



K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION

**SCHOOL OF JOURNALISM AND MASS
COMMUNICATION**

Bachelor of Arts (Journalism & Mass Communication) -

BA(JMC)

&

Master of Arts (Journalism & Mass Communication) –

MA(JMC)

2020 – 21

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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 K.R. Mangalam Group have been continuously upgraded to optimize opportunities for the students. Our students are groomed in a truly interdisciplinary environment wherein they develop integrative skills through interaction with students from engineering, management, legal studies and science 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.

KRM University is unique because of its

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

OBJECTIVES

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

2. ABOUT SCHOOL

School of Journalism and Mass Communication aims to develop critical and analytical thinking skills in the students who desire to pursue career in media industry. The curriculum is aptly designed to encourage academic and industry-oriented growth of the students. The School aspires to prepare students to acquire essential professional skills required to become a journalist or media professional for other means of mass communication.

The School offers Bachelor of Arts (Journalism and Mass Communication) [BA(JMC)], Master of Arts (Journalism and Mass Communication) [MA(JMC)] and Doctor of Philosophy (PhD) degree courses. During these programmes students develop flare for writing skills, learn and practice reporting techniques, get hands-on video production, radio production, advertising management, event planning and photography.

3. PROGRAMMES OFFERED BY THE SCHOOL

3.1 BA(JMC) [Bachelor of Arts (Journalism & Mass Communication)]

The main objective of the course is to make the learner understand the ways through which one can communicate his ideas to the masses. The course includes external projects by which the students get the exposure to various professional domains such as newspapers, radio, television, online media and functional areas of Public Relations, Advertising and Communication. Today, different forms of media have also emerged like internet, social media alongside the conventional television, newspaper, and radio. This convergence of media has provided the journalists with a place to experiment and opened new vistas for them. Upon completion of the programme, the learner gets an exposure of diverse aspects of journalism, advertising and communication.

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

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

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

Duration: The minimum period required for completing BA(JMC) programme is three years i.e., 6 semesters. The Programme will be considered successfully completed when the candidate will earn minimum credits as per the scheme. The maximum period for the completion of the programme is five years, i.e. 10 semesters.

Programme scheme: - For programme scheme see Annexure A.

3.2 MA(JMC) [Master of Arts (Journalism & Mass Communication)]

Mass Communication is an institutionalised and source specific discipline. It functions through well-organised professionals and has an ever-increasing interface. To become a journalist or media personality one should have an inquisitive mind, willpower, and an aptitude for presenting information in an accurate, concise and effective manner. This program focuses on these parameters. It is a combination of Print Media, Advertising, Reporting, Copy Writing and Communication Research.

MA(JMC) is a postgraduate journalism and mass communication course of two years duration. The course involves the study of different forms of mass media including newspapers, radio, television, films, etc. to convey information to a large audience. The course helps students provide advance theoretical as well as practical knowledge in various media professions such as journalism, advertising, event management, public relations, and so on. The course also acts as a foundation for candidates who wish to build their career in the field of media research.

Eligibility Criteria: The Candidate should have passed a Bachelor's degree or Equivalent from a recognized University with minimum 50% marks in aggregate.

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.

Duration: The minimum period required for completing MA(JMC) programme is two years i.e., 4 semesters. The Programme will be considered successfully completed when the candidate will earn minimum credits as per the scheme. The maximum period for the completion of the programme is five years, i.e. 10 semesters.

Programme scheme: - For programme scheme see Annexure B.

4. CLASS TIMINGS

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

5. SYLLABI

The syllabi of all courses for first year for all the programmes offered by SJMC are given in the following pages.

5.1 BA(JMC)

SJDM301A	DISASTER MANAGEMENT	L	T	P	C
		3	0	0	3

Course Objective:

The objective of the course is to create awareness about various types of disasters and to educate the learners about basic disaster management strategies. The course examines disaster profile of our country and illustrates the role played by various governmental and non- governmental organizations in its effective management. It also acquaints learners with the existing legal framework for disaster management.

Learning Outcome: The course will:

1. Provide students an exposure to disasters, their significance and types.
2. Ensure that the students begin to understand the relationship between vulnerability, disasters, disaster prevention and risk reduction.
3. Provide the students a preliminary understanding of approaches of Disaster Risk Reduction (DRR)
4. Develop rudimentary ability to respond to their surroundings with potential disaster response in areas where they live, with due sensitivity.

UNIT I Introduction to Disasters: Concept and definitions- Disaster, Hazard, vulnerability, resilience, risks.

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

UNIT- II Disaster Preparedness and Response Preparedness

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

UNIT III Rehabilitation, Reconstruction and Recovery

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

UNIT IV Disaster Management in India

- Disaster Management Act, 2005: Disaster management framework in India before and after Disaster Management Act, 2005, National Level Nodal Agencies, National Disaster Management Authority
- Liability for Mass Disaster- Statutory liability, Contractual liability, Tortious liability, Criminal liability, Measure of damages
- Epidemics Diseases Act, 1897: Main provisions, loopholes.
- Project Work: The project/ field work is meant for students to understand vulnerabilities and to work on reducing disaster risks and to build a culture of safety. Projects must be conceived based on the geographic location and hazard profile of the region where the institute is located.

Suggested Readings:

1. Dr. Mrinalini Pandey, Disaster Management, Wiley India Pvt. Ltd.
2. Tushar Bhattacharya, Disaster Science and Management, McGraw Hill Education (India) Pvt. Ltd.
3. Jagbir Singh, Disaster Management: Future Challenges and Opportunities, K W Publishers Pvt. Ltd.
4. J. P. Singhal, Disaster Management, Laxmi Publications.
5. Shailesh Shukla, Shamna Hussain Biodiversity, Environment and Disaster Management Unique Publications
6. C. K. Rajan, Navale Pandharinath Earth and Atmospheric Disaster Management: Nature and Manmade, B S Publication
7. Upendra Baxi and Thomas Paul (ed.), Mass Disasters and Multinational Liability: The Bhopal Case (1986), Indian law Institute
8. Gurudip Singh, Environmental Law: International and National Perspectives (1995), Lawman (India) Pvt. Ltd.
9. P Leela
Krishnan, The Environmental Law in India, Chapters VIII, IX and X (1999), Butterworths, New Delhi.

SJBJ125A	ENVIORNMENTAL STUDIES	L	T	P	C
		3	0	0	3

Overview:

Everything that surrounds and affects living organisms is environment. Environment includes all those things on which we are directly or indirectly dependent for our survival, whether it is living or biotic components like animals, plants or non-living or abiotic components like soil, air and water etc. It belongs to all, influences all and is important to all.

Objective and Expected Outcomes:

The main objective of the course is to create consciousness among the students with the idea about healthy and safe environment. This course is aimed to explain students that the rapid industrialization, crazy consumerism, and over-exploitation of natural resources have resulted in degradation of earth at all levels. These changes need the discussion, concern and recognition at national and international level with respect to formulate protection acts and sustainable developments policies. It can be possible only if every citizen of the nation is environmentally educated and gets involved into this matter at the grass root level to mitigate pollution.

Environmental Protection Act (1986) defined “Environment as the sum total of water, air and land, their interrelationship among themselves and with the human beings, other living organisms and materials.” Environmental studies are important since it deals with the most mundane problems of life like hygienic living conditions, safe and clean drinking water, fresh air, healthy food and sustainable development.

The syllabus for Environmental Studies includes conventional classroom teaching as well as field work. In this course, the teacher simply acts as a catalyst to infer what the student observes or discovers in his/her own environment. Involvement of students in project work is one of the most effective learning tools for environmental issues. This syllabus is beyond the scope of textbook teaching and also the realm of real learning by observing the surroundings. The content of this course provides an overview of introduction to environment, concept of an ecosystem, various renewable and non-renewable resources, how do various biodiversity occur and different means to conserve these. This course also includes various types of pollution and environmental policies & practices related with environs. Finally, it also highlights the relationship of human population with environment. The course further integrates to project work such as visit to an area to document environmental assets river/ forest/ grassland/ hill/ mountain, visit to a local polluted site-Urban/Rural/Industrial/Agricultural, study of common plants, insects, birds, and study of simple ecosystems. These studies are as imperative as it forms a unique synergistic tool for comprehensive learning process. This will help students to recognize and appreciate how the technological advancement at global level, exponential

growth of human population and their unlimited demands has put the environment at stake and has contaminated the environment worldwide.

After studying the course, the learners will be able to comprehend and become responsive regarding environmental issues. They will acquire the techniques to protect our mother earth, as without a clean, healthy, aesthetically beautiful, safe and secure environment no species can survive and sustain. This is the only inheritance which every generation of species passes to their future generation.

Suggested Readings:

1. A.K. De, *Environmental Chemistry*, New Age International Publishers (P) Ltd. New Delhi.
2. P. H. Raven, D. M. Hassenzahl & L. R. Berg, *Environment*, John Wiley & Sons, New Delhi.
3. J. S. Singh, S. P. Singh and S. R. Gupta, *Ecology, Environmental Science and Conservation*, S. Chand Publication, New Delhi.
4. Erach Bharucha, *Textbook of Environmental Studies*, Universities Press (P) Ltd., Hyderabad, India.
5. Anubha Kaushik and C. P. Kaushik, *Environmental Studies*, New Age International Publishers (P) Ltd. New Delhi.

SBJJ113A	MEDIA WRITING	L	T	P	C
		3	0	0	3

Overview:

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.

Objective and Expected Outcomes:

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

The fundamentals of writing will be reinforced throughout the semester and students will come away from this course with the ability to recognize and write news articles, PR news releases, reviews, and broadcast news.

The students will also do practical exercises of writing for media such as print, radio, television and internet. They will also learn how to use current technologies to reach and communicate with larger variety of audience. The wide variety of assignments will be taken up by the students such as writing features, news stories, blogs and emails etc.

This course will help students learn various story forms, not limited to journalistic news only, students will learn how to write a diverse set of stories and embrace the freedom and responsibilities of web journalism.

Suggested Readings:

1. Neira Anjana Dev, Anuradha Marwah and Swati Pal, Creative Writing A Beginner's Manual, Dorling Kindersely (India) Pvt. Ltd., New Delhi 2009.
2. Pal Rajendra and Korlahalli J.S., Essentials of English and Business Communication, S. Chand
3. R. Michelson, Sentences, IIVY Publishing House, New Delhi
4. Robey, Coral, New Handbook of basic writing skills, Harcourt College Publication Orlando 2002
5. Sreedharan V.S, How to write correct English, Goodwill Publications, NewDelhi2000
6. Taylor, Shirley., Communication for Business, Pearson Education Ltd., Edinburghgate, Hareon, Essex, England
7. Hough Georg A: News Writing, Kanishka Publishers, Distributors, New Delhi
8. Cheryl Sloan Wray Writing for Magazines: A Beginners' Guide, NTC Publishing Group

SBJ101A	COMMUNICATION IN REAL WORLD	L	T	P	C
		5	1	0	6

Overview:

This course will give an opportunity to the students to enhance the knowledge of fundamentals of communication in real world and its applications.

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

Objective and Expected Outcomes:

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

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

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

1. Kumar, K. J. (2010). *Mass communication in India*. Ahmedabad: Jaico Pub. House.
2. Narula, Uma, *Mass Communication Theory and Practice*, Haranand Publication, New Delhi, 2004
3. Denis McQuail, *Mass Communication Theory*, Sage Publications, New Delhi, 2001
4. Stanley J Baran & Dennis K. Devis, *Mass Communication Theory-Foundation, Ferment and Future*, Thomson Wadsworth, 2000
5. Andal N, *Communication Theories and Models*, Himalaya Publishing House, Delhi
6. Joshi, U. (1999). *Textbook of mass communication and media*. New Delhi: Anmol Publications Pvt. Ltd.
7. C.S. Rayadu. (2010). *Communication*. Mumbai: Himalaya Publishing House.

SBJJ115A	REPORTING AND EDITING -I	L	T	P	C
		4	0	0	4

Overview:

The students will learn the fundamental concept of newsprint media industry. By the end of course, students will be able to understand how to write and report for newspapers and magazines. The aim is to make students capable of reporting for various beats and interview as a media person and also give language to their thoughts professionally. It also aims to equip students with knowledge and sense of what makes news.

Objective and Expected Outcomes:

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

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

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

The course will make students understand the nuances of writing different types of news stories and hands-on training of creating a dummy newspaper.

Suggested Readings:

1. Kamath, M V: *Modern Journalism*, Vikas Publishing House, New Delhi
2. Saxena Ambrish: *Fundamentals of Reporting and Editing*, Kanishka Publishers, New Delhi, 2007
3. Stein, M L: *The News Writers' Handbook*, Surjeet Publication, Susan F. Petero New Delhi, 2002
4. George A Hough: *News Writing*, Kanishka Publishers, New Delhi, 1996
5. Jan R. Hakemulder, Ray Ac De, Jouge, P P Singh: *News Reporting and Editing*, Anmol Publications Pvt. Ltd. New Delhi-1998
6. Joseph M K: *Basic Source Material for News Writing*, Anmol Publications Pvt. Ltd.
7. Wainwright David: *Journalism made Simple*, Rupa & Company, New Delhi, 1982
8. Hohnberg John: *The Professional Journalism*, Oxford Publishing Co. Pvt. Ltd., New Delhi, 1980

SBJ155A	REPORTING AND EDITING – I LAB	L	T	P	C
		0	0	4	2

Overview:

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

Objectives and Expected Outcomes:

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

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

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

	MOOC	C
		2

Semester – II

SBJJ107A	COMPUTER APPLICATIONS IN MEDIA	L	T	P	C
		4	0	0	4

Overview:

Students will be acquainted with understanding of computer and its operations. This course will impart knowledge of MS office which is necessary in today's world where a journalist cannot survive without understanding and working on technology. From reporting to publication, computer has become an integral part of journalistic practices. Students will be acquainted with Desktop Publishing in this course which is an essential prerequisite for Journalism & mass communication.

Objectives and Expected Outcomes:

When a story is covered and sent to newspaper organization it requires framing and editing which has become very convenient with the help of computer. From the days of abacus to the latest smart computer and laptop technology, it is important for the students to understand the growth which has happened. With the positive aspect of computer, it is necessary to know the ploys of computer which will be taught to the students through this course. Hardware, software and other peripherals plays very pivotal role while working on the computer and knowing about them will enable any kinds of snags arising out of it. All types of computers are enabled with modernized graphics and high-end memory devices. Through this course, students will comprehend all these changes and updates.

Through this course students will be trained in MS Office. They will be making power point presentations and making documents on word. As Media technologies are changing daily, students will be updating their knowledge with the latest concepts of cloud computing, virtual reality and mobile applications.

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

By the end of the course, students will have basic as well as advance level understanding of typography its history, text editing tools and designing software. This course will give deep learning about all types and stages of layout for print media products.

Suggested Readings:

1. N.N. Sarkar. (1998). *Designing Print Communication*. New Delhi: Sagar Publishers.
2. Kelby, S. (2011). *The Adobe Photoshop CS5 book for digital photographers*. Berkeley, Calif.: New Riders.
3. Coburn, Foster D. *Corel Draw*, Tata Mcgraw Hill Publishing Co Ltd, 2007
4. Jaiswal. A. (2003). *Fundamentals of computer Information technology Today*. Wiley Dreamtech India Pvt Ltd.
5. Rajaraman V., *Fundamentals of computer*, Prentice Hall of India
6. Duggal, K. S. (1980). *Book publishing in India*. New Delhi: Marwah. A.K. Dhar *Printing and Publishing*

SJBJ110A	DIGITAL PHOTOGRAPHY	L	T	P	C
		4	0	0	4

Overview:

The students after studying this course will be able to understand techniques of photography and how these are used in journalism. By the end of the course, the students will be able to visualize the relevant images and enhance their creativity through it.

Objectives and Expected Outcomes:

Photography is an art to express who grab our attention and speak directly to our emotions. It allows us to express ourselves through an art form. We notice a beautiful landscape or an old man’s face with aging lines. Each of us will have a different reason and style to capture such images. And according to his/her requirement, he/she will focus it to retain that expression in the form of the image. In this course, students will get learn the art to capture the reality and present it aesthetically.

In this course, students will get to know about the history of photography, how the Camera Obscura was invented. From the exposure time of 8 hours to just few fractions of seconds all the technologies related to camera will be introduced to the students. Students will get to know about how to use photography as a medium of communication. They will also understand the different parts of their camera and their respective functions. Students will learn about various types of camera and their design. This course will help the students to learn different types of lenses required for different purposes such as wide-angle lens to cover broad area, telephoto lens to cover longest distance. Students will get to know about the exposure triangle which is the most important element of photography. This course will help the student to learn important camera composition, camera shots and camera angles.

A good picture can only be captured in an appropriate amount of light, students have to learn different lighting source and so that they can use it according to their needs in photography. Students will learn different types of lighting such as one point, two point and three-point lighting in this course.

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

Students will learn about various editing techniques through software to get a photograph more presentable in terms of news. They will be able to produce theme-based photo features required in the specialized types of photography.

Suggested Readings:

1. Sharma, O P: *Practical Photography*, Hind Pocket Books, 2001
2. Michael Langford: *Basic Photography*, Focal Press, 2003 Private Limited, 1999
3. James A. Folts, Ronald, P. Lovell, Fred C. Zwahlen: *Handbook of Photography*, Thomsan Learning, 2002
4. Lee Frost: *Photography*, Hodder Headline, 1993

SBJJ112A	REPORTING AND EDITING –II	L	T	P	C
		4	0	0	4

Overview:

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

Objective and Expected Outcomes:

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

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

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

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

Suggested Readings:

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

SJBJ157A	COMPUTER APPLICATIONS IN MEDIA LAB	L	T	P	C
		0	0	4	2

Overview:

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

Objective and Expected Outcomes:

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

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

By the end of the course, students will be creating, Newspaper or Newsletter and other promotional literature required for print media industry.

SJBJ150A	DIGITAL PHOTGRAPHY LAB	L	T	P	C
		0	0	4	2

Overview:

The course will give students practical exposure to learn all the technical techniques of Digital Photography. They will learn how to do use various camera angles and shots to capture a moment. It will also familiarize the students with numerous techniques of Lighting in indoor and outdoor areas and what all can be done through editing in post-production.

Objective and Expected Outcomes:

This course exposes the students with the structure of digital camera with its functions. The course gives hands-on experience of capturing interesting and breath-taking moments. These students will be assigned to capture various events of university such as conferences, lectures, official events to give them the exposure of practical lighting framing etc. During the course student will get the exposure of Feature photography, Product Photography, Night and Landscape photography.

After completion of the course, students will have an overall exposure of Digital Photography from framing stage to post-production stage.

SJBJ154A	REPORTING AND EDITING –II LAB	L	T	P	C
		0	0	4	2

Overview:

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

Objectives and Expected Outcomes:

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

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

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

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

	MOOC	C
		2

5.2 MA(JMC)

SJM701A	COMMUNICATION THEORIES AND MODELS	L	T	P	C
		4	1	0	5

Overview:

Theories help us to make sense of the world around us and shape how we make judgments about reality, relationships, circumstances and decisions in our lives. This course will critically examine the theories that underpin development of the key areas of mass communication. Historical, current and practical critiques of each theory will be conducted. Coursework is designed to encourage students to consider the place of theory within the Communication Studies discipline and everyday life.

Objectives and Expected Outcomes:

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.

SJM703A	THE CRAFT OF MEDIA WRITING	L	T	P	C
		4	1	0	5

Overview:

The course is designed to introduce mechanics of writing for various mass communication genres and build a strong writing foundation. This course introduces the principles of writing and organizing stories for publication in print and electronic mediums. The course will enhance ability to analyse complex situations and translate them into clear, concise written segments for all forms of media. The students will learn how to gather and evaluate information to craft stories for the readers.

Objectives and Expected Outcomes:

After the completion of the course, the students will be able to follow the rules of good grammar, punctuation, spelling, effectively use different types of leads to create an accurate, inviting introduction to a news story or news release, distinguish between news and public relations style, use effective interviewing techniques, know the target readers/audience while writing a news story, write an effective, informative news release that adheres to journalistic style, write a concise broadcast story that adheres to accepted broadcast style, understand the similarities, differences between online and traditional journalism and the effects the emergence of online journalism has had on traditional fields; identify the elements of a good online news article or news release. The students will have a basic understanding of content management systems.

The course will help students identify the principles and formats of various styles of media writing and how they differ from traditional academic writing. It will demonstrate the ability to think critically by gathering and researching relevant facts, choosing and interviewing appropriate sources. This course will enable students to gather information from notes and interviews to compose a piece of writing accessible to a general reading public and distinguish between fact and opinion.

This course will help students acquire basic media-writing skills and will enhance a student’s ability to get employment or entrepreneurship in print, broadcast, public relations and corporate communication.

SJM703A	CURRENT AFFAIRS AND MEDIA PERSPECTIVE	L	T	P	C
		4	1	0	5

Overview:

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 neighbouring 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.

SJM707A	PUBLIC RELATIONS: THEORY AND PRACTICE	L	T	P	C
		4	1	0	5

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.

	MOOC	C
		2

Semester - II

SJM702A	ADVERTISING TODAY	L	T	P	C
		4	1	0	5

Overview:

The pervasiveness of advertising in 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.

SJMJ704A	EXPLORING FRAMES	L	T	P	C
		4	0	2	6

Overview:

Photography is used in different beats of journalism to enhance the impact of the news and by the help of this course; students can use this tool to show their visual creativity. After studying this course students will be able to develop their career in Media industry as a Photo journalist or a media freelancer in print, digital or television media.

Objective and Expected Outcomes:

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.

SJM706A	REPORTING AND EDITING	L	T	P	C
		4	0	2	6

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.

SJM708A	CREATIVE VISUALISATION TECHNIQUES	L	T	P	C
		4	0	2	6

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.

	MOOC	C
		2

Course Structure BA(JMC) Programme 2020

Year	S.No	Course Code	Course Title	L	T	P	C	S.No	Course Code	Course Title	L	T	P	C		
FIRST	ODD							EVEN								
	1	CC	SJB101A	Communication in Real World	5	1	-	6	1	CC	SJB110A	Digital Photography	4	-	-	4
	2	AECC	SJCH125A	Environmental Studies	3	-	-	3	2	CC	SJB107A	Computer Applications in Media	4	-	-	4
	3	CC	SJB115A	Reporting and Editing - I	4	-	-	4	3	CC	SJB112A	Reporting and Editing - II	4	-	-	4
	4	AECC	SJB113A	Media Writing	3	-	-	3	4	CC	SJB157A	Computer Applications in Media Lab	-	-	4	2
	5	CC	SJDM301A	Disaster Management	3	-	-	3	5	CC	SJB150A	Digital Photography Lab	-	-	4	2
	6	CC	SJB155A	Reporting and Editing - I Lab	-	-	4	2	6	CC	SJB154A	Reporting and Editing - II Lab	-	-	4	2
	7	OE	SBJMO11A	Online Course (Spoken Tutorials)	-	-	-	2	7			MOOC	-	-	-	1
			Open Elective - I	4	2	-	6	8	OE		Open Elective - II	4	2	-	6	
TOTAL				22	3	4	29	TOTAL				16	2	12	25	
SECOND	ODD							EVEN								
	1	CC	SJB201A	Radio Broadcasting and Programming	4	-	-	4	1	CC	SJB202A	Digital Media Foundation	4	-	-	4
	2	CC	SJB203A	The Advertising World	4	-	-	4	2	CC	SJB204A	Idea to Screen	4	-	-	4
	3	CC	SJB205A	Camera, Light and Sound	4	-	-	4	3	CC	SJB206A	Documentary and Short Filmmaking	4	-	-	4
	4	CC	SJB104A	Media Laws and Ethics	3	1	-	4	4	SEC	SJB208A	Radio Jockeying and News Reading	3	1	-	4
	5	CC	SJB251A	Radio Broadcasting and Programming Lab	-	-	4	2	5	CC	SJB252A	Digital Media Foundation Lab	-	-	2	1
	6	CC	SJB253A	The Advertising World Lab	-	-	4	2	6	CC	SJB254A	Idea to Screen Lab	-	-	2	1
	7	CC	SJB255A	Camera, Light and Sound Lab	-	-	4	2	7	CC	SJB256A	Documentary and Short Filmmaking Lab	-	-	4	2
	8			MOOC	-	-	-	2	8			MOOC	-	-	-	2
9	DSE		DSE-I	3	1	-	4	9			DSE-II	3	1	-	4	
TOTAL				18	2	12	28	TOTAL				18	2	8	26	
THIRD	ODD							EVEN								
	1	CC	SJB301A	Public Relations and Corporate Communications	3	1	-	4	1	CC	SJB302A	Global Media Scenario	3	1	-	4
	2	CC	SJB303A	Communication Research	4	-	-	4	2	CC	SJB304A	Media Organizations and Entrepreneurship	3	1	-	4
	3	CC	SJB305A	Event as a Marketing Tool	4	-	-	4	3	SEC	SJB352A	Major Project	-	-	12	6
	4	SEC	SJB357A	Functional Exposure Report	-	-	-	2	4	VAC	VAC 112	Successful Communication - Writing and Presentation	2	-	-	0
	5	VAC	VAC115	Film Appreciation	2	-	-	0	5			MOOC	-	-	-	2
	6	CC	SJB353A	Communication Research Lab	-	-	4	2	6	DSE		DSE-IV	3	1	-	4
	7	CC	SJB355A	Event as a Marketing Tool Lab	-	-	4	2								
	8			MOOC	-	-	-	2								
9	DSE		DSE-III	3	1	-	4									
TOTAL				16	2	8	24	TOTAL				11	3	12	20	
Total Credits								152								

Course Structure MA(JMC) programme 2020

Year	SNo	Course Code	Course Title	L	T	P	C		SNo	Course Code	Course Title	L	T	P	C			
FIRST	Odd							Even										
	1	SJM701A	Communication Theories and Models	4	1	0	5	1	SJM702A	Advertising Today	4	1	0	5				
	2	SJM703A	The Craft of Media Writing	4	1	0	5	2	SJM704A	Exploring Frames	4	0	2	6				
	3	SJM705A	Current Affairs and Perspective	4	1	0	5	3	SJM706A	Reporting and Editing	4	1	0	5				
	4	SJM707A	Public Relations: Theory and Practice	4	1	0	5	4	SJM708A	Creative Visualisation Techniques	4	0	2	6				
	5	SJM7011A	Film Appreciation	0	0	0	2	5		MOOC	0	0	0	2				
	TOTAL				16	4	0	22	TOTAL				16	2	4	24		
SECOND	Odd							Even (Common Papers)										
	1	SJM801A	Research Techniques	4	0	2	6	1	SJM802A	Data Journalism	4	1	0	5				
	2	SJM803A	Broadcast News Production	4	0	2	6	2	SJM804A	Major Project	0	0	6	6				
	3	SJM805A	New Media and Web Content	4	0	2	6	3	SJM806A	Mobile Journalism	3	1	0	4				
	4	SJM807A	Media, Law and Society	3	1	0	4	Total			7	2	6	15				
	5	SJM809A	Summer Training Report	0	0	0	4											
TOTAL				15	1	6	26											
												Specialisation - 1						
												1	SJM810A	Advance Reporting and Editing	4	0	2	6
												2	SJM812A	Business & Political Coverage	3	1	0	4
												3	SJM814A	Sports Journalism	4	0	2	6
												Total			11	1	4	16
												Specialisation - 2						
												1	SJM816A	Audio Programming	4	0	2	6
												2	SJM818A	Storytelling for Screen	3	1	0	4
												3	SJM820A	Power of Images: TV and Films	4	0	2	6
												Total			11	1	4	16
												Specialisation - 3						
												1	SJM822A	Integrated Marketing Communication	4	0	2	6
												2	SJM824A	Creativity and Campaign Planning	4	0	2	4
												3	SJM826A	Brand Communication	3	1	0	6
												Total			11	1	4	16
												Total						
												103						
												32						

Total
Credits 103