Films Lab	0	0	4	2
			Total	9	3	8	16

	SNo	Course Code	Course Title	L	T	P	C
			Specialisation - 3	L	T	P	C
	1	SJMJ822A	Integrated Marketing Communication	3	1	0	4
	2	SJMJ872A	Integrated Marketing Communication Lab	0	0	4	2
	3	SJMJ824A	Creativity and Campaign Planning	3	1	0	4
	4	SJMJ874A	Creativity and Campaign Planning Lab	0	0	4	2
	5	SJMJ826A	Brand Communication	3	1	0	4
			Total	9	3	8	16

Note: Students of 4th Semester are instructed to opt one group of specialization out of three mentioned above

SEMESTER I						
S.no	Course Code	Course Title	L	T	P	C
1	SJMJ701A	Communication Theories and Models	4	1	0	5
2	SJMJ703A	The Craft of Media Writing	4	1	0	5
3	SJMJ705A	Current Affairs and Perspective	4	1	0	5
4	SJMJ707A	Public Relations: Theory and Practice	4	1	0	5
5		MOOC	0	0	0	4
TOTAL			16	4	0	24

SJMJ701A	Communication Theories and Models	L	T	P	C
Version 1.0		4	1	0	5
Eligibility/Exposure	Graduation in any discipline				
Co-requisites	--				

Course Objectives

1. To define the relationship between communication and society.
2. To develop different modes, structure and forms of communication.
3. To apply theoretical trends in mass communication.
4. To describe the need and issues of development.
5. To develop communication within larger context of national-international issues.
6. To develop the understanding of various theories and models and how they can be applied in communication through media.
7. To define the issue of digital divide between the developed and developing countries and work accordingly to minimize it.

Course Outcomes

After completion of the course student will be able to

CO1: Define the relationship between communication and society.

CO2: Develop different modes, structure and forms of communication.

CO3: Apply theoretical trends in mass communication.

CO4: Describe the need and issues of development.

CO5: Develop communication within larger context of national-international issues.

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

CO7: Define the issue of digital divide between the developed and developing countries and work accordingly to minimize it.

Catalogue Description

This course will develop an understanding of the strengths and limitations of basic theories of mass communication and their applicability. The course will cover models of communication, paradigm shift in Mass Communication theories, normative theories, source theories, message theories, channel theories, audience theories and internal communication theories.

The student will understand a broad perspective of these theories and their relevance in media industry. The student will also learn to critically evaluate theories as applied to practical mass communication problems.

After the successful completion of the course students will be able to identify and investigate the major theories in the various branches of communication studies and understand how theory is used in the analysis of issues in communication studies. They will also learn how to appreciate the practical relevance of theories in today's traditional media and social media scenario.

The course will provide students with an appreciation of the multiple perspectives available to understand communication theory and process. It will acquaint students with the nature of communication processes and enable students to be conversant with differing theories of communication.

Course Content

Unit I – 12 lectures
Introduction to Communication and Its Types

Communication and its process, Meaning and functions of communication, Process of communication, Feedback and change agents, Barriers of communication, Levels, types and channels of communication, Dyadic, group, organizational, Verbal, visual, non-verbal (Paralinguistic, kinesics, proxemics, chronemics), Extension of audio and visual communication, Mass Communication: meaning, nature, channel and function

Unit II – 15 lectures
Theories and Models- I

Theoretical approach, Semiotics school, process school, Mass society theory, Critical political economy theory, Pluralism, functionalism, effect studies, Structuralism and post structuralism, Feminism, Nature of media, content, style and representation, Approach to culture, Communication and culture, Mass culture, Frankfurt school, Birmingham school, Popular culture, McLuhan's cultural change, Pertinent issues, Media commercialization, Globalization of culture, Gender issues, Media and children, Marginalized groups

Unit III – 10 lectures
Theories and Models- II

Normative theories of the press and beyond, Mass Communication theories, Mc Luhan theory, Media content theory, Semantic theories of broadcasting, Reflective-projective theory, Mirror theory, Empirical theory, Conspiracy theory, Social influence or identification theory, Communication models, Schramm's models, Gatekeeping model, Convergence model

Unit IV- 12 lectures
Communication for Development

Development theories and indicators, Meaning and process of development, Theories and paradigms of development, Indicators of development, Development communication: various approaches, Concept of development communication, Participatory communication approach, Development support communication – extension, Role of media in development, Use of traditional media for development, Cinema and development, Development issues, Tribal development, Rural and urban development.

Unit V- 15 lectures
Information and Communication world

Information gaps in Indian society at village, city, district and state level, Information poverty in less developed and developing countries, Digital divide in the world, Information control by developed countries, Digital divide between developed and developing countries, Information cooperation and exchange, New World Information and Communication Order (NWICO), UNESCO declaration on mass media Bilateral, multilateral and regional information cooperation, Non-Aligned News Agency Pool- information exchange under NAM, SAARC Audio-Visual Exchange (SAVE)- information exchange under SAARC.

Suggested Readings:

1.   Artz, L., & Kamalipour, Y. R. (2007). *The media globe: Trends in international mass media.* Rowman & Littlefield.
2.   Schramm, W. L. (1964). *Mass media and national development: The role of information in the developing countries.* UNESCO/ Stanford University Press.
3.   Thussu, D. K. (2006). *Media on the move: Global flow and contra-flow.* Routledge.
4.   McQuail, D. (2010). *McQuail's Mass Communication Theory.* SAGE.
5.   Kumar, K. J. (2020). *Mass Communication in India* (5th ed.). Jaico Publishing House.
6.   Narula, U. (2004). *Mass Communication: Theory and practice.* Haranand Publication, New Delhi.
7.   Baran, S. J., & Davis, D. K. (2014). *Mass communication theory: Foundations, ferment, and future.* Cengage Learning.
8.   Andal, N. (2017). *Communication theories and models.* Himalaya Publishing House, Delhi.
9.   Hanson, R. E. (2016). *Mass Communication: Living in a media world.* Sage Publications.
10.   Aggarwal, V. B., & Gupta, V. S. (2001). *Handbook of Journalism and Mass Communication.* Concept Publishing Company.
11.   Rayudu, C. S. (2010). *Communication.* Mumbai: Himalaya Publishing House.

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 between COs and POs	
	Course Outcomes (COs)	**Mapped Program Outcomes**
CO1	Define the relationship between communication and society.	**PO1, PO2**
CO2	Develop different modes, structure and forms of communication.	**PO1, PO3, PO4**
CO3	Apply theoretical trends in mass communication.	**PO4, PO6**
CO4	Describe the need and issues of development.	**PO2, PO3, PO5, PO10**
CO5	Develop communication within larger context of national-international issues.	**PO4, PO6, PO9, PO10**
CO6	Develop the understanding of various theories and models and how they can be applied in communication through media.	**PO2, PO6**
CO7	Define the issue of digital divide between the developed and developing countries and work accordingly to minimize it.	**PO2, PO6, PO9, PO10**

Course Code	Course Title	Disciplinary Knowledge PO1	Understanding the Role of Media PO2	Skilled and Industry-ready Professionals PO3	Influential and effective communication PO4	Leadership readiness/ Qualities PO5	Critical/ Reflective thinking & language efficiency PO6	Technologically Efficient Professional PO7	Ethical Awareness PO8	Lifelong Learning PO9	Research-related Skills PO10	Cooperation/ Team work PO11	Demonstrate a Systematic, Extensive, and Coherent Knowledge PSO1	Demonstrate Procedural Knowledge PSO2	Demonstrate Professional and Communication Skills PSO3
SJMJ701A	Communication Theories and Models	2	3	2	3	1	3			2	3				

Course Code	Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ701 A	CO1	2	3												
	CO2	2		1	3										
	CO3				3		3								
	CO4		3	2		1					3				
	CO5				3		1			1	3				
	CO6		3				2								
	CO7		3				3			2	3				

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

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RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability / Entrep			Relevance to the Professional Ethics, Gender, Human Values, Enviro				SDG	NEP	POE/4th IR
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics mm	Gender	Human Values	Environment & Sustainability			
Unit I					Mass Communication		Process of communication			Mass Communication		strengthen communication capacities increase participation in the communication process, knowledge-driven media development, developing a free and independent media, power of information and knowledge,	11.2 (creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork, communication skills, more indepth learning and mastery of curricula across fields, increases in social and moral awareness) , 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), professionally skilled media persons and communication experts	Technical Skills that match Industry Needs (Knowledge of the descipline) /Skill development
Unit II	Critical political economy theory	Critical political economy	Critical political economy	Globalisation of culture	content				Feminism, Gender issues, Media	Feminism, Mass society theory, Gender		strengthen communication capacities increase participation in the	11.2 (creativity and innovation, critical thinking and higher-order thinking , capacities, problem-solving abilities, teamwork, communication skills, more indepth learning and mastery of	Technical Skills that match Industry Needs

		my theory	theory							and children , Marginalised groups	issues, Media and children , Marginalised groups		communication process, knowledge-driven media development, developing a free and independent media, power of information and knowledge,	curricula across fields, increases in social and moral awareness) , 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), professionally skilled media persons and communication experts	(Knowledge of the discipline) /Skill development
Unit III											Schramm's models		strengthen communication capacities , increase participation in the communication process, knowledge-driven media development, developing a free and independent media, power of information and knowledge,	11.2 (creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork, communication skills, more indepth learning and mastery of curricula across fields, increases in social and moral awareness) , 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), professionally skilled media persons and communication experts	Technical Skills that match Industry Needs (Knowledge of the descipline) /Skill development
Unit IV	Rural and urban development	Rural and urban development											strengthen communication capacities increase participation in the communication process, knowledge-driven	11.2 (creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork, communication skills, more indepth learning and mastery of curricula across fields, increases in social and moral awareness) , 9.1 (a democratic, sociallyconscious, cultured,	Technical Skills that match Industry Needs (Knowledge of the descipline)

													media development, developing a free and independent media, power of information and knowledge,	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), professionally skilled media persons and communication experts	/Skill developme nt
Unit V			Inform ation gaps in Indian society at village	Informati on poverty in less develope d and developin g countries, NWICO, UNESCO								strengthen communication capacities , increase participation in the communication process, knowledge-driven media development, developing a free and independent media, power of information and knowledge,	11.2 (creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork, communication skills, more indepth learning and mastery of curricula across fields, increases in social and moral awareness) , 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), professionally skilled media persons and communication experts	Technical Skills that match Industry Needs (Knowledg e of the descipline) /Skill developme nt

SJMJ703A	The Craft of Media Writing	L	T	P	C
Version 1.0		4	1	-	5
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 a strong sense of the ethics
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.

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- 14 Lectures
Introduction to Media Writing

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, News Values, Characteristics of news, Types

Unit II- 12 Lectures
Process of Writing

Process 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, Essentials of Good Writing, Characteristics of Good Writing

Unit III- 12 Lectures
Introduction to online media

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, Writing for the Web

Unit IV- 12 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. John Fiske. (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	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 between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Explain various writing styles that are used in media writing	PO1
CO2	Demonstrate substantial in-depth knowledge about the meaning of digital media, information technologies and their uses in contemporary mediatized societies and cultures	PO1, PO2, PO3, PO4
CO3	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

Course Code	Course Title	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/ Teamwork	Demonstrate a Systematic, Extensive, and Coherent Knowledge	Demonstrate Procedural Knowledge	Demonstrate Professional and Communication Skills
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ 703A	The Craft of Media Writing	3	2	3	3		2								

Course Code	Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ703A	CO1	3													
	CO2	3	3	3	1										
	CO3	3	3		1		2								
	CO4	3		2	3		1								
	CO5	3		3	3										

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

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Unit	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development				Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/4th IR
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development		Professional Ethics mm	Gender	Human Values	Environment & Sustainability			
Unit I	-	-	-	Basic IT applications in print, electronic and cyber media, Emerging Trends in information technology	-	-	-		-	-	-	-	"Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability)"	Professional Education (17.1-17.5)	
Unit II	-	-		Basics of Design and Graphics	-	-	Newspaper and advertisement layout.		-	-	-		"Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability)"	Professional Education (17.1-17.5)	

Unit III	-	-	-		DTP Software –Quark Xpress, Photoshop, Corel Draw and In Design	-	Desktop Publication & Multimedia	-	-	-	-	"Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability)"	Professional Education (17.1-17.5)	
Unit IV	-	-	-	History of Printing, Printing Methods	-	-		-	-	-	-	"Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability)"	Professional Education (17.1-17.5)	
Unit V	-	-	-	-	Presentation on PowerPoint, Creating poster on InDesign, Newsletter/ Magazine designing, Photo editing- pixel to pixel on Photoshop, Collage making on Photoshop, Advertisement designing, Designing a coffee table book, Calendar making on Corel Draw, Portfolio building for campaigns- Visiting card, Posters, brochure etc.	-	-	-	-	-	-	"Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability)"	Professional Education (17.1-17.5)	

SJMJ 705A	Current Affairs and Perspective	L	T	P	C
Version 1.0		4	1	0	5
Eligibility/Exposure	Graduation in any discipline				
Co-requisites	--				

Course Objectives

1. To impart the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about socio –economic issues.
2. To develop the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about political issues.
3. To inculcate the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about educational and cultural issues.
4. To apply the general knowledge, general awareness and contemporary issues in his learning of journalism as discipline.
5. To create presentations and write up on these issues of relevance.

Course Outcomes

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

CO1: Understand about general knowledge, general awareness and contemporary activities at local, regional, national and international level about socio –economic issues.
CO2: Have the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about political issues
CO3: Develop the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about educational and cultural issues.
CO4: Apply the general knowledge, general awareness and contemporary issues in his learning of journalism as discipline.
CO5. Create presentations and write up on these issues of relevance

Catalog Description

This course will give the learner an insight into latest happenings of India and events around the globe. The course will prepare learners to understand the present day national and international political, social, economic, environmental and developmental concerns and issues.
The hands-on course attempts to introduce the learners, the issues of larger public concern through group based projects and assignments.

Objectives and Expected Outcomes:

For journalism students it is important to understand the events and issues reported in the media. For instance, why does India not have good relations with most of the neighboring countries? To understand such problems, a learner needs to find out the past instances and their relevance in today's scenario.

During the course, students will discuss the concerns and issues of environmental, social, political and economic importance. They will be expressing their opinion through debates, group discussions, blogs, articles and other relevant assignments given time to time.

The learners will be able to understand the present day problems and challenges and its implications on development. Learners will be critically analyzing the media perspective through newspapers, magazines and social media. They will make presentations based upon their observation and critical analysis of the situations.

This course will ignite creative thoughts and fuel new imaginations amongst students of journalism as they will gain insight on real-world issues covered in media.

Course Content

All the socio-economic, political, religious, Sports and developmental issues of local, regional, national and International importance with the history and present relevance.

Suggested readings:

Newspapers and current affairs magazines
Manorma Year Book

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 between COs and POs	
	Course Outcomes (COs)	**Mapped Program Outcomes**
CO1	Understand about general knowledge, general awareness and contemporary activities at local, regional, national and international level about socio –economic issues.	**PO2, PO3, PO4, PO6,**
CO2	Have the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about political issues	**PO2, PO3 and PO4**
CO3	Develop the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about religious, cultural and media issues.	**PO2, PO3 and PO4**
CO4	Apply the general knowledge, general awareness and contemporary issues in his learning of journalism as discipline.	**PO6, PO10, PO11**
CO5	Create presentations and write up on these issues of relevance	**PO4, PO9, PO10, PO11**

Course Code	Course Title	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	Demonstrate a Systematic, Extensive, and Coherent Knowledge	Demonstrate Procedural Knowledge	Demonstrate Professional and Communication Skills
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJMJ705A	Current Affairs and Perspectives		2	2	1		3			3	2	2			

Course Code	Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ 705A	CO1		3	3	1		2						1	2	2
	CO2		3	3	1								2	1	2
	CO3		3	3	1								2	1	1
	CO4						3				3		2	2	2
	CO5				3					3	2	2	2	2	2

1=weakly mapped

2= moderately mapped

3=strongly mapped

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/4th IR
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics mm	Gender	Human Values	Environment & Sustainability			
Unit I	political, religious	political, religious	political, religious											
Unit II	Sports and developmental issues of local	Sports and developmental issues of regional	Sports and developmental issues of national	Sports and developmental issues of International										
Unit III														
Unit IV	Sports and developmental issues of local	Sports and developmental issues of regional	Sports and developmental issues of national	Sports and developmental issues of International										

SJMJ707A	Public Relations: Theory and Practice	L	T	P	C
Version 1.0		4	1	0	5
Eligibility/Exposure	Graduation in any discipline				
Co-requisites	--				

Course Objectives

1. To provide knowledge about the definitions and concepts of public relations, publicity, propaganda, advertising and e-PR.
2. To know the difference between Public Relations and other methods of promotional mix.
3. To develop writing skills for various PR tools.
4. To give hands-on skills in conceiving and implementing PR programmes
5. To design strategies and tactics for creating campaigns for raising awareness and changing attitudes.
6. To describe the role and scope of Public Relations in crisis management and image building
7. To nurture laws and ethics related to PR required to work in media industry

Course Outcomes

After completion of the course student will be able to:

CO1: Apply knowledge about the definitions and concepts of public relations, publicity, propaganda, advertising and e-PR.
CO2: Know the difference between Public Relations and other methods of promotional mix.
CO3: Write for various PR tools
CO4: Create and implement PR programmes
CO5: Design strategies and tactics for creating campaigns for raising awareness and changing attitudes.
CO6: Describe the role and scope of Public Relations in crisis management and image building
CO7: Nurture laws and ethics related to PR required to work in media industry

Overview:

The course will promote a deep theoretical insight of both the Public Relations discipline. The theoretical concepts, processes and applicability of Public Relations will be discussed in detail. The course will help students understand the role and scope of PR in management, its various tools and the emerging importance of the discipline in varying areas.

Course Outcomes and Learning Objectives:

The course will enable students to specialize in the practice of Public Relations. The students will understand the processes involved in production of corporate publications and to develop the skills of writing and editing of PR publications. The course will provide basic and emerging concepts and principles in relation to better decision making in the areas of Public Relations & Corporate Communication. The aim is

to provide hands-on training on planning and production of various PR campaigns. Through daily readings, engagement, and self-reflection, successful course participants will gain knowledge of intercultural and international PR theoretical frameworks. It will also give insight into the influence of culture in PR practice within the context of a global marketplace and international business.

The student will get acquainted with various PR tools used in industry with special mention to Political PR, PR vs Spin, Sports PR and celebrity Management. The course will help student learn about PR writing such as newsletters, papers, opinion papers, blogs, speeches, house journals, minutes of meetings and press releases etc. The difference between corporate communication and public relations will be discussed in length. This course will be helpful for students planning career in public relations and will provide strong foundation for the public relations major. The course also meets the needs of those planning other professional and managerial careers that require an understanding of public relations concepts and management practices.

Course Content

Unit-I - 8 Lectures
Introduction to Public Relations

1.0 Theories and Models of PR
1.1 Definitions and concept of public relations, publicity, propaganda, advertising, e-PR
1.2 Difference between public relations and corporate communications, public relations and advertising, public relations and propaganda

Unit-II– 10 Lectures
Tools of Public Relations

Various kinds of writing for media - press releases, press backgrounders, rejoinders, press communiqué, making clips of electronic media, Understanding requirements of print vs electronic media, mainstream vs, local media, general vs trade media, Hands-on-skills on media writing, 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,

Unit-III – 10 Lectures
PR Campaigning

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.

UNIT IV – 10 Lectures
PR management

Government PR, NGO PR, Political PR, PR vs Spin, Sports PR and celebrity Management
Crisis Management, PR in Crisis Management, CSR, CSR and Image management, Corporate Identity, Lobbying,

UNIT V – 10 Lectures
Codes and Laws of PR

Ethics of Public Relations, Code of ethics by professional bodies, Laws relating to Public Relations and Corporate Communications

Suggested Readings:

Black, S. (n.d.). *Practical Public Relations : Effective Public Relations.* Universal Book Stall.

Clow , K. E. (n.d.). *Integrated Advertising.* Delhi.

Gaur, S. (n.d.). *Public Relation 4 You: A Guide to PR Theory & Practice.*

Jackson, P. (n.d.). *Corporate Communication for Managers.* Pitman Publishing.

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

Jethwaney, J. (2000). *Public Relations.* Sterling.

Means, T. (n.d.). *Business communication.* Thomson.

Mehta, D. S. (n.d.). *Handbook of Public Relations in India.* Allied Publishers.

Scott, & Cutlip. (n.d.). *Promotion and Marketing Communication.* New Jersey: Prentice Hall.

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)

	Course Outcomes (COs)	Mapped Program Outcomes
Mapping between COs and POs		
CO1	Define the concept and nature of Public Relations.	**PO1**
CO2	Illustrate and explain the distinct features of PR and Corporate Communication vis-à-vis other media	**PO1, PO3**
CO3	Understand basic process of public relations—research, planning, communication.	**PO1, PO3, PO5, PO11**
CO4	Apply and develop basic PR writing skills and campaign planning.	**PO3, PO4, PO10**
CO5	Describe crisis management, brand development and make ambassadors out of employees.	**PO3, PO4, PO6, PO7, PO10, PO11,**
CO6	Integrate the theoretical and practical knowledge into becoming industry ready professional by creating individual and group projects	**PO3, PO4, PO5, PO11,**

Course Code	Course Title	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	Demonstrate a Systematic, Extensive, and Coherent Knowledge	Demonstrate Procedural Knowledge	Demonstrate Professional and Communication Skills
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJMJ707A	**Public Relations & Corporate Communication**	2		3	2	2	1	1	1		1	3	2	1	3

Course Code	Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
Public Relations: Theory and Practice SJMJ707A	CO1	3											1	1	2	1	1	1	1
	CO2	3		3									1	2	1	2	1	1	1
	CO3	3		3		2					2	3	1	2	1	1	1	2	2
	CO4			3	3						3		2	2	2	2	2	2	2
	CO5			3	3		3	2			2	3	2	2	2	2	2	2	2
	CO6			3	2	2						3	2	3	3	3	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/4th IR
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics mm	Gender	Human Values	Environment & Sustainability			
Unit I					Models of PR, public relations, publicit			public relations and propaganda	public relations and propaganda	public relations and propaga		Inclusive Knowledge Societies,social inclusion, knowledge-driven media development,technical innovation, net neutrality ROAM Principles, increase participation in the communication process, strengthen communication capacities , promote	20.1 (ethic and importance of public purpose, an education in the discipline, and an education for practice), 20.2 (Professional education - holistic and multidisciplinary education), 23.2 (Use of technological tools), 11.2 (creativity and innovation, critical thinking and higher-	Technical Skills that match Industry Needs (Knowledge of the

				y, propaganda, advertising, e-PR						nda		the wider and better balanced dissemination of information,developing a free and independent media	order thinking capacities, problem-solving abilities, teamwork, communication skills, more indepth learning and mastery of curricula across fields, increases in social and moral awareness)	descipline) / Skill developme nt
Unit II	mainstream vs, local media	mainstream vs, local media		Writing speech, minutes and official memo	Various kinds of writing for media, Hands-on-skills on media writing							Inclusive Knowledge Societies,social inclusion, knowledge-driven media development,technical innovation, net neutrality ROAM Principles, increase participation in the communication process, strengthen communication capacities , promote the wider and better balanced dissemination of information,developing a free and independent media	20.1 (ethic and importance of public purpose, an education in the discipline, and an education for practice), 20.2 (Professional education - holistic and multidisciplinary education), 23.2 (Use of technological tools), 11.2 (creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork, communication skills, more indepth learning and mastery of curricula across fields, increases in social and moral awareness)	Technical Skills that match Industry Needs (Knowledge of the descipline) / Skill developme nt
Unit III				PR campaign, Role of market research in PR	PR campaign,							Inclusive Knowledge Societies,social inclusion, knowledge-driven media development,technical innovation, net neutrality ROAM Principles, increase participation in the communication process, strengthen communication capacities , promote the wider and better balanced dissemination of information,developing a free and independent media	20.1 (ethic and importance of public purpose, an education in the discipline, and an education for practice), 20.2 (Professional education - holistic and multidisciplinary education), 23.2 (Use of technological tools), 11.2 (creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork, communication skills, more indepth learning and mastery of curricula across fields, increases in social and moral awareness)	Technical Skills that match Industry Needs (Knowledge of the descipline) / Skill developme nt
Unit		Govern	Gover	PR	NG					PR	PR in	Inclusive Knowledge Societies,social	20.1 (ethic and importance of public	Technical

t IV		ment PR	nment PR		campai gn, NGO PR	O ,PR				in Cris is Man age men t	Crisis Manage ment	inclusion, knowledge-driven media development,technical innovation,net neutrality ROAM Principles, increase participation in the communication process, strengthen communication capacities , promote the wider and better balanced dissemination of information,developing a free and independent media	purpose, an education in the discipline, and an education for practice), 20.2 (Professional education - holistic and multidisciplinary education), 23.2 (Use of technological tools), 11.2 (creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork, communication skills, more indepth learning and mastery of curricula across fields, increases in social and moral awareness)	Skills that match Industry Needs (Knowledg e of the descipline) / Skill developme nt
Uni t V								Ethics of Public Relation s, Code of ethics by professio nal bodies				Inclusive Knowledge Societies,social inclusion, knowledge-driven media development,technical innovation,net neutrality ROAM Principles, increase participation in the communication process, strengthen communication capacities , promote the wider and better balanced dissemination of information,developing a free and independent media	20.1 (ethic and importance of public purpose, an education in the discipline, and an education for practice), 20.2 (Professional education - holistic and multidisciplinary education), 23.2 (Use of technological tools), 11.2 (creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork, communication skills, more indepth learning and mastery of curricula across fields, increases in social and moral awareness)	Technical Skills that match Industry Needs (Knowledg e of the descipline) / Skill developme nt

	MOOC	L	T	P	C
Version 1.0		0	0	0	4
Eligibility/Exposure	Graduation in any discipline				
Co-requisites	--				

SEMESTER II						
S.no	**Course Code**	**Course Title**	**L**	**T**	**P**	**C**
1	SJMJ702A	Advertising Today	4	1	0	5
2	SJMJ704A	Exploring Frames	3	1	0	4
3	SJMJ755A	Exploring Frames Lab	0	0	4	2
4	SJMJ706A	Reporting and Editing	4	1	0	5
5	SJMJ708A	Creative Visualisation Techniques	3	1	0	4
6	SJMJ758A	Creative Visualisation Techniques Lab	0	0	4	2
TOTAL			**14**	**4**	**8**	**22**

SJMJ 702A	**Advertising Today**	L	T	P	C
Version 3.0		4	1	0	5
Eligibility/Exposure	MA(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 Explain application of 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

Overview:

The pervasiveness of advertising is society is noteworthy and as such offers an opportunity for consideration of various dimensions of advertising. This course provides a basic overview of principles and practices of advertising and examines various issues that are relevant to advertising. It presents a foundation that will prepare you for advanced advertising courses as well as general communication classes.

Objectives and Expected Outcomes:

The course will introduce the students about basic advertising concepts and practices and understand traditional and modern advertising environment. It will explore main subfields and basic modern concepts/ideas, theoretical models of advertising and will encourage further interest in advertising studies.

The course will demonstrate a working knowledge of the following areas associated with the advertising industry: Target marketing, ad agency organizations and operations, media strategies, use of electronic media, outdoor media, print media, online media, sales promotions and specialty advertising.

After the completion of the course students will be able to identify the social, ethical and legal responsibilities of advertising and define the economic and social impact of advertising on society. The course will enable student list the advertising mediums available to advertisers, identifying medium characteristics, and advantages and disadvantages relative to each other. The course will further help student recognize and define basic production terminology and techniques used for print, broadcast, and Internet mediums.

This course will prepare students with a fundamental understanding of advertising and its place in business, branding, and society. This course will equip students for further study in both basic and specialized areas of advertising and commercial communication.

Course Content

Unit I – 14 lectures
Theories in 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 – 12 lectures
Understanding Market

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
Models of Advertising and Campaigns

Theories in advertising (DAGMAR, CPT, circus theory, the laundry metaphor and AIDA approach), Ad campaign: Meaning and types, Setting Objectives, Budgeting, 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. Process of planning and executing the ad campaign, Pre-testing, concurrent and post testing a campaign, Drip campaign, Understanding Digital Ad Campaign, RoI

UNIT IV – 12 lectures
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

Assignments:
1. Identifying advertisements on the basis of various criterion
2. Writing agency and creative brief
3. Devising advertising strategies
4. Designing ad campaign

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/ 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 between COs and POs		
	Course Outcomes (COs)	**Mapped Program Outcomes**
CO1	Define the concept and nature of advertising, its role in society and business	**PO1, PO2**
CO2	Explain application of theories and models in the field of advertising	**PO1, PO2**
CO3	Demonstrate the knowledge and functioning of advertising agency	**PO2, PO3**
CO4	Differentiate between marketing and advertising using marketing mix, role of segmentation and buying motives	**PO3, PO4, PO10**
CO5	Choose the appropriate appeals of advertising to reach target audience keeping ethics in mind	**PO2, PO3**
CO6	Design creative and media strategies for Advertising Campaigns using research methods and study effectiveness	**PO3, PO4, PO10**

Course Code	Course Title	Disciplinary Knowledge PO1	Understanding the Role of Media PO2	Skilled and Industry-ready Professionals PO3	Influential and effective communication PO4	Leadership readiness/ Qualities PO5	Critical/ Reflective thinking & language efficiency PO6	Technologically Efficient Professional PO7	Ethical Awareness PO8	Lifelong Learning PO9	Research-related Skills PO10	Cooperation/ Team work PO11	Demonstrate a Systematic, Extensive, and Coherent Knowledge PSO1	Demonstrate Procedural Knowledge PSO2	Demonstrate Professional and Communication Skills PSO3
SJMJ702A	Advertising Today	3	2	3	2				2		3	3			

Course Code	Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ702A	CO1	3	2										2	2	3
	CO2	2	2										2	2	2
	CO3		3	3									2	2	2
	CO4			3	2						3		2	3	3
	CO5		2	3									3	2	2
	CO6			2	1						2		2	3	1

1=weakly mapped

2= moderately mapped

3=strongly mapped

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/4th IR
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics mm	Gender	Human Values	Environment & Sustainability			
Unit I			Development of advertising in India and World	Development of advertising in India and World	Institutional/Corporate advertising		Institutional/Corporate advertising	economy and society		Types of advertising on the basis of consumers		Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance chances of employability) strengthen communication capacities, increase participation in the communication process (SDG 16)	**creative human endeavour, professional subjects, and soft skills (11.1)** **Professional Education (20.2)**	Basic understanding of the discipline required for Industry Needs (Elevate understanding and skills of students required for employment) Skill Development
Unit II					Market segmentation		Marketing Strategies			Marketing vs Publicity		Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance chances of employability) strengthen communication	**creative human endeavour, professional subjects, and soft skills (11.1)** **intellectual, aesthetic, social, physical, emotional, and moral in an integrated manner; an ethic of**	inculcate understanding of market, communication and society needs (required for employment) Skill Development

											capacities, increase participation in the communication process, power of information and knowledge (SDG 16)	**social engagement; soft skills (11.3)** **Professional Education (20.2)**	(Acquire conceptual understanding and functional knowledge)
Unit III					Ad campaign		Ad campaign					Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance chances of employability) strengthen communication capacities, increase participation in the communication process, power of information and knowledge (SDG 16)	**creative human endeavour, professional subjects, and soft skills (11.1)** **intellectual, aesthetic, social, physical, emotional, and moral in an integrated manner; an ethic of social engagement; soft skills (11.3)** **Professional Education (20.2)**	inculcate discipline knowledge of how ad works as a tool of comunication and marketing (required for employment) Hands-on Experience (Creating Campaigns)
Unit IV								Code of Ethics		Laws related to Advertising		Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance chances of employability)	**Professional Education (20.2)** **ethic and importance of public purpose, an education in the discipline, and an education for practice**	Discipline knowledge - a must for employment Skill Development 1) (Acquire

											strengthen communication capacities, increase participation in the communication process, power of information and knowledge (SDG 16)	**(20.1)** **Use of technological tools (23.2)** **awareness on issues of privacy, laws, and standards associated with data handling and data protection (23.13)**	conceptual understanding and functional knowledge)

SJMJ704A	Exploring Frames	L	T	P	C
Version 1.0		3	1	0	4
Eligibility/Exposure	MA(JMC) I				
Co-requisites	--				

Course Objectives

1. To enhance knowledge about photography and its history.
2. To describe the parts of a digital SLR camera and its 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 integrate the theoretical and practical knowledge of photography into becoming industry ready professional.

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: Integrate the theoretical and practical knowledge of photography into becoming industry ready professional.

Catalogue Description

Since its invention photography has affected how the world views and consumes history, as well as everyday life. A photograph is capable of not only capturing a brief moment in time, but can represent an entire social movement or be a catalyst for change.

In this course students will get to know about the history of photography. From the exposure time of 8 hours to just a few fractions of seconds, all the technological advancement of 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 the camera and their respective functions, digital sensors, scanning processes and filters etc.

Photographers are able to drastically change the 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.

Photography is not just about capturing movements; it also has various beats in it for example portrait, wildlife, nature and landscape photography and food photography. A good picture can only be captured in an appropriate amount of light, students will learn about different types of lighting sources 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.

Photojournalism allows the audience to see the reality through the eyes of the photographer. If the techniques of photography are applied properly, that one moment conveys volumes of information. Conveying the full story is part of environmental portraiture where the setting tells us as much about the subject as the subject themselves. The emotions are not created in the subjects by photojournalist. The photojournalist is not directing the scene as a portrait or commercial photographer would. They are there to observe and capture not become the story or interrupt the incident.

In a nutshell, this course is designed to give 'hands-on' exposure of digital photography, various methods of image capturing, image editing techniques and all the technical nuances of still photography.

Course Content

Unit I – 10 lectures
Photography Principles

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

Unit II – 15 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, Lenses- controlling image, Telephoto Lens, Photographic lenses- prime and zoom lens, angle of view Aperture and Shutter, Depth of field, Lens care, Shutter Speed, ISO, F-Stop, 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 – 10 lectures
Types of Photography

Analog to Digital Photography, Various types of 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- 10 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*. Author Press.
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	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 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 of photography.	**PO3**
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**

Course Code	Course Title	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	Demonstrate a Systematic, Extensive, and Coherent Knowledge	Demonstrate Procedural Knowledge	Demonstrate Professional and Communication Skills
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJMJ704A	Exploring Frames	3	1	2	2		2	3		2					

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Course Code	Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO 1	PSO 2	PSO 3
SJBJ704A	CO1	3	3	2	1	1	2	2	1	1	2	1	3	3	2
	CO2	3	1	3	2	2	1	3	1	2	1	1	3	1	1
	CO3	3	3	3	3	2	2	2	2	2	3	1	3	2	2
	CO4	3	3	3	3	2	2	2	2	2	3	2	3	2	3
	CO5	3	3	3	2	3	2	3	1	3	3	2	3	2	2
	CO6	3	3	3	3	3	2	3	3	3	3	3	3	3	3
	CO7	3	3	3	3	3	3	3	3	3	3	3	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/4th IR
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethicsmm	Gender	Human Values	Environment & Sustainability			
Unit I							Photography as a					Skills for Decent Work (SDG 4.4) (Learning the components of this	Professional	Students will learn Technical Skills that is required as Industry

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					medium of communication					unit will enhance chances of employability) strengthen communication capacities, increase participation in the communication process (SDG 16)	Education (20.2) Technical education (20.6)	Needs/ Skill Development (Students will learn how to handle camera)
Unit II					Types of Camera, Camera design	Types of Camera, Camera design					Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance chances of employability) strengthen communication capacities, increase participation in the communication process (SDG 16)	Professional Education (20.2) Technical education (20.6) Use of technological tools (23.2)	Students will learn Technical Skills that is required as Industry Needs/ Hands-on Experience (Students will practice on the various features)
Unit III					Various types of photography	Various types of photography	Various types of photography				Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance chances of employability) strengthen communication capacities, increase participation in the communication process (SDG 16)	Professional Education (20.2) Technical education (20.6)	Students will learn Technical Skills that is required as Industry Needs/ Hands-on Experience (Students will practice different types of photography)
Unit IV					Photo journalism, caption writing	Photo journalism	caption writing, Photo editing	Photo Features and Photo Essays			Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance chances of employability)	Professional Education (20.2) Technical education (20.6)	Students will learn Technical Skills that is required as Industry Needs/ Skill Development (Students

						Legal and Ethical Issues				strengthen communication capacities, increase participation in the communication process (SDG 16)	Use of technological tools (23.2)	will learn the different beats and apply it in a journalistic aproach)
Unit V							Capture Silhouette effect,Use editing software and its various tools				Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance chances of employability) strengthen communication capacities, increase participation in the communication process (SDG 16)	Professional Education (20.2) Technical education (20.6) Use of technological tools (23.2)	Students will learn Technical Skills that is required as Industry Needs/ Hands-on Experience, Skill Development

SJMJ755A	Exploring Frames Lab	L	T	P	C
Version 1.0		0	0	4	2
Eligibility/Exposure	**MA(JMC) I**				
Co-requisites	--				

Course Objectives

1. To enhance knowledge about photography and its history.
2. To describe the parts of a digital SLR camera and its 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 integrate the theoretical and practical knowledge of photography into becoming industry ready professional.

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: Integrate the theoretical and practical knowledge of photography into becoming industry ready professional.

Catalogue Description

Since its invention photography has affected how the world views and consumes history, as well as everyday life. A photograph is capable of not only capturing a brief moment in time, but can represent an entire social movement or be a catalyst for change.

In this course students will get to know about the history of photography. From the exposure time of 8 hours to just a few fractions of seconds, all the technological advancement of 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 the camera and their respective functions, digital sensors, scanning processes and filters etc.

Photographers are able to drastically change the 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.

Photography is not just about capturing movements; it also has various beats in it for example portrait, wildlife, nature and landscape photography and food photography. A good picture can only be captured in an appropriate amount of light, students will learn about different types of lighting sources 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.

Photojournalism allows the audience to see the reality through the eyes of the photographer. If the techniques of photography are applied properly, that one moment conveys volumes of information. Conveying the full story is part of environmental portraiture where the setting tells us as much about the subject as the subject themselves. The emotions are not created in the subjects by photojournalist. The photojournalist is not directing the scene as a portrait or commercial photographer would. They are there to observe and capture not become the story or interrupt the incident.

In a nutshell, this course is designed to give 'hands-on' exposure of digital photography, various methods of image capturing, image editing techniques and all the technical nuances of still photography.

Course Content- 40 Lectures

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

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. 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*. Author Press.
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	Presentation/ Assignment/ etc.	Attendance	End Term Exam
Weightage (%)	**20**	**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	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 of photography.	**PO3**
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**

Course Code	Course Title	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	Demonstrate a Systematic, Extensive, and Coherent	Demonstrate Procedural Knowledge	Demonstrate Professional and Communication Skills
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJMJ704A	Exploring Frames	3	1	2	2		2	3		2					

Course Code	Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ704**A**	CO1	3	3	2	1	1	2	2	1	1	2	1	3	3	2
	CO2	3	1	3	2	2	1	3	1	2	1	1	3	1	1
	CO3	3	3	3	3	2	2	2	2	2	3	1	3	2	2
	CO4	3	3	3	3	2	2	2	2	2	3	2	3	2	3
	CO5	3	3	3	2	3	2	3	1	3	3	2	3	2	2
	CO6	3	3	3	3	3	2	3	3	3	3	3	3	3	3
	CO7	3	3	3	3	3	3	3	3	3	3	3	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

	Relevance to the local, national, regional and global				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values,				SDG	NEP	POE/4th IR
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics mm	Gender	Human Values	Environment &			
Unit I							Photography as a medium of communication					Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance chances of employability) strengthen communication capacities, increase participation in the communication process	Professional Education (20.2) Technical education (20.6)	Students will learn Technical Skills that is required as Industry Needs/ Skill Development (Students will learn how to handle camera)

Unit													
											(SDG 16)		
Unit II				Types of Camera, Camera design		Types of Camera, Camera design					Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance chances of employability) strengthen communication capacities, increase participation in the communication process (SDG 16)	Professional Education (20.2) Technical education (20.6) Use of technological tools (23.2)	Students will learn Technical Skills that is required as Industry Needs/ Hands-on Experience (Students will practice on the various features)
Unit III				Various types of photography	Various types of photography	Various types of photography					Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance chances of employability) strengthen communication capacities, increase participation in the communication process (SDG 16)	Professional Education (20.2) Technical education (20.6)	Students will learn Technical Skills that is required as Industry Needs/ Hands-on Experience (Students will practice different types of photography)
Unit IV				Photo journalism, caption writing	Photo journalism	caption writing, Photo editing	Photo Features and Photo Essays Legal and Ethical Issues				Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance chances of employability) strengthen communication capacities, increase participation in the communication process (SDG 16)	Professional Education (20.2) Technical education (20.6) Use of technological tools (23.2)	Students will learn Technical Skills that is required as Industry Needs/ Skill Development (Students will learn the different beats and apply it in a journalistic aproach)
Unit V						Capture Silhouette					Skills for Decent Work (SDG 4.4) (Learning the components of this unit	Professional Education (20.2)	Students will learn Technical Skills that is required as Industry

						effect,Use editing software and its various tools				will enhance chances of employability) strengthen communication capacities, increase participation in the communication process (SDG 16)	Technical education (20.6)Use of technological tools (23.2)	Needs/ Experience, Development	Hands-on Skill

SJMJ706A	Reporting and Editing	L	T	P	C
Version 3.0		4	1	0	5
Eligibility/Exposure	Graduation in any discipline				
Co-requisites	--				

Course objectives-

1. To impart theoretical and practical knowledge about reporting, including specialised beats.
2. To develop basic understanding of working of news desk, bureau, and editorial department
3. To provide students theoretical and practical inputs about editing
4. To Apply the skills in information gathering, processing and delivering.
5. To learn how to write Features, Op-eds, Middles and Editorials.
6. To impart hands-on-training on editing
7. To learn re-writing copy.

Course Outcomes-

After completion of the course students will be able to:

CO1: Combine theoretical and practical knowledge about reporting, including specialised beats

CO2: Demonstrate basic understanding of working of news desk, bureau, and editorial department

CO3: Develop theoretical and practical inputs about editing

CO4: Apply the skills in information gathering, processing, and delivering

CO5: Write Features, Op-eds, Middles and Editorials

CO6: Apply hands-on-training on editing

CO7: Re-write copy

Overview:

The course will equip students with the relevant **practical knowledge required in the field of print media journalism.** The course will help students gain the in-depth experience on how to communicate with the masses through print media like newspapers, magazines, etc. The course will develop basic understanding of working of news desk, bureau, and editorial department and will equip students with skills and techniques of reporting and editing.

Objectives and Expected Outcomes:

The module examines the sources, techniques of reporting and the ethical and legal issues faced by journalist. The course will make students understand nuisances of reporting, qualities of a good reporter, types of reporting, changing scenario of news reporting & role of reporter.

The students will learn about scoops and exclusives and specialized reporting such as science, sports, economic, development, commerce, gender, and allied areas reporting for magazines. The students will be taught difference between newspaper and magazine reporting.

The course will outline working of reporting department in print media, role, function and qualities of a Reporter, Chief Reporter and Bureau Chief. The students will be able to learn about role and importance of news sources, attribution, cultivating, verifying and dealing with sources of news.

The course will help students understand meaning, purposes, symbols, tools, lead, body and paragraphing in news stories. The learners will understand the working of news desk, editorial department set-up, news flow, copy management and organization Headlines – techniques, styles, purposes, kinds of headlines, dummy page-makeup, layout, principles of photo editing– Magazine editing, layout, graphics.

Course Content

Unit 1 - 10 Lectures
News: Concept

News Reporting, Concept of News, Elements and structure of news reports, Types of news: Hard and Soft, News Leads and their types, Inverted pyramid style, feature style, sand clock style and nut graph, Feature: Definition, characteristics, types: news and non-news features, Process of feature writing: Ideas and Research, Tools and Techniques of Feature Writing, Interview: types and techniques

Unit 2 - 10 Lectures
Beat reporting

Analytical reporting, Interpretative reporting, Descriptive reporting, Investigative reporting, Differences in reporting for Newspapers / News agencies, Specialized Reporting and Beats, Understanding Beats and their categories, City reporting: City and local news, Crime Reporting: sources and related laws, Reporting Political Parties and Politics, Legislative (covering Assembly and Parliament), Legal Reporting

Unit 3 - 12 Lectures
Editorial Personal

News Set-up, Reporting department in newspapers. Role, function and qualities of a Reporter, Chief Reporter and Bureau Chief, News Desk, Editorial structure of newspaper/magazines, Editorial hierarchy and job of various functionaries, functioning of news desk, News Flow and Editing: Role and Responsibility of Gatekeepers, Editing Process, News selection: News Value and other parameters, Handling of news copy, Planning and visualization of news, Rewriting news stories, Headlines and intro, Stylebook and Style sheet

Unit 4 - 8 Lectures
Editing

Editing, Editing: concept, process and significance, Editorial Values: objectivity, facts, impartiality and balance, Role and importance of news sources, attribution, Challenges before editor: bias, slants and pressures

Assignments:

1. News Reporting
2. Event reporting,
3. Interviews, obits, profiles based on field assignments.
4. Specialised Writing
5. Writing features and human-interest stories, backgrounders
6. Op-ed articles
7. Editorials
8. Articles

Suggested Readings

1. Parthasarathy , R.(1994). Here is the News: Reporting for Media, Sterling Publishers.
2. Stovall , J.G.(2011). Journalism, Prentice Hall
3. Stein, P.& Burnett (2000), News writer's Handbook: An Introduction to Journalism, Blackwell Publishing.
4. Itule & Anderson (2002). News Writing and reporting for today's media, McGraw Hill Publication
5. Flemming and Hemmingway (2005), An Introduction to journalism, Vistaar Publications.
6. Joseph and Sharma (2006). The Media and Women's Issues, Second Edition, SAGE Publication Pvt. Ltd.
7. Richard, K. (2000). The Newspaper's Handbook, Routledge Publication.
8. George, A. H. (1990). News Writing, Kanishka Publications.
9. Frost, C. (2001). Reporting for Journalists, Routledge, London.
10. Garrison, B. (2000). Advanced Reporting, LEA.

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	Combine theoretical and practical knowledge about reporting, including specialised beats	**PO1, PO3, PO4, PO10**
CO2	Demonstrate basic understanding of working of news desk, bureau, and editorial department	**PO1, PO2**
CO3	Develop theoretical and practical inputs about editing	**PO1, PO4**
CO4	Apply the skills in information gathering, processing, and delivering	**PO3, PO4, PO10**
CO5	Write Features, Op-eds, Middles and Editorials	**PO1, PO2, PO3**
CO6	Apply hands-on-training on editing	**PO1, PO4 and PO3**
CO7	Re-write copy	**PO1, PO3, PO4**

Course Code	Course Title	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	Demonstrate a Systematic, Extensive, and Coherent Knowledge	Demonstrate Procedural Knowledge	Demonstrate Professional and Communication Skills
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJMJ706A	Reporting and Editing	3	2	3	3						2				

Course Code	Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ706A	CO1	3		2	2						3		2	2	3
	CO2	2	2										2	2	2
	CO3	2			1								2	2	2
	CO4			3	2						3		2	3	3
	CO5	1	2	3									3	2	2
	CO6	1		2	2								3	3	2
	CO7	3		2	2								3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Unit	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability / Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/4th IR
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics mm	Gender	Human Values	Environment & Sustainability			
Unit I					News Reporting, Tools		News Reporting, Tools			News Reporting	News Reporting	power of information and knowledge, safety of Journalists,	11.2 (creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving abilities,	Technical Skills that match Industry

					and Techniques of Feature Writing		and Techniques of Feature Writing						flow of information, promote the wider and better balanced dissemination of information, increase participation in the communication process, developing a free and independent media	teamwork, communication skills, more indepth learning and mastery of curricula across fields, increases in social and moral awareness) , 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), professionally skilled media persons and communication experts	Needs/Skill developmen t
Unit II					in reporting for Newspapers / News agencies	in reporting for Newspapers / News agencies	Analytical reporting			-		-	Freedom of expression, free flow of ideas by word and image, safety of Journalists, promote the wider and better balanced dissemination of information, increase participation in the communication process, to improve voice poverty, developing a free and independent	11.2 (creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork, communication skills, more indepth learning and mastery of curricula across fields, increases in social and moral awareness) , 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), professionally skilled media persons and communication experts	Technical Skills that match Industry Needs/Skill developmen t

													media	
Unit III		Repo rting Politi cal Parti es and Politi cs	Report ing Politic al Parties and Politic s				Plannin g and visualiz ation of news			Report ing Politic al Parties and Politic s	-	power of information and knowledge, safety of Journalists, flow of information, promote the wider and better balanced dissemination of information, increase participation in the communication process, developing a free and independent media	11.2 (creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork, communication skills, more indepth learning and mastery of curricula across fields, increases in social and moral awareness) , 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), professionally skilled media persons and communication experts	Technical Skills that match Industry Needs/Skill development
Unit IV					Editin g	Editin g	Editing			Editori al Values	-	Freedom of expression, free flow of ideas by word and image, safety of Journalists, promote the wider and better balanced dissemination of information, increase participation in the communication	11.2 (creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork, communication skills, more indepth learning and mastery of curricula across fields, increases in social and moral awareness) , 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	Technical Skills that match Industry Needs /Skill development

											process, to improve voice poverty, developing a free and independent media	incorporated at each stage of learning), professionally skilled media persons and communication experts	

SJMJ708A	Creative Visualisation Techniques	L	T	P	C
Version 1.0		3	1	0	4
Eligibility/Exposure	Basic Knowledge of Computer				
Co-requisites	--				

Course Objectives

1. To define layout & design for print media.
2. Differentiate between the colours' physiology and psychology.
3. Familiarize the working of DTP software and printing technology.
4. To demonstrate the art and aesthetics required in media products.
5. To compare the layout & design of newspaper, magazines and other publicity literature.
6. To apply colours' psychology and its physiology in designing
7. To design media products by using InDesign and Photoshop

Course Outcomes-

After completion of the course students will be able to:

CO1: Define layout & design for print media.

CO2: Differentiate between the colours' physiology and psychology.

CO3: Familiarize the working of DTP software and printing technology.

CO4: Demonstrate the art and aesthetics required in media products.

CO5: Compare the layout & design of newspaper, magazines and other publicity literature.

CO6: Apply colours' psychology and its physiology in designing

CO7: Design media products by using InDesign and Photoshop

Course Outcomes

Catalogue Description

Overview:

This course gives basic insight required to know the computer applications and creative visualisation required in Journalism & Mass Communication industries. It explains the evolution of technology from computers to the smart phones. It also imparts the basic requirement for comprehending the new converged media and platforms of communication. Students will be given 'hands-on' exposure through software required in graphic designing with their scope in publishing industry.

Objectives and Expected Outcomes:

Knowledge of hardware, software and other peripherals play 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 and through this course; students will comprehend all these changes and up gradation.

The course will describe the computer communication networks and its nature. Students will be taught how digital visualisation is an important tool of effective communication with special reference to print journalism and advertising. In media industry, the graphic designer plays an important role as all the artwork in news stories and advertisements is designed by him and this course will give in-depth learning of layout of copy and artwork.

Students will be taught print media product design process which will be a foundation for understanding industry designing nuances. They will have 'hands-on' learning on InDesign, Corel Draw and Photoshop software. This course will also apprise them with latest digital and offset printing techniques. Use of DTP and multimedia applications for creating and designing documents will also be one of the aims of this course. They will be making power point presentations, creating databases on excel and making documents on word.

By the end of the course, students will be able to develop their creative visual portfolios on designing software.

Course Content

Unit I – 14 lectures
IT Applications

Understanding importance Computer

Basic IT applications in print, electronic and cyber media, Emerging Trends in information technology

Unit II– 14 lectures
Components of Designing

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, Newspaper and advertisement layout.

Unit III- 10 lectures
Publishing

Desktop Publication & Multimedia**,** Introduction to DTP, Visuals: physical forms, functions and editing, Multimedia: Characteristics and functions, DTP Software –QuarkXpress, Photoshop, Corel Draw and In Design.

Unit IV-10 lectures
DTP

DTP & Printing, Basics of Desktop Publishing, Printing Process, Paper and finishing, History of paper and its uses, finishing and binding the paper, History of Printing, Printing Methods - Letter Press, Screen, Offset printing

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. (2007). *Corel Draw*, Tata McGraw Hill Publishing
4. Jaiswal. A. (2003). *Fundamentals of computer Information technology Today*. Wiley Dream Tech India Pvt Ltd.
5. Rajaraman V., *Fundamentals of computer*, Prentice

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 between COs and POs		
	Course Outcomes (COs)	**Mapped Program Outcomes**
CO1	To define layout & design for print media.	PO1, PO3,
CO2	Differentiate between the colours' physiology and psychology.	PO1, PO6
CO3	Familiarize the working of DTP software and printing technology.	PO3, PO7
CO4	To demonstrate the art and aesthetics required in media products.	PO1, PO3,
CO5	To compare the layout & design of newspaper, magazines and other publicity literature.	PO1, PO6, PO7
CO6	To apply colours' psychology and its physiology in designing	PO1, PO3, PO9
CO7	To design media products by using InDesign and Photoshop	PO5, PO6, PO7 ,PO11

Course Code	Course Title	Disciplinary Knowledge PO1	Understanding the Role of Media PO2	Skilled and Industry-ready Professionals PO3	Influential and effective communication PO4	Leadership readiness/ Qualities PO5	Critical/ Reflective thinking & language efficiency PO6	Technologically Efficient Professional PO7	Ethical Awareness PO8	Lifelong Learning PO9	Research-related Skills PO10	Cooperation/ Team work PO11	Demonstrate a Systematic, Extensive, and Coherent Knowledge PSO1	Demonstrate Procedural Knowledge PSO2	Demonstrate Professional and Communication Skills PSO3
SJMJ708A	Creative Visualization Techniques	3		3			1	3				2			

Course Code	Course Outcome	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO 1	PSO 2	PSO 3
SJMJ708A	CO1	3		2									1	2	2
	CO2	3					1						2	1	2
	CO3			3				1					2	2	2
	CO4	3		3									2	3	3
	CO5	2	2	3	2	1	2	2					3	2	2
	CO6	3		3						3			3	3	3
	CO7					1	3	3				3	3	3	3

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

Unit	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	PO E/ 4th IR
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics mm	Gender	Human Values	Environment & Sustainability			
Unit I	-	-	-	Basic IT applications in print, electronic and cyber media, Emerging Trends in information technology	-	-	-	-	-	-	-	"Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability)"	Professional Education (17.1-17.5)	
Unit II	-	-		Basics of Design and Graphics	-	-	Newsp aper and adverti	-	-	-		"Skills for Decent Work (SDG 4.4) (Learning the	Professional Education (17.1-17.5)	

							sement layout.						components of this unit will enhance employability)"
Unit III	-	-	-		DTP Software –Quark Xpress, Photoshop, Corel Draw and In Design	-	Desktop Publication & Multimedia	-	-	-	-	"Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability)"	Professional Education (17.1-17.5)
Unit IV	-	-	-	History of Printing, Printing Methods	-	-		-	-	-	-	"Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability)"	Professional Education (17.1-17.5)
Unit V	-	-	-	-	Presentation on Powerpoint, Creating poster on InDesign, Newsletter/ Magazine designing, Photo editing- pixel to pixel on Photoshop, Collage making on Photoshop,Advertisement designing, Designing a coffee table book, Calendar making on Corel Draw, Portfolio building for campaigns- Visiting card, Posters, brochure etc.	-	-	-	-	-	-	"Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability)"	Professional Education (17.1-17.5)

SJMJ758A	Creative Visualisation Techniques Lab	L	T	P	C
Version 1.0		0	0	4	2
Eligibility/Exposure	Basic Knowledge of Computer				
Co-requisites	--				

Course Objectives

1. To define layout & design for print media.
2. Differentiate between the colours' physiology and psychology.
3. Familiarize the working of DTP software and printing technology.
4. To demonstrate the art and aesthetics required in media products.
5. To compare the layout & design of newspaper, magazines and other publicity literature.
6. To apply colours' psychology and its physiology in designing
7. To design media products by using InDesign and Photoshop

Course Outcomes-

After completion of the course students will be able to:

CO1: Define layout & design for print media.
CO2: Differentiate between the colours' physiology and psychology.
CO3: Familiarize the working of DTP software and printing technology.
CO4: Demonstrate the art and aesthetics required in media products.
CO5: Compare the layout & design of newspaper, magazines and other publicity literature.
CO6: Apply colours' psychology and its physiology in designing
CO7: Design media products by using InDesign and Photoshop

Course Outcomes

Catalogue Description

Overview:

This course gives basic insight required to know the computer applications and creative visualisation required in Journalism & Mass Communication industries. It explains the evolution of technology from computers to the smart phones. It also imparts the basic requirement for comprehending the new converged media and platforms of communication. Students will be given 'hands-on' exposure through software required in graphic designing with their scope in publishing industry.

Objectives and Expected Outcomes:

Knowledge of hardware, software and other peripherals play 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 and through this course; students will comprehend all these changes and upgradation.

The course will describe the computer communication networks and its nature. Students will be taught how digital visualisation is an important tool of effective communication with special reference to print journalism and advertising. In media industry, the graphic designer plays an important role as all the artwork in news stories and advertisements is designed by him and this course will give in-depth learning of layout of copy and artwork.

Students will be taught print media product design process which will be a foundation for understanding industry designing nuances. They will have 'hands-on' learning on InDesign, Corel Draw and Photoshop software. This course will also apprise them with latest digital and offset printing techniques. Use of DTP and multimedia applications for creating and designing documents will also be one of the aims of this course. They will be making power point presentations, creating databases on excel and making documents on word.

By the end of the course, students will be able to develop their creative visual portfolios on designing software.

Course Content - 40 Lectures

Unit I – 14 lectures
IT Applications

Making PowerPoint
InDesign
Creating poster/ Newsletter/ Newspaper/ Magazine designing

Unit II– 14 lectures
Designing & Editing

Photo editing- pixel to pixel on Photoshop
Collage making on Photoshop
Advertisement/Poster designing

Unit III- 10 lectures
Publishing

Corel Draw
Designing a coffee table book
Calendar making

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UNIT IV - 22 lecture
Portfolio/ Project

Portfolio building for campaigns- Visiting card, Posters, brochure etc.

Suggested readings:

6. N.N. Sarkar. (1998). *Designing Print Communication*. New Delhi: Sagar Publishers.
7. Kelby, S. (2011). *The Adobe Photoshop CS5 book for digital photographers*. Berkeley, Calif.: New Riders.
8. Coburn, Foster, D. (2007). *Corel Draw*, Tata McGraw Hill Publishing
9. Jaiswal. A. (2003). *Fundamentals of computer Information technology Today*. Wiley Dream Tech India Pvt Ltd.
10. Rajaraman V., *Fundamentals of computer*, Prentice

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

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

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

	Course Outcomes (COs)	Mapped Program Outcomes
CO1	To define layout & design for print media.	PO1, PO3,
CO2	Differentiate between the colours' physiology and psychology.	PO1, PO6
CO3	*Familiarize the working of DTP software and printing technology.*	PO3, PO7
CO4	*To demonstrate the art and aesthetics required in media products.*	PO1, PO3,
CO5	To compare the layout & design of newspaper, magazines and other publicity literature.	PO1, PO6, PO7
CO6	To apply colours' psychology and its physiology in designing	PO1, PO3, PO9
CO7	To design media products by using InDesign and Photoshop	PO5, PO6, PO7 ,PO11

Mapping between COs and POs

Course Code	Course Title	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	Demonstrate a Systematic, Extensive, and Coherent Knowledge	Demonstrate Procedural Knowledge	Demonstrate Professional and Communication Skills
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJMJ708A	Creative Visualization Techniques	3		3			1	3				2			

Course Code	Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJMJ708A	CO1	3		2									1	2	2
	CO2	3					1						2	1	2
	CO3			3				1					2	2	2
	CO4	3		3									2	3	3
	CO5	2	2	3	2	1	2	2					3	2	2
	CO6	3		3						3			3	3	3
	CO7					1	3	3				3	3	3	3

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

Unit	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development				Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/4th IR
	Local	Regional	National	Global	Employability		Entrepreneurship	Skill Development	Professional Ethics mm	Gender	Human Values	Environment & Sustainability			
Unit I	-	-	-	Basic IT applications in print, electronic and cyber media, Emerging Trends in information technology	-		-	-	-	-	-	-	"Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability)"	Professional Education (17.1-17.5)	
Unit II	-	-		Basics of Design and Graphics	-		-	Newspaper and advertisement layout.	-	-	-		"Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability)"	Professional Education (17.1-17.5)	

Unit III	-	-	-		DTP Software –Quark Xpress, Photoshop, Corel Draw and In Design	-	Desktop Publication & Multimedia	-	-	-	-	"Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability)"	Professional Education (17.1-17.5)	
Unit IV	-	-	-	History of Printing, Printing Methods	-	-		-	-	-	-	"Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability)"	Professional Education (17.1-17.5)	
Unit V	-	-	-	-	Presentation on Powerpoint, Creating poster on InDesign, Newsletter/ Magazine designing, Photo editing- pixel to pixel on Photoshop, Collage making on Photoshop,Advertisement designing, Designing a coffee table book, Calendar making on Corel Draw, Portfolio building for campaigns-Visiting card, Posters, brochure etc.	-	-	-	-	-	-	"Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability)"	Professional Education (17.1-17.5)	

		SEMESTER III				
S.no	Course Code	Course Title	L	T	P	C
1	SJMJ801A	Research Techniques	3	1	0	4
2	SJMJ851A	Research Techniques Lab	0	0	4	2
3	SJMJ803A	Broadcast News Production	3	1	0	4
4	SJMJ853A	Broadcast News Production Lab	0	0	4	2
5	SJMJ805A	New Media and Web Content	3	1	0	4
6	SJMJ855A	New Media and Web Content Lab	0	0	4	2
7	SJMJ807A	Media, Law and Society	3	1	0	4
8	SJMJ809A	Summer Training Report	0	0	0	4
9	SJMJMO31	MOOC	-	-	-	8
		TOTAL	12	4	12	34

SJMJ801A	Research Techniques	L	T	P	C
Version 1.0		3	1	0	4
Eligibility/Exposure	MA(JMC) Sem II				
Co-requisites	--				

Course Objectives

1. To provide grounding in the research skills required to be a successful media professional
2. To explain various types of research designs like exploratory, descriptive and experimental.
3. Critically review others' research to find out research gaps
4. To develop the knowledge and understanding about the basic tools and methods for undertaking research in journalism, media and communication as well as political communications
5. To formulate suitable research design and methods for data collection,
6. To infer the data using statistical tools and writing a good report on the basis of study conducted.
7. To understand the issues of ethics and integrity of communication research related to data collection, publication and plagiarism etc. to be industry ready professional

Course Outcomes –

After completion of the course student will be able to:

CO1: Explain various types of research designs like exploratory, descriptive and experimental.

CO2: Provide grounding in the research skills required to be a successful media professional

CO3: Critically review others' research to find out research gaps

CO4: Develop the knowledge and understanding about the basic tools and methods for undertaking research in journalism, media and communication as well as political communications

CO5: Formulate suitable research design and methods for data collection,

CO6: Infer the data using statistical tools and writing a good report on the basis of study conducted.

CO7: Understand the issues of ethics and integrity of communication research related to data collection, publication and plagiarism etc. to be industry ready professional.

Catalogue Description
Overview:

This course provides a theoretical principles of media research as well as develop an aptitude to carry out own research for the various disciplines of mass communication. This course explores key research methods in media and communication, and the practical issues that affect how they are carried out.

Objectives and Expected Outcomes:

The aim of this course is to provide grounding in the research skills required to be a successful media professional. Students will also be introduced to a wide range of quantitative and qualitative research methodologies used in the study of journalism and mass communication. They will learn to formulate suitable research questions, compile a literature review, formulate the hypothesis, select a suitable research design and methods for data collection, inferring the data using statistical tools and writing a good report on the basis of study conducted.

Learners will be able to analyse various forms of primary research data and developed critical analytical and evaluative skills in terms of their own and others' research. Through in-depth discussion and experimentation with both qualitative and quantitative approaches to researching people, texts, institutions and media industries, the learners will develop advanced knowledge and skills that will not only enhance their learning but their future career and any further study they embark on.

By the end of the course students will develop the knowledge and understanding about the basic tools for undertaking research in journalism, media and communication as well as political communications, to decide upon which methods are most appropriate for different types of research question, to understand and critically assess different methodological approaches, to design and use particular methods practically and to carry out an analysis of the findings they generate.

Course Content
Unit I [Research: Basic concepts and methods] L-12
1. Concepts
2. Meaning of research
3. Process of research
4. Research problem
5. Research design
7. Sampling
8. Hypothesis
8. Research Methods, Process research, Anthropological research, Historical research, Experimental Research. Other types

Unit II [Data collection techniques and analysis] L-12
1. Survey, Tool box: schedule, questionnaire, Audience surveys: NRS-IRS, TAM-TRP. Election related surveys: opinion poll, exit poll, National sample survey: collection of data by NSSO
2. Case study, In-depth analysis of subject of research, Intergenerational research, Cross-cultural research, Macro and micro research
3. Observation
4. Interview
5. Content analysis, Quantitative, Qualitative
6. Data analysis, Computer assisted handling and analysis-SPSS

Unit III [Communication Research] L-14
1. Message Analysis, Discourse and semiotic analysis
2. Channel/ medium analysis: characteristics, access, appropriateness and coverage
3. Audience analysis: quantitative and qualitative techniques
4. Impact analysis: tools and techniques

Unit IV [Media Research] L-12
1. Formative Research, Need assessment, Development of audience profile, Availability of audience segment, Access of the media
2. Production research, Print production, Radio programme production, TV program production, Analysing moving images
3. Feedback and summative research. Impact of stated objectives and unintended outcomes
4. Ethics in research

5. Report writing – steps involved, layout of the research project
6. APA Style Sheet
7. Research Ethics, Plagiarism, Publication Ethics

Unit V [Application of Concepts in a Research Project/Proposal/Paper] L - 10

1. Introduction
2. Review of Literature
3. Research Design and Methods
4. Results and Discussion
5. Conclusion
6. Research on a relevant topic

Suggested Readings:

Black, S. (n.d.). *Practical Public Relations : Effective Public Relations.* Universal Book Stall.

Clow , K. E. (n.d.). *Integrated Advertising.* Delhi.

Gaur, S. (n.d.). *Public Relation 4 You: A Guide to PR Theory & Practice.*

Jackson, P. (n.d.). *Corporate Communication for Managers.* Pitman Publishing.

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

Jethwaney, J. (2000). *Public Relations.* Sterling.

Means, T. (n.d.). *Business communication.* Thomson.

Mehta, D. S. (n.d.). *Handbook of Public Relations in India.* Allied Publishers.

Scott, & Cutlip. (n.d.). *Promotion and Marketing Communication.* New Jersey: Prentice Hall.

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 between COs and POs		
Course Outcomes (COs)		**Mapped Program Outcomes**
CO1	Explain various types of research designs like exploratory, descriptive and experimental	**PO1**
CO2	Provide grounding in the research skills required to be a successful media professional	**PO1, PO3**
CO3	Critically review others' research to find out research gaps	**PO1, PO3, PO10**
CO4	Develop the knowledge and understanding about the basic tools and methods for undertaking research in journalism, media and communication as well as political communications	**PO2, PO3, PO4, PO6, PO10**
CO5	Formulate suitable research design and methods for data collection	**PO3, PO6, PO7, PO10**
CO6	Infer the data using statistical tools and writing a good report on the basis of study conducted	**PO3, PO4, PO5, PO7, PO11,**
CO7	Understand the issues of ethics and integrity of communication research related to data collection, publication and plagiarism etc. to be industry ready professional	**PO8, PO9**

Course Code	Course Title	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	Demonstrate a Systematic, Extensive, and Coherent Knowledge	Demonstrate Procedural Knowledge	Demonstrate Professional and Communication Skills
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJMJ801A	Research Techniques	3		3			2	2			3				

Course Code	Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJMJ801A	CO1	3											1	2	2
	CO2	3		3									2	1	2
	CO3	3	3=	3							2		3	1	1
	CO4		3	2	3		1				3		2	2	2
	CO5			3			3	2			2		1	2	2
	CO6			3	2	2		3				2	3	3	2
	CO7								1	3			2	3	1

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

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Unit	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development				Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability					SDG	NEP	POE/4th IR
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development		Professional Ethics	Gender	Human Values	Environment & Sustaina				
Unit I					Case study,		Research Methods, Process research, Anthropological research, Hist				Survey, Tool box: sched			Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance research ability)	Online and Digital Education: Ensuring	Technical Skills that match Industry Needs (Knowledge of the Research will elevate research skills and know the new research areas)

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					orical research, Experimental Research				ule			Equitable Use of Technology (24.1-24.5)	/ Skill development
Unit II				Content analysis, Quantitative, Qualitative, Data analysis							Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance research ability)	Professional Education (17.1-17.5)	Technical Skills that match Industry Needs (Knowledge of the Research will elevate research skills and know the new research areast) / Skill development
Unit III				Message Analysis, Discourse and semiotic analysis							Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance research ability)	Professional Education (17.1-17.5)	Technical Skills that match Industry Needs (Knowledge of the Research will elevate research skills and know the new research areast) / Skill development
Unit IV				Formative Research, Need assessment, Report writing		Report writing	Research Ethics, Plagiarism, Publication Ethics				Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance research ability)	Professional Education (17.1-17.5)	Technical Skills that match Industry Needs (Knowledge of the Research will elevate research skills and know the new research areast) / Skill development
Unit V				Review of Literature		Review of Literature				Research on a relevant topic	Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance research ability)	Professional Education (17.1-17.5)	Technical Skills that match Industry Needs (Knowledge of the Research will elevate research skills and know the new research areast) / Skill development

SJMJ851A	Research Techniques Lab	L	T	P	C
Version 1.0		0	0	4	2
Eligibility/Exposure	MA(JMC) Sem II				
Co-requisites	--				

Course Objectives

1. To provide grounding in the research skills required to be a successful media professional
2. To explain various types of research designs like exploratory, descriptive and experimental.
3. Critically review others' research to find out research gaps
4. To develop the knowledge and understanding about the basic tools and methods for undertaking research in journalism, media and communication as well as political communications
5. To formulate suitable research design and methods for data collection,
6. To infer the data using statistical tools and writing a good report on the basis of study conducted.
7. To understand the issues of ethics and integrity of communication research related to data collection, publication and plagiarism etc. to be industry ready professional

Course Outcomes –

After completion of the course student will be able to:

CO1: Explain various types of research designs like exploratory, descriptive and experimental.

CO2: Provide grounding in the research skills required to be a successful media professional

CO3: Critically review others' research to find out research gaps

CO4: Develop the knowledge and understanding about the basic tools and methods for undertaking research in journalism, media and communication as well as political communications

CO5: Formulate suitable research design and methods for data collection,

CO6: Infer the data using statistical tools and writing a good report on the basis of study conducted.

CO7: Understand the issues of ethics and integrity of communication research related to data collection, publication and plagiarism etc. to be industry ready professional.

Catalogue Description
Overview:

This course provides a theoretical principles of media research as well as develop an aptitude to carry out own research for the various disciplines of mass communication. This course explores key research methods in media and communication, and the practical issues that affect how they are carried out.

Objectives and Expected Outcomes:

The aim of this course is to provide grounding in the research skills required to be a successful media professional. Students will also be introduced to a wide range of quantitative and qualitative research methodologies used in the study of journalism and mass communication. They will learn to formulate suitable research questions, compile a literature review, formulate the hypothesis, select a suitable research design and methods for data collection, inferring the data using statistical tools and writing a good report on the basis of study conducted.

Learners will be able to analyse various forms of primary research data and developed critical analytical and evaluative skills in terms of their own and others' research. Through in-depth discussion and experimentation with both qualitative and quantitative approaches to researching people, texts, institutions and media industries, the learners will develop advanced knowledge and skills that will not only enhance their learning but their future career and any further study they embark on.

By the end of the course students will develop the knowledge and understanding about the basic tools for undertaking research in journalism, media and communication as well as political communications, to decide upon which methods are most appropriate for different types of research question, to understand and critically assess different methodological approaches, to design and use particular methods practically and to carry out an analysis of the findings they generate.

Course Content – 40 Lectures

Working on research articles and papers
1. Research on a relevant topic
2. Writing title
3. Introduction
4. Review of Literature
5. Research Design and Methods
6. Results and Discussion
7. Conclusion

Suggested Readings:

Black, S. (n.d.). *Practical Public Relations : Effective Public Relations.* Universal Book Stall.

Clow , K. E. (n.d.). *Integrated Advertising.* Delhi.

Gaur, S. (n.d.). *Public Relation 4 You: A Guide to PR Theory & Practice.*

Jackson, P. (n.d.). *Corporate Communication for Managers.* Pitman Publishing.

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

Jethwaney, J. (2000). *Public Relations.* Sterling.

Means, T. (n.d.). *Business communication.* Thomson.

Mehta, D. S. (n.d.). *Handbook of Public Relations in India.* Allied Publishers.

Scott, & Cutlip. (n.d.). *Promotion and Marketing Communication.* New Jersey: Prentice Hall.

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

Components	Quiz I	Presentation/ Assignment/ etc.	Attendance	End Term Exam
Weightage (%)	20	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 types of research designs like exploratory, descriptive and experimental	PO1
CO2	Provide grounding in the research skills required to be a successful media professional	PO1, PO3
CO3	Critically review others' research to find out research gaps	PO1, PO3, PO10
CO4	Develop the knowledge and understanding about the basic tools and methods for undertaking research in journalism, media and communication as well as political communications	PO2, PO3, PO4, PO6, PO10
CO5	Formulate suitable research design and methods for data collection	PO3, PO6, PO7, PO10
CO6	Infer the data using statistical tools and writing a good report on the basis of study conducted	PO3, PO4, PO5, PO7, PO11,

CO7	Understand the issues of ethics and integrity of communication research related to data collection, publication and plagiarism etc. to be industry ready professional	PO8, PO9

Course Code	Course Title	Disciplinary Knowledge PO1	Understanding the Role of Media PO2	Skilled and Industry-ready Professionals PO3	Influential and effective communication PO4	Leadership readiness/ Qualities PO5	Critical/ Reflective thinking & language efficiency PO6	Technologically Efficient Professional PO7	Ethical Awareness PO8	Lifelong Learning PO9	Research-related Skills PO10	Cooperation/ Team work PO11	Demonstrate a Systematic, Extensive, and Coherent Knowledge PSO1	Demonstrate Procedural Knowledge PSO2	Demonstrate Professional and Communication Skills PSO3
SJMJ801A	Research Techniques	3		3			2	2			3				

Course Code	Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJMJ801A	CO1	3											1	2	2
	CO2	3		3									2	1	2
	CO3	3	3=	3							2		3	1	1
	CO4		3	2	3		1				3		2	2	2
	CO5			3			3	2			2		1	2	2
	CO6			3	2	2		3				2	3	3	2
	CO7								1	3			2	3	1

1=weakly mapped

2= moderately mapped

3=strongly mapped

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Unit	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/4th IR
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics mm	Gender	Human Values	Environment & Sustainability			
Unit I					Case study,		Research Methods, Process research, Anthropological research, Historical research, Experimental Research			Survey, Tool box: schedule		Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance research ability)	Online and Digital Education: Ensuring Equitable Use of Technology (24.1-24.5)	Technical Skills that match Industry Needs (Knowledge of the Research will elevate research skills and know the new research areas) / Skill development
Unit II					Content analysis, Quantitative, Qualitative, Data analysis							Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance research ability)	Professional Education (17.1-17.5)	Technical Skills that match Industry Needs (Knowledge of the Research will elevate research skills and know the new research areast) / Skill development
Unit					Message Analysis,							Skills for Decent Work (SDG 4.4)	Professional	Technical Skills that match Industry Needs (Knowledge of

III				Discourse and semiotic analysis							(Learning the components of this unit will enhance research ability)	Education (17.1-17.5)	the Research will elevate research skills and know the new research areast) / Skill development
Unit IV				Formative Research, Need assessment, Report writing	Report writing	Research Ethics, Plagiarism, Publication Ethics				Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance research ability)	Profession al Education (17.1-17.5)	Technical Skills that match Industry Needs (Knowledge of the Research will elevate research skills and know the new research areast) / Skill development
Unit V				Review of Literature	Review of Literature				Research on a relevant topic	Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance research ability)	Profession al Education (17.1-17.5)	Technical Skills that match Industry Needs (Knowledge of the Research will elevate research skills and know the new research areast) / Skill development

SJMJ803A	Broadcast News Production	L	T	P	C
Version 1.0		3	1	0	4
Eligibility/Exposure	BA (JMC), MA I Year				
Co-requisites	--				

Course Objectives

1. To define the concept and nature of Radio and TV journalism
2. To explain the distinct features of Radio and TV reporting vis-à-vis other media
3. To demonstrate the newsroom functions and working of a Radio and TV studio
4. To develop basic writing skills for Radio and TV news programs, piece-to-camera
5. To describe techniques of producing news bulletins and other programs
6. To develop a skillset to be industry ready
7.

Course Outcomes

After completion of the course student will be able to:

CO1: Define the concept and nature of Radio and TV journalism

CO2: Illustrate knowledge of Radio and TV reporting and adapt to it

CO3: Apply the features of Radio and TV reporting in collaborative work inside the Radio and TV studios

CO4: Write effective copy for a Radio and TV news program

CO5: Develop and create news bulletins, record voice overs, piece-to-camera

CO6: Integrate the theoretical and practical knowledge into becoming industry ready professional by creating individual and group projects

Catalogue Description

Broadcast News Production is an intensive course covering radio and television journalism. This course aims to prepare students for a career in a modern broadcast newsroom. This course will help the students to learn the basis of Radio and TV journalism; they will understand the distinct feature of Radio and TV reporting and basic writing skills for them. Students will grab the knowledge of various beats and how they are covered during reporting.

All journalists need to know how to find and research stories, how to interview people and how to write well. These days, that's not enough. Modern broadcast newsrooms are digital and multi-media. Entry-level journalists are expected to be multi-skilled and familiar with the latest technology. Broadcast News Production course will apprise students with radio and television news production. In this course students will learn the three tier system of AIR/Private Radio stations. They will also be acquainted with differences in reporting for Newspapers / News

agencies, TV, Radio. Writing for radio; Compiling radio news bulletins; Techniques of editing and presenting radio news, News features, Discussion and talk programs, covering press conferences, events and meet. Interviews, Sound bites & dispatches and Radio Bridge program production.

Media students will learn the various qualities of a TV reporter, capturing the right images and learn the importance of sound bites and how to write and present a Piece- to - Camera on TV. These journalism students will get the knowledge of Newsroom and Studio and how a PCR and MCR functions in a News Channel.

These budding journalists will acquire the knowledge of TV writing, basic skills of TV News Script, Panel discussions putting appropriate Headlines. They will also learn to prepare various types of programs such as News based, Audience based, Interview based, Special sports programs & Special business programs.

Journalism students will learn the basic difference of a Breaking News or a Prime Time News Bulletin. They will understand how to select news for the bulletin, how to edit a news story and the appropriate use of Graphics and Animation, Voice over, Packaging, Rundown, Anchoring etc.

Course Content
Unit I – 12 lectures
Reporting

Reporting, Qualities of a broadcast reporter, Sources for news gathering for radio and tv, On-record and off-record sources and reporting, Citizens as source for reporting, Capturing sounds and visuals, Importance of bites and vox-pop, Piece-to-camera: Writing and presentation

Unit II – 14 lectures
Newsroom and Studio

Structure of Radio studio, Structure of TV newsroom, Recording room, Input, Assignment desk, Functions of Output department, Functions of PCR, MCR, News Ingest, Library and reference section, Newsroom Computer System, Switcher, Hard clocking

Unit III – 18 lectures
Writing Techniques

Distinction between broadcast writing and newspaper writing, Basic skills of writing Radio and TV news script, Headlines: Selection, Writing with a punch, Panel discussions, Various types of programs: News based, Audience based, Interview based, Special sports programs & Special business programs

Unit IV- 16 lectures
Packaging and Presentation

Reading News on Radio and TV, Breaking News, Prime Time News, Selection of news for the bulletin, Editing of news stories, Use of sound effects, graphics and animation, Voice over, Packaging, Rundown, Anchoring

Suggested Readings:

Fay, J. A., Hakemulder, J. R., & Singh, P. (2010). *Broadcast Journalism.* Anmol Publication.

Mandav, P. (2005). *Visual Media Communication.* Delhi: Authors Press.

Mills, J. (2004). *The Broadcast Voice.* New Delhi: Focal Press.

Sengupta, A. (2006). *Electronic Journalism - Principles and Practices.* Delhi: Authors Press.

Thompson, R. (2005). *Writing for Broadcast Journalists.* London: Routledge.

Trewin, J. (2003). *Presenting on TV and Radio.* New Delhi: Focal Press.

White, T. (2007). *Broadcast News.* New Delhi: Focal Press.

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 between COs and POs	
	Course Outcomes (COs)	**Mapped Program Outcomes**
CO1	Define the concept and nature of Radio and TV journalism	PO1
CO2	Illustrate knowledge of Radio and TV reporting and adapt to it	PO1, PO3
CO3	Apply the features of Radio and TV reporting in collaborative work inside the Radio and TV studios	PO1, PO3, PO5, PO11
CO4	Write effective copy for a Radio and TV news program	PO3, PO4, PO10
CO5	Develop and create news bulletins, record voice overs, piece-to-camera	PO3, PO4, PO6, PO7, PO10, PO11,
CO6	Integrate the theoretical and practical knowledge into becoming industry ready professional by creating individual and group projects	PO3, PO4, PO5, PO11,

Course Code	Course Title	Disciplinary Knowledge PO1	Understanding the Role of Media PO2	Skilled and Industry-ready Professionals PO3	Influential and effective communication PO4	Leadership readiness/ Qualities PO5	Critical/ Reflective thinking & language efficiency PO6	Technologically Efficient Professional PO7	Ethical Awareness PO8	Lifelong Learning PO9	Research-related Skills PO10	Cooperation/ Team work PO11	Demonstrate a Systematic, Extensive, and Coherent Knowledge PSO1	Demonstrate Procedural Knowledge PSO2	Demonstrate Professional and Communication Skills PSO3
SJMJ803A	Broadcast News Production	2		3	2	2	1	1	1		1	3	2	1	3

Course Code	Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
SJMJ803A	CO1	3											1	1	2	1	1	1	1
	CO2	3		3									1	2	1	2	1	1	1
	CO3	3		3		2						3	1	2	1	1	1	2	2
	CO4			3	3							3	2	2	2	2	2	2	2
	CO5			3	3		3	2			2	3	2	2	2	2	2	2	2
	CO6	2	3	3	2	2	3	3	1	3	3		2	3	3	3	3	3	3
	CO7			1	2	2						3	2	3	3	3	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/4th IR
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics mm	Gender	Human Values	Environment & Sustainability			
Unit I	-	-	-	-	Reporting		Writing and presentation	-	-	-	-	Skills for Decent Work (SDG 4.4)	Professional Education (17.1-17.5)	Technical Skills that match Industry Needs/Skill Development
Unit II	-	-	-	-	Recording room, Switcher, Hard clocking			-	-	-	-	Skills for Decent Work (SDG 4.4)	Professional Education (17.1-17.5)	Technical Skills that match Industry Needs/ Hands-on Experience
Unit III	-	-	-	-	Basic skills of writing Radio and TV news script, Panel discussions		Basic skills of writing Radio and TV news script, Panel discussions	-	-	-	-	"Skills for Decent Work (SDG 4.4)	Professional Education (17.1-17.5)	Hands-on Experience (Students will practice different types of scripts)
Unit IV	-	-	-	-	Rundown, Anchoring , graphics and animation		Reading News on Radio and TV, graphics and animation	-	-	-	-	(Learning the components of this unit will enhance employability)"	Professional Education (17.1-17.5)	Technical Skills that match Industry Needs/ Skill Development

SJMJ853A	Broadcast News Production Lab	L	T	P	C
Version 1.0		0	0	4	2
Eligibility/Exposure	BA (JMC), MA I Year				
Co-requisites	--				

Course Objectives

2. To define the concept and nature of Radio and TV journalism
3. To explain the distinct features of Radio and TV reporting vis-à-vis other media
4. To demonstrate the newsroom functions and working of a Radio and TV studio
5. To develop basic writing skills for Radio and TV news programs, piece-to-camera
6. To describe techniques of producing news bulletins and other programs
8. To develop a skillset to be industry ready

Course Outcomes

After completion of the course student will be able to:

CO1: Define the concept and nature of Radio and TV journalism

CO2: Illustrate knowledge of Radio and TV reporting and adapt to it

CO3: Apply the features of Radio and TV reporting in collaborative work inside the Radio and TV studios

CO4: Write effective copy for a Radio and TV news program

CO5: Develop and create news bulletins, record voice overs, piece-to-camera

CO6: Integrate the theoretical and practical knowledge into becoming industry ready professional by creating individual and group projects

Catalogue Description

Broadcast News Production is an intensive course covering radio and television journalism. This course aims to prepare students for a career in a modern broadcast newsroom. This course will help the students to learn the basis of Radio and TV journalism; they will understand the distinct feature of Radio and TV reporting and basic writing skills for them. Students will grab the knowledge of various beats and how they are covered during reporting.

All journalists need to know how to find and research stories, how to interview people and how to write well. These days, that's not enough. Modern broadcast newsrooms are digital and multi-media. Entry-level journalists are expected to be multi-skilled and familiar with the latest technology. Broadcast News Production course will apprise students with radio and television news production. In this course students will learn the three tier system of AIR/Private Radio stations. They will also be acquainted with differences in reporting for Newspapers / News agencies, TV, Radio. Writing for radio; Compiling radio news bulletins; Techniques of editing and presenting radio news, News features,

Discussion and talk programs, covering press conferences, events and meet. Interviews, Sound bites & dispatches and Radio Bridge program production.

Media students will learn the various qualities of a TV reporter, capturing the right images and learn the importance of sound bites and how to write and present a Piece- to - Camera on TV. These journalism students will get the knowledge of Newsroom and Studio and how a PCR and MCR functions in a News Channel.

These budding journalists will acquire the knowledge of TV writing, basic skills of TV News Script, Panel discussions putting appropriate Headlines. They will also learn to prepare various types of programs such as News based, Audience based, Interview based, Special sports programs & Special business programs.

Journalism students will learn the basic difference of a Breaking News or a Prime Time News Bulletin. They will understand how to select news for the bulletin, how to edit a news story and the appropriate use of Graphics and Animation, Voice over, Packaging, Rundown, Anchoring etc.

Course Content – 40 Lectures

Unit I
Reporting

Capturing sounds and visuals
Capturing bites and vox-pop
Piece-to-camera: Writing and presentation

Unit II
Newsroom and Studio

Acquaintance to Radio studio
Acquaintance to TV newsroom
Working in the Studio
Working with Rundown
Newsroom Computer System, Switcher, Hard clocking

Unit III
Writing Techniques

Writing Radio scripts
Writing TV news scripts,
Headlines: Selection, Writing with a punch
Documentary scripts

Unit IV
Packaging and Presentation

Reading News and programs on Radio and TV
News bulletin, Editing of news stories
Use of sound effects
Graphics and animation
Voice over
Anchoring
Packaging and production

Suggested Readings:

Fay, J. A., Hakemulder, J. R., & Singh, P. (2010). *Broadcast Journalism.* Anmol Publication.
Mandav, P. (2005). *Visual Media Communication.* Delhi: Authors Press.
Mills, J. (2004). *The Broadcast Voice.* New Delhi: Focal Press.
Sengupta, A. (2006). *Electronic Journalism - Principles and Practices.* Delhi: Authors Press.
Thompson, R. (2005). *Writing for Broadcast Journalists.* London: Routledge.
Trewin, J. (2003). *Presenting on TV and Radio.* New Delhi: Focal Press.
White, T. (2007). *Broadcast News.* New Delhi: Focal Press.

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

Components	Quiz I	Presentation/ Assignment/ etc.	Attendance	End Term Exam
Weightage (%)	20	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 concept and nature of Radio and TV journalism	**PO1**
CO2	Illustrate knowledge of Radio and TV reporting and adapt to it	**PO1, PO3**
CO3	Apply the features of Radio and TV reporting in collaborative work inside the Radio and TV studios	**PO1, PO3, PO5, PO11**
CO4	Write effective copy for a Radio and TV news program	**PO3, PO4, PO10**
CO5	Develop and create news bulletins, record voice overs, piece-to-camera	**PO3, PO4, PO6, PO7, PO10, PO11,**
CO6	Integrate the theoretical and practical knowledge into becoming industry ready professional by creating individual and group projects	**PO3, PO4, PO5, PO11,**

Course Code	Course Title	Disciplinary Knowledge PO1	Understanding the Role of Media PO2	Skilled and Industry-ready Professionals PO3	Influential and effective PO4	Leadership readiness/ Qualities PO5	Critical/ Reflective thinking & language PO6	Technologically Efficient Professional PO7	Ethical Awareness PO8	Lifelong Learning PO9	Research-related Skills PO10	Cooperation/ Team work PO11	Demonstrate a Systematic, Extensive, and Coherent Knowledge PSO1	Demonstrate Procedural Knowledge PSO2	Demonstrate Professional and Communication Skills PSO3
SJMJ803A	Broadcast News Production	2		3	2	2	1	1	1		1	3	2	1	3

Course Code	Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
	CO1	3											1	1	2	1	1	1	1
	CO2	3		3									1	2	1	2	1	1	1
SJMJ803A	CO3	3		3		2						3	1	2	1	1	1	2	2
	CO4			3	3						3		2	2	2	2	2	2	2
	CO5			3	3		3	2			2	3	2	2	2	2	2	2	2
	CO6	2	3	3	2	2	3	3	1	3	3		2	3	3	3	3	3	3
	CO7			1	2	2						3	2	3	3	3	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/4th IR
Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics mm	Gender	Human Values	Environment & Sustainability			
Unit I -	-	-	-	Reporting		Writing and presentation	-	-	-	-	Skills for Decent Work (SDG 4.4)	Professional Education (17.1-17.5)	Technical Skills that match Industry Needs/Skill Development
Unit II -	-	-	-	Recording room, Switcher,			-	-	-	-	Skills for Decent Work (SDG 4.4)	Professional Education (17.1-17.5)	Technical Skills that match Industry Needs/ Hands-on Experience

					Hard clocking							
Unit III	-	-	-	-	Basic skills of writing Radio and TV news script, Panel discussions		Basic skills of writing Radio and TV news script, Panel discussions	-	-	-	-	"Skills for Decent Work (SDG 4.4)	Professional Education (17.1-17.5)	Hands-on Experience (Students will practice different types of scripts)
Unit IV	-	-	-	-	Rundown, Anchoring , graphics and animation		Reading News on Radio and TV, graphics and animation	-	-	-	-	(Learning the components of this unit will enhance employability)"	Professional Education (17.1-17.5)	Technical Skills that match Industry Needs/ Skill Development

SJMJ805A	New Media and Web Content	L	T	P	C
Version 1.0		3	1	0	4
Eligibility/Exposure	BA(JMC)				
Co-requisites	--				

Course objectives-

1. To understand the evolving digital media environment
2. To familiarise with online communities and their importance
3. To impart the knowledge about e- governance and its importance
4. To give knowledge on basics of digital content distribution for different digital platforms.
5. To impart information about cyber laws, IT act and other regulations of digital media
6. To develop writing skills for developing digital media content.
7. To critically analyse the content and layout of news websites

Course Outcomes-
After completion of the course students will be able to:

CO1: Understand the evolving digital media environment
CO2: Familiarise with online communities and their importance
CO3: Interpret the e- governance and its importance
CO4: Compare the digital content distribution for different digital platforms.
CO5: Analyse the cyber laws, IT act and other regulations of digital media
CO6: To critically analyse the content and layout of news websites
CO7: Construct the content for digital media Platforms

Catalogue Description

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. 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.

Objectives and Expected Outcomes:

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.

The course will also concentrate on the Web Journalism also. Through this course students will be acquainted with reporting, writing and editing for websites and blogs.

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 web content 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.

Course Content

Unit I – 14 lectures
IoT

History of Internet, Internet Technology, Web Search engines, types of search engines, Websites, portals, blogs, vlogs, New Media and its Characteristic, Traditional Media vs New Media, Convergence of technologies, Types of technology, Convergence and contemporary media, Global Village, Digital divide

Unit II- 14 lectures
IT & E-Governance

Electronic and cyber media, Blogs and vlogs- emerging online tools, Penetration of Internet, 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, cyber laws, IT act and other regulations of digital media

Unit III- 10 lectures
SNS & AI Algorithms

Social Networking, Social Networks: Individuals, groups and organisations, Social networking websites: Online community of internet users, Social media as alternate source of News, Use of AI in social media, impact of social media and society, hashtags and trending concepts, AI Tools

Unit IV -10 lectures
Digital Publishing

Web Publishing-tools and Applications, Types of websites, Writing for web newspapers and portals, Writing news contents, Purpose and rationale of writing, Difference and similarities with print media, writing for mobile journalism

Unit V- 22 Lectures
Content Management System

- 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,
- 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.
- Present case studies on cyber media laws.
- Write an article of minimum 1000 words on role of social media and computer mediated communication.

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	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 between COs and POs		
	Course Outcomes (COs)	**Mapped Program Outcomes**
CO1	Understand the evolving digital media environment	**PO1, PO3**
CO2	Familiarise with online communities and their importance	**PO3, PO7**
CO3	Interpret the e- governance and its importance	**PO3, PO9,**
CO4	Compare the digital content distribution for different digital platforms.	**PO3, PO7, PO6**
CO5	Analyse the cyber laws, IT act and other regulations of digital media	**PO6, PO3, PO7, PO10**
CO6	To critically analyse the content and layout of news websites	**PO7, PO3**

Course Code	Course Title	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	Demonstrate a Systematic, Extensive, and Coherent Knowledge	Demonstrate Procedural Knowledge	Demonstrate Professional and Communication Skills
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJMJ805A	New Media and Web Content	2		3			2	3		2	1				

Course Code	Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJMJ805A	CO1	2		3									3	3	2
	CO2			3				3					3	2	2
	CO3			3						2			3	2	2
	CO4			3			2	2					3	2	3
	CO5			3			2	3			3		3	2	2
	CO6			3				3					3	3	3

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

Unit	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/4th IR
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics mm	Gender	Human Values	Environment & Sustainability			
Unit I					Internet Technology, Web Search engines		Websites			Digital divide		Promote sustained, inclusive and sustainable economic growth,	Technical education (20.6) Digital India - technolog	Students will develop Technical Skills that match Industry

											full and productive employment and decent work for all (SDG 8) (Learning the components of this unit will enable employability)	y and education bidirectional (23.1) Use of technological tools (23.2)	Needs, Skill Development (Students will develop understanding of the web)
Unit II					Blogs and vlogs, cyber laws, IT act and other regulations of digital media	Blogs and vlogs	Blogs and vlogs	Use of internet for social cause, Good-governance, cyber laws,		Use of internet for social cause, Cultural aspects and regulation of internet		Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability) strengthen	Professional Education (20.2) Technical education (20.6) Use of technological tools	Students will develop Technical Skills that match Industry Needs (Knowledge of the uses of the Web/ social media will

					IT act and other regul ations of digita l medi a					communica tion capacities, increase participatio n in the communica tion process (SDG 16)	(23.2)	elevate skills and better chances of employme nt), Skill Developm ent (Students will learn and implement practically)
Un it III					Use of AI in social media	Use of AI in social media	Use of AI in social media		Soci al Net wor ks			Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employabili ty) Use of technology	Profession al Education (20.2) Technical education (20.6) Use of technologi cal tools (23.2)	Students will develop Technical Skills that match Industry Needs (Knowled ge e-governanc e will elevate skills and better

												to help in digital transformation (SDG 9)	awareness on issues of privacy, laws, and standards associated with data handling and data protection (23.13)	chances of employment), Skill Development (Students will develop the understanding and knowhow of the topics, also will understand law, ethics and effective e-governance and how citizens can use it)
Unit IV					Web Publishing-tools and Applicati	Web Publishing-tools and Applicati	Web Publishing-tools and Applicati					Skills for Decent Work (SDG 4.4) (Learning	Professional Education	Students will develop Technical Skills that

					ons	ons	ons					the components of this unit will enhance employability) Use of technology to help in digital transformation (SDG 9)	(20.2) Technical education (20.6) Use of technological tools (23.2)	match Industry Needs (Knowledge of the hardwares, apps and softwares will elevate skills and better chances of employment), Students will learn relevant softwares, apps and use mobile)
Unit V				SEO	Blogs, Survey / research on the new media technolog	Blogs, Survey / research on the new media technolog	Blogs, Survey / research on the new media technolog					Skills for Decent Work (SDG 4.4) (Will help in portfolio building	Professional Education (20.2)	Students will develop Technical Skills that match Industry

					y, SEO	y, SEO	y, SEO					which will help in employabili ty)	Technical education (20.6) Use of technologi cal tools (23.2)	Needs (Students will learn to work on project based assignmen ts), Projects (students will work on projects and their performan ce assessed)

SJMJ855A	New Media and Web Content Lab	L	T	P	C
Version 1.0		0	0	4	2
Eligibility/Exposure	BA(JMC)				
Co-requisites	--				

Course objectives-

2. To understand the evolving digital media environment
3. To familiarise with online communities and their importance
4. To impart the knowledge about e- governance and its importance
5. To give knowledge on basics of digital content distribution for different digital platforms.
6. To impart information about cyber laws, IT act and other regulations of digital media
7. To develop writing skills for developing digital media content.
8. To critically analyse the content and layout of news websites

Course Outcomes-

After completion of the course students will be able to:

CO1: Understand the evolving digital media environment
CO2: Familiarise with online communities and their importance
CO3: Interpret the e- governance and its importance
CO4: Compare the digital content distribution for different digital platforms.
CO5: Analyse the cyber laws, IT act and other regulations of digital media
CO6: To critically analyse the content and layout of news websites
CO7: Construct the content for digital media Platforms

Catalogue Description

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. 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.

Objectives and Expected Outcomes:

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.

The course will also concentrate on the Web Journalism also. Through this course students will be acquainted with reporting, writing and editing for websites and blogs.

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 web content 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.

Course Content – 40 Lectures

Unit I – 14 lectures
Web

Web Search engines
Creating Blogs & Vlogs
Blogs: Design and produce blogs: journalistic writing – opinions and analysis,

Unit II- 14 lectures
Analysis

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

Unit III- 10 lectures
SNS & SMM

Social media networks
Social Media Content Creation
Social media optimization

Social media marketing
Using of AI tools
Hashtags and trending concepts
Creating ad campaigns, PPC, PPM, Facebook business, Twitter business, LinkedIn business, Groups, pages

Unit IV -10 lectures
Content

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

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

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:

2. Chakravarthy, J. (2005). *Cyber media journalism: emerging technologies*. AuthorsPress.
3. Gupta, O., & Jasra, A. S. (2020). *Information technology in journalism*. Kanishka Publishers, Distributors.
4. Wolk, R. D. (2001). *Introduction to online journalism: publishing news and information*. Allyn and Bacon.
5. Preston, P. (2001). *Reshaping communications: technology, information and social change*. Sage Publications.
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8. Lievrouw, L. (2005). *The handbook of new media*. Sage.
9. 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	Presentation/ Assignment/ etc.	Attendance	End Term Exam
Weightage (%)	**20**	**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 evolving digital media environment	**PO1, PO3**
CO2	Familiarise with online communities and their importance	**PO3, PO7**
CO3	Interpret the e- governance and its importance	**PO3, PO9,**
CO4	Compare the digital content distribution for different digital platforms.	**PO3, PO7, PO6**
CO5	Analyse the cyber laws, IT act and other regulations of digital media	**PO6, PO3, PO7, PO10**
CO6	To critically analyse the content and layout of news websites	**PO7, PO3**

Course Code	Course Title	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	Demonstrate a Systematic, Extensive, and Coherent Knowledge	Demonstrate Procedural Knowledge	Demonstrate Professional and Communication Skills
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJMJ805A	New Media and Web Content	2		3			2	3		2	1				

Course Code	Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJMJ805A	CO1	2		3									3	3	2
	CO2			3				3					3	2	2
	CO3			3						2			3	2	2
	CO4			3			2	2					3	2	3
	CO5			3			2	3			3		3	2	2
	CO6			3				3					3	3	3

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

Unit	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/4th IR
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics mm	Gender	Human Values	Environment & Sustainability			
Unit I					Internet Technology, Web Search engines		Websites			Digital divide		Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all (SDG 8) (Learning	Technical education (20.6) Digital India - technology and education bidirectional (23.1) Use of technological tools (23.2)	Students will develop Technical Skills that match Industry Needs, Skill Development (Students will develop understanding of the web)

							Blogs and vlogs		Use of internet for social cause, Good-governance, cyber laws, IT act and other regulations of digital media		Use of internet for social cause, Cultural aspects and regulation of internet		the components of this unit will enable employability)		
U n it I I				Blogs and vlogs, cyber laws, IT act and other regulati ons of digital media	Blogs and vlogs	Blogs and vlogs			Use of internet for social cause, Good-governan ce, cyber laws, IT act and other regulation s of digital media		Use of inte rnet for soci al cau se, Cult ural asp ects and reg ulat ion of inte rnet		Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employabil ity) strengthen communica tion capacities, increase participatio n in the	Profession al Education (20.2) Technical education (20.6) Use of technologi cal tools (23.2)	Students will develop Technical Skills that match Industry Needs (Knowledge of the uses of the Web/ social media will elevate skills and better chances of employment), Skill Development (Students will learn and implement practically)

												communication tion process (SDG 16)		
Un it I I I				Use of AI in social media	Use of AI in social media	Use of AI in social media		Social Networ ks			Skills for Decent Work (SDG 4.4) (Learning the component s of this unit will enhance employabil ity) Use of technology to help in digital transformat ion (SDG 9)	Profession al Education (20.2) Technical education (20.6) Use of technologi cal tools (23.2) awareness on issues of privacy, laws, and standards associated with data	Students will develop Technical Skills that match Industry Needs (Knowledge e-governance will elevate skills and better chances of employment), Skill Development (Students will develop the understanding and knowhow of the topics, also will understand law, ethics and effective e-governance and how citizens can use it)

													handling and data protection (23.13)	
Un it I V				Web Publish ing- tools and Applic ations	Web Publis hing- tools and Appli cation s	Web Publishing- tools and Applications						Skills for Decent Work (SDG 4.4) (Learning the component s of this unit will enhance employabil ity) Use of technology to help in digital transformat ion (SDG 9)	Profession al Education (20.2) Technical education (20.6) Use of technologi cal tools (23.2)	Students will develop Technical Skills that match Industry Needs (Knowledge of the hardwares, apps and softwares will elevate skills and better chances of employment), Students will learn relevant softwares, apps and use mobile)
U n it				SE O	Blogs, Survey /	Blogs, Surve y /	Blogs, Survey / research on the new media					Skills for Decent Work	Profession	Students will develop Technical Skills that match

V					research on the new media technology, SEO	research on the new media technology, SEO	technology, SEO					(SDG 4.4) (Will help in portfolio building which will help in employability)	al Education (20.2) Technical education (20.6) Use of technological tools (23.2)	Industry Needs (Students will learn to work on project based assignments), Projects (students will work on projects and their performance assessed)

SJMJ807A	Media, Law and Society	L	T	P	C
Version 1.0		3	1	0	4
Eligibility/Exposure	Graduation				
Co-requisites	--				

Course Objectives

1. To understand the freedom of the press in India and other democratic countries.
2. To describe the relevance of print media laws and analyse ethical issues.
3. To familiarize with the legal framework in audio-visual media.
4. To describe the need for regulation and control on the quality of contents.
5. To analyse cyber laws and the ethical issues in today's scenario.
6. To explain the laws on information including IPR, copyright, cyber law and RTI.
7. To understand the intricacies of promotional media and their social and moral responsibility.
8. To apply the issues of professional conduct, standard of content and ethics in their professional lives.

Course Outcomes

After completion of the course student will be able to

CO1: Understand the freedom of the press in India and other democratic countries.
CO2: Describe the relevance of print media laws and analyse ethical issues.
CO3: Familiarize with the legal framework in audio-visual media.
CO4: Describe the need for regulation and control on the quality of contents.
CO5: Analyse cyber laws and the ethical issues in today's scenario.
CO6: Explain the laws on information including IPR, copyright, cyber law and RTI.
CO7: Understand the intricacies of promotional media and their social and moral responsibility.
CO8: Apply the issues of professional conduct, standard of content and ethics in their professional lives.

Catalogue Description

This course contours the framework related to the knowledge of laws related to journalism, public relations, broadcast, and digital media as well as the issues of privacy and cyber security. In this course, the concepts of freedom of speech and freedom of the press and the limitations imposed by statute and common law will be covered.

This 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, etc. 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 – 10 lectures
Familiarize with the court room

Right to freedom of speech and expression, Reasonable restrictions on the freedom of the press- Art 19(2), Validity of pre-censorship in cinema, Censor Board and its relevance, Parliamentary privileges and freedom of the press in India and elsewhere, Right to Information Act 2005, its utility for the media. Press and Registration of Books (PRB) Act, its relevance, Working Journalist Act: wage boards and fixation of wages, present practices, Press Council of India (PCI) and its code of conduct, International norms, code of ethics in different countries, Intellectual property right, copyright in India, right to privacy, invasion in privacy by media,

Unit II – 10 lectures
Constitutional and Legal Framework

Laws related to vulgarity, obscenity in media, Social responsibility of the press, self-regulation, Social audit, ombudsman, AIR and DD code, commercial code, Guidelines for election broadcast, Prasar Bharti Act: relevance of corporation, control on content quality, Broadcast Regulation Bill and regulation of broadcast media, Code of conduct proposed for private radio and TV channels, Fight for TRP and its fallout on ethical standard of TV channels, Role of I&B ministry in enforcing ethics, Cable Act: channel operator V cable operator V subscriber, TRAI's role, need of a regulatory body for broadcast media

Unit III – 7 lectures
Regulations and Acts

Cyber laws in India and abroad, Cyber-crimes, Cyber security, Cyber forensics, Control on contents: blogging, social networking sites, Hacking and anti-hacking concepts, Government system in media technologies, need of regulation, Ethical rules by professional bodies at national – international level.

Unit IV- 13 lectures
Associations

Integrated marketing communication, laws and ethics, Social marketing, laws and ethics, Govt. information system – guidelines for government publicity, Regulation of advertising in India, Advertising- ethical rules framed by Advertising Standard Council of India (ASCI), Advertising Agencies Association of India, Indian Newspaper Society (INS), American Association of Ad Agency (4 A), Federal Trade Commission (FTC), Public relations- ethical rules framed by Public Relations Society of India (PRSI), International Public Relations Association (IPRA).

Suggested Readings:

1. Kashyap, S. C. (2005). Our constitution: An introduction to India's constitution and constitutional law. National Book Trust.
2. Saxena, A. (2004). Freedom of Press and Right to Information in India. Kanishka Publication, New Delhi.
3. Venkateshwaran, K. S. (1993). Mass Media Laws and Regulations in India. Asian Mass Communication Research and Information Centre.
4. Neelamalar, M. (2010). Media law and ethics. PHI Learning Pvt.
5. Prasad, K. (2008). Media law and ethics: Readings in communication regulation. B R Publishing. Delhi
6. Ravindranath, P. K. (2004). Press laws and ethics of journalism. Authors press.
7. Wadia, A. (2006). Global Resource Book on Right to Information. Kanishka Publication.

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)

		Mapped Program Outcomes
Mapping between COs and Pos		
	Course Outcomes (COs)	**Mapped Program Outcomes**
CO1	Understand the freedom of the press in India and other democratic countries.	**PO1, PO2**
CO2	Describe the relevance of print media laws and analyse ethical issues.	**PO2, PO8**
CO3	Familiarize with the legal framework in audio-visual media.	**PO2, PO6, PO8**
CO4	Describe the need for regulation and control on the quality of contents.	**PO5, PO6, PO8**
CO5	Analyse cyber laws and the ethical issues in today's scenario.	**PO2, PO6, PO8, PO9**
CO6	Explain the laws on information including IPR, copyright, cyber law and RTI.	**PO6, PO9, PO10**
CO7	Understand the intricacies of promotional media and their social and moral responsibility.	**PO1, PO2, PO9**
CO8	Apply the issues of professional conduct, standard of content and ethics in their professional lives.	**PO3, PO8, PO9**

Course Code	Course Title	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	Demonstrate a Systematic, Extensive, and Coherent Knowledge	Demonstrate Procedural Knowledge	Demonstrate Professional and Communication Skills
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJMJ807A	Media, Law and Society	3	3		2		2		3	2					

Course Code	Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO 1	PSO 2	PSO 3
SJBJ	CO1	1											1	2	2
	CO2		3						1				2	1	2
807A	CO3		3				2		2				2	1	1
	CO4					2	3		1				2	2	2
	CO5		3				3		1	3			2	2	2

1=weakly mapped

2= moderately mapped

3=strongly mapped

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability					SDG	NEP	POE/4th IR
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics mm	Gender	Human Values	Environment & Sustainabilit				
Unit I			Parliamentary privileges and freedom of the press in India and elsewhere		Censor Board and its relevance					Right to freedom of speech and expression		**Skills for Decent Work (SDG 4.4)**	**Professional Education (17.1-17.5)**	**Global Education Knowledge/Skill development**

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Unit						Code of conduct proposed for private radio and TV channels, TRP and its fallout on ethical standard of TV channels	Laws related to vulgarity		**Skills for Decent Work (SDG 4.4)**	**Professional Education (17.1-17.5)**	**Global Education Knowledge/Skill development**
Unit III		Cyber laws in India and abroad	Cyber laws in India and abroad	Cyber forensics, Hacking and anti-hacking concepts	Hacking and anti-hacking concepts	Ethical rules by professional bodies at national – international level.	Cyber security		**Skills for Decent Work (SDG 4.4)**	**Professional Education (17.1-17.5)**	**Global Education Knowledge/Skill development**
Unit IV			International Public Relations Association (IPRA).	Integrated marketing communicatio n		Advertising- ethical rules framed by Advertising Standard Council of India, Public relations- ethical rules framed by PRSI			**Skills for Decent Work (SDG 4.4)**	**Professional Education (17.1-17.5)**	**Global Education Knowledge /Skill development**

SJMJ809A	Summer Training Report	L	T	P	C
Version 1.0		0	0	0	4
Eligibility/Exposure	MA(JMC) II				
Co-requisites	--				

Course Objectives

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	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	Conceive hands-on experience while working in a media organization.	PO3 , PO6, PO7
CO2	Familiarize with all the technical terms and guidelines used 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 their training.	PO3, PO4, PO7, PO9

Course Code	Course Title	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	Demonstrate a Systematic, Extensive, and Coherent Knowledge	Demonstrate Procedural Knowledge	Demonstrate Professional and Communication Skills
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJMJ809A	Summer Training Report	2	2	3	2	1	1	3	1	1	1	3			

Course Code	Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
	CO1	1											1	2	2
SJBJ	CO2		3						1				2	1	2
SJMJ809A	CO3		3				2		2				2	1	1
	CO4					2	3		1				2	2	2
	CO5		3				3		1	3			2	2	2

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.

	MOOC	L	T	P	C
Version 1.0		0	0	0	8
Eligibility/Exposure	Graduation in any discipline				
Co-requisites	--				

Semester IV (Common courses)						
1	SJMJ802A	Data Journalism	4	1	0	5
2	SJMJ804A	Major Project	0	0	6	6
3	SJMJ806A	Mobile Journalism	3	1	0	4
		Total	**7**	**2**	**6**	**15**

SJMJ802A	**Data Journalism**	L	T	P	C
Version 1.0		4	1	0	5
Eligibility/Exposure	BA(JMC)				
Co-requisites	--				

Course objectives-
1. To familiarize the students with data based news stories
2. To learn the basics of Data journalism and its relevance in News industry
3. To explore sources of Data to collection to support news stories.
4. To critically analyze the collected data for desired story treatment
5. To infer data through patterns, trends and relationship
6. To transform data into news stories through visualization techniques to be industry ready professional.

Course Outcomes-
After completion of the course students will be able to:
1. Identify data-based news stories learn
2. Apply the basics of Data journalism as per its relevance in News industry
3. Explore sources of Data to collection to support news stories.
4. Critically analyze the collected data for desired story treatment
5. Infer data through patterns, trends and relationship
6. Transform data into news stories through visualization techniques to be industry ready professional.

Catalogue Description

This course will acquaint students with the basics of cleaning, analyzing and interpreting information in tabular form – rows and columns. It will challenge them to improve their understanding of numbers and quantification, as well as offer tools and frameworks for presenting data to audiences.

Objectives and Expected Outcomes:

The syllabus also covers special topics such as interpreting academic research, advanced visualization techniques and emerging fields such as artificial intelligence.

Specifics of counting and quantification Use the Data Basic.io tutorial on data in tabular form and CSV files to explore data on passengers of the Titanic. Look at visualization of data for each column in the dataset and discuss the nature of the data offered, inferences that could be made and limits of the data.

Numeracy and the importance of critical thinking Students should explore the website Census Reporter and identify towns or cities they might have an interest in covering. They should review the demographic profiles of these municipalities, note interesting patterns and compile a list of ideas for stories they might pursue using this data.

Course Content

Unit I – 14 lectures
Introduction to data journalism

Basics and Best Practices of Data Journalism (Lecture, Discussion, Practical), Key Tools used in Data Journalism (Lecture, Practical), Data Team and Ways to Get a Story (Learning Through Discussion, Practical), The Business Case for Data Journalism (Lecture, case study), Trends and Future of Data Journalism Review', Lecture, Presentation)

Unit II- 14 lectures
Sources and Laws of Data

Web as a Data Source and Data Newswire, Finding Data from Government Websites to Social Media, Strategic Searching - Alerts to Regular Sources of Information, Search Engine Techniques (Lecture, Demonstration, Practical), Data Laws and Sources — Global and Regional (Review, Lecture, Practical)

Unit III- 10 lectures
Data Analysis and Interpretation

Data Analysis & Interpretation, Overview- Data Analysis and Transformations,

Sorting, Filtering, New Variables with Functions in Excel, Summarizing Data with Pivot Tables, Explore Trends, Patterns and Relationships Behind Datasets, Finding Story Ideas with Data Analysis - Case Study - Facebook and Twitter Analytics

Unit IV -10 lectures
Data Journalism and Visual communication

Basics of Visual - Elements, Composition and Principles, Stages and Ways of Visualizing Data, Correct bad formatting, Misspellings, Invalid Values and Duplicates, Advanced Cleaning Techniques, Creating your Own Visualization Using lnfographics, Timeline, Interactive Map

Unit V- 22 Lectures
Introduction to Visualization

Principles of Data Visualization
Telling Stories with Data and Visuals
Visualization Through the Best Graphic Forms
Narration, Social Communication, Humanization, Personalization, Utilization

Case Study - News Websites Specializing in Data Journalism

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	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 between COs and POs		
Course Outcomes (COs)		**Mapped Program Outcomes**
CO1	Identify data-based news stories learn	PO1, PO3
CO2	Apply the basics of Data journalism as per its relevance in News industry	PO1, PO2, PO3, PO7
CO3	Explore sources of Data to collection to support news stories	PO1, PO3, PO6, PO7, PO10
CO4	Critically analyse the collected data for desired story treatment	PO1, PO2, PO3, PO6
CO5	Infer data through patterns, trends and relationship	PO1, PO2, PO7
CO6	Transform data into news stories through visualization techniques to be industry ready professional	PO1, PO4, PO7

Course Code	Course Title	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	Demonstrate a Systematic, Extensive, and Coherent Knowledge	Demonstrate Procedural Knowledge	Demonstrate Professional and Communication Skills
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJMJ802A	Data Journalism	3	2	3	2		2	3			1				

Course Code	Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ802A	CO1	2		3									3	3	2
	CO2	3	2	3				2					2	2	2
	CO3	1		3			3	1			2		2	2	2
	CO4	3	2	3				2					2	3	3
	CO5	2	2					2					3	2	2
	CO6	2			3			2					1	2	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development				Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/4th IR
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development		Professional Ethics mm	Gender	Human Values	Environment & Sustainability			
Unit I					Basics and Best Practices of Data Journalism								Skills for Decent Work (SDG 4.4)	Professional Education (17.1-17.5)	Technical Skills that match Industry Needs/Skill Development

Unit II			Data Laws and Sources Global and Regional	Data Laws and Sources Global and Regional	Web as a Data Source and Data Newswire	Web as a Data Source and Data Newswire					**Skills for Decent Work (SDG 4.4)**	**Professional Education (17.1-17.5)**	**Technical Skills that match Industry Needs/Skill Development**
Unit III					Data Analysis & Interpretation	Data Analysis and Transformations					**Skills for Decent Work (SDG 4.4)**	**Professional Education (17.1-17.5)**	**Technical Skills that match Industry Needs /Skill Development**
Unit IV						Basics of Visual - Elements					**Skills for Decent Work (SDG 4.4)**	**Professional Education (17.1-17.5)**	**Technical Skills that match Industry Needs /Skill Development**
Unit V						Principles of Data Visualization, Social Communication	Case Study				**Skills for Decent Work (SDG 4.4)**	**Professional Education (17.1-17.5)**	**Technical Skills that match Industry Needs/Skill Development**

SJMJ804A	Major Project	L	T	P	C
Version 1.0		0	0	6	6
Eligibility/Exposure	MA(JMC) III Sem				
Co-requisites	--				

Course Objectives

1. To introduce students the application of all the courses studied in previous year in the form of group based/individual projects.
2. To prepare the students to be skilful, 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 according to the specialization, 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 year in the form of group based/individual projects.

CO2: Prepare the students to be skilful, 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 according to the specialization, to showcase their expertise in various areas of Mass Communication.

Catalogue Description

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 skilful, 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 fulfil 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 Major Project in the starting of the Fourth Semester. The Major Project will be pursued by her/him under the supervision of internal supervisor(s). Each student will make his/her final project on any one of the disciplines according to the specialisation they opted for, i.e., Print Media/ Electronic Media (Radio & TV)/ Integrated Marketing (Advertising, Public Relations & Event Management) approved by the Dean/HoD. 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 Fourth 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/ Video production	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 year in the form of group based/individual projects.	**PO1, PO2**
CO2	Prepare the students to be skillful, ethical, adaptable and persuasive professional communicators.	**PO3, PO4, PO5**
CO3	Able to find solution for real life communication/media problems.	**PO5, PO9, PO10**
CO4	Apply written, oral and visual communication skills while designing the project.	**PO4, PO6, PO7, PO9**
CO5	Design a media product/portfolio according to the specialization, to showcase their expertise in various areas of Mass Communication.	**PO7, PO8, PO9, PO10, PO11**

Course Code	Course Title	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	Demonstrate a Systematic, Extensive, and Coherent Knowledge	Demonstrate Procedural Knowledge	Demonstrate Professional and Communication Skills
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJMJ804A	Major Project	1	1	3	2	2	1	2	1	2	2	1			

Course Code	Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJMJ804A	CO1	3	3										3	2	2
	CO2			2	2	2							3	3	2
	CO3					2				2	2		3	2	2
	CO4				2		2	2		2			3	3	3
	CO5							2	2	2	2	2	3	2	2

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

The student should maintain a file and soft copy of her/his assignments/jobs done in the entire degree course as part of assessment duly checked and signed by the concerned faculties.

SJMJ806A	Mobile Journalism	L	T	P	C
Version 1.0		3	1	0	4
Eligibility/Exposure	Basic Knowledge of Journalism				
Co-requisites	--				

Course Objectives

1. To introduce basic concepts of mobile journalism
2. To explain various types of content which can be produced for mobile journalism
3. To acquaint students with the process, stages and methods of content production through mobile
4. To develop skills to make the content sharing process more precise and relevant
5. To impart theoretical and practical knowledge of mobile journalism needed to become industry ready professional

Course Outcomes –

After completion of the course student will be able to:

CO1- Understand the basic concepts of mobile journalism

CO2- Explain various types of content which can be produced for mobile journalism

CO3- Create content with the understanding of process, stages and methods of content production through mobile

CO4- Apply the skills to make the content sharing process more precise and relevant

CO5- Apply the theoretical and practical knowledge of mobile journalism in professional arenas

Catalogue Description

The students will be taught the origins of the mobile journalism, workflow, skills required, tools & apps, and the challenges to mobile journalism work.

In our rapidly changing world laced with cutting-edge technology and instant communication, it is imperative that the students develop the skills to use mobile phones to their advantage.

With significant developments happening in the field of mobile documentaries and journalism, this course will serve as a platform to understand the broad aspects of the scope of smart phone journalism and content creation. Learners will be acquainted with the different forms of content that can be created to enable and empower journalism through a mobile. In addition, students will be able to develop skills to make the content sharing process more precise and relevant. After completing the course students will be capable to implement their ideas about Mobile Journalism and digital content production with its application in various forms of mass communication in personal and professional lives.

Course Content

Unit I- 10 Lectures
Introduction to Mobile Journalism

History of Journalism- Global and Indian, Print to Online: Major milestones and learning's, Evolution and Development of Mobile Journalism, History of World Wide Web, Computer Assisted Journalism, Equipment required for Mobile Journalism: their needs and specifications, Recent trends, tools and techniques in the discipline

Unit II- 10 Lectures
Digital News Production

Multimedia News on the web: Its impact and user behaviour, Mobile revolution: ease of access, Media Convergence and its effects on the news presentation and media business, digital workflow, News websites, News portals and their presentation, Methods of news delivery and its important components

Unit III- 10 Lectures
Technical Aspects of Mobile Journalism

Role of browsers and plug-ins, searching tools and tips for better search in digital era for journalists, content creation and uploading on the go, using online reporting sources, internet and email as news sources, web page-based sources, specialized sources for journalists

Unit IV- 10 Lectures
Mobile Reporting Techniques

Approach to mobile journalism, writing in the digital world, digital reporting techniques, Using multimedia components: texts, graphics, audio, video and animation, content generation and writing: Blog and Social Platforms, Tools and operating systems, Convergence and Citizen Journalism

Practical/Projects/Assignments:
• Create a blog and publish content on it.
• Develop and build your own news websites using word press.
• Capture, Process and publish a news/ program through mobile using applications

Suggested Readings:

Foust, J. (2011). Online Journalism: Principles and Practices of News for the Web. Routledge.

Jihoon , K. (2004). Between Film, Video And The Digital. Bloomsbury.

Ray, T. (2011). Online Journalism. Cambridge University Press.

Rosales, R. G. (2006). The Elements of Online Journalism. Universe.

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 between COs and POs	
	Course Outcomes (COs)	**Mapped Program Outcomes**
CO1	Understand the basic concepts of mobile journalism	**PO1**
CO2	Explain various types of content which can be produced for mobile journalism	**PO1, PO3,**
CO3	Create content with the understanding of process, stages and methods of content production through mobile	**PO1, PO3, PO4**
CO4	Apply the skills to make the content sharing process more precise and relevant	**PO3, PO4, PO7, PO10**
CO5	Apply the theoretical and practical knowledge of mobile journalism in professional arenas	**PO3, PO4, PO6, PO7, PO10**

Course Code	Course Title	Disciplinary Knowledge PO1	Understanding the Role of Media PO2	Skilled and Industry-ready Professionals PO3	Influential and effective communication PO4	Leadership readiness/ Qualities PO5	Critical/ Reflective thinking & language efficiency PO6	Technologically Efficient Professional PO7	Ethical Awareness PO8	Lifelong Learning PO9	Research-related Skills PO10	Cooperation/ Team work PO11	Demonstrate a Systematic, Extensive, and Coherent Knowledge PSO1	Demonstrate Procedural Knowledge PSO2	Demonstrate Professional and Communication Skills PSO3
SJMJ 806A	Mobile Journalism	3	1	3	3		2	2			1				

Course Code	Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJMJ806A	CO1	3											1	2	2
	CO2	3		2									2	1	2
	CO3	3		2	1								2	1	1
	CO4			2	3			2			3		2	2	2
	CO5			3	3		3	2			2		2	2	2

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

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/4th IR
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics mm	Gender	Human Values	Environment &			
Unit I			History of Journalism-Global and Indian	History of Journalism-Global and Indian	Computer Assisted Journalism							Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all (SDG 8) (Learning the components of this unit will enable employability)	Online and Digital Education: Ensuring Equitable Use of Technology (24.1-24.5)	Technical Skills that match Industry Needs (Minimum industry requirement)
Unit II					Multimedia News on the web		News portals and their presentation					Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability)	Professional Education (17.1-17.5)	Technical Skills that match Industry Needs (Knowledge of the softwares will elevate skills and better chances of employment)

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Unit												Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability)	Professional Education (17.1-17.5)	Technical Skills that match Industry Needs (Knowledge of the softwares will elevate skills and better chances of employment)
Unit III							searching tools and tips for better search in digital era for journalists					Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability)	Professional Education (17.1-17.5)	Technical Skills that match Industry Needs (Knowledge of the softwares will elevate skills and better chances of employment)
Unit IV				writing in the digital world		writing in the digital world		Convergence and Citizen Journalism	Convergence and Citizen Journalism		Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability)	Professional Education (17.1-17.5)	Technical Skills that match Industry Needs (Knowledge of the softwares will elevate skills and better chances of employment)

		Specialisation - 3	L	T	P	C
1	SJMJ822A	Integrated Marketing Communication	3	1	0	4
2	SJMJ872A	Integrated Marketing Communication Lab	0	0	4	2
3	SJMJ824A	Creativity and Campaign Planning	3	1	0	4
4	SJMJ874A	Creativity and Campaign Planning Lab	0	0	4	2
5	SJMJ826A	Brand Communication	3	1	0	4
		Total	**9**	**3**	**8**	**16**

SJMJ822A	Integrated Marketing Communication	L	T	P	C
Version 1.0		3	1	0	4
Eligibility/Exposure	BA(JMC)				
Co-requisites	--				

Course Objectives

1. To introduce essential concepts of Integrated Marketing Communication
2. To understand communication tools used for Integrated Marketing Communication
3. To develop an understanding of the role of advertising and promotion within the context of a balance of theoretical and practical perspectives through the integration of various concepts/theories and practical applications.
4. To analyze the relationship of five elements of the promotional mix in marketing communication.
5. To foster the creative ideas from the learners for development of effective marketing communication program
6. To develop an understanding of the legal and social issues, the regulatory process, concerning the promotional mix.
7. To design Integrated Marketing Communication program effectively.

Course Outcomes –
After completion of the course student will be able to:
CO1: Understand the essential concepts of Integrated Marketing Communication
CO2: Understand communication tools used for Integrated Marketing Communication
CO3: Develop an understanding of the role of advertising and promotion within the context of a balance of theoretical and practical perspectives through the integration of various concepts/theories and practical applications.
CO4: Analyze the relationship of five elements of the promotional mix in marketing communication.
CO5: To foster the creative ideas from the learners for development of effective marketing communication program
CO6: To develop an understanding of the legal and social issues, the regulatory process, concerning the promotional mix.
CO7: To design Integrated Marketing Communication program effectively.

Catalogue Description
Overview:
The objective of the course is to acquaint the students with essential concepts and techniques for the development and designing of an effective Integrated Marketing Communication program. It provides the learning about various communication tools and its effectiveness, in such a way that fosters the creative ideas from the learners for development of effective marketing communication program.

Course Outcomes and Learning Objectives:
The course will introduce student to the field of integrated marketing communications (IMC) and its role in the marketing mix. This course will examine the process by which integrated marketing communications programs are planned, developed, executed and measured. The emphasis is placed on understanding the role for advertising and other promotional tools in the IMC program of an organization to achieve effective marketing campaigns.

The course surveys in an in-depth fashion the theoretical and structural models of marketing communication and aims to equip students with the tools necessary to create a coherent and fully integrated promotional campaign. Students will be actively involved in the design and implementation of various strategic communications approaches meant to target different publics.

Marketing communication strategy and planning are studied in the context of the overall marketing function. An in-depth, hands-on understanding of marketing tools and techniques is also provided. While the theory that supports the marketing communication function is

studied, the course provides a practical hands-on approach through a rigorous class project that requires students to apply what they are learning to a real-world situation. Throughout the semester students will be given ample opportunities to significantly hone their copywriting skills and increase their mastery of storytelling as applied in a marketing context.

After the completion of the course student will be able to develop connection between marketing communications tools, and how each can be used effectively- individually or in an integrated mix. The student will obtain a practical, real-world application of IMC theory

Course Content

Unit I Lecture-12
IMC Concepts

Integrated Marketing Communication, Meaning and role of IMC in Marketing process, one voice communication V/s IMC, Market segmentation and marketing mix, Introduction to IMC tools – Advertising, sales promotion, publicity, public relations, and event sponsorship; The role of advertising agencies and other marketing organizations providing marketing services and perspective on consumer behavior, **Case Study**

Unit II Lectures-14
IMC Models

AIDA model, Hierarchy of effect model, Innovation adoption model, information processing model, The standard learning Hierarchy, Attribution Hierarchy, and low 20% involvement hierarchy Consumer involvement- The Elaboration Likelihood (ELM) model, The Foote, Cone and Belding (FCB) Model, Corporate Marketing Strategies: Viral Marketing, Ambush Marketing, Guerrilla Marketing and Buzz Marketing, Target audience – their psychology and expectations **Case Study**

Unit III Lectures 12
Brand Management

Brand Management, Brand: the concept and meaning, Characteristics of a brand, Brand awareness, Brand experience, brand equity and brand extension, Brand Image, Brand building on the net, Brand promotion using integrated Marketing Communication, Market research method

Unit IV Lectures 12
Marketing and Implementation

Marketing Management, Planning and development of creative Integrated Marketing communication, Creative strategies in advertising, sales promotion, publicity, event sponsorships etc, Creative strategy in implementation and evaluation of marketing communication, Types of appeals and execution styles, Media planning and selection decisions- steps involved and information needed for media planning. Measuring the effectiveness of all Promotional tools and IMC.

Suggested Readings:

1. Kotler, P., Armstrong, G., Wong, V., & Saunders, J. (2008). *Principles Of Marketing*. Prentice Hall.
2. Mohan, M. (1989). *Advertising Management: Concepts And Cases*. Tata Mcgraw-Hill.
3. Sengupta, S. (2007). *Brand Positioning: Strategies For Competitive Advantage*. Tata Mcgraw-Hill.
4. Marconi, J. (2000). *The Brand Marketing Book: Creating, Managing, And Extending The Value Of Your Brand*. NTC Business Books.
5. Clow, K. E., & Baack, D. (2010). *Integrated Advertising, Promotion, And Marketing Communication*. Pearson Prentice Hall.
6. Belch, G. E., & Belch, M. A. (2021). *Advertising And Promotion: An Integrated Marketing Communications Perspective*. Mcgraw-Hill.
7. Percy, L. (2018). *Strategic Integrated Marketing Communications*. Routledge.

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)

	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Introduction of essential concepts of Integrated Marketing Communication	**PO1**
CO2	Understand communication tools used for Integrated Marketing Communication	**PO1, PO3**
CO3	Develop an understanding of the role of advertising and promotion within the context of a balance of theoretical and practical perspectives through the integration of various concepts/theories and practical applications.	**PO1, PO3, PO9**
CO4	Analyze the relationship of five elements of the promotional mix in marketing communication.	**PO3, PO4, PO6**
CO5	To foster the creative ideas from the learners for development of effective marketing communication program.	**PO1, PO3, PO4,PO9**
CO6	To develop an understanding of the legal and social issues, the regulatory process, concerning the promotional mix.	**PO1, PO3, PO8, PO10**
CO7	To design Integrated Marketing Communication programs effectively.	**PO3, PO4, PO7, PO11**

Course Code	Course Title	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	Demonstrate a Systematic, Extensive, and Coherent Knowledge	Demonstrate Procedural Knowledge	Demonstrate Professional and Communication Skills
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJMJ822A	**Integrated Marketing Communication**	3		3	3		2	2	3	1	1	2	3	3	3

Course Code	Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ822A	CO1	3											3	3	3
	CO2	3		3									3	3	2
	CO3	3		3						3			3	3	2
	CO4			3	2		3						3	3	2
	CO5	3		3	2					3			3	3	2
	CO6	3		2						3		3	3	3	3
	CO7			3	3			3				2	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/4th IR
Local	Regional	National	Global	Employ ability	Entrepr eneursh ip	Skill Develo pment	Profess ional Ethics	Gender	Human Values	Enviro nment & Sustain ability			
Uni t I				Advertising, sales promotion		Advertising, sales promotion			publicit y, public relations		**Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability)**	**Professio nal Educatio n (17.1-17.5)**	Technical Skills that match Industry Needs (Minimum

												industry requirement)
Unit II					Corporate Marketing Strategies					Target audience – their psychology and expectations **Case Study**		**Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability)**	**Professional Education (17.1-17.5)**	Technical Skills that match Industry Needs
Unit III					**Brand Management**		Market research method					**Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability)**	**Professional Education (17.1-17.5)**	Technical Skills that match Industry Needs (Minimum industry requirement)
Unit IV					Marketing Management							**Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability)**	**Professional Education (17.1-17.5)**	Technical Skills that match Industry Needs (Minimum industry requirement)
												Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability)	**Professional Education (17.1-17.5)**	Technical Skills that match Industry Needs

SJMJ872A	Integrated Marketing Communication Lab	L	T	P	C
Version 1.0		0	0	4	2
Eligibility/Exposure	BA(JMC)				
Co-requisites	--				

Course Objectives

1. To introduce essential concepts of Integrated Marketing Communication
2. To understand communication tools used for Integrated Marketing Communication
3. To develop an understanding of the role of advertising and promotion within the context of a balance of theoretical and practical perspectives through the integration of various concepts/theories and practical applications.
4. To analyze the relationship of five elements of the promotional mix in marketing communication.
5. To foster the creative ideas from the learners for development of effective marketing communication program
6. To develop an understanding of the legal and social issues, the regulatory process, concerning the promotional mix.
7. To design Integrated Marketing Communication program effectively.

Course Outcomes –
After completion of the course student will be able to:

CO1: Understand the essential concepts of Integrated Marketing Communication

CO2: Understand communication tools used for Integrated Marketing Communication

CO3: Develop an understanding of the role of advertising and promotion within the context of a balance of theoretical and practical perspectives through the integration of various concepts/theories and practical applications.

CO4: Analyze the relationship of five elements of the promotional mix in marketing communication.

CO5: To foster the creative ideas from the learners for development of effective marketing communication program

CO6: To develop an understanding of the legal and social issues, the regulatory process, concerning the promotional mix.

CO7: To design Integrated Marketing Communication program effectively.

Catalogue Description
Overview:

The objective of the course is to acquaint the students with essential concepts and techniques for the development and designing of an effective Integrated Marketing Communication program. It provides the learning about various communication tools and its effectiveness, in such a way that fosters the creative ideas from the learners for development of effective marketing communication program.

Course Outcomes and Learning Objectives:

The course will introduce student to the field of integrated marketing communications (IMC) and its role in the marketing mix. This course will examine the process by which integrated marketing communications programs are planned, developed, executed and measured. The emphasis is placed on understanding the role for advertising and other promotional tools in the IMC program of an organization to achieve effective marketing campaigns.

The course surveys in an in-depth fashion the theoretical and structural models of marketing communication and aims to equip students with the tools necessary to create a coherent and fully integrated promotional campaign. Students will be actively involved in the design and implementation of various strategic communications approaches meant to target different publics.

Marketing communication strategy and planning are studied in the context of the overall marketing function. An in-depth, hands-on understanding of marketing tools and techniques is also provided. While the theory that supports the marketing communication function is studied, the course provides a practical hands-on approach through a rigorous class project that requires students to apply what they are learning to a real-world situation. Throughout the semester students will be given ample opportunities to significantly hone their copywriting skills and increase their mastery of storytelling as applied in a marketing context.

After the completion of the course student will be able to develop connection between marketing communications tools, and how each can be used effectively- individually or in an integrated mix. The student will obtain a practical, real-world application of IMC theory

Course Content – 40 Lectures

IMC Application

1. Design an Integrated Marketing Communication Program for a product/service/idea.
2. Brief for IMC Campaign
3. SWOT Analysis
4. Market research
5. Segmenting market
6. Objective Setting and Budgeting
7. Creative strategy
8. Creative design
9. Production and media planning
10. Monitoring and Evaluation
11. Presentation of IMC program

Suggested Readings:

1. Kotler, P., Armstrong, G., Wong, V., & Saunders, J. (2008). *Principles Of Marketing*. Prentice Hall.
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Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

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

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

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CO5	To foster the creative ideas from the learners for development of effective marketing communication program.	PO1, PO3, PO4,PO9
CO6	To develop an understanding of the legal and social issues, the regulatory process, concerning the promotional mix.	PO1, PO3, PO8, PO10
CO7	To design Integrated Marketing Communication programs effectively.	PO3, PO4, PO7, PO11

Course Code	Course Title	Disciplinary Knowledge PO1	Understanding the Role of Media PO2	Skilled and Industry-ready Professionals PO3	Influential and effective communication PO4	Leadership readiness/ Qualities PO5	Critical/ Reflective thinking & language PO6	Technologically Efficient Professional PO7	Ethical Awareness PO8	Lifelong Learning PO9	Research-related Skills PO10	Cooperation/ Team work PO11	Demonstrate a Systematic, Extensive, and Coherent PSO1	Demonstrate Procedural Knowledge PSO2	Demonstrate Professional and Communication Skills PSO3
SJMJ822A	Integrated Marketing Communication	3		3	3		2	2	3	1	1	2	3	3	3

Course Code	Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ822A	CO1	3											3	3	3
	CO2	3		3									3	3	2
	CO3	3		3						3			3	3	2
	CO4			3	2		3						3	3	2
	CO5	3		3	2					3			3	3	2
	CO6	3		2					3		3		3	3	3
	CO7			3	3			3				2	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/4th IR
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics mm	Gender	Human Values	Environment & Sustainability			
Unit I					Advertising, sales promotion		Advertising, sales promotion			publicity, public relations		**Skills for Decent Work (SDG 4.4) (Learning the components of this unit**	**Professional Education (17.1-17.5)**	Technical Skills that match Industry

											will enhance employability)		Needs (Minimum industry requirement)
Unit II				Corporate Marketing Strategies						Target audience – their psychology and expectations **Case Study**	**Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability)**	**Professional Education (17.1-17.5)**	Technical Skills that match Industry Needs
Unit III				**Brand Management**		Market research method					**Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability)**	**Professional Education (17.1-17.5)**	Technical Skills that match Industry Needs (Minimum industry requirement)
Unit IV				Marketing Management							**Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability)**	**Professional Education (17.1-17.5)**	Technical Skills that match Industry Needs (Minimum industry requirement)
											Skills for Decent Work (SDG4.4)(Learning the components of this unit will enhance employability)	**Professional Education (17.1-17.5)**	Technical Skills that match Industry Needs

SJMJ824A	**Creativity and Campaign Planning**	L	T	P	C
Version 1.0		3	1	0	4
Eligibility/Exposure	MA(JMC) 1st year				
Co-requisites	--				

Course Objectives

1. To acquaint the students with the Creative Process and the Role of Creativity in Brand Building
2. To give students a basic understanding of the creative strategy and its development process
3. To understand the planning, implementation, and evaluation process of marketing communications.
4. To develop analytical and problem-solving skills for marketing communication problems
5. To analyze the role of advertising as a component of consumer marketing.
6. To provide hands-on opportunity to apply the knowledge and skills acquired in previous advertising, public relations, marketing, management, and other courses in an agency-like setting.
7. To create, write, design, and prepare advertisements for different media as wells as critique the work of others

Course Outcomes –
After completion of the course student will be able to:

CO1: Understand creative process and the role of creativity in brand building

CO2: Understand creative strategy and its development process

CO3: Understand the planning, implementation, and evaluation process of marketing communications

CO4: Develop analytical and problem-solving skills for marketing communication problems

CO5: Analyze the role of advertising as a component of consumer marketing

CO6: Apply the knowledge and skills acquired in previous advertising, public relations, marketing, management, and other courses in an agency-like setting.

CO7: Create, write, design, and prepare advertisements for different media as wells as critique the work of others

Catalogue DescriptionOverview:

This course is designed to give students a basic understanding of the creative strategy and its development process and an appreciation for the critical role strategy plays in designing an advertising campaign. This course studies the role of advertising as a component of consumer marketing.

Course Outcomes and Learning Objectives:

The course will provide hands-on opportunity to apply the knowledge and skills acquired in previous advertising, public relations, marketing, management and other courses in an agency-like setting. The students will create media plans, advertising campaign, learn about the role of the advertising agency and client relationships.

The curriculum will develop and enhance problem solving skills, make student a better strategic communicator, enhance how campaign planning fits within the broader framework of marketing strategy, sharpen skills in research, planning, organizing, managing time, communicating with clients and colleagues in writing and in person, identifying resources and problem areas.

The students will be able to write, design, and prepare advertisements for different media as wells as critique the work of others as a means of better understanding the craft and science of advertising creativity. Develop listening skills and to take verbal directions, thus building fluidity in the use of advertising industry specific concepts and terminology and understand the structure and cohesiveness of the Big Idea in an advertising campaign strategy and be able to present those ideas persuasively in a Pitch.

After the completion of the course students will be able to track creative work and prepare a media plan and portfolio of creative ideas, media selection in advertising communication. The students will also be able to develop analytical and critical thinking skills when creating or evaluating advertising materials and executions.

Course Content

Unit I – 14 Lectures [Introduction to Creativity]

Understanding Creativity, Creativity in Advertising, Stages in the Creative Process, Making of Creative Brief, Insights- Learning how to use them, Ideation, Lateral Thinking, Brainstorming and Various Creative Thinking Modes like-Thinking Hats, Major Creative Thinkers in Advertising, Creating Advertising Appeals: Rational and Emotional, Conveying the Big Idea, Appreciation and Presentation of some of the Great and Failed Campaigns Digital Media for Communication – The Concept of Advertising on the Net, Viral Advertising, Advertising beyond Print and the Small Screen, etc. Developing Creative Skills - Portfolio Making

Unit II Lectures-12 [Campaign and Advertising Language]

Screening of Award-Winning Campaigns (Both Contemporary and Classics), Campaign Reviews, Indian Language Advertising, Evolution of Indian Languages in Advertising, Indian Languages in Advertising – An Imperative? Challenges and Opportunities, The Concept of 'Hybrid' Language, Linguistics and Semiotics Aspect, The Usage of Advertising Language – How it is different from other languages (literary and spoken) Case Studies

Unit III Lectures 12 [Campaign Planning]

Campaign Planning, Defining Campaign Planning, Brand versus Social Campaign, Overview of Campaign Planning: Situation, Analysis, Advertising Objectives, Budget, Media, Types and Vehicles, Creation and Production of Message, Measurement of Results, Situation Analysis

Unit IV Lectures 14 [Campaign Research]

The Planning Cycle: Varying Strategies in Promoting Products/Brand and Social Products, Positioning Objectives: Current and Desired Perception, Budget Setting: Factors Determining, Budget, Steps Involved, Budget Plan and Execution, Message Strategy: What to Say (Selection of Attributes, Benefits, Motives and Appeals -Laddering), How to Say (Selection of Verbal and Visual Elements, Execution Style, Source of Delivery, Arrangement of Arguments), Measurement of Results: Criteria for Judging, Campaign Results – Sales, Awareness, Purchase, Intention, Emotional Impact, GRPs, etc. Research Techniques for Pre and Post Testing

UNIT V Lectures 8 [Campaign Production]

Campaign Production

This would be a group exercise. The individual groups would work like an ad agency with students representing various areas like Account Management, Media Planning, Creative, Production etc. and produce a campaign on a brand/social issue which would be judged by a panel of experts from the industry, including the 'client' wherever possible

SUGGESTED READINGS:

Black, S. (n.d.). Practical Public Relations : Effective Public Relations. Universal Book Stall.

Clow , K. E. (n.d.). Integrated Advertising. Delhi.

Gaur, S. (n.d.). Public Relation 4 You: A Guide to PR Theory & Practice.

Jackson, P. (n.d.). Corporate Communication for Managers. Pitman Publishing.

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

Jethwaney, J. (2000). Public Relations. Sterling.

Means, T. (n.d.). Business communication. Thomson.

Mehta, D. S. (n.d.). Handbook of Public Relations in India. Allied Publishers.

Scott, & Cutlip. (n.d.). Promotion and Marketing Communication. New Jersey: Prentice Hall.

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)

	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Understand creative Process and the Role of Creativity in Brand Building	PO1, PO2
CO2	Understand creative strategy and its development process	PO1
CO3	Understand the planning, implementation, and evaluation process of marketing communications	PO1, PO2, PO3
CO4	Develop and enhance analytical and problem-solving skills	PO1, PO3, PO9
CO5	Develop analytical and problem-solving skills for marketing communication problems	PO3, PO4, PO6
CO6	Apply the knowledge and skills acquired in previous advertising, public relations, marketing, management and other courses in an agency-like setting	PO1, PO3, PO4, PO9
CO7	Create, write, design, and prepare advertisements for different media as wells as critique the work of others	PO3, PO4, PO7, PO11

Course Code	Course Title	Disciplinary Knowledge PO1	Understanding the Role of Media PO2	Skilled and Industry-ready Professionals PO3	Influential and effective communication PO4	Leadership readiness/ Qualities PO5	Critical/ Reflective thinking & language efficiency PO6	Technologically Efficient Professional PO7	Ethical Awareness PO8	Lifelong Learning PO9	Research-related Skills PO10	Cooperation/ Team work PO11	Demonstrate a Systematic, Extensive, and Coherent Knowledge PSO1	Demonstrate Procedural Knowledge PSO2	Demonstrate Professional and Communication Skills PSO3
SJMJ8244A	**Creativity & Campaign Planning**	3	3	3	3		2	2	3	1	1	2	3	3	3

Course Code	Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJMJ824A	CO1	3	3										1	2	2
	CO2	3											2	1	2
	CO3	3	3	3									2	2	2
	CO4	3		3						2			2	3	3
	CO5			3	2		2						3	2	2
	CO6	3		3	2					3			3	3	3
	CO7			3	3			3				3	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/4th IR
	Local	Regional	National	Global	Employa bility	Entrepre neurship	Skill Develop ment	Professio nal	Gender	Human Values	Environ ment &			
Unit I					Creativity in Advertising		Creativity in Advertising, Developing Creative Skills - Portfolio Making					**Programme for the Development of Communication, Inclusive Knowledge Societies,social inclusion, knowledge-driven media development,technical innovation, net neutrality ROAM Principles, increase participation in the communication process, strengthen communication capacities , promote the wider and better balanced dissemination of**	**20.1 (ethic and importance of public purpose, an education in the discipline, and an education for practice), 20.2 (Professional education - holistic and multidisciplinary education), 23.2 (Use of technological tools), 11.2 (creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork, communication skills, more indepth learning and mastery of curricula across fields, increases in social and moral awareness), 11.1 (professional subjects, and soft skills)**	**Technical Skills that match Industry Needs (Knowledg e of the descipline) /Skill Developme nt**

											information,developing a free and independent media		
Unit II				Screening of Award-Winning Campaigns							**Programme for the Development of Communication, Inclusive Knowledge Societies,social inclusion, knowledge-driven media development,technical innovation, net neutrality ROAM Principles, increase participation in the communication process, strengthen communication capacities , promote the wider and better balanced dissemination of information,developing a free and independent media**	**20.1 (ethic and importance of public purpose, an education in the discipline, and an education for practice), 20.2 (Professional education - holistic and multidisciplinary education), 23.2 (Use of technological tools), 11.2 (creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork, communication skills, more indepth learning and mastery of curricula across fields, increases in social and moral awareness), 11.1 (professional subjects, and soft skills)**	**Technical Skills that match Industry Needs (Knowledge of the descipline) /Skill Development**
Unit III				Campaign Planning		Campaign Planning					**Programme for the Development of Communication, Inclusive Knowledge Societies,social inclusion, knowledge-driven media development,technical**	**20.1 (ethic and importance of public purpose, an education in the discipline, and an education for practice), 20.2 (Professional education - holistic and multidisciplinary education), 23.2 (Use of technological tools), 11.2 (creativity and innovation,**	**Technical Skills that match Industry Needs (Knowledge of the descipline)**

												innovation, net neutrality ROAM Principles, increase participation in the communication process, strengthen communication capacities , promote the wider and better balanced dissemination of information,developing a free and independent media	**critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork, communication skills, more indepth learning and mastery of curricula across fields, increases in social and moral awareness), 11.1 (professional subjects, and soft skills)**	**/Skill Developme nt**
Uni t IV					Varying Strategies in Promoting Products						Emot ional Impa ct	**Programme for the Development of Communication, Inclusive Knowledge Societies,social inclusion, knowledge-driven media development,technical innovation, net neutrality ROAM Principles, increase participation in the communication process, strengthen communication capacities , promote the wider and better balanced dissemination of**	**20.1 (ethic and importance of public purpose, an education in the discipline, and an education for practice), 20.2 (Professional education - holistic and multidisciplinary education), 23.2 (Use of technological tools), 11.2 (creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork, communication skills, more indepth learning and mastery of curricula across fields, increases in social and moral awareness), 11.1 (professional subjects, and soft skills)**	**Technical Skills that match Industry Needs (Knowledg e of the descipline) /Skill Developme nt**

												information,developing a free and independent media	
Unit V												**Programme for the Development of Communication, Inclusive Knowledge Societies,social inclusion, knowledge-driven media development,technical innovation, net neutrality ROAM Principles, increase participation in the communication process, strengthen communication capacities , promote the wider and better balanced dissemination of information,developing a free and independent media**	**20.1 (ethic and importance of public purpose, an education in the discipline, and an education for practice), 20.2 (Professional education - holistic and multidisciplinary education), 23.2 (Use of technological tools), 11.2 (creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork, communication skills, more indepth learning and mastery of curricula across fields, increases in social and moral awareness), 11.1 (professional subjects, and soft skills)**	**Technical Skills that match Industry Needs (Knowledge of the descipline) /Skill Develop"ment**

SJMJ874A	**Creativity and Campaign Planning Lab**	L	T	P	C
Version 1.0		0	0	4	2
Eligibility/Exposure	MA(JMC) 1st year				
Co-requisites	--				

Course Objectives

1. To acquaint the students with the Creative Process and the Role of Creativity in Brand Building
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6. To provide hands-on opportunity to apply the knowledge and skills acquired in previous advertising, public relations, marketing, management, and other courses in an agency-like setting.
7. To create, write, design, and prepare advertisements for different media as wells as critique the work of others

Course Outcomes –
After completion of the course student will be able to:

CO1: Understand creative process and the role of creativity in brand building
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Catalogue DescriptionOverview:

This course is designed to give students a basic understanding of the creative strategy and its development process and an appreciation for the critical role strategy plays in designing an advertising campaign. This course studies the role of advertising as a component of consumer marketing.

Course Outcomes and Learning Objectives:

The course will provide hands-on opportunity to apply the knowledge and skills acquired in previous advertising, public relations, marketing, management and other courses in an agency-like setting. The students will create media plans, advertising campaign, learn about the role of the advertising agency and client relationships.

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The students will be able to write, design, and prepare advertisements for different media as wells as critique the work of others as a means of better understanding the craft and science of advertising creativity. Develop listening skills and to take verbal directions, thus building fluidity in the use of advertising industry specific concepts and terminology and understand the structure and cohesiveness of the Big Idea in an advertising campaign strategy and be able to present those ideas persuasively in a Pitch.

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Course Content – 40 Lectures
Campaign Production

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Jackson, P. (n.d.). Corporate Communication for Managers. Pitman Publishing.

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

Jethwaney, J. (2000). Public Relations. Sterling.

Means, T. (n.d.). Business communication. Thomson.

Mehta, D. S. (n.d.). Handbook of Public Relations in India. Allied Publishers.

Scott, & Cutlip. (n.d.). Promotion and Marketing Communication. New Jersey: Prentice Hall.

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

Examination Scheme

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

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

	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Understand creative Process and the Role of Creativity in Brand Building	PO1, PO2
CO2	Understand creative strategy and its development process	PO1
CO3	Understand the planning, implementation, and evaluation process of marketing communications	PO1, PO2, PO3
CO4	Develop and enhance analytical and problem-solving skills	PO1, PO3, PO9
CO5	Develop analytical and problem-solving skills for marketing communication problems	PO3, PO4, PO6
CO6	Apply the knowledge and skills acquired in previous advertising, public relations, marketing, management and other courses in an agency-like setting	PO1, PO3, PO4, PO9
CO7	Create, write, design, and prepare advertisements for different media as wells as critique the work of others	PO3, PO4, PO7, PO11

Course Code	Course Title	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	Demonstrate a Systematic, Extensive, and Coherent Knowledge	Demonstrate Procedural Knowledge	Demonstrate Professional and Communication Skills
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJMJ8244A	Creativity & Campaign Planning	3	3	3	3		2	2	3	1	1	2	3	3	3

Course Code	Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJMJ824A	CO1	3	3										1	2	2
	CO2	3											2	1	2
	CO3	3	3	3									2	2	2
	CO4	3		3						2			2	3	3
	CO5			3	2		2						3	2	2
	CO6	3		3	2					3			3	3	3
	CO7			3	3			3				3	3	3	3

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

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/4th IR
	Local	Regional	National	Global	Employa bility	Entrepre neurship	Skill Develop ment	Professio nal	Gender	Human Values	Environ ment &			
Unit I					Creativity in Advertising		Creativity in Advertising, Developing Creative Skills - Portfolio Making					**Programme for the Development of Communication, Inclusive Knowledge Societies,social inclusion, knowledge-driven media development,technical innovation, net neutrality ROAM Principles, increase participation in the communication process, strengthen communication**	**20.1 (ethic and importance of public purpose, an education in the discipline, and an education for practice), 20.2 (Professional education - holistic and multidisciplinary education), 23.2 (Use of technological tools), 11.2 (creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork, communication skills, more indepth learning and mastery of curricula across fields, increases in social and**	**Technical Skills that match Industry Needs (Knowledg e of the descipline) /Skill Developme nt**

											capacities , promote the wider and better balanced dissemination of information,developing a free and independent media	**moral awareness), 11.1 (professional subjects, and soft skills)**	
Unit II				Screening of Award- Winning Campaigns								**Programme for the Development of Communication, Inclusive Knowledge Societies,social inclusion, knowledge-driven media development,technical innovation, net neutrality ROAM Principles, increase participation in the communication process, strengthen communication capacities , promote the wider and better balanced dissemination of information,developing a free and independent media**	**20.1 (ethic and importance of public purpose, an education in the discipline, and an education for practice), 20.2 (Professional education - holistic and multidisciplinary education), 23.2 (Use of technological tools), 11.2 (creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork, communication skills, more indepth learning and mastery of curricula across fields, increases in social and moral awareness), 11.1 (professional subjects, and soft skills)**	**Technical Skills that match Industry Needs (Knowledge of the descipline) /Skill Developme nt**
Unit III				Campaign Planning		Campaign Planning						**Programme for the Development of Communication, Inclusive Knowledge**	**20.1 (ethic and importance of public purpose, an education in the discipline, and an education for practice), 20.2 (Professional**	**Technical Skills that match Industry**

Unit													
											Societies,social inclusion, knowledge-driven media development,technical innovation, net neutrality ROAM Principles, increase participation in the communication process, strengthen communication capacities , promote the wider and better balanced dissemination of information,developing a free and independent media	education - holistic and multidisciplinary education), 23.2 (Use of technological tools), 11.2 (creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork, communication skills, more indepth learning and mastery of curricula across fields, increases in social and moral awareness), 11.1 (professional subjects, and soft skills)	Needs (Knowledg e of the descipline) /Skill Developme nt
Uni t IV				Varying Strategies in Promoting Products						Emot ional Impa ct		Programme for the Development of Communication, Inclusive Knowledge Societies,social inclusion, knowledge-driven media development,technical innovation, net neutrality ROAM Principles, increase participation in the communication process, strengthen communication	20.1 (ethic and importance of public purpose, an education in the discipline, and an education for practice), 20.2 (Professional education - holistic and multidisciplinary education), 23.2 (Use of technological tools), 11.2 (creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork, communication skills, more indepth learning and mastery of curricula across fields, increases in social and	Technical Skills that match Industry Needs (Knowledg e of the descipline) /Skill Developme nt

												capacities , promote the wider and better balanced dissemination of information,developing a free and independent media	moral awareness), 11.1 (professional subjects, and soft skills)	
Unit V												Programme for the Development of Communication, Inclusive Knowledge Societies,social inclusion, knowledge-driven media development,technical innovation, net neutrality ROAM Principles, increase participation in the communication process, strengthen communication capacities , promote the wider and better balanced dissemination of information,developing a free and independent media	20.1 (ethic and importance of public purpose, an education in the discipline, and an education for practice), 20.2 (Professional education - holistic and multidisciplinary education), 23.2 (Use of technological tools), 11.2 (creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork, communication skills, more indepth learning and mastery of curricula across fields, increases in social and moral awareness), 11.1 (professional subjects, and soft skills)	Technical Skills that match Industry Needs (Knowledge of the descipline) /Skill Development

SJMJ826A	**Brand Communication**	L	T	P	C
Version 1.0		3	1	0	4
Eligibility/Exposure	MA(JMC) 1st Year				
Co-requisites	--				

Course Objectives

1. To plan various brand communication strategies based on the brand's 'reason for being' and the 'uniqueness'
2. To analyze a brand by various parameters of strategy and brand building creativity
3. To explain the differentiating insight, consumer-based values and other factors constituting a brand
4. To analyze the market position of competitive brands in the same product category
5. To manage the decision-making stages in planning and execution of brand communication
6. To integrate the theoretical and practical knowledge to become industry

Course Outcomes –
After completion of the course student will be able to:

CO1: Plan various brand communication strategies based on the brand's 'reason for being' and the 'uniqueness'
CO2: Analyze a brand by various parameters of strategy and brand building creativity
CO3: Explain the differentiating insight, consumer-based values and other factors constituting a brand
CO4: Analyze the market position of competitive brands in the same product category
CO5: Manage the decision-making stages in planning and execution of brand communication
CO6: Integrate the theoretical and practical knowledge to create industry standard projects

Catalogue Description
Overview:

In this course, students examine how a favourable brand and memorable brand experiences can influence a firm's ability to withstand competitive pressures and thrive in dynamic market conditions. The student will examine brand concepts in real-life setting by articulating the context of and the rationale for the application.

Course Outcomes and Learning Objectives:

This course aims to develop students' understanding of the importance of brand equity as well as how to build, measure, and manage brand equity. It will cover topics in the utilities of branding, steps/process of building brands, methods of measuring brand equity, ways to leverage brand equity, strategies in managing brand portfolios, and management of brands over time, geographic boundaries, and market segments. This course provides a basic understanding of branding: what a brand is, what functions brands serve, and when a brand strategy is relevant for customers and the firm, overs traditional and non-traditional tools for measuring brand strength—both qualitative and quantitative methods, provides a view into what is involved in the formulation of the brand asset, focuses on the challenges that confront brands as they seek growth and relevance over time and the stewardship a skills and perspectives that enable sustained brand health.

The course has been designed for people wanting a successful and rewarding career in sectors including advertising, branding, communications, digital marketing, direct marketing, event management, public relations, and sales. The student will be able to understand main concepts and purpose of branding, will describe the process and methods of brand management, including how to establish brand identity and build brand equity. The course will help formulating effective branding strategies for both consumer and business products/services with the insights from marketing intelligence/analytics and understanding of social/digital media.

Course Content

Unit I – 10 Lectures

Fundamentals of Brand Management

Understanding the branding process and advertising perspective, what is brand and what is branding? Brand Positioning, Brand Benefits, Consumer Benefits, Brand Matrix and Media Matrix, Brand Management: The Evolution of Branding in Today's World, Understanding Brand Management, Various Theories and Models in Brand Management

Unit II Lectures-10
Theories and Models

Brand Prism Model, Perceptual Mapping, Brand Purchasing under Dissonance Reduction,

Brand Name Spectrum, Product Research—Important Tools and Analysis, Brand Anatomy, Strategy and Structure, Brand Positioning, Personality, Image, Brand Extensions- Advantages & Pitfalls Brand Architecture

Unit III Lectures 10
Brand Building and Positioning

Brand Positioning and differentiation, brand equity, brand asset valuator, building a brand- product attributes, building a brand- consumer insight, marketing and marketing communication, brand communication- building the brand, presentations

Unit IV Lectures 10
Tools and Techniques

How Integrated Marketing Communications (IMC) builds Brands – including Digital Ecosystem and the Integration of Digital Channels, Brand Audit – Inventory and Exploratory and Tracking, Co-branding/Licensing, Luxury Brands, B2B Brands, The Making of Indian & Global Brands, Leveraging Secondary Brand Associations to Build Brand Equity, Digital Brand Building: The FLIRT Model, what is a Global Brand? How can Indian Brands become Global? Various Case Studies

SUGGESTED READINGS:
Black, S. (n.d.). Practical Public Relations : Effective Public Relations. Universal Book Stall.
Clow , K. E. (n.d.). Integrated Advertising. Delhi.
Gaur, S. (n.d.). Public Relation 4 You: A Guide to PR Theory & Practice.
Jackson, P. (n.d.). Corporate Communication for Managers. Pitman Publishing.
Jethwaney , J., & Jain, S. (2006). Advertising Management. Oxford Uni. Press.
Jethwaney, J. (2000). Public Relations. Sterling.
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Examination Scheme

Components	Quiz I	Presentation/ Assignment/ etc.	Mid Term Exam	Attendance	End Term Exam
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Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Plan various brand communication strategies based on the brand's 'reason for being' and the 'uniqueness'	**PO2, PO3, PO4**
CO2	Analyze a brand by various parameters of strategy and brand building creativity	**PO1, PO2**
CO3	Explain the differentiating insight, consumer-based values and other factors constituting a brand	**PO1, PO2, PO3**
CO4	Analyze the market position of competitive brands in the same product category	**PO1, PO3, PO10**
CO5	Manage the decision-making stages in planning and execution of brand communication	**PO3, PO6, PO9, PO10**
CO6	Integrate the theoretical and practical knowledge to create industry standard projects	**PO1, PO3, PO4, PO9**

Course Code	Course Title	Disciplinary Knowledge PO1	Understanding the Role of Media PO2	Skilled and Industry-ready Professionals PO3	Influential and effective communication PO4	Leadership readiness/ Qualities PO5	Critical/ Reflective thinking & language efficiency PO6	Technologically Efficient Professional PO7	Ethical Awareness PO8	Lifelong Learning PO9	Research-related Skills PO10	Cooperation/ Team work PO11	Demonstrate a Systematic, Extensive, and Coherent Knowledge PSO1	Demonstrate Procedural Knowledge PSO 2	Demonstrate Professional and Communication Skills PSO3
SJMJ826A	**Brand Communication**	3	3	3	2		1			2	1		3	3	3

Course Code	Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ826A	CO1		3	3	2								3	3	3
	CO2	3	3										3	3	2
	CO3	3	3	3									3	3	2
	CO4	3		3							2		3	3	2
	CO5			3			3				2		3	3	2
	CO6	3		2	3					2			3	3	3

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RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/4th IR
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics mm	Gender	Human Values	Environment & Sustainability			
Unit I					Brand Management	Brand Management				Consumer Benefits				
Unit II					Brand Prism Model									
Unit					brand equity, brand asset valuator	building a brand-				consumer insight				

III					consumer insight								
Unit IV			The Making of Indian & Global Brands	The Making of Indian & Global Brands	Digital Ecosystem and the Integration of Digital Channels, Brand Audit				Various Case Studies	Various Case Studies				