AMITY UNIVERSITY
—MADHYA PRADESH—

Syllabus of B.A (Journalism and Mass

Communication)

2018-2021

Approved by the Board of Studies

Amity School of Communication
AUMP, Gwalior

Amity School of Communication
Programme: Bachelor of Journalism & Mass Communication {BA (JMC)}

Semester-IV

2018-2021

Semester-I							
Sr. No.	**Course Code**	**Title of Course**	**Credits**				
			L	**T**	**P**	**Total Credits**	**Total Hours**
1	BJM-101	Communication Theories and Models	3	0	0	3	3
2	BJM-102	History and Growth of Media in India	3	0	0	3	3
3	BJM-103	Fundamentals of Advertising and Public Relations	3	0	0	3	3
4	BJM-104	Fundamentals of Print Journalism	2	0	0	2	2
5	BJM-105	Introduction to Visual Communication	2	0	0	2	2
6	BJM -106	State and Politics	2	0	0	2	2
7	BJM -107	Digital Skills for Media-I	1	0	1	2	3
8	BJM-108	Print Media Production	0	0	2	2	4
9	BJM-141	Communication Skills-I	1	0	0	1	1
10	BJM-142	Environmental Studies-I	2	0	0	2	2
11	BJM-143	Behavioural Science-I	1	0	0	1	1
12	BJM-144	French-I	2	0	0	2	2
		Total	**22**	**0**	**3**	**25**	**28**
Semester-II							
Sr. No.	**Course Code**	**Title of Course**	**Credits**				
			L	**T**	**P**	**Total Credits**	**Total Hours**
1	BJM-201	Specialized Reporting, Writing & Editing	3	0	0	3	3
2	BJM-202	Theories of Advertising & Public Relations	3	0	0	3	3
3	BJM-203	Basics of Radio Journalism	3	0	0	3	3
4	BJM-204	Fundamentals of Photography	2	0	1	3	4
5	BJM-205	Indian Economy & Foreign Relations	3	0	0	3	3
6	BJM-206	Digital Skills for Media -II	1	0	1	2	3
7	BJM-207	Radio Production	0	0	2	2	4
8	BJM-208	Environmental Studies-II	2	0	0	2	2
9	BJM-241	Communication Skills-II	1	0	0	1	1
10	BJM-243	Behavioural Science-II	1	0	0	1	1
11	BJM-244	French-II	2	0	0	2	2
		Total	**21**	**0**	**4**	**25**	**29**
Semester-III							
Sr. No.	**Course Code**	**Title of Course**	**Credits**				
			L	**T**	**P**	**Total Credits**	**Total Hours**
1	BJM-301	Basics of Media Research	3	0	0	3	3
2	BJM-302	Television Journalism	3	0	0	3	3
3	BJM-303	Writing for Advertising and Public Relations	2	0	0	2	2
4	BJM-304	Media Laws and Ethics	3	0	0	3	3
5	BJM-305	Film Theories and Practices	3	0	0	3	3
6	BJM-306	Development Communication	3	0	0	3	3
7	BJM-307	Digital Skills for Media -III	1	0	1	2	4
8	BJM-308	Advertisement Production	0	0	2	2	4
9	BJM-341	Communication Skills-III	1	0	0	1	1
10	BJM-343	Behavioural Science-III	1	0	0	1	1
11	BJM-344	French-III	2	0	0	2	2
		Total	**22**	**0**	**3**	**25**	**28**

Sr. No.	Course Code	Title of Course	L	T	P	Total Credits	Total Hours
1	BJM-401	Applied Research in Media Studies	3	0	0	3	3
2	BJM-402	Newsroom Practices & Anchoring Skills	2	0	1	3	4
3	BJM-403	Media Planning & Event Management	2	0	0	2	2
4	BJM-404	Introduction to New Media	3	0	0	3	3
5	BJM-405	Indian Media Industry	3	0	0	3	3
6	BJM-406	Digital Skills for Media -IV	1	0	1	2	3
7	BJM-407	Television Production	0	0	2	2	4
8	BJM-408	Term Paper	3	0	0	3	NTCC
9	BJM-441	Communication Skills-IV	1	0	0	1	1
10	BJM-443	Behavioural Science-IV	1	0	0	1	1
11	BJM-444	French-IV	2	0	0	2	2
		Total	**21**	**0**	**4**	**25**	**26**

Semester-V

Sr. No.	Course Code	Title of Course	L	T	P	Total Credits	Total Hours
1	BJM-501	Corporate Communication & Brand Management	3	0	0	3	3
2	BJM-502	Introduction to Data Journalism	2	0	0	2	2
3	BJM-503	Film Appreciation, Direction and Stylisation	3	0	0	3	3
4	BJM-504	Writing Skills for New Media	3	0	0	3	3
5	BJM-505	Media Conflict and Peace Building	3	0	0	3	3
6	BJM-506	Integrated Marketing Communication	3	0	0	3	3
6	BJM-507	Digital Skills for Media -V	1	0	1	2	3
7	BJM-508	Short Film/Documentary Production	0	0	2	2	4
9	BJM-541	Communication Skills-V	1	0	0	1	1
10	BJM-543	Behavioural Science-V	1	0	0	1	1
11	BJM-544	French-V	2	0	0	2	2
		Total	**22**	**0**	**3**	**25**	**28**

Semester-VI

Sr. No.	Course Code	Title of Course	L	T	P	Total Credits	Total Hours
1.	BJM-601	Media and Society	3	0	3	3	3
2.	NTCC BJM 660 BJM 661 BJM 662 BJM 663 BJM 664 BJM 665 BJM 666	Specialized Project: 1. News Paper or Magazine Design 2. Photography Portfolio 3. Advertisement Production 4. Radio Production 5. Television Production 6. Short Film/Documentary Production 7. Website Designing	9	0	0	9	NTCC
2	BJM-667	Dissertation	9	0	0	9	NTCC
3	BJM-641	Communication Skills-VI	1	0	0	1	1
4	BJM-643	Behavioural Science-VI	1	0	0	1	1
5	BJM-644	French-VI	2	0	0	2	2
		Total	**25**	**0**	**0**	**25**	**7**
		Total Credits: 150					

BA (JMC) 1st Semester

Semester-I							
Sr. No.	**Course Code**	**Title of Course**	**Credits**				
			L	**T**	**P**	**Total Credits**	**Total Hours**
1	BJM-101	Communication Theories and Models	3	0	0	3	3
2	BJM-102	History and Growth of Media in India	3	0	0	3	3
3	BJM-103	Fundamentals of Advertising and Public Relations	3	0	0	3	3
4	BJM-104	Fundamentals of Print Journalism	2	0	0	2	2
5	BJM-105	Introduction to Visual Communication	2	0	0	2	2
6	BJM -106	State and Politics	2	0	0	2	2
7	BJM -107	Digital Skills for Media-I	1	0	1	2	3
8	BJM-108	Print Media Production	0	0	2	2	4
9	BJM-141	Communication Skills-I	1	0	0	1	1
10	BJM-142	Environmental Studies-I	2	0	0	2	2
11	BJM-143	Behavioural Science-I	1	0	0	1	1
12	BJM-144	French-I	2	0	0	2	2
		Total	**22**	**0**	**3**	**25**	**28**

BA (JMC) 1st Semester

Course Code	Course Name	L	T	P	Credits	Hours
BJM 101	**Communication Theories and Models**	**3**	**0**	**0**	**3**	**3**

Objectives of the Course:

1. This paper will introduce students to key concepts in communication and Mass Communication.
2. It will help them to enhance media literacy and to gain understanding of mass communication and its processes.
3. Students will learn the process, elements, levels, models and major theories of communication and mass communication.

Pre Requisites & Course Requirement: To get into a communication course and in order to gain a better understanding on communication elements students should read the basics of Communication. **Expected Outcome of the course**

1. The students will be able to understand concepts in communication and shall be able to implement them in not only their professions but everyday life.
2. Communication is integral to human expression and growth and has taken many forms over centuries. The students will be able to identify the use of media in providing meaningful information.
3. After the completion of the course the students will be able to explain and review on critical evaluation of mass communication Theories

Teaching Pedagogy: This class will be taught using the theory and case method.

Course Contents/Syllabus:	Weightage
Module I: Introduction to Communication and Mass Communication	**25 %**
Communication: Concept, Definition, Elements; Types of Communication: Intra Personal-Inter Personal-Group & Mass Communication; Verbal Communication & Non Verbal Communication; Characteristics and functions of mass communication. Importance of mass communication, Process and elements of communications; Levels of communication; Barriers to effective communication; Future of communication studies; Forms and Functions of communication.	
Module II: Models and Theories	**30%**
Communication models: Definition; Scope and Purpose of Models; Communication models; Shannon- Weaver's Mathematical model; Wilbur Schramm's model; David Berlo's model; Newcomb's model; Aristotle's classical model; Laswell's model; Westley McLean's model; George Gerbner's model; Media Dependency model; McCombs and Shaw's Agenda Setting model; Uses & Gratification; Communication Theories; Cognitive Dissonance, Normative Theories, Perception and Retention, Uses and Gratification Approach, Cultivation Approach, Marxist and Neo-Marxist Approaches. Relevance of the theories in contemporary scenario; Application of communication models, examples and case studies.	
Module III: Traditional Media	**20 %**
Introduction to traditional media; Oral Tradition of story-telling since early civilization; Influence on contemporary forms of mass communication; Types: street theatre, puppetry, music, dance/ballads, folk and tribal art, local fairs; Case studies of each form; Strengths and limitations; Relationship with the society: tool for political, social, economic, and health awareness; Present Scenario	
Module IV: New Trends in Mass Communication	**25 %**
Means of Mass Communication: Press, Radio, Television, Film, Internet Introduction to the major fields/forms of mass communication with emphasis on advertising, broadcasting, newspapers, magazines, and public relations, Current and Future Trends in Mass Communication, Scope and nature of Mass Media: Role of technology in finance, Convergence and the Reshaping of Mass Communication, Globalization and Mass Media, New Media Technology: Concept & Scope	

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
100	**NA**	**100**

Theory Assessment (L/T):

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	**Mid Term Exam**	**Home Assignment/Class Test**	**Attendance**	
Weightage (%)	15	10	5	70

Text Books
1. Lorimer Rowland. Mass Communication
2. DeFleur Melvin. Understanding Mass Communication
3. Singhal Arvind & Rogers Everett. India's Communication Revolution
4. Klapper Joseph. Mass Communication Effects
5. Many Voices One World: Report of the McBride Commission
6. Burgoon, Michael, Frank G Hansaker, Edwin J Dawson (1994) 'Human Communications' (3rd ed), Sage, New Delhi
7. Denis McQuail and S. Ven Windall .'Communication models for the study of Mass Communication', Longman, Singapore Publications, 1981

BA (JMC) 1st Semester

Course Code	Course Name	L	T	P	Credits	Hours
BJM 102	History and Growth of Media in India	3	0	0	3	3

Objectives of the Course: At the End of this course, the students will be able to,

1. The course aims at instructing students about History and Mass Media in India.
2. This paper will introduce the students about the different phase of Journalism in India.

Pre Requisites & Course Requirement: To get into a communication course and in order to gain a better understanding on Historical perspective students should read about the biographies of Great Journalist of India.

Expected Outcome of the course

1. The students will be able to understand the different phases of print and broadcast journalism in India.

Teaching Pedagogy: This class will be taught using the theory and case method. Students will learn to appreciate this complex discipline with the help of various teaching aids such as case studies, practical exercises, screenings, and reading group.

Course Contents/Syllabus:	Weightage (%)
Module I: History of Press in India	30 %
Ancient Indian Journalism; Journalism in Medieval India; James August Hicky and early News papers of Calcutta, Madras and Bombay; James Silk Buckingham : Role and Contribution; Freedom Struggle of 1857 and role of Indian press; Journalistic contribution of Mahatma Gandhi; The Phase of Social Awareness : Raja Ram Mohan Roy, Uddant Martand etc; The Phase of Political Awakening: Bhartendu Harishchandra, Mahveer Prasad Dwivedi etc.; The Phase of National Movement : Madan Mohan Malviya, Ganesh Shankar Vidyarithi, Babu Rao Vishnu Prarhkar, Makhanlal Chaturvedi & Pt. Kishori Das Vajpayee)	
Module II: English & Other Language Press in India	20%
Important English News Papers and Their Contributions, Prominent Journalists (Sri Arvindo, Mahatma Gandhi, Shishir Kumar Ghosh, Surendranath Banarjee, Sadanand), English Press and Freedom Struggle, Other Indian Language Journalism: An Overview (Bangla, Marathi, Gujrati, Urdu etc)	
Module III: Indian Press after Independence & Current Trends	20 %
Nehru Era and the transition Phase (1947-1974), Indian Press during Emergency and thereafter (1975-1990), Era of Globalization and Indian Press (1991 onwards); Current Trends: Paid News, Advertorial, Infotainment, Page-3, Media trial, citizen Journalism, Social Media, Convergence and Co-existence	
Module IV: Brief History of Radio & Television in India	30%
History of Radio For AM to FM, Current trends in radio: FM Broadcasting, Internet radio, Community Radio in India – Relevance & Present status, Growth of Private radio channels, Terrestrial and Satellite Broadcast, Digitalization, DTH Brief History of Television, Growth of Television in India & Doordarshan, Advent of Private Channels in India, Present State of TV Journalism in India, Internet TV; Media Bodies –Press Commissions, PCI, BRAI, BCCC, NBA, Editor's Guild, ABC, Government News Monitoring Cells, etc.	

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
100	NA	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment			End Term Examination
Components (Drop down)	Mid Term Exam	Home Assignment/Class Test	Attendance	
Weightage (%)	15	10	5	70

Text Books

1. History of Indian Journalism – J. Natrajan, Prakashan Vibhag, 2002
2. Journalism in India - Rangaswami Parthasarthy, Sterling Publishers, 2007
3. India's Newspaper Revolution, Robin Jeffrey, Oxford, 2000
4. Headlines from Hindi Heartland, Savanthy Nanon, Sage Publication, 2007

BA (JMC) 1st Semester

Course Code	Course Name	L	T	P	Credits	Hours
BJM 103	Fundamentals of Advertising and Public Relations	3	0	0	3	3

Course Objectives: The course provides a comprehensive overview of advertising and PR from media perspective. It talks about the evolution of advertising & PR creating an understanding of traditional advertising and PR tools.

Pre Requisites & Course Requirement: NIL

Expected Outcome of the course

- The student will be able to identify and define the advertising concepts and will review the advertising media.
- The student will be able to analyze the Indian advertising scenario and will distinguish between advertising and marketing.
- The student will be able to categorize different types of advertisements. The students will also be able to appraise and interpret the legal, ethical and social aspect of advertising.

Teaching Pedagogy: This class will be taught using the theory and case method. Students will learn to appreciate this complex discipline with the help of various teaching aids such as case studies, practical exercises, screenings, and reading group.

Module I Understanding Advertising	Weightage
Concept, Nature, Definitions, Evolution and History, Role, Objectives, Functions, and Significance, Basic Theories and Applications Types and Classification of Advertising, Factors Determining Advertising Opportunity of a Product/Service/Idea, Types of Appeals and Advertising Messages	30%
Module II Classification of Advertising	25%
Advertising Media (ATL,BTL); Classification on the basis of: Audience, Media, Advertiser and Area; Special purpose advertising: Green advertising, Advocacy advertising, Comparative advertising, Generic advertising, Public Service advertising, Corporate Image Advertising, Covert Advertising, Surrogate Advertising	
Module III Understanding Public Relation	30%
Public Relations, Concepts and practices, Introduction to Public Relations, Growth and development of PR Importance, Role and Functions of PR, Principles and Tools of Public relations, Organization of Public relations: In house department vs consultancy, PR in govt. and Private Sectors, Govt's Print, Electronic, Publicity, Film and Related Media Organizations	
Module IV PR Process and Practice	15%
The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies **Tools of PR:** Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics)	

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
100	NA	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Mid Term Exam	Home Assignment/Class Test	Attendance	
Weightage (%)	15	10	5	70

Text Books

1. Jaishri Jethwaney and Shruti Jain, 'Advertising Management', Second edition, Oxford University Press, New Delhi, 2013
2. Kruti Shah and Alan D'Souza, 'Advertising & promotions an IMC perspective' Tata Mc Graw Hill, New Delhi, 2012
3. Kenneth Clow. Donald Baack, "Integrated Advertisements, Promotion and Marketing communication", Prentice Hall of India, New Delhi, 2003
4. Balan, K.R.; Applied Public Relations and Communications; 2000 Sultan Chand & Sons New Delhi
5. Seitel, Fraser P ; The Practice of Public Relations; 2006 by Prentice Hall
6. Cottle, Simon ; News, Public Relations and power; Sage Publications Ltd (April 18, 2003)
7. Black, Sam ; Practical public Realtions; Prentice Hall Trade; Revised edition (April 1983)
8. Cutlip, S. M., Center, Allen H & Glen M. Broom; Effective Public Relations; Prentice Hall; 9 edition (July 25, 2005)
9. Allen H. Center , Patrick Jackson , Stacey Smith ,Frank Stansberry ; Public Relation Practices; Prentice Hall; 7 edition (November 19, 2007)
10. Henry Jr. & Rene, A.; Marketing Public Relations; Iowa State Press, 1 edition (January 2000)
11. Sengupta, Sailesh ; Management of public relations & communication; Vikas Pub. House, 1998

BA (JMC) 1st Semester

Course Code	Course Name	L	T	P	Credits	Hours
BJM 104	Fundamentals of Print Journalism	2	0	0	2	2

Course Objectives:
- The course aims to introduce basic concepts of news and the news process.
- The students are the freshers in the field of journalism and mass communication; therefore, they are to be introduced to the print Media Industry from a journalistic perspective.
- The course aims to introduce basic concepts of print journalism including news structuring, writing and news gathering. In addition, basics of editing will be discussed.

Pre Requisites & Course Requirement: Students should at least read one Hindi and one English Newspaper.

Expected Outcome of the course

After studying this course, the student should be able to:
- Students will be able to identify news values and comprehend the news process
- Organize a news story according to the hard news structure
- Write different leads, the body text and ending
- Demonstrate interviewing and newsgathering skills
- Display editing skills including proof reading and headline writing

Teaching Pedagogy: This class will be taught using the theory and case method. Students will learn to appreciate this complex discipline with the help of various teaching aids such as case studies, practical exercises, screenings, and reading group.

Module I: Understanding News and News Source	Weightage
News: Meaning, Definition, Nature; News Value; Basic elements of News; Hard and Soft News; Organising the news structure: 5 Ws & I H, Inverted Pyramid; The news process: from the event to the reader (360 degrees news); objectivity (bias) and subjectivity; News Sources; Credibility	**25%**
Module II News Writing and Interview Skills	**25%**
Writing a lead; Deciding the news angle (Understanding the audience) Crafting the body; Writing the ending; News formats: Interpretative, Investigative; Sources of Information Interviewing: Process & Skills; Research for Interviews; Changing practices- speed, circulation and viral networking	
Module III News Room & Basics of Editing	**25%**
Basic journalism terminology; The Newspaper organization; Various departments and their role; The editorial set-up; Role and responsibility of journalists, Role of sub-editors; Equation between reporters and sub-editors, Basics of editing: Meaning, Purposes, symbols, tools, lead, body, paragraphing; Grammar & Punctuation; Proof Reading; Headline writing	
Module IV News Analysis	**25%**
Daily national and international news (newspapers, radio & TV); Background of important news; Thumbnail sketches of chief personalities figuring in current news reports; Relevance of these reports to India and the world community or why they are considered to be important, Analyzing daily Current News; Comparing News treatment in various newspapers and news channels Classroom debates/group discussions on Newspaper	

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
100	NA	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment			End Term Examination
Components (Drop down)	**Mid Term Exam**	**Home Assignment/Class Test**	**Attendance**	
Weightage (%)	15	10	5	70

Text Books

1. Prasad, Baba M. (1991). Reporting- Principles & Practice. Wordmakers, Bangalore.
2. Stephens, Mitchell & Gerald Lanson. (1986). Writing & Reporting the News. Harcourt Bruce Jovanovich College Publications, USA.
3. Mencher, Melvin. (1977). News Reporting & Writing. Wm.C.Brown Co. Publications, USA.
4. Parthasarthy, Rangaswami. (1996). Here is the News! Reporting for the Media. Sterling Publishing Pvt. Ltd. New Delhi.
5. Garcia, Mario R(1981). Contemporary Newspaper Design. Prentice-Hall, New Jersey, USA.
6. Goldstein, Norm (Ed) (2001). AP Stylebook and Libel Manual. Associate Press, USA.
7. George, T J S (1981). Editing- Principles and Practices. Indian Institute of Mass Communication, New Delhi
8. Garst, Robert & Theodore Bernstein (1982). Headlines and Deadlines (4th Edition). Columbia University Press, New York, USA.

Other Reference materials

- **Current affairs magazines like India Today, Economic & Political Weekly, Open, Time, Economist etc**
- **Daily newspapers**
- **News and media analysis websites like The Hoot, Huffington Post etc.**
- **Manorama Year Book**

BA (JMC) 1st Semester

Course Code	Course Name	L	T	P	Credits	Hours
BJM 105	Introduction to Visual Communication	2	0	0	2	2

Course Objectives and expected Outcome: Seeing comes before words. We learn to see and recognize before we learn to speak. When we grow older as adults, the way we see things is affected by what we know and what we believe. Visual communication applies the fundamentals of major art forms for professional problem-solving. It is the conveyance of ideas and information in forms that can be read or looked upon. This unit will introduce students to the history, forms, elements, theories, meaning, and principles of visual communication. Students will be given basic grounding through conventional classes and practical exercises so as to prepare them for undertaking the remaining courses in BJMC.

Pre Requisites & Course Requirement: NIL.

Teaching Pedagogy: The course will be delivered through a combination of lectures, discussions and task-based activities. Lab/ Practicals details, if applicable: Applicable

Module I: Introduction to Visual Communication	Weightage
Defining an image and visual communication (VC), VC as integral part of human communication, Human Vision and 2 dimensional images, Human beings have highly developed seeing rather than hearing abilities , Historical trends and developments: from painting, installation art, Visual Information: how human body receives information: senses, brain, stimuli, heart, and body parts	35%
Module II: Basics of Visual Communication	**35%**
Contemporary applications: cartography, spatial analysis, graphics, visual perception and analytics, advertising, politics, entertainment, business etc; Medium: digital, paper, electronic, mobile communication; Elements: line, shape, colour, space, form, depth, texture, light & shade, dimension, grey-scale, interactions of elements, continuity, and & proximity etc; Principles of design: contrast, harmony, proportion, balance, and movement	
Module III: Power, Visual Representation & Society	**40%**
Gestalt and principals of gestalts; Semiotics and cognitive, which are perceptual, are more advanced modern theories that involve signs, intellect, and the mind; Concept of gaze: desire, voyeurism, critique of male gaze, and interactive gaze, masculine and feminine identities; Experience of images (signs: indexical, symbolic, and iconic.) Politics of representation of mediated images: video's sensation, dreams, and manipulation; film's logic and rhetoric; advertising image's shock and seduction; political image's public image, public relations, and propaganda; and media image's persuasion and violence	

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
100	NA	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Mid Term Exam	Home Assignment/Class Test	Attendance	
Weightage (%)	15	10	5	70

Text Books

1. Lester, E (2000) Visual Communication: Image with messages.
2. Visual Elements of Arts and Design (1989) Longman Porter.
3. Media presentation of Visual Arts and artists; University of Luton press Palmer, Frederic.

BA (JMC) 1st Semester

Course Code	Course Name	L	T	P	Credits	Hours
BJM 106	State and Politics	2	0	0	2	2

Course Objectives: Working knowledge of the Indian Political system is mandatory for any aspiring journalist. The course content has been designed to fulfill this requirement without burdening the students. Knowledge about the government, legislatures, judiciary and political parties is vital for those wishing to step into journalism and mass communication. Students are introduced to the Indian Constitution and electoral system all of which form the foundation of a working democracy like India.

Pre Requisites & Course Requirement: Basics Knowledge of India Political System

Learning Outcome: After completion of this course, the student will be able
- To describe the functioning and structure of the state, legislature, executive and the judiciary.
- To identify forms of government, coalitions and alliances.
- To analyze political issues in the overall context of the Indian political system.

Teaching Pedagogy: The course will be taught using the theory and case method. In addition to assigning the case studies, the course instructor will spend considerable time in understanding the contemporary political issues in relation to political system that arise from time to time.The Course Instructor would also train the students on taking active part in political debates and discussions.

Module I: Overview	Weightage
Basic understanding of the Indian political system. Political parties and groups in power at the centre and states Coalition politics, Major alliances –UPA, NDA, Left, Third Front Multiparty and two-party systems, Political defections-anti-defection laws, Parliamentary versus presidential form of government, federal and unitary government, Political problems and issues facing India – corruption, criminalization, bad conduct of members during legislative sessions, political extremism like Maoism and Naxalism	30%

Module II: Indian Constitution and Judiciary	Weightage
Making of Indian Constitution, philosophy, unity in diversity, Main features of Constitution, secularism, socialist, democratic, republican, preamble, directive principles, fundamental rights, citizenship, Key Constitutional terminologies like Bill, Act, Ordinance etc Key amendments of the Constitution (flexible or rigid?); Supreme Court, appointment of Chief Justice of India; Judicial review, Public Interest Litigation; Writ petitions, High Courts; Judicial Activism and Role of Judiciary in Media exposure	30%

Module III: Executive and Legislature	Weightage
President, election, powers, advice of council of ministers binding (figurehead), circumstances in which President actually uses his powers, Prime minister and council of ministers, their appointment after elections, powers of the prime minister, collective responsibility of the council of ministers; Lok Sabha and Rajya Sabha- election of members, powers, legislative functions and differences; State legislative assemblies and legislative councils; Governor-powers, functions, responsibilities, relations with Central govt.; State Governments, chief minister and state council of minister; Centre-state relations; Election Commission, powers and structure, model code of conduct, election process; General elections, midterm election, constituencies; Electoral reforms	40%

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
100	NA	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Mid Term Exam	Home Assignment/Class Test	Attendance	
Weightage (%)	15	10	5	70

Text Books

1. Noorani A.G.,.Constitutional Questions in india The President,Parliament and the States.2002.Delhi.Oxford University Press
2. Basu Durga Das.2009.Introduction to the Constitution of India.2011.LexisNexis
3. Dhar, P.N. 2001.Indira Gandhi, The Emergency And Indian Democracy.USA.Oxford University Press
4. Laxmikanth M.2009.Indian Polity. Tata Mcgraw Hill Education Private Limited
5. Mehra Ajay and D.D. Khanna.2003.Political Parties and Party Systems.Sage India

BA (JMC) 1ˢᵗ Semester

Course Code	Course Name	L	T	P	Credits	Hours
BJM 107	Digital Skills for Media-I	1	0	1	2	3

Course Objectives: In this course students will be introduced to the broad knowledge of the basic computer software's, which are mainly used in print media. Students will study the designing of print layout of pages, taking into consideration the choice of typeface and positioning and choice of color, images and text. Students will explore the information in context to the designing of variety of print layouts.

Prerequisites: The student should be a keen visualizer and must have strong observation skills.

Learning Outcome: On completion of the course students should be able to:
1. Understand the basic concepts of Computer fundamentals.
2. Work on Ms Office tools, Photoshop and Internet.

Teaching Pedagogy: The course will be taught using the Theory and practical's mainly the practice of

MS Office tools like word, excel, PowerPoint, Photoshop, CorelDraw and In Design will be performed in the Lab.

Module I: Computer Fundamentals and Ms Office	Weightage
Definition, Generations and basic components of Computer. Input/output devices, Memory and other peripherals, Introduction to Operating System (Windows 10), Functions and features of Operating System (Accessories, Control Panel, Desktop, Windows Explorer), Ms office Suit, Introduction to word Processing, MS Word interface, Tools and Menus, Document editing and formatting, Mail Merge and other tools. MS Excel Interface, Tools and Menus, Creating Spreadsheet, Use of functions, Charts and Graphs, MS PowerPoint Interface, Tools and Menus, Creating slides, inserting multimedia objects, Transition and Custom Animation, Delivering, Presentations.	30%
Module II: Photoshop and CorelDraw	30%
Introduction to Graphics, Colour models and modes, Graphic file formats and their applications. Adobe Photoshop Interface, Tools and Menus, Working with Layers, Filters, Masking and other tool. Use of Photoshop for Designing and Photo Publishing. Corel Draw Interface, Tools and Menus, Working with Corel Draw. Advertisement, Pamphlet, Brochure, Posters Invitation Card & Flex Design with the help of Corel Draw and Photoshop.	
Module III: Quark Express and In Design	40%
Quark Express Interface, Tools and Menus, Working with Quark, Page design, News paper, Magazine & Advertisement Design with the help of Quark Express, In-design Interface, Tools and Menus, Working with In-design, Page design, News paper, Magazine & Advertisement Design with the help of In-design, Hindi Typing Techniques, English Typing Techniques, Practice of Both Type of Typing	

Examination Scheme for Theory+Practical (T+P) Subject

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
50%	50%	50%

Theory+Practical (T+P) Assessment

Components (Drop down)	Continuous Assessment/Internal Assessment			End Term Examination
	Assignment	Attendance	Viva	
Weightage (%)	20	5	25	50

Note: The viva for the practical exam will be taken by experts of Industry/Academia.

Text Books & References
1. Shalini and Adity Gupta,Photoshop CS2 In simple steps.
2. Sarkar, N.N; Art and production
3. Help Command of the related Software Programme.

BA (JMC) 1st Semester

Course Code	Course Name	L	T	P	Credits	Hours
BJM 108	**Print Media Production**	**0**	**0**	**2**	**2**	**4**

Objectives: To access the knowledge of student regarding Print media Production.

Course Content: Students will produce Print Newspaper and Magazine in the guidance of the faculty.

Pre-Requisite: Student must have the knowledge of writing for print, coral draw, Photoshop, QuarkXPress and In Design.

Pedagogy: All the classes will be held in Lab and Studio.

Expected outcome: Students will submit the project at the time of end term examination which will be beneficial for their career growth. The examination for the same will be conducted as follows.

Note: The viva for the practical exam will be taken by experts of Industry/Academia

Examination Scheme for Practical (P) Subject

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
00%	100%	00%

Practical (P) Assessment

Components (Drop down)	Attendance	Practical Project	Viva
Weightage (%)	5	45	50

BA (JMC) 2nd Semester

Semester-II							
Sr. No.	Course Code	Title of Course	Credits				
			L	T	P	Total Credits	Total Hours
1	BJM-201	Specialized Reporting, Writing & Editing	3	0	0	3	3
2	BJM-202	Theories of Advertising & Public Relations	3	0	0	3	3
3	BJM-203	Basics Radio Journalism	3	0	0	3	3
4	BJM-204	Fundamentals of Photography	2	0	1	3	4
5	BJM-205	Indian Economy & Foreign Relations	3	0	0	3	3
6	BJM-206	Digital Skills for Media-II	1	0	1	2	3
7	BJM-207	Radio Production	0	0	2	2	4
8	BJM-241	Communication Skills-II	1	0	0	1	1
9	BJM 242	Environmental studies-II	2	0	0	2	2
10	BJM-243	Behavioural Science-II	1	0	0	1	1
11	BJM-244	French-II	2	0	0	2	2
		Total	**21**	**0**	**4**	**25**	**29**

BA (JMC) 2ⁿᵈ Semester

Course Code	Course Name	L	T	P	Credits	Hours
BJM 201	Specialized Reporting, Writing & Editing	3	0	0	3	3

Objectives of the Course: The course aims at teaching specialized writing genres such as magazine writing, editorial writing, disaster reporting among others. It also discusses various aspects of investigative reporting and editing and page layout planning. In addition students will also learn the basics of print media editing.

Pre Requisites & Course Requirement: The student must be knowledgeable about basics of print journalism and should be conversant with specialized beat reporting at the local and national level.

Expected Outcome of the course
- Write various types of features for magazines
- Write different leads, the body text and ending
- Demonstrate interviewing and newsgathering skills
- Display editing skills including proof reading and headline writing

Teaching Pedagogy: The course will be delivered through a combination of lectures, discussions and practical exercises.

Course Contents/Syllabus:	Weightage
Module I: News Gathering	30 %
Beat Reporting, Covering a news beat; Covering local beats; Crime reporting; Education reporting; Health reporting Civic Issues reporting; Covering local government, Covering national level beats; Covering the Government (PIB, Ministries, independent bodies) Political Reporting (Political structure in India, Covering political parties/events/rallies/ elections); Parliament Reporting (Parliament Structure, reporting on legislature), Legal Reporting (structure & jurisdiction of courts, reporting court hearings, precautions) Entertainment and Lifestyle Reporting; Business Reporting; Sports Reporting	
Module II: Investigative Reporting	20%
Definition and elements; Tools of investigative reporting; Sting Operations and latest trends Relevant Case studies: Indian and International	
Module III: Feature and Magazine Writing	30 %
How to write a feature; Different types of features; Writing Book reviews; Writing film reviews, Indepth news analysis; Gossip, diary and opinion columns; Profiles Human Interest features, Editorial writing; Travel writing; Disaster reporting; Page 3 and lifestyle reporting Science and Technology reporting; Environmental reporting	
Module IV: Editing	20 %
Basics of editing: Meaning, Purposes, symbols, tools, lead, body, paragraphing; Grammar & Punctuation; Proof Reading; Editing and rewriting news and features Headlines – techniques, styles, purposes, kinds of headlines; Dummy pagemake- up Computer layout; Choosing the right visuals; Principles of photo editing; Page Layout Planning	

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
100	NA	100

Theory Assessment (L/T):

Continuous Assessment/Internal Assessment			End Term Examination
Components (Drop down)	**Mid Term Exam**	**Home Assignment/Class Test**	**Attendance**	
Weightage (%)	15	10	5	70

Text Books

1. Prasad, Baba M. (1991). Reporting- Principles & Practice. Wordmakers, Bangalore.
2. Stephens, Mitchell & Gerald Lanson. (1986). Writing & Reporting the News. Harcourt Bruce Jovanovich College Publications, USA.
3. Mencher, Melvin. (1977). News Reporting & Writing. Wm.C.Brown Co. Publications, USA.
4. 4Parthasarthy, Rangaswami. (1996). Here is the News! Reporting for the Media. Sterling Publishing Pvt. Ltd. New Delhi.
5. Westley, Bruce (1980). News Editing (3rd Edition). IBH Publications, New Delhi.
6. Garst, Robert & Theodore Bernstein (1982). Headlines and Deadlines (4th Edition). Columbia University Press, New York, USA.
7. Baskette, Sissors & Brooks (1992). The Art of Editing (5th Edition). Macmillan Publishing Co. New York.
8. French, Christopher (Ed) (1987). The AP Style Book & Libel Manual. Addison-Wesley Publication Co, Inc, USA.

BA (JMC) 2nd Semester

Course Code	Course Name	L	T	P	Credits	Hours
BJM 202	Theories of Advertising & Public Relations	3	0	0	3	3

Objectives of the Course: At the End of this course, the students will be able to,

3. To understand the different Publics and establish effective Public Relation and advertising.
4. To understand the different theories of Advertising and Public Relations.

Pre Requisites & Course Requirement: To get into a communication course and in order to gain a better understanding on theories of advertising and public relations student must have the basic knowledge of advertising.

Expected Outcome of the course: The students will be able to understand the different theoretical perspective of advertising and public relations.

Teaching Pedagogy: This class will be taught using the theory and case study method.

Course Contents/Syllabus:	Weightage (%)
Module I: Advertising in Economy & Business	25 %
Advertising the key ingredient in National Economic Growth - Stimulating better products - Healthy Competition - Competition and monopoly - Rising GNP - Optimizing the utility of purchase, Advertisers and Advertising Agencies - Agency Structure - Departments of Ad Agencies - Research - Creative - Media Account Service -Integrated Agency Service - Account Planning and Account Management	
Module II: Advertising Theories	25%
Hierarchical Effects Theory – Brand Theories, Colour Theories - Audience Resistance, Resilince and Selectivity - Audience use Theories- Media Dependency Theories - Cognitive processes in Media Effects - Cultural and Critical studies. Social Aspects - Consumerism and Consumer Awareness - Cultural Impact of Advertising - Quest for materialism - Standards of taste.	
Module III: Theories of Public Relation	25 %
Public Relations as a Social Philosophy of Management - Public Relations as Policy Decisions – Public Relations as Action - Public Relations as communication. Forms of persuasive communication, Advertising and Public Relations as persuasive communication. Public Opinion: The meaning of Public and the meaning of Opinion, attitudes in opinion formation - changing existing attitudes, formation of public opinion, rational basis of public opinion - propaganda. Techniques of propaganda: Issue management, an advanced approach to public affairs, basic elements.	
Module IV: Media Organisations of the Government & Ethics	25%
State-Central-PIB - DAVP - Publications Division - Indian Institute of Mass Communication - Film Certification Board - Song and Drama Division - Research and Reference Division - Directorate of Field Publicity - DIPR PR in government State - Central. Ethics in Advertising: Code of Ethics in Advertising - Unfair and Restrictive Trade Practices - Monopolies and Restrictive Trade Practices Act 1969. MRTP Commission - Advertising Standards Council of India - Standards of Practice for Advertising Agencies, Legal Issues of Adverting Eg. Commercial Speech - Part of the freedom of Speech.	

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
100	NA	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	**Mid Term Exam**	**Home Assignment/Class Test**	**Attendance**	
Weightage (%)	15	10	5	70

Text Books

1. Shel Holtz: PR on the Net (Publishers – Amacom Publisher, Newyork - Year – 1999)
2. Newsom, Turk, Kruckeberg: This is PR (Publishers Wadsworth Thomson Learning, Singapore - Year – 2000 -7th Edition)
3. Merry Shel burne, Effective PR (Publishers Biztantra, Ansari Road, New Delhi – Year – 2002 – 2nd Edition
4. Jack G. Wiechmann, : N.T.C's Dictionary of Advertising, (Publishers - NTC Publishing Group Lincolnwood, Illinois, U.S.A. Year - 1998, 2nd Edition).
5. Suman Chopra : Dictionary of Advertising and Sales Managements (Publishers - Sarup & Sons, New Delhi, Year – 1997).
6. D.B. Taraporevala : Advertising Management – Selected Readings – (Publishers - D.B. Taraporevala & Sons Co. Private Ltd., Bombay – Year – 1965)
7. J.S. Chandan, Jaggit Singh, P.N. Malhan, Essentials of Advertising – (Publishers - Oxford & IBH Publishing Co. Pvt. Ltd, Calcutta Year – 1990)
8. Rajeev Batra, John G. Myers, David A. Aaker :Advertising Management – (Publishers - Prentice Hall of India Pvt. Ltd., New Delhi Year 1997- V Edition)
9. A.D. Farbey : How to Produce successful Advertising – (Publishers -Kogan Page India Pvt. Ltd., New Delhi – year – 2000 7th Edition)
10. William F Arens, Irwin : Contemporary Advertising – (Publishers - MC Graw Hill, Boston)

BA (JMC) 2nd Semester

Course Code	Course Name	L	T	P	Credits	Hours
BJM 203	Basics of Radio Journalism	3	0	0	3	3

Course Objectives: To familiarize students with the basics of radio as a medium of communication. To develop production skills and ability for producing radio programmes.

- To develop professional capabilities of news reading

Pre Requisites & Course Requirement: Students should have a flair for radio and good auditory skills.

Expected Outcome of the course

- Students will be able to identify and write record, produce and edit several formats of radio programmes including news stories, and features.
- Students will recognize the structure and history of the radio industry will be able to work in professional atmosphere of radio station.
- Students will interpret the challenges and solutions of the radio industry.
- Students will outline the relationship of each personnel inside a radio station.

Teaching Pedagogy: The course will be delivered through a combination of lectures, discussions and task-based activities and Studio recordings.

Module I: Understanding the medium	Weightage
Strengths and Weaknesses of the medium, Writing for ear- Who are you talking to? What do you want to say?, The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity, Writing script (Radio News/ Radio Feature/ Radio Play etc)	15%
Module II: Radio News	15%
Radio news reporting: skills of a radio news reporter: developing sources, gathering news, giving voice- cast, phonos, anchoring and news reading skills: general awareness, presence of mind; clarity, diction, pronunciation, Compiling a bulletin: types of bulletins: local to international Editing news for different bulletins; using voice-dispatches and other elements in a bulletin: sequencing, updating news updates, news reports, newsreel etc.	
Module III: News Reading	20%
News reading and Presentation-The Seven Ps (Posture, Projection, Pace, Pitch, Pause, Pronunciation, Personality), News reading, Vocal Stressing, Inflections, Quotation Marks, Alterations, Corrections, List and Numbers, Station Style, Continuity presentation, Creation of Radio Jingles, Error and Emergencies, Head Phones, Trials and Promos	
Module IV: Radio Interview and Advertising	20%
Radio Interviewing (The basic approach, Question Technique etc), Vox Pop (Phrasing the Questions, Putting the Questions etc), Cues and Links (Information for the broadcasters, links), Making radio Commercials (Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)	
Module V: Radio Program Production	30%
Radio Programme Formats; Latest trends of Radio Programmes; Functions & Characteristics of Radio Programmes; Production and Recording Process Programme Planning; Broadcasting Guidelines; Conceptualization and Ideation: Show Designing; Radio Programme production: Interviews, Radio Talk, Discussions, Review Programmes, Production of Musical Programmes; Best use of Music database; Talk show; Discussion Programme; Drama/Skits; Radio documentaries and Feature; Advertisements, Promos, Jingles; Telephonic Programmes	

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
100	NA	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Mid Term Exam	Home Assignment/Class Test	Attendance	
Weightage (%)	15	10	5	70

Text Books

12. Chatterji, P.C. :Broadcasting in India, Sage, New Delhi, 1988.
13. Masani, Mehra :Broadcasting and People, National Book Trust, NewDelhi,1997.
14. Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.
15. Akash Bharti National Broadcast Trust : Publication Division, New Delhi, 1987.
16. Report of the Working Group on Television 'software for Doordarshan Vol. I & II , Publication Division, New Delhi, 1985.
17. Hellard Robert, Writing for television and radio, Words worth Publishing Company, Belmont, 1984.
18. White, Tedel al, Broadcast News, writing, reporting and production. Macmillan, NY. 1984.
19. Mitchell Stephen, Holt: Broadcast News, Radio Journalism and an introduction to Television., Rinehart & Winston. NY. 1980
20. Edger E.Willis & Henary B.Aldrige, Television and Radio, Prentice Hall.
21. Stuart W. Hyde, Television and radio announcing, Kanishka Publishers, Delhi.
22. Smith E. Leslie, Perspective on radio and TV. Harper & Raw NY.
23. Macliesh Robert, Radio Production Techniques. Macmillan. NY.
24. Nostrum William J. Van. The Script Writers' Handbook.
25. Sim Harris & Paul Chantler, Local Radio, Focal press.
26. Ash, William, The Way to Write radio Drama, BBC,
27. Crook, Tim, Radio Drama; Theory and Practice, Landon.
28. Professional Radio Writing: Albert R. Crews
29. Writing for RadioThe Technique of Writing for Broadcasting Simply and Thoroughly Explained by Katherine Seymour and John Tilden Waite
30. Scripts: Writing for Radio and Television by Arthur Asa Berger
31. Writing for Radio by Vincent McInerney

BA (JMC) 2ⁿᵈ Semester

Course Code	Course Name	L	T	P	Credits	Hours
BJM 204	Fundamentals of Photography	2	0	1	3	4

Course Objectives: In this course students will be introduced to visualization of photography. Students will explore the making and editing of photography to improvise their visual understanding and connectivity to the medium. The course includes working with the artificial lighting, and further digital editing and photojournalism. Students will also be learning contemporary style adopted in today's culture. Work outside of class will be required.

Pre Requisites & Course Requirement: The student should be creative and must have an aptitude to learn photography.

Expected Outcome of the course: After studying this course, the student should be able to:
- Describe the fundamental concept of the medium of photography; Combine the science and art on photography
- Relate the history of the medium, Design storytelling through this visual medium.
- Develop projects that address both the art of the medium as well as the commercial application.

Teaching Pedagogy: The classes will be lecture demonstration methods with each class having split into two with lecture and followed by demonstration. The classes will also have a lot of practical exercises to understand the various techniques and practically apply them.

Module I: Introduction to Visuals	Weightage
Human Eye and Camera. The social definition of photography-- Light and Color, Qualities of light, characteristics of light; Understanding the color theory; Contrast Painting and Photography; Photography as an Art and Science.	25%
Module II: Visual Perception	**25%**
Basics of Camera (aperture, shutter speed, focal length, depth of field etc.,) Camera operations- Types of Camera, Types of Lenses. The art of seeing; Digital SLR vs. SLR; Advantages of Aperture and depth of field; Shutter and motion; Focal length; Lenses and its relation to subjects; Exposure techniques; Different types of light – Natural & Artificial	
Module III: Principles of Photography	**25%**
Rules of Composition – portraits, Landscape; Composing different subjects; Perspective – Texture – Pattern- Color- Shape- Contrast-Types of Photography- Landscape –Portrait- Still Documentary	
Module IV: Compositing and Editing Photographs	**25%**
Learning the Editing techniques through Photoshop software; Merging of multiple shots to produce a suitable output; Product based photography; Comparative study of Digital photography vs conventional photography	

Examination Scheme for Theory+Practical (T+P) Subject

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
50%	50%	50%

Theory+Practical (T+P) Assessment

Components (Drop down)	Continuous Assessment/Internal Assessment			End Term Examination
	Assignment	Attendance	Viva	
Weightage (%)	20	5	25	50

Note: The viva for the practical exam will be taken by experts of Industry/Academia.

Text Books

9. Langford l& Smith, (July 2010) , Basic Photography, Focal Press
10. Peterson Bryan, (2011), How to Shoot Great Photographs with Any Camera, Ten Speed Press
11. Barnbaum Bruce ,(2010), The Art of Photography: An Approach to Personal Expression, Shroff – Rockynook.

BA (JMC) 2nd Semester

Course Code	Course Name	L	T	P	Credits	Hours
BJM 205	Indian Economy and Foreign Relations	3	0	0	3	3

Course Objectives and expected Outcome: Using appropriate analytical frameworks, this course reviews major trends in economic and foreign policy indicators and policy debates in India in the post-Independence period, with particular emphasis on paradigm shifts and turning points. Given the rapid changes taking place in India, the reading list will have to be updated annually.

Pre Requisites & Course Requirement: Basic Knowledge of Economy and foreign relations of India.

Teaching Pedagogy: The course will be delivered through a combination of lectures, discussions and task-based activities.

	Weightage
Module I: Economic Development since Independence	**25%**
Major features of the economy at independence; growth and development under different policy regimes—goals, constraints, institutions and policy framework; an assessment of performance—sustainability and regional contrasts; structural change, savings and investment; Population and Human Development, Demographic trends and issues; education; health and malnutrition, Growth and Distribution, Trends and policies in poverty; inequality and unemployment, International Comparisons	
Module II: Indian Economy and issues relating to planning	**25%**
Macroeconomic Policies and Their Impact Fiscal Policy; trade and investment policy; financial and monetary policies; labour regulation, Policies and Performance in Agriculture Growth; productivity; agrarian structure and technology; capital formation; trade; pricing and procurement, Policies and Performance in Industry Growth; productivity; diversification; small scale industries; public sector; competition policy; foreign investment, Trends and Performance in Services, Investment models, Government Budgeting, Inclusive growth and issues arising from it	
Module III: Organizations and institutions	**20%**
World Bank; The Asian Development Bank; World Economic Forum, United Nations and its various bodies, International Groupings- Like G8, and Commonwealth, National organizations- Central Bureau of Investigation (CBI), Election Commission (EC), Central Vigilance Commission (CVC), National Human Rights Commission (NHRC) , CAG	
Module IV: Indian Foreign Policy	**30%**
Determinants and Principles of India's Foreign Policy: Domestic and International sources of India's Foreign Policy, Objectives and Principles, Non-Alignment: Concepts, Policy and Relevance, India and World Trade Organisation (WTO), India at the United Nations: Security Council Reforms, Changing Relations with the US and Russia from Cold War to Post Cold War, India China Relations: Challenges and Prospects; Pakistan: Challenges and Prospects; Afghanistan, Sri Lanka, Bangladesh, Nepal, Bhutan, Maldives and Middle East: Main Issue; India and Regional Organizations - European Union (EU), Association of South East Asian Nations (ASEAN) and South Asian Association of Regional Cooperation (SAARC), Security Challenges of India: An Appraisal: Terrorism, Energy Security, Nuclear Policy	

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
100	**NA**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Mid Term Exam	Home Assignment/Class Test	Attendance	
Weightage (%)	15	10	5	70

Text Books

- Appadorai, A. (1981) Domestic Roots of Foreign Policy. New Delhi: Oxford University Press
- Bandhopadhyaya, J. (1970) Making of India's ForeignPolicy. New Delhi: Allied.
- Rana, A.P. (1976) Imperatives of Non Alignment: A Conceptual Study of India's Foreign Policy Strategy in the Nehru Period. New Delhi: Macmillan.
- Mishra, K.P. (ed.) (1969) Studies in India's Foreign Policy. New Delhi: Vikas, pp. 90-06.
- Srivastava, P. (ed.) (2001) Non Alignment Movement: Extending Frontiers. New Delhi: Kanishka Publishers, pp. 177-182.
- Nayar, B.R and Paul, T.V. (2003) India in the World Order. New York: Cambridge University, Press, pp. 115-158.
- Karunakaran, K.P. (1958) India in World Affairs. Vol I. New Delhi: Oxford University Press, Chapter 9 & 10

BA (JMC) 2nd Semester

Course Code	Course Name	L	T	P	Credits	Hours
BJM 206	Digital Skills for Media-II	1	0	1	2	3

Course Objectives: To appreciate sound as creative element for storytelling in motion pictures

- To understand procedures, techniques, and standard practices in motion picture post production sound.
- To acquire practical knowledge and hands-on experience of post production sound workflow.

Learning Outcome: On completion of the course students should be able to:

1. Understand the basic concepts of Computer fundamentals.
2. Work on Ms Office tools, Photoshop and Internet.

Teaching Pedagogy: The course will be taught in regular class room as well as in studio.

Module I: Basics of Sound Recording and Sound Equipments	Weightage
Voice casting, Sound Theory: Frequency, Amplitude, the art of foley, Microphone, Characteristics, Sound Recording Fundamentals:–Mic placement –Angle vs Distance –Signal to Noise Ratio, Types of Sound Equipments, Basic Recording Techniques, Basics of Digital Audio, Powering Up Hardware.	35%
Module II: Sound Recording Software	30%
Introduction to Software, Sound-forge Interface, Tools and Menus, Working with Sound-forge, Audio Recording, Audio programme recording and editing with the help of Sound-forge.	
Module III: Sound Editing	35%
Sound Editing: dialogue editing -cleaning up audio, noise reduction, etc, Creating First Session, Making First Recording, Importing Media in to Session, Basic Editing Techniques, Using Virtual Instruments, Recording on Sound forge, Basic Mixer Terminology, Basic Automation, Basic Mixing Techniques, Creating Stereo Mix Down, Multi-track Editing, Hands on Project	

Examination Scheme for Theory+Practical (T+P) Subject

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
50%	50%	50%

Theory+Practical (T+P) Assessment

Components (Drop down)	Continuous Assessment/Internal Assessment			End Term Examination
	Assignment	Attendance	Viva	
Weightage (%)	20	5	25	50

Note: The viva for the practical exam will be taken by experts of Industry/Academia.

Text Books & References

- The Foley Grail: The Art of Performing Sound for Film, Games and Animation by Vanessa Theme Ament (2009, Focal Press)
- The Sound Effects Bible by Ric Viers (2008, Michael Wiese Productions)
- Audio Basicsby Stanley R. Alten (2012, Wadsworth Publishing)

BA (JMC) 2nd Semester

Course Code	Course Name	L	T	P	Credits	Hours
BJM 207	**Radio Production**	**0**	**0**	**2**	**2**	**4**

Objectives: To access the knowledge of student regarding Radio Journalism.

Course Content: Students will produce Various Radio Programmes like News, Interview, Drama, Talk, Discussion etc.

Pre-Requisite: Student must have the knowledge of writing for radio, voice recording and sound editing.

Pedagogy: All the classes will be held in Lab and Studio.

Expected outcome: Students will submit the project at the time of end term examination which will be beneficial for their career growth. The examination for the same will be conducted as follows.

Note: The viva for the practical exam will be taken by experts of Industry/Academia

Examination Scheme for Practical (P) Subject

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
00%	100%	00%

Practical (P) Assessment

Components (Drop down)	Attendance	Practical Project	Viva
Weightage (%)	5	45	50

BA (JMC) 3rd Semester

Sr. No.	Course Code	Title of Course	Credits				
			L	T	P	Total Credits	Total Hours
1	BJM-301	Basics of Media Research	3	0	0	3	3
2	BJM-302	Television Journalism	3	0	0	3	3
3	BJM-303	Writing for Advertising and Public Relations	2	0	0	2	2
4	BJM-304	Media Laws and Ethics	3	0	0	3	3
5	BJM-305	Film Theories and Practices	3	0	0	3	3
6	BJM-306	Development Communication	3	0	0	3	3
7	BJM-307	Digital Skills for Media-III	1	0	1	2	3
8	BJM-308	Advertisement Production	0	0	2	2	4
9	BJM-341	Communication Skills-III	1	0	0	1	1
10	BJM-343	Behavioural Science-III	1	0	0	1	1
11	BJM-344	French-III	2	0	0	2	2
		Total	**22**	**0**	**3**	**25**	**28**

BA (JMC) 3rd Semester

Course Code	Course Name	L	T	P	Credits	Hours
BJM 301	Basics of Media Research	3	0	0	3	3

Course Objectives:
- To introduce basic concepts of research
- To establish relationship between mass communication, journalism & research
- To introduce methods, tools and techniques of research
- To discuss the impact of research in mass communication

Pre-requisites: Student should know about various forms of media

Student Learning Outcomes: After course completion, students will be able to:
- *outline* the fundamentals of research
- *describe* the relationship between mass communication, journalism & research
- *explain* the process, concepts and techniques of research
- *infer* the impact of research in mass communication

Pedagogy for Course Delivery:
- **Power-point presentation, Relevant research papers as examples for explaining the concept, Practical exercise for research methods and sampling**

Course Content	Weightage %
Module I – Introduction to Media Research	35%
Meaning, definitions and types of research, Media research: Concept and Scope, Challenges and Prospect of Media Research in India, Research designs: Exploratory, Descriptive and Experimental; Approaches to research: Qualitative, Quantitative and Mixed; Quantitative Research Methods for Media Studies: Census, Survey, Content Analysis; Qualitative Research Methods for Media Studies: Case – study, Content Analysis, Focus Group Discussion, Observation, Interview; Research Tools: Questionnaire and Schedule, In – depth Interview and Focus Group Discussion as research tool	
Module II – Media Research Process and Sampling	35%
Steps of Media Research Process: Study the situation, Identification of Problem, Developing of Objectives, Formation of Hypothesis, Reviewing of relevant literature, Deciding the Research Design, Collection of Data, Data Analysis, Finding the Results, Outcome of Research; Sampling: selecting a suitable sample using sampling methods; Basic terms of sampling: sample plan, sample design, sample unit, sample frame and sample size	
Module III – Media Research Report Writing and Ethical Issues	30%
Types of Media Research reports: Research Articles / Paper, Project Report, Dissertation; Significance of Reference and Bibliography in Research; Ethical Issues in Research: Plagiarism and interviewers guidelines	

Examination Scheme for Theory Subject

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100%	0%	100%

Theory Assessment

Components (Drop down)	Continuous Assessment/Internal Assessment			End Term Examination
	Midterm	Assignment	Attendance	
Weightage (%)	15	10	5	70

Text & References:

- C.R. Kothari, (2008). Research Methodology: Methods and Techniques, second revised edition. New Delhi: New Age International.
- Wimmer R. D & Dominick J.R, (2005). Mass Media Research: An Introduction, second reprint. Singapore: Wadsworth.
- Pauline V. Young, (2001). Scientific Social Surveys and Research: An introduction to the background, content, methods, principles and analysis of social sciences, fourth edition, fourteenth printing. New Delhi: Prentice – Hall of India.

BA (JMC) 3rd Semester

Course Code	Course Name	L	T	P	Credits	Hours
BJM 302	Television Journalism	3	0	0	3	3

Objectives of the Course:
- To enable students understand the concepts of Television journalism system and functioning of News channels.
- To apprise students the history and growth of TV in India, also to make them aware of impact of TV in society.
- To define and introduce the editorial concepts of the TV industry
- To make the students recognize the working culture of the industry
- To enable students apply their skills on functioning attributes
- To become well aware of the inside picture of the industry.

Pre requisites:
- Students must possess writing skills and interest in the TV industry
- Students must be willing to read and watch news.

Student Learning Outcomes:
- The students will Memorize basic evolution of TV industry and its growth in India.
- Students will be able to illustrate the basics of TV genres and essentials of TV journalism.
- Students will able to explain the handling and operating video camera and sound controlling equipments used in TV production.

Pedagogy for Course Delivery: Lectures and hands on experience; Watching TV shows, explaining through TV shows. Writing, shooting and editing, Giving the class a feel of the news room.

Course Content	Weightage %
Module I – Writing for TV (Pre-Production)	30%
TV genres – Fiction and nonfiction, Differences between writing for radio, TV, print and Web Terminology used in Television Writing: Reporting for TV; Reporting Beats Ethics and qualities of a TV reporter, TV Writing while visualizing, Challenges of writing and ways to overcome; Writing for various Genres: crime , business, national, international stories, sports, entertainment, lifefstyle; Writing for interview: concept, kinds, types, impact, outcome, questioning; Writing for a news story: concept, kinds, types, impact, outcome; Writing for a current affair report: facts and figures, background information, unbiased , data/statistics Snippets: fast news; Headlines: creation of headlines, selection of headlines for different segments an bulletins Writing for entertainment: style, knowledge of the entertainment industry, related shots, music Business: terminology, sensex, shares, update, follow ups, impact; Sports: coverage, live updates, knowledge of games, teams, players, scope, impact, achievements International: political, crime, disaster, business, entertainment	
Module II: Sound Camera & Lighting	25%
What is sound? Unit of sound, Voicing, Types of microphones, use of audio mixers for recording & editing of sound, Video camera, Types of video camera, Different types of shots, camera movements, Tilt, Track, Crane movements etc Lenses: Different types of lenses and their application, Lights and lighting, Basics of lighting, Techniques, Different types of lights used in videography, Use of filters & reflectors	
Module III: Shooting (Production)	25%
Presentation; How to decide on the final product; Accompaniments of the product Follow ups; Development process of the product; Backgrounder; Where to leave a particular story, Challenges of shooting and ways to sort them: budget, weather, lack of coordination, technical difficulties, permissions, Planning and Shooting for various programme formats: News:live or recorded, Entertainment; Interviews; Talk shows; Shooting for fiction	
Module IV: Editing (Post Production)	20%

Concept of Video Editing, What is editing?; Types of editing: Linear (Old concept of video editing), U-matic, Beta & VHS, Cut to cut, A/B roll, Assembly and insert editing. Non Linear (Modern concept of video editing), Problems in editing and the solutions, Different styles of editing, ==Editing for fiction; Editing for non- fiction; Editing interviews, Travels shows, cookery shows, Reality shows==	

Assessment/ Examination Scheme

Examination Scheme for Theory Subject

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100%	0%	100%

Theory Assessment

Components (Drop down)	Continuous Assessment/Internal Assessment			End Term Examination
	Midterm	**Assignment**	**Attendance**	
Weightage (%)	15	10	5	70

Text & References:

1. **Dictionary Of Media And Journalism: Tv, Radio, Print And Internet 2004/345Pp/Paperback (Paperback)**
2. by Chandrakant P. Singh
3. **Making News, Breaking News, Her Own Way**
4. by Latika Padgaonkar, Shubha Singh
5. MacGregor, Brent; Live, Direct and Biased: Making TV news in the Satellite Age
6. Blum, Richard A.: Television Writing, Focal Press, Boston, London, 1984.
7. Hilliard, Robert L: Writing For Television and Radio, Hasting House, New York, 1976.
8. Lee, Robert and Robert Misiorowski: Script Model: A HandBook For The Media Writer, Hasting House, New York, 1978.
9. Trapnell, Coles: Teleplay – An Introduction to Television Writing, Hawthorm Books, New York, 1974.

BA (JMC) 3rd Semester

Course Code	Course Name	L	T	P	Credits	Hours
BJM 303	**Writing for Advertising and Public Relations**	**2**	**0**	**0**	**2**	**2**

Objectives of the Course:

- To acquainted with contents and basic of planning and organizing public relations programmes.
- To understand the dynamics of advertising business and industry as well as its contribution to the development of the immediate and global community.
- To identify the creative nuggets in advertising business and understand the psychology behind their application in advertising business. A well written ad brief of product will be sufficient demonstration of this learning outcome.
- To demonstrate an understanding of the roles of media planning in effective ad campaign.

Pre requisites: Students must possess writing skills and interest in the AD and PR Industry.

Student Learning Outcomes:

- Critically assess the use of rhetoric in an array of advertising and public relations materials, as demonstrated through successful completion of quizzes and critical analyses and Online critique of advertising and PR campaign materials
- Compose ad copy in a variety of media, as demonstrated through Critical evaluation of visuals, graphics and the written word and Designing a best practices ad kit
- Develop public relations materials, as demonstrated through Designing a set of press releases to address crisis scenarios and Creating a set of press releases to relay good news and Constructing a best practices press kit

Pedagogy for Course Delivery: Lectures, Copy writing exercises, Presentations, Visual aids, Analysis of copy in different ads, Assignments, Question-discussion

Course Content	Weightage %
Module I – Copywriting for Advertisement	**35%**
Attributes of good copywriter; Principles of copy writing, Writing for Print Media: Headlines, base lines, sub headlines, body copy, slogan, caption and structuring the copy. Writing for Radio: Characteristics of radio environment, Message strategy, Writing the radio script, Radio production process, Writing for Television: Writing scripts, developing story boards, briefing the producer, pre-production, shooting and post production. Writing for Outdoor; Writing for Internet, Use of non verbal communication: colors, shapes, gestures. Types of copy: Advertorial, Infomercial, Comparative copy, Copy for different languages	
Module II: Writing in Advertising	**30%**
Corporate advertising; Financial advertising; Recruitment ads; Retail advertising; Local advertising; Classified ads; Fashion and lifestyle ads; Trade advertising; PR advertising; Public Service ads; Awareness ads; Rural advertising, Social Media in Advertising, web and mobile advertising; Creative Briefs and Audience, The Big Idea & Champion Theme, The Rhetoric of the Image, The Basics of Ad Design, Compiling the Ad Campaign Advertising Law, Client Pitches and Presentations, Content Marketing: Proposals and Communication Plans, Mobile Message, E-blasts, sales letters, Fund Raising Letters, Brochures.	
Module III: Writing in Public Relations	**35%**
Three forms of Public Relations Writing Press Releases to "Run As-Is", Crisis Relations, Media Relations, Media Ethics and Dark Spin, Writing for digital/social media Dialogic communication, microblogs and social updates, blogs, podcast, website; News Release: Pre Release, features of News Release, Hybrid News Release, Social Media News Release, Media Advisories, Pitches, Video News Release and Organizational Storytelling, Media Kit, Digital News Room, Backgrounders, Fact Sheet, Photo opportunity advisories, News Letter, Magazine Stories, Annual Reports, Speeches; Business Correspondence: Good News and Bad News Correspondence, Request and Job-request Correspondence, Resume, Memoranda, Business reports.	

Assessment/ Examination Scheme

Examination Scheme for Theory Subject

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100%	0%	100%

Theory Assessment

Components (Drop down)	Continuous Assessment/Internal Assessment			End Term Examination
	Midterm	**Assignment**	**Attendance**	
Weightage (%)	15	10	5	70

Text & References:

1. Drewniany, Bonnie and Jewler, Jerome. Creative Strategy in Advertising, 10th Edition. Wadsworth Publishing. ISBN 13: 9781439082706
2. L'Etang, Jacquie. Public Relations: Concepts, Practice and Critique. SAGE Publications. ISBN:9781412930482
3. Chandler, R. C. (2008). *Media relations: Concepts and principles for effective public relations practice.* Denver, CO: Outskirts Press.
4. Fitch, B. F. (2012). *Media relations handbook for government, associations, nonprofits, and elected officials (2nd edition).* TheCapitolNet: Alexandria, VA.
5. Howard, C. M. & Mathews, W. K. (2013). *On deadline: Managing media relations.* Long Grove, IL: Waveland Press.
6. Diggs-Brown, Barbara. (2013). The PR Style Guide: Formats for Public Relations Practice (3rd ed.). Wadsworth, CA.
7. Kessler, Lauren and McDonald, Duncan. (2012). When Words Collide. (8th ed.) Wadsworth, CA: Thompson.
8. Wilcox, D.L., & Reber, B.H. (2013). Public relations writing and media techniques. (7th ed.) Boston, MA: Pearson.

BA (JMC) 3rd Semester

Course Code	Course Name	L	T	P	Credits	Hours
BJM 304	Media Laws and Ethics	3	0	0	3	3

Course Objectives: (i) To introduce students to concept of ethics and ethical issues faced by the media

(ii)   To discuss various media laws with the help of case studies

(iii)   To understand the context and framework of print and broadcast media regulation in India

Pre-requisites: Nil

Student Learning Outcomes:

(i)   Students will be able to identify ethical issues faced by the media and discuss trends in commercialization of news

(ii)   Students will be able to discuss the various media laws and their implications on conduct of media

(iii)   Students will be able to analyse the issue of media regulation in India

Pedagogy for Course Delivery: The course will be primarily delivered through lecture mode. The lectures will be supplemented by group discussions and discussions on the blog which the faculty would moderate.

Course Contents/Syllabus:	Weightage
Module I : Media Ethics	30%
Ethics: Definition and Context; Ethics in Journalism; Code of conduct for Journalists; Press Council and its Role; Editorial content & integrity; Trends in commercialization: paid news, advertorials, private treaties; Guest lectures on ethical issues in media by Industry experts.	
Module II: Media Laws	35 %
Freedom of Speech and Expression; Defamation; Contempt of court; Right to Privacy Copyright; Right to Information; Cinematograph Act; Law on cyber security (IT Act, 2000), Article	
Module III : Media Regulation	35 %
Regulation: Meaning & Context; Why regulate the media?; Regulatory bodies for print, broadcast, Films; Print media regulation; Broadcast Regulation; Cable Television Regulation Act, 1995; Self Regulation, Media Trail	

Assessment/ Examination Scheme

Examination Scheme for Theory Subject

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100%	0%	100%

Theory Assessment

Components (Drop down)	Continuous Assessment/Internal Assessment			End Term Examination
	Midterm	**Assignment**	**Attendance**	
Weightage (%)	15	10	5	70

Text & References:

1. Divan, M.G. (2013). Facets of Media Law A mini encyclopaedia covering multiple dimensions of media law. New Delhi: Eastern Book Company.
2. Christians, G.C. et al.(2011). Media Ethics.
3. Thakurta, PG, Truth Fairness and Objectivity, O xford University Press

Course Code	Course Name	L	T	P	Credits	Hours
BJM 305	**Film Theories and Practices**	**3**	**0**	**0**	**3**	**3**

Course Objectives: **(i)** To introduce basic concepts of filmmaking technique
(ii) To establish the relevance of important film theoretical concepts
(iii)To establish relationship between visualization and creativity
(iv)To understand Cinema as an Art form
(v)To establish distinction between technique and content
(vi)To discuss the impact of Cinema in our daily lives
(vi)To establish a capability to write /analyze scripts for film

Pre-requisites: A semi formal knowledge of Films is required.

Student Learning Outcomes:
 (i) Students will select the Language of Cinema and fundamentals of film form and content
 (ii) Students will understand the relationship between theory and practice
 (iii) Students will be classify various fascinating aspects of Cinema
   (iv)   Students will be able to define the crucial fine points that make Cinema
   (v)   Students will be capable to create a simple script and implement a shoot based on the same

Pedagogy for Course Delivery: The class will be taught using theory, discussion, practical and case based method. Film clips specially belonging to particular eras will be screened. Discussion based learning especially in the context of Indian cinema will be undertaken. Home assignments and presentation will be a component of the course. In case of a specific event in the city involving cinema, students will be taken on field trip for the same. Written assignments on scriptwriting will be included. Workshop and interactive method will be used to hone skills in script writing.

Course Contents/Syllabus:	Weightage
Module I : Language of Cinema	**25%**
World space and screen space; Continuity: space & time, Camera movements, angles & shots; Mise-en-scene; Dimensions of sound: onscreen & off-screen, di-getic & non-digetic, sync amd non-sync, sound effects, and silence, dialogues, ambient sound, background score & musical tracks.	
Module II: Stages of Film Production	**25%**
Development stage- casting, scheduling & reece Pre production stage- key members of film production unit and their roles and responsibilities; Production –Different types of shots and angels – implications. Post production; Distribution, promotion and release; Exhibition and film festival	
Module III : Scriptwriting	**25%**
Narrative Composition: 3 plot structure, Linear and Non linear and Circular Characterization & Dramatic Structure; Scriptwriting formats, step outline & shot break down Screen Play, storyboarding & shooting script; Script selection; Writing proposal	
Module IV : Lighting and Editing for Films	**25%**
Study of Lighting-Mood, Feel, Form, Content; Single point and two point lighting in Films Understanding Natural lighting in Films, Concepts of editing Types of editing and editing practice on applications	

Lab/ Practicals details, if applicable:
        List of Experiments:
- A 2- 3 minute film on a certain theme.
- Film Viewing sessions
- Script writing sessions

Assessment/ Examination Scheme

Examination Scheme for Theory Subject

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100%	0%	100%

Theory Assessment

Components (Drop down)	Continuous Assessment/Internal Assessment			End Term Examination
	Midterm	Assignment	Attendance	
Weightage (%)	15	10	5	70

Text & References:

1. Thompson K and Bordwell, D, (1994) *Film History—An Introduction,* Mc Graw-Hill
2. Cook, P. and Bernink, M. (Ed.) (1999) *The Cinema Book,* The British Film Institute
3. Panjwani, N. (2006) Emotion Pictures: Cinematic Journeys into the Indian Self, Ahmedabad, Rainbow Publishers.
4. Somaaya, B. (2005) Cinema: Images and Issues, New Delhi, Rupa and Co.
5. Chopra, A. (2011) First Day First Show : Writings from the Bollywood Trenches , New Delhi, Penguin Books

BA (JMC) 3rd Semester

Course Code	Course Name	L	T	P	Credits	Hours
BJM 306	**Development Communication**	3	0	0	3	3

Course Objectives:

- To develop understanding in the concept of development
- To understand the concept of development communication
- To understand role and use of media in development communication

Prerequisites: NIL

Student Learning Outcomes:

- Students will be able to recognize and explain the concept and importance of development
- Students will be able to distinguish between communication and development communication
- Students will be able to describe use of different media in development communication

Pedagogy for Course Delivery: This class will be taught using the theory and case method. Students will learn to appreciate this complex discipline with the help of various teaching aids such as case studies, practical exercises, screenings, and reading group.

Course Contents/Syllabus:	Weightage
Module I: Concept of Development Meaning and definitions of development, Process of development, Models and theories of development, Approaches to development, Problems and issues in development, Characteristics of developing societies, Difference between developed and developing nations and societies, Developmental issues	**30%**
Module II: Development Communication The concept of development communication, Definitions of development communication, Roles of development communication, Goals of development communication, Difference between communication for development and development communication, Development Support Communication	**35%**
Module III: Use of Mass Media in Social Sensitization Flow of information, McBride Commission, Role of communicator in the process of social change, Mass media as a tool for development, Problems with the use of media for development, Role of community radio and local media in social sensitization, CRS and local media role in development, Panchayati Raj	**35%**

Assessment/ Examination Scheme

Examination Scheme for Theory Subject

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100%	0%	100%

Theory Assessment

Components (Drop down)	Continuous Assessment/Internal Assessment			End Term Examination
	Midterm	**Assignment**	**Attendance**	
Weightage (%)	15	10	5	70

Text:

1. Uma Narula, Anand Har. Development Communication – Theory and Practice
2. Gupta V.S.,Communication and Development Concept, New Delhi
3. Tewari, I P, Communication Technology and
Development, Publication Division, Govt. of India
4. Joshi Uma, Understanding Development Communication, Dominant Publications, New Delhi
5. R. Melkote Srinivas, Communication for Development in the Third World, Sage, New Delhi
6.   Lerner Daniel & Schramm Wilbur.,Communication and Changes in Developing Countries,
East West Communication Centre, Honolulu
7. Rogers Everett M, Communication and Development: Critical Perspective, Sage, New Delhi
8. Todaro, Michael P Longman., Economic Development in the Third World, New York

BA (JMC) 3rd Semester

Course Code	Course Name	L	T	P	Credits	Hours
BJM 307	**Digital Skills for Media-III**	**1**	**0**	**1**	**2**	**3**

Course Objectives: In this course students will be introduced to the broad knowledge of the video Editing Software's, which are mainly used in TV Media and Film Industry. Students will study the editing of videos.

Prerequisites: Basic Understanding of Computer is must.

Student Learning Outcomes:
- Students will be able work on Premiere-Pro and Adobe after effect and FCP.
- Students will be able to do the editing of Video.

Pedagogy for Course Delivery:
- The classes will be discussion and practical based.

Course Contents/Syllabus:	Weightage
Module I: Adobe After Effects	**35%**
Adobe After effects Interface, Tools and Menus, Working with Adobe After effects, Video Editing, Uses of Adobe After effects as Video editing software, The functioning of Adobe After effects and its significance in various media.	
Module II: Adobe Premiere-Pro	**30%**
Adobe Premiere-Pro Interface, Tools and Menus, Working with Adobe Premiere-Pro, , Video Editing., Uses of Adobe Premiere-Pro as Video editing software, The functioning of Adobe Premiere-Pro and its significance in various media.	
Module III: FCP (Fine Cut Pro)	**35%**
FCP (Fine Cut Pro) Interface, Tools and Menus, Working with FCP (Fine Cut Pro), Video Editing with the help of FCP (Fine Cut Pro), The functioning of (Fine Cut Pro)and its significance in various media.	

Examination Scheme for Theory+Practical (T+P) Subject

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
50%	**50%**	**50%**

Theory+Practical (T+P) Assessment

	Continuous Assessment/Internal Assessment			End Term Examination
Components (Drop down)	**Assignment**	**Attendance**	**Viva**	
Weightage (%)	20	5	25	50

Viva: The Viva of this practical will be conduct by the Experts from the Industry & Academia.

Text & References
- Dancyger, K. (2014). The technique of film and video editing: history, theory, and practice. CRC Press.
- Anderson, Y: Teaching Film Animation to Children, Van Nostrand, Reinhold, New York, 1988.
- Worth, S., & Adair, J. (1972). Through navajo eyes. Bloomington: Indiana UP.
- Reisz, K., & Millar, G. (1971). The technique of film editing.
- Goodman, R. M., & McGrath, P. (2002). Editing digital video: the complete creative and technical guide. McGraw-Hill, Inc..

Suggested Readings
- Help Commend of All Softwares.

BA (JMC) 4th Semester

Course Code	Course Name	L	T	P	Credits	Hours
BJM 308	**Advertisement Production**	**0**	**0**	**2**	**2**	**4**

Objectives: To access the knowledge of student regarding Advertisement Writing & Production. Students will produce Print, Radio or TV advertisement as per their choice.

Pre-Requisite: Student must of the knowledge of copy writing for advertisement, coral draw, Photoshop, camera handling, editing etc.

Pedagogy: This practical project will be conducted in Group under the guidance of the faculty responsible for the guidance of this project.

Expected outcome: Students will submit the project at the time of end term examination which will be beneficial for their career growth. The examination for the same will be conduction as follows.

Viva: The Viva of this practical will be conduct by the Industry Expert.

Examination Scheme for Practical (P) Subject

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
00%	100%	00%

Practical (P) Assessment

Components (Drop down)	Attendance	Practical Project	Viva
Weightage (%)	5	45	50

BA (JMC) 4th Semester

Semester-IV							
Sr. No.	Course Code	Title of Course	Credits				
			L	T	P	Total Credits	Total Hours
1	BJM-401	Applied Research in Media Studies	3	0	0	3	3
2	BJM-402	Newsroom Practices & Anchoring Skills	2	0	1	3	4
3	BJM-403	Media Planning & Event Management	3	0	0	3	3
4	BJM-404	Introduction to New Media	2	0	0	2	3
5	BJM-405	Indian Media Industry	3	0	0	3	3
6	BJM-406	Digital Skills for Media-IV	1	0	1	2	3
7	BJM-407	Television Production	0	0	2	2	4
8	BJM-408	Term Paper	3	0	0	3	NTCC
9	BJM-441	Communication Skills-IV	1	0	0	1	1
10	BJM-443	Behavioural Science-IV	**2**	**0**	**0**	**2**	**2**
11	BJM-444	French-IV	1	0	0	1	1
Total			**21**	**0**	**4**	**25**	**27**

BA (JMC) 4th Semester

Course Code	Course Name	L	T	P	Credits	Hours
BJM 401	Applied Research in Media Studies	3	0	0	3	3

Course Objectives:

- To introduce students to the application of research in mass communication
- To explore the various forms of research in different media
- To introduce students to the variety of tools used in different forms of media research
- To introduce them to the concept of research paper/articles and their execution

Pre-requisites: Basics of research; Understanding of the intricacies of different forms of mass media

Student Learning Outcomes: After course completion, students will be able to:

- *describe* the media research analysis for source, message, channel and audience
- *classify* the applications of media research in print, electronic and PR industry
- *prepare* media research plans for the above mentioned industries
- *apply* the basic statistical processes in various media research studies

Pedagogy for Course Delivery: Power-point presentation, Relevant research papers as examples for explaining the concept, Practical exercise for application of media research

Contents/Syllabus:	Weightage
Module I – Areas of Media Research	20%
Source Analysis; Message Analysis; Channel Analysis; Audience Analysis; Process, Effect and Impact Research	
Module II – Application of Media Research	60%
Research in Newspaper and Magazine Circulation Research; Readership Research; Readability Research **Research in Television and Radio** Rating Method; Non – rating Method **Advertising Research** <u>Pre testing Methods:</u> Direct ratings, Portfolio tests, Physiological tests: The eye camera test, The Pupillo-meter test, The Tachisto scope test Consumer jury test, GSR test. <u>Post testing Methods</u>: Enquiry test Recall test Recognition test, DAR testing Television Audience Measurement; Market Research **Research in Public Relation** Industry research; News tracking research; Competitive analysis **Research in New Media:** Social Media Research; Research on Online usage	
Module III – Statistical application in Media Research	20%
Statistics applied in Research: Frequencies and Percentages; Measures of Central tendency: Mean, median and mode; Measures of Dispersion: Range, standard deviation and mean deviation; Simple correlation	

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
100	NA	100

- **Theory Assessment (L&T):**

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Mid Term Exam	Home Assignment/Class Test	Attendance	
Weightage (%)	15	10	5	70

Text & References:

- Wimmer R. D & Dominick J.R, (2005). Mass Media Research: An Introduction, second reprint. Singapore: Wadsworth.
- Kishore D, (2013). Handbook of Communication Research. Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal.
- C.R. Kothari, (2008). Research Methodology: Methods and Techniques, second revised edition. New Delhi: New Age International.

Any other Study Material:

- **Research reports of Neilson, India**

BA (JMC) 4th Semester

Course Code	Course Name	L	T	P	Credits	Hours
BJM 402	**News Room Practices & Anchoring Skills**	**2**	**0**	**1**	**3**	**4**

Course Objectives:
- To make the students deliver information in a professional manner
- To Understand the working of TV News Room
- To enable students handle situations of live
- To understand the challenges and find solutions of working as a media professional

Pre-requisites: Students must be willing to work hard and take the feel of the industry

Student Learning Outcomes: After course completion, students will be able to:
- Students will be able to outline the role of an anchor for various types of programmes
- Students will be able to identify the challenges of working as a media professional.
- Students will be able to express themselves in any live situation.

Pedagogy for Course Delivery: Hands on experience; Watching TV shows; explaining through tv shows; Writing, shooting and editing; Field work, Studio Work and Shooting clips

List of Practical's, Voice modulation; Mock anchoring; Recorded and live Anchoring exercises; Writing scripts

Contents/Syllabus:	Weightage
Module I : TV News Room	**20%**
TV newsroom structure; Process of broadcast of a news report Reporting: types of reporting (beats)-political, social, business, entertainment, crime, educational l, health, sports; INGEST: feed, FTP, Recording Assignment/input: news gathering, phono, live , guest coordination, forward plan, day plan. Desk output: rundown, ticker, planning, prep, video editing, graphics; PCR: switcher, sound, play out, CG, Teleprompter; MCR: scheduling of programmes, scheduling of advertisements, time management, content crisis management; TV AT HOMES:TV centre, teleport, satellite, downlinking to MSO,DTH platform, home.; Research: News research, SIT, RTI, Archive/library-tagging, description, archiving; Monitoring: keeping watch on other channel	
Module II: News Management	**20%**
News collection from field: Reporter, Stringer, sources, other channels, newspapers, news agency, citizen journalists/active viewers, Thought process of working on a report: Research, data collection, expert advice, byte, shots Collecting information, shots and bytes/ counter bytes, on location shoot, PTC's: Definition, concept, types, requirement; LIVE: deferred, on location, actual, impact on viewers, team involved; Coordination with output and ingest: role of input	
Module III: Output Desk	**20%**
Role of output, Role of each personnel at the desk, Coordination with different reporters at various locations. Script writing and making of a package. Rundown and its contents. Requirements of a story update and deciding on the contents of a bulletin Programming according to time requirement, Aesthetics of screen presentation Montage, Sting Promos, Coordination with the PCR, Studio: Connection with PCR , PANEL DISCUSSION, talk shows, debates, news bulletins STUDIO SETUP ,Multi cam , single cam, technical requirement, multi location, live broadcast, HOW BROADCAST TAKES PLACE	
Module IV: News Bulletin Management	**20%**
Making of a news report/special program(non-fiction); Shooting: studio, outdoor: location, shots, bytes, Scripting: fast news, package, anc shot, anc gfx, backgrounder; Editing: concept, types, effects, transitions, styles, Anchoring: studio/outdoor, Making a rundown; Contents of rundown; Headlines, breaks, montage, sting, promo; Controlling the half hour bulletin; Impact on viewer	
Module V: Anchoring Skills for TV	**20 %**

Qualities of an anchor; Voice Modulation; Dressing Styles and formats,
Anchoring cookery shows; Anchoring travel shows; Anchoring for various
formats Anchoring interviews: people from different fields; Reality shows;
Hosting a match; Using a teleprompter; Sight read, Anchoring of documentary
style ; Art of using spoken Language, Some prominent Anchors: Shireen Bhan;
Arnab Gowswami; Barkha Datt; Vinod Dua, Raveesh Kumar, Sudheer Chaudhary

Examination Scheme for Theory+Practical (T+P) Subject

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
50%	50%	50%

Theory+Practical (T+P) Assessment

	Continuous Assessment/Internal Assessment			End Term Examination
Components (Drop down)	Assignment	Attendance	Viva	
Weightage (%)	20	5	25	50

Text & References:

1. The ABC of News Anchoring By Richa Jain Kalra
2. The Broadcast Journalism Handbook: A Television News Survival Guide
3. By Robert Thompson, Cindy Malone
4. News casting in electronic media, by mohan sundara rajan
5. On Camera : how to report anchor and interview by Nancy Reardon
6. Power Performance: Multimedia Storytelling for Journalism and Public Relations By Tony Silvia, Terry Anzur
7. Presenting Magically: Transforming Your Stage Presence With Nlp by Tad James, David Shephard
8. Writing and Producing Television News: From Newsroom to Air by Alan Schroeder
9. Into the Newsroom: Exploring the Digital Production of Regional Television News by Emma Hemmingway

BA (JMC) 4th Semester

Course Code	Course Name	L	T	P	Credits	Hours
BJM 403	Media Planning and Event Management	3	0	0	3	3

Course Objectives:

- The process by which media selects positions by companies or their agencies is a complex one involving substantial marketing and advertising research. While the process includes numerous steps, it operates in two stages: media planning and media buying.
- To develop an understanding of the role of Event Management in today's fast changing trends.
- Towards the final year, developing an understanding of how EM is a tool for brand promotion, besides what they have already learnt about students will be in a better position to plan their career path.

Pre-requisites: Students must be willing to work hard and take the feel of the industry

Student Learning Outcomes: After course completion, students will be able to:

- Understanding that EM companies function as independent organizations.
- Develop the understanding of the events as prevalent tools of marketing.
- Analyzing the role of events in building/developing corporate image
- Provide an insight into the important aspects of crisis/risk management in events.
- Creating a combination of PR, advertising and promotions that help a corporate organization

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises.

Contents/Syllabus:	Weightage
Module I: Media Planning	25%
Introduction to Media Planning(MP); Defining Media Planning; Objectives of MP; Importance of MP in the current scenario; Developing Media Strategy-the media mix; Factors influencing media strategy decisions; Media types characteristic of major media forms; Internet –the big medium; ATL & BTL Media; Electronic media; Outdoor Advertising; Transit advertising	
Module II: Media Planning Process	25%
Matching media & market- Geographical selectivity, reach & frequency; Media briefing; Media scheduling; Media plan & Strategy development Process; Media budgeting (Traditional & Modem methods); Media Buying functions; New trends in Media Buying	
Module III: Introduction to Event & Its Elements	25%
Defining Events and Event Management; Scope and Importance of Events; Types and Sizes of Events Relationship between-Events, Advertising, and PR; 5 C's of an Event, Departments in an event Management company; Designing of an Event; Event logistics Event Production- Theme, Décor, Stage set-up, Lighting, Sound, Camera	
Module IV: Event Planning	25 %
Event Research – Importance; Event proposal; Pitching Process; Event Scheduling; Event Marketing Crisis Management; Case Study, Importance and process of Event Evaluation; Establishing tangible objectives and sensitivity in evaluation; Evaluation from the point of view of: Client, Organizer, Target Audience	

Examination Scheme for Theory Subject

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100%	0%	100%

Theory Assessment

Components (Drop down)	Continuous Assessment/Internal Assessment			End Term Examination
	Midterm	Assignment	Attendance	
Weightage (%)	15	10	5	70

Text & References:

- The Business of Media; Croteam, David
- Media Economic (Understanding markets, Industries and Concepts); Albarran, Alan B.
- Savita Bhan-Managing Presentations; Wakhlu,
- Palmer's- Stage Management, Lighting and Sound
- Walters, Graham -Stage Lighting step-by-step;
- W.Oren & Wolf, R.Craig -Scene Design and Stage Lighting; Parker,
- Gaur, Sanjaya S & Saggere,S.V.-Event Marketing & Management;
- Hoyle Jr., Leonaed H.- Event Marketing
- Lynn Van Der Wagem -Event Management
- Angus, Robert B.-Planning, Performing & Controlling

BA (JMC) 4th Semester

Course Code	Course Name	L	T	P	Credits	Hours
BJM 404	**Introduction to New Media**	**2**	**0**	**0**	**2**	**2**

Course Objectives: It is important for a media student to understand the way media is being consumed in the emerging networked world. On demand access to content, anytime, anywhere and on any digital device is the birth and evolution of New Media. (i) In this course students will understand the emergence of the new 'reader'.

(ii) They will come to know about convergence of media and technology.

(iii) The course is designed to enable the student to understand the changing role of media professionals.

(iv) They will be introduced to the concepts of web journalism.

Pre-requisites: The student should have a basic understanding of traditional media and journalism.

Student Learning Outcomes:

(i) Student will be able to explain New Media, its origin and evolution and impact on readers, business and society.

(ii) Student will be able to distinguish New Media from print and electronic media.

(iii) Student will identify the milestones of internet journalism in India and worldwide.

(iv) Student will be able to define important terms of digital world.

(v) Student will be able to explain the role of a New Media Journalist.

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and task-based activities.

Course Contents/Syllabus:	Weightage
Module I : Introduction to New Media	**30 %**
New Media Vs Cyber Media, Characteristics of New Media, Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media- media convergence, Information Superhighway, Social media	
Module II: Web Journalism	**35 %**
Overview of Web Journalism , News is a conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing	
Module III: Understanding New Media Technologies & Applications	**35 %**
Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing	

Lab/ Practicals details, if applicable: Not Applicable

Examination Scheme for Theory Subject

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100%	0%	100%

Theory Assessment

Components (Drop down)	Continuous Assessment/Internal Assessment			End Term Examination
	Midterm	Assignment	Attendance	
Weightage (%)	15	10	5	70

Text & References:

- Briggs Mark. Journalism 2.0: How to Survive and Thrive
- Wardrip Noah -Fruin & Montfort Nick. The New Media Reader
- Lister Martin, Dovey Jon, Giddings Seth, Grant Iain, Kell Kieran. New Media: A Critical Introduction

BA (JMC) 4th Semester

Course Code	Course Name	L	T	P	Credits	Hours
BJM 405	**Indian Media Industry**	**3**	**0**	**0**	**3**	**3**

Course Objectives: Today Media business is one of the most challenging and competitive. It is important for the student of mass communication to know about Indian media industry and how the ownership has changed. Media has to operate given within the framework of ethics and laws.

Pre-Requisite: Students must have the basic knowledge of Media Industry

Student Learning Outcomes: Student will be able to
- (i) Explain about the current status of Indian Media industry.
- (ii) Understand the Ownership pattern in Indian Media Business
- (iii) Understand the Global Media Scenario

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and task-based activities.

Course Contents/Syllabus:	Weightage
Module I : Overview of India Media Industry	35%
Indian Media Industry Overview, Print, TV, Radio, Cinema, Music & Digital Media Industry In India: Current Status, Growth and Future Prospects, Pressures on media – internal, governmental, advertising, PR, Changing equations in media business – mergers & acquisitions, cross media holdings, new trends	
Module II: Media as an Industry	35 %
Media as an industry and profession, Journalists becoming managers, Ownership patterns of mass media: Print and Broadcast Media, Organizational structure of Newspaper, TV and Radio: Different Departments, General Management, Control and co-ordination, Hierarchy Problems, and prospects of Indian Media Business, Media Industry: Changing commercial equations vis-à-vis market and audience	
Module III: Global Media Scenario	30 %
Foreign equity in Indian media The concept of Global media Global Media Giants and their selected holdings Globalization of media and its impact Fake News Management	

Lab/ Practicals details, if applicable: Not Applicable

Examination Scheme for Theory Subject

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100%	**0%**	**100%**

Theory Assessment

Components (Drop down)	Continuous Assessment/Internal Assessment			End Term Examination
	Midterm	**Assignment**	**Attendance**	
Weightage (%)	15	10	5	70

Text & References
- Media management in the age of Giants; Herrick, Dennis.H.
- The Indian Media Business; Kohli, Vanita
- Mass Communication in India; Aggarwal, Veerbala

BA (JMC) 4th Semester

Course Code	Course Name	L	T	P	Credits	Hours
BJM 405	**Digital Skills for Media-IV**	**1**	**0**	**1**	**2**	**3**

Course Objectives:

1. To familiarize students with graphics & animation.
2. To familiarize students with the software related to computer graphics and animation.
3. To equip the students in techniques of computer graphics & animation.

Pre-Requisite: Students must have the basic knowledge of Media Industry

Student Learning Outcomes: Student will be able to

- Understand the concept of Animation & Graphics.
- Able to handle the software related to Graphics & Animation

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises.

Course Contents/Syllabus:	Weightage
Module I : Graphics	**25%**
Computer graphics concepts, Bitmap graphics, resolution, color, file formats, composition, Why are image & graphics important in Multimedia, Integrating image & graphics in Multimedia, Understanding kinds of Graphics, Concept of Graphics-2D & 3D Graphics.	
Module II: Introduction of Image	**35 %**
Image, Image Types: Method of storing & reproducing images viz, Raster Graphics and Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range of colours, Basic colour theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette and Colour lookup table, Indexing and Dithering, Image Size	
Module III: Animation	**40 %**
Meaning & importance, Animation techniques, Paper animation, Cell animation, computer animation and its application, An introduction to the process of 2D and 3D computer animation, using various software, image processing and special effects; 2D and 3D computer animation: its composition, model building, colour, lighting, camera, editing, production effects like fire, explosion etc. and rendering	

Lab/ Practicals: Training of Graphics and Animation Software

Examination Scheme for Theory+Practical (T+P) Subject

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
50%	**50%**	**50%**

Theory+Practical (T+P) Assessment

Components (Drop down)	Continuous Assessment/Internal Assessment			End Term Examination
	Assignment	Attendance	Viva	
Weightage (%)	20	5	25	50

Viva: The Viva of this practical will be conduct by the Industry Expert.

Text & References

- Corrigan, J: Computer Graphics: Secrets & Solutions, BPB Publications, New Delhi, 1994.
- Anderson, Y: Teaching Film Animation to Children, Van Nostrand, Reinhold, New York, 1988.
- Taylor Richard: The encyclopaedia of Animation Techniques, 1999.
- Foley, Vandam, Feiner, Hughes: Computer Graphics. Principle and Practice, Addison Weslley Longman (Singapore), New Delhi,
- Hearn Donald, Baker, Pauline M.: Computer Graphics.

BA (JMC) 4th Semester

Course Code	Course Name	L	T	P	Credits	Hours
BJM 407	**Television Production**	**0**	**0**	**2**	**2**	**4**

Objectives: To access the knowledge of student regarding News Room Practices and Management.

Pre-Requisite: Student must of the knowledge of script writing, camera handling, editing etc.

Pedagogy: This practical project will be conducted in Group under the guidance of the faculty responsible for the guidance of this project.

Expected outcome: Students will submit the project at the time of end term examination which will be beneficial for their career growth. The examination for the same will be conduction as follows.

Viva: The Viva of this practical will be conduct by the Industry Expert.

Examination Scheme for Practical (P) Subject

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
00%	**100%**	**00%**

Practical (P) Assessment

Components (Drop down)	Attendance	Practical Project	Viva
Weightage (%)	5	45	50

BA (JMC) 4th Semester

Course Code	Course Name	L	T	P/NTCC	Credits
BJM 407	Term Paper (NTCC)	0	0	3	3

S.No	Course Title: Term Paper
1	**Course Objectives:** A term paper is primarily a record of intelligent reading from several sources on a particular subject, collating knowledge and analyzing it The students will choose the topic at the beginning of the session in consultation with the faculty assigned. The progress will be monitored regularly by the faculty. At the end of the semester, the term paper will be submitted to the faculty assigned. The evaluation will be done by Board of Examiners comprising of the faculty members.
2	**Pre-requisites:** Students should have basic knowledge of the subject on which they will be doing their term paper
3	**Student Learning Outcomes:** (i) Students will be able to explain the nuances of articles which gets published in different print media and the scripting and production styles of electronic media (ii) Students will be able criticize a particular topic and look for the shortcomings and help in the improvement of that particular topic. (iii) Students will be able to do comparative research of different articles published in any form of media.

DURATION: **3 WEEKS GUIDELINES**
The procedure for doing a Term Paper is as following:

1. Choosing a Subject/ topic for Term Paper
a) The subject chosen should not be too general.
b) Make sure you start either with a presumption that you want to test or with a question that you want to address.

2. Finalization and approval of topic of Term Paper by respective faculty guide on a proper format (Synopsis)
After selection of the topic for the Term paper, students have to fill a synopsis in the prescribed format by the University and get it duly approved by the faculty guide. The students can then start working on the Term Paper.

3. Online registration by the students
Once the topic is approved by the faculty guide, students have to fill the form online on Amizone which will then be approved by the institution.

4. Allocation of faculty guides on Amizone by the Institution
Faculty guide will be allocated on Amizone. If there will be any discrepancy between the synopsis submitted to the faculty guide and form submitted online, then the Term Paper form will not be approved.

5. Submission of Weekly Progress Report (WPR) to the respective faculty guide
Submission of weekly progress report is mandatory as WPR will be one of the assessment criteria for internal evaluation. Weekly Progress Report has to submit in the prescribed format by the University.

6. Maintenance of Daily diary of work done by the student and submitting the same to the faculty guide
Students doing Term Paper are also required to maintain a daily diary of the work done during the course of Term Paper. They are also required to contact the faculty guide and seek advices in case of any doubt.

7. Writing the first and second draft of the topic and getting the same duly approved by the faculty guide.
You may follow the following structure:
a) Statement of purpose, limitations, and parameters of the writing
b) Main body (including your references and your ideas and points of agreement and disagreement)

c) Statement of summary, insights gained, further questions, and conclusion
d) Avoid short, bumpy sentences and long straggling sentences that may contain more than one main idea.
e) Include only information/ details/ analyses that are relevant to your presumption or question.
f) Remember that what may be clear to you, will not be to your readers. To avoid this, ensure you briefly explain the relevance of every section.

8. Editing and preparing the final paper with plagiarism report
   A. Check to see that quotations serve one of the following purposes: i)Show evidence of what an author has said.

ii)Avoid misrepresentation through restatement.

iii)Save unnecessary writing when ideas have been well expressed by the original author.

B. Read the paper to ensure that the language is not awkward, and that it "flows" properly.
C. Check for proper spelling, phrasing and sentence construction.
D. Check for proper format for footnotes, quotes, and punctuation.
E. Check for proper form on tables and graphs. Be certain that any table or graph is self-explanatory.
F. Submission of Final Report
   The most important aspect of the courses is the final report. Therefore following must be ensured for producing quality report.
   a) The student will start the Term Paper as per the prescribed **guidelines**

   b) The students will submit 1st draft of the report to the guide for guidance, followed by the submission second of draft of report after making necessary changes as suggested by the guide.
c) The final report shall be submitted after checking plagiarism through Turnitin or any other format subscribed by University. Copying material should not be more than 10% provided source is mentioned in the report along with proper acknowledgement and referencing as per **plagiarism policy** of the university.
   d) Following will be submitted along with final report,:
      i) WPRii) TERM PAPER Diary   iii) Plagiarism Report
e) A student will be eligible to submit his report and final assessment provided he/she meets following conditions:
   a. Online Registration for the Term Paper course
   b. Approval of Topic, Synopsis and Project Plan by the guide
   c. 90 % of WPR were submitted
   d. 80 % of the WPR were satisfactory
   e. Similarity index not more than 15 % as per Plagiarism Prevention Policy
   Report Requirements

S.No.	CREDIT UNITS	Word length (excluding)	No. of Copies	Binding Type	Report Retention details
1	Upto 3 Credits	3000-4000 words	02 copies	Spiral Binding	up to 6 month of declaration of final result of semester by institution

Assessment/ Examination Scheme:
Internal Assessment: 30, External Evaluation: 70 Internal
Assessment: The breaks up (components and their weightage) of continuous internal assessment are given as under:

S. No.	Title	Marks (CIA =
1	Timely Registration	02
2	Topics & Synopsis Approval	02
3	**WPRs** (No. of WPR Submitted) (Satisfactory WPR)	05; 07
4	1st Draft on time	02
5	2nd Draft on time	02
	Final Report (Plagiarism Report with <10% Plagiarism)	04
7	Final Report timely submission	03
8	Final Report Assessment	10

COMPONENTS OF FINAL ASSESSMENT

S. No.	Title	Marks (CEA
1	Research Approach	10
2	Originality & Creativity	10
3	Layout & Design	10
4	Content	15
5	Viva Voce	15
6	Student Learning Outcome	10

Comments (If Any) for **Guidelines/ Syllabus** by Industry Experts

BA (JMC) 5th Semester

Semester-V								
Sr. No.	Course Code	Title of Course	Credits					
			L	T	P	Total Credits	Total Hours	
1	BJM-501	Corporate Communication & Brand Management	3	0	0	3	3
2	BJM-502	Introduction to Data Journalism	2	0	0	2	2
3	BJM-503	Film Appreciation, Direction and Stylisation	3	0	0	3	3
4	BJM-504	Writing Skills for New Media	3	0	0	3	3
5	BJM-505	Media: Conflict and Peace Building	3	0	0	3	3
6	BJM-506	Integrated Marketing Communication	3	0	0	3	3
6	BJM-507	Digital Skills for Media-V	1	0	1	2	3
7	BJM-508	Short Film/Documentary Production	0	0	2	2	4
9	BJM-541	Communication Skills-V	1	0	0	1	1
10	BJM-543	Behavioural Science-V	1	0	0	1	1
11	BJM-544	French-V	2	0	0	2	2
		Total	**22**	**0**	**3**	**25**	**28**

BA (JMC) 5th Semester

Course Code	Course Name	L	T	P	Credits	Hours
BJM 501	**Corporate Communication & Brand Management**	**3**	**0**	**0**	**3**	**3**

Objectives and expected Outcome of the Course: At the End of this course, the students will be able to,

- To provide basic and emerging concepts and principles in relation to better decision making in Corporate Communication and Brand Management
- To enable the students to integrate various functions with organizational goals and strategies.
- To provide hands-on training on planning and production of brand and social campaigns.
- To provide skills on various relevant software especially in media planning and production of campaigns.

Pre Requisites & Course Requirement: At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

Teaching Pedagogy: The course will be delivered through a combination of lectures, tutorials and discussion exercises.

Course Contents/Syllabus:	Weightage
Module I: Introduction to Corporate Communication	**25 %**
Defining Corporate Communication. Why Corporate Communication is Important?, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC, Media (Press Kits, Developing Media Linkages, Press Releases- Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).	
Module II: Corporate Communication Strategies and Tools & Applications	**25%**
Crisis Communication, Corporate Image Management, Corporate Identity, Events, Sponsorships, Trade Shows, Corporate Advertising, CC/PR in Brand Building, Corporate Social Responsibility & Sustainable Development, Financial Markets and Communication, Investor Relations, Corporate Governance, Public Affairs/Government Relations/Advocacy/ Lobbying/, Case Studies, Laws & Ethics in CC	
Module III: Brand Management	**25 %**
The Concept of a Brand, Characteristics of Brands (generic, expected, augmented, potential), the Importance of Brand Planning, Issues Influencing Brand Potential, Understanding the Branding Process and Advertising Perspective, Brand Positioning, Brand Benefits, Consumer Benefits, Brand Matrix and Media Matrix, The Evolution of Branding in Today's World, Understanding Brand Management, Various Theories and Models in Brand Management, Brand Prism Model, Perceptual Mapping, Brand Purchasing under Dissonance Reduction, Brand Name Spectrum. Digital Brand Building: The FLIRT Model, What is a Global Brand? How can Indian Brands become Global?, Zaltman Metaphor Elicitation Technique (ZMET)	
Module IV: Product Research & Case Studies	**25 %**
Product Research—Important Tools and Analysis, Brand Anatomy, Strategy and Structure, Brand- Positioning, Personality, Image, Brand Extensions- Advantages & Pitfalls, Brand Architecture, 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, Various Case Studies	

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
100	**NA**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment			End Term Examination
Components (Drop down)	**Mid Term Exam**	**Home Assignment/Class Test**	**Attendance**	
Weightage (%)	15	10	5	70

Text Books

1. ABRAHAMS DVID: Brand Risk: Adding Risk Literacy to Brand Management (Gower, UK, 2008)
2. CLIFTON RITA & JOHN SIMMONS: Brands and Branding (Profile Books Ltd. UK, 2011)
3. DAVID AAKER: Brand Portfolio Strategy (Free Press, 2004)
4. DAVID AAKER: Building Strong Brands (Free Press, 1995)
5. ELLIOTT RICHARD: Strategic Advertising Management (NTC Business Book, USA, 2009)
6. GELDER SICCO VAN: Global Brand Strategy (Kogan Page, UK, 2004)
7. HAIG, MATT: Brand failures: Ed New New delhi: Kogan Page India, 2008)
8. HARIDAS M.P: Advertising and Brand Strategy (Adhyayan Publishers &Distributors, New Delhi, 2011)
9. HALVE ANAND: Darwin's Brands, Adapting for Success (Sage Publications India Pvt. Ltd. New Delhi, 2012)
10. IND NICHOLAS, ET.AL: Brand Together (Kogan Page Ltd. US, 2012)
11. JONATHAN BASKIN: Branding works only on cattle (Grand Central Publishing, 2008)
12. KAPFERER JEAN-NOEL: Strategic Brand Management- Creating & Sustaining Brand Equity Long term.
13. KAPFERER J.N: The New Strategic Brand Management - 4th edition (Kogan Page 2008)
14. KAPFERER, JEAN-NOEL: Strategic brand management: EdReprint New Delhi (Kogan Page, 2009)
15. KEVIN LANE KELLER: Strategic Brand Management - 3rd edition (Prentice Hall Financial Times, 2008)

BA (JMC) 5ᵗʰ Semester

Course Code	Course Name	L	T	P	Credits	Hours
BJM 502	**Introduction to Data Journalism**	**2**	**0**	**0**	**2**	**2**

Objectives of the Course:,

1. To provide basic knowledge of the emerging concepts of Data Journalism
2. To give the knowledge of working with spreadsheet
3. To provide the basic knowledge about the data driven stories

Pre Requisites & Course Requirement: At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

Outcome: After completion this course the student will be able to

1. Write data based stories
2. Explain the concept of Data Journalism

Teaching Pedagogy: The course will be delivered through a combination of lectures, tutorials and discussion and practical exercises

Course Contents/Syllabus:	Weightage (%)
Module I: Data Journalism	**35 %**
What is Data Journalism, why journalists should use data, importance of data, some examples, Data Journalism in Different perspectives, Data journalism in the newsroom, Inside a data team, How to turn numbers into stories, The business case for data journalism, Finding data to support stories, Setting up 'data newswire's, Strategic searching - tips and tricks, Introduction to scraping, Data laws and sources	
Module II: Finding story ideas with data analysis	**30%**
Newsroom math and statistics, Sorting and filtering data in Excel, Making new variables with functions, Summarizing data with pivot tables, Correct bad formatting, Misspellings, Invalid values and duplicates, Advanced cleaning techniques	
Module III Telling stories with visualization & Spreadsheets	**35 %**
The main principles of data visualization, Choosing the best graphic forms, The art of insight, Introduction to spreadsheet, Basics: inputting numbers and text, simple calculations, simple formulae, ordering and filtering, simple graphics, Advanced pivot tables, Working with spreadsheets, Working with Tableau and Google fusion tables for more advanced graphics and maps, Making graphics with web tools	

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
100	NA	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Mid Term Exam	Home Assignment/Class Test	Attendance	
Weightage (%)	15	10	5	70

Text Books

1. Gray, J., Bounegru, L. and Chambers, L. (eds). 2013. The Data Journalism Handbook: How Journalists Can Use Data to Improve the News.
2. Meyer, Philip. 2011. Precision journalism and narrative journalism: toward a uni ed eld theory. www.nieman.harvard.edu/reports/article-online-exclusive/100044/Precision-Journalism-and-Narrative-Journalism-Toward-a-Unied-Field-Theory.aspx
3. Wikipedia. What is CAR? http://en.wikipedia.org/wiki/Computer-assisted_reporting
4. Wikipedia. What is data driven journalism? http://en.wikipedia.org/wiki/Data_driven_journalism

5. Examples of data-driven journalism by Mindy McAdams:
   http://mindymcadams.com/tojou/2012/datajournalism-examples/
6. www.ire.org/tag/philip-meyer-journalism-awards/
7. Data journalism handbook.org. Data Journalism Handbook.
   http://datajournalismhandbook.org/1.0/en/
8. Verweij, Peter. 2012. Data journalism: where coders and journos meet.
   http://memeburn.com/2012/03/datajournalism- where-coders-and-journos-meet/
9. Thibodeaux, Troy. 2011. Ten tools that can help data journalists do better work, be more ef
   cient. www.poynter.org/how-tos/digital-strategies/147736/10-tools-for-the-data-journalists-
   tool-belt/

BA (JMC) 5th Semester

Course Code	Course Name	L	T	P	Credits	Hours
BJM 503	**Film Appreciation, Direction and Stylization**	3	0	0	3	3

Objectives of the Course: Film Appreciation is intended as a journey through the world of film. You will be introduced to the accumulated critical opinions reviewing 100 years of film-making. Here you can learn more about the passages of film-analysis, discussion of film, the period genres, movements in film-style and so much more.This course is useful for professionals who need to be informed and conversant about the film-industry; for the layman who wants to know as much as he can about the world of film for his personal enjoyment; or for the student, hoping to become familiar with the 'lay-of-the-land' for film-criticism.

Pre Requisites & Course Requirement: Basic Knowledge of Film Practices

Expected Outcome of the course

- Describe the value of film viewing and Summarize early film history.
- Summarize the filmmaking process and Define 100 years of film styles and movements.
- Define film psychology and Describe general ideas on art theory as a consumer habit.

Teaching Pedagogy: The course will be delivered through a combination of lectures, tutorials and movie shows.

Course Content	Weightage
Module I: Film Appreciation-I	20%
History of Cinema, Language of Cinema, Cinema and Other Traditional Arts, Film Styles and Movements, Film Psychology	
Module II- Film Appreciation-II	20%
Process of Film- making; Art v/s Commercial Cinema; Government strategies and so on and so forth; General Ideas on Art Theory as a Consumer Habit	
Module III-Direction & Stylization-I	40%
International Film Directors to Know; How to Get Your Money's Worth at the Movies; New Ways to Enjoy Film, Technology, and the Future; Personal Enrichment as a Film Audience Consumer – Film reviewing sessions.	
Module IV- Direction & Stylization-II	20%
Narrative and non narrative; Film genre; Italian neo-realism; French New wave; Birth of Indian cinema; Golden era of Indian Cinema. Case Studies of different cinema and directors.	

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
100	NA	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Mid Term Exam	Home Assignment/Class Test	Attendance	
Weightage (%)	15	10	5	70

Text Books

- Film As Film: Understanding And Judging Movies Paperback – August 22, 1993 by V. F. Perkins
- *Film: A Very Short Introduction, by Michael Wood*

  Pattern Recognition, by William Gibson

Additional References

- Film review in leading Dailies
- Film related feature articles in Sunday Edition of leading dailies
- Film review Blogs

BA (JMC) 5th Semester

Course Code	Course Name	L	T	P	Credits	Hours
BJM 504	**Writing skills for New Media**	**3**	**0**	**0**	**3**	**3**

Course Objectives: It is important for a media student to understand the way media is being consumed in the emerging networked world. On demand access to content, anytime, anywhere and on any digital device is the birth and evolution of New Media. An understanding of New Media will enable the student to find the synergies, challenges and opportunities in the emerging media landscape.
(i) In this course students will understand the emergence of the new 'reader'.
(ii) They will come to know about convergence of media and technology.
(iii) The course is designed to enable the student to understand the changing role of media professionals.
(iv) They will be introduced to the concepts of web journalism.
Pre-requisites: The student should have a basic understanding of traditional media and journalism.
Student Learning Outcomes:
(i) Student will be able to explain New Media, its origin and evolution and impact on readers, business and society.
(ii) Student will be able to distinguish New Media from print and electronic media.
(iv) Student will be able to define important terms of digital world.
(v) Student will be able to explain the role of a New Media Journalist.
Teaching Pedagogy: The course will be delivered through a combination of lectures, tutorials and writing practical's.

Course Contents/Syllabus:	Weightage (%)
Module I: New Media Writing	**30 %**
Digital Story Telling, Elements of a digital story-telling, Seven enemies of good writing, Writing headlines and rise of SEOs, Writing for social media and chat app, The lingo of social media networks	
Module II: Applications of New Media Writing	**30%**
Blogging and Buzz mining: strengths and weakness, future scope, setting up a blog on Wordpress/blogger.com, Searching Twitter (*Search.Twitter, TwitScoop, TweetDeck*, Linking, Web scraping, Tag clouds, Citizen journalism, Hacking, Copyright Cs Copyleft, Piracy Culture and debate over Plagiarism, Fair use, Creative Commons	
Module III: Liner Writing and Interactive Writing	**40 %**
Hyper Text and Hyper Media: A web not a chain, Hyper Text and Hyper Media in action, The world wide brain, Difficulties of Hyper text writing, Examples of interactivity, Writing and Thinking for integrative media, Interactive Grammar: the part of integrative speech, The Technologies of Interactive Publishing	

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
100	**NA**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	**Mid Term Exam**	**Home Assignment/Class Test**	**Attendance**	
Weightage (%)	15	10	5	70

Text Books

- Briggs Mark. Journalism 2.0: How to Survive and Thrive
- Wardrip Noah -Fruin & Montfort Nick. The New Media Reader
- Lister Martin, Dovey Jon, Giddings Seth, Grant Iain, Kell Kieran. New Media: A Critical Introduction
- **Dewdney Andrew & Ride Peter. The New Media Handbook**

BA (JMC) 5th Semester

Course Code	Course Name	L	T	P	Credits	Hours
BJM 505	**Media Conflict and Peace Building**	3	0	0	3	3

Course Objectives

    (i)   To develop an understanding of how this media content influences us and how we in turn can influence others

    (ii)   Use these media skills to critique the media with the media.

    (iii)   To understand the role of Media during War and Conflict.

Pre-requisites: The student should have a basic understanding of media.

Student Learning Outcomes:

- Student will be able to explain role of Media during War and Confict.
- Student will learn aspects of peace building

Teaching Pedagogy: The course will be delivered through a combination of lectures, tutorials.

Course Contents/Syllabus:	Weightage (%)
Module I: Role of Media and Communication in Conflict	**40 %**
Peace journalism, War Journalism, Reporting Conflict: Impact of the global/national/Local Press ,Conflict and Communication: Journalists in Conflicts and Conflict Resolution ,News Media in National and International conflict , Legal conditions and mandates for media interventions ,Public information, media, and the mandate	
Module II: Media and Communication in Conflict Prevention and Peace-	**40%**
Media's Role in the Escalation of Violent Conflicts, Media as a Conflict Generator, Media as Conflict Mitigator, Resolver (Communal riots, terrorism agents), Media and conflict resolution : Phases and Nature of Media for Intervention, Case Studies: Vietnam, Iraq, Yugoslavia, Kosovo, Arab Spring and beyond	
Module III: ICT and Peacebuilding	**20 %**
ICT for Conflict Transformation and Peacebuilding, Challenges Future for ICT in Peacebuilding, ICT during warfare and Terrorism	

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
100	**NA**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	**Mid Term Exam**	**Home Assignment/Class Test**	**Attendance**	
Weightage (%)	15	10	5	70

Text Books

- Ahmar, M., 1999. The Media of Conflict. War Reporting and Representations of Ethnic Violence. London: Zed Books.
- Allan, T. and Seaton, J. 1999. The Media of Conflict: War Reporting and Representations of Ethnic Violence. London: Zed Books.
- Arno, A. and Dissanayake, W. 1984. The News Media in National and International Conflict. London: Westview Press.
- Azar, E 1990, The Management of Protracted Social Conflict, Dartmouth, Aldershot. Bromley, M. and Sonnenberg, U. 1998. Reporting Ethnic Minorities and Ethnic Conflict. Beyond Good and Evil. Maastrict: European Journalism Center.

BA (JMC) 5th Semester

Course Code	Course Name	L	T	P	Credits	Hours
BJM 506	Integrated Marketing Communication	3	0	0	3	3

Course Objectives
- To develop an understanding of Integrating marking is useful in the contemporary scenario

Pre-requisites: The student should have a basic understanding of marketing.

Student Learning Outcomes: After completion of the course the student will be able to
- Explain the usefulness of Integrating marking in the contemporary scenario

Teaching Pedagogy: The course will be delivered through a combination of lectures, tutorials

Course Contents/Syllabus:	Weightage (%)
Module I: Introduction to Integrated Marketing Communication	35 %
Meaning and Evaluation of IMC, Reasons for Growth and Features, Promotional Tools for IMC, IMC Planning Process, Role of IMC in Marketing, Communication Process, Traditional and Alternative Response Hierarchy Models, Establishing Objectives and Budgeting: Determining Promotional Objectives, Sales vs. Communication Objectives, DAGMAR, Problems in Setting Objectives, Setting Objectives for the IMC Program.	
Module II: Elements of Integrated Marketing Communication	35%
Sales Promotion – Different Types of Sales Promotion, Advantages and Disadvantages, Public Relation and Publicity – Types of PR, Process, Advantages and Disadvantages, Types of Publicity, Direct Marketing – Features, Advantages and Disadvantages, Personal Selling – Features, Advantages and Disadvantages New Trends in IMC, International Media.	
Module III: IMC and Brand Messages	30 %
IMC and Communication Planning, IMC and Media Planning, IMC and Message Planning, IMC and Creative Concept, IMC and Message Execution, IMC and Regulation, IMC and Ethical, Social, and Legal Issues, IMC and Measuring Effectiveness	

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
100	NA	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Mid Term Exam	Home Assignment/Class Test	Attendance	
Weightage (%)	15	10	5	70

Text Books
- Guolla, M., Belch, G., & Belch, M. (2017). Advertising & promotion an integrated marketing communications perspective. (6th ed.) Canada: McGraw-Hill Ryerson Limited.
- Integrated Marketing Communications – Kenneth Blown & Donald Bach PHI,2002
- Otto Kleepner's Advertising Procedure-PH
- International Edition-Contemporary Advertising Irwin/McGraw-Hill
- Integrated Marketing Communications – Duncon – TMH
- Foundations of Advertising Theory & Practice- S.A. Chunawalla & K.C. Sethia-Himalya publishing

Course Code	Course Name	L	T	P	Credits	Hours
BJM 507	Digital Skills for Media-V	1	0	1	2	3

Course Objectives & Outcome: The student will be able to
- Define the principle of Web page design
- Define the basics in web design
- Visualize the basic concept of HTML.
- Recognize the elements of HTML.
- Introduce basics concept of CSS.
- Develop the concept of web publishing

Pre-Requisite
- Basic knowledge in HTML tags & skill of creating web pages should be known
- Knowledge of basic Computer hardware & software is also necessary.

Teaching Pedagogy: The course will be delivered through a combination of lectures, tutorials and practical's in lab.

Course Contents/Syllabus:	Weightage (%)
Module I: Web Designing Principles	25 %
Basic principles involved in developing a web site, Planning process, Five Golden rules of web designing, Designing navigation bar, Page design, Home Page Layout, Design Concept, Why create a web site, Web Standards, Audience requirement.	
Module II: Introduction to HTML	25%
What is HTML, HTML Documents, Basic structure of an HTML document, Creating an HTML document, Mark up Tags, Heading-Paragraphs, Line Breaks, HTML Tags, Introduction to elements of HTML, Working with Text, Working with Lists, Tables and Frames, Working with Hyperlinks, Images and Multimedia, Working with Forms and controls	
Module III: Introduction to Cascading Style Sheets	30%
Concept of CSS, Creating Style Sheet, CSS Properties, CSS Styling (Background, Text Format, Controlling Fonts), Working with block elements and objects, Working with Lists and Tables, CSS Id and Class, Box Model (Introduction, Border properties, Padding Properties, Margin properties), CSS Advanced (Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo class, Navigation Bar, Image Sprites, Attribute sector), CSS Color, Creating page Layout and Site Designs.	
Module IV: Web Publishing or Hosting	20 %
Creating the Web Site, Saving the site, Working on the web site, Creating web site structure, Creating Titles for web pages, Themes-Publishing web sites	

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
50 %	50 %	100

Theory Assessment (L&P):

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	**Assignment**	**Attendance**	**Viva**	
Weightage (%)	20	5	25	50

Viva: The Viva of this practical will be conduct by Experts of the Industry/Academia.

Text Books

1. Kogent Learning Solutions Inc., HTML 5 in simple steps Dreamtech Press
2. A beginner's guide to HTML NCSA,14th May,2003
3. Murray,Tom/LynchburgCreating a Web Page and Web Site College,2002
4. Murray,Tom/LynchburgCreating a Web Page and Web Site College,2002
5. Reference Books
6. Web Designing & Architecture-Educational Technology Centre University of Buffalo
7. Steven M. Schafer HTML, XHTML, and CSS Bible, 5ed Wiley India
8. John Duckett Beginning HTML, XHTML, CSS, and JavaScript Wiley India
9. Ian Pouncey, Richard York Beginning CSS: Cascading Style Sheets for Web Design Wiley India
10. Kogent Learning Web Technologies: HTML, Javascript Wiley India
11. Kogent Learning Solutions Inc. HTML 5 in simple steps Dreamtech Press
12. Learning Solutions Inc. HTML 5 in simple steps Dreamtech Press

BA (JMC) 5ᵗʰ Semester

Course Code	Course Name	L	T	P	Credits	Hours
BJM 508	**Short Film/Documentary Production**	**0**	**0**	**2**	**2**	**4**

Objectives: To access the knowledge of student regarding Film Production.

Pre-Requisite: Student must of the knowledge of script writing, camera handling, editing etc.

Pedagogy: This practical project will be conducted in Group under the guidance of the faculty responsible for the guidance of this project.

Expected outcome: Students will submit the project at the time of end term examination which will be beneficial for their career growth and practical Knowledge. The examination for the same will be conduction as follows

Viva: The Viva of this practical will be conduct by the Industry Expert.

Examination Scheme for Practical (P) Subject

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
00%	**100%**	**00%**

Practical (P) Assessment

Components (Drop down)	Attendance	Practical Project	Viva
Weightage (%)	5	45	50

BA (JMC) 6th Semester

Semester-VI							
Sr. No.	**Course Code**	**Title of Course**	**Credits**				
			L	**T**	**P**	**Total Credits**	**Total Hours**
1.	BJM-601	Media and Society	3	0	3	3	3

2.	NTCC
	BJM 660
	BJM 661
	BJM 662
	BJM 663
	BJM 664
	BJM 665
	BJM 666
		Specialized Project:
		  1. News Paper or Magazine Design
		  2. Photography Portfolio
		  3. Advertisement Production
		  4. Radio Production
		  5. Television Production
		  6. Short Film/Documentary Production
		  7. Website Designing
			9	0	0	9	NTCC

2	BJM-667	Dissertation	9	0	0	9	NTCC
3	BJM-641	Communication Skills-VI	1	0	0	1	1
4	BJM-643	Behavioural Science-VI	1	0	0	1	1
5	BJM-644	French-VI	2	0	0	2	2
		Total	**25**	**0**	**0**	**25**	**25**

BA (JMC) 6th Semester

Course Code	Course Name	L	T	P	Credits	Hours
BJM 601	Media & Society	3	0	0	3	3

Objectives of the Course: At the End of this course, the students will be able to,
1. Explore the functions of mass media on society
2. Explore the functions of mass media on culture

Pre Requisites & Course Requirement: At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

Expected Outcome of the course
1. Students will be able to write and discuss on the issues related to media, culture and society
2. Students can easily recognize the impact of mass media on culture and society.

Teaching Pedagogy: The course will be delivered through a combination of lectures, tutorials and discussion exercises.

Course Contents/Syllabus:	Weightage
Module I: History and Culture of India	**20 %**
Early History of India, Medieval History of India, Advent of European invasion, Characteristics of Indian culture, Unity in diversity race, colour, language, customs, Effects of Mass Media on Culture; Media and Cultural Imperialism.	
Module II: Mass Media & Audience	**30%**
Why study media? Understanding mass media. Characteristics of mass media. Effects of mass media on individual, society and culture-basic issues. Power of mass media. Media in Indian society. Definition, nature and scope. Function of mass media, Media Audience analysis (mass, segmentation, product etc, social uses). Audience making. Active Vs Passive audience: Some theories of audience-Uses and Gratification Uses and Effects etc.	
Module III: Mass Media as Text	**30 %**
Media as text.: Approaches to media analysis Marxist, Semiotics, Sociology, Psychoanalysis. Media and realism (class, gender, race, age, minorities, children etc.), Media and Popular culture-commodities, culture and sub-culture, popular texts, popular discrimination, politics popular culture, popular culture Vs people's culture, celebrity industry-personality as brand name, hero-worship etc. Acquisition and transformation of popular culture.	
Module IV: Media as consciousness Industry	**20 %**
Social construction of reality by media. Rhetoric of the image, narrative etc. Media myths (representation, stereotypes etc.) - Cultural Studies approach to media, audience as textual determinant, audience as readers, audience positioning, establishing critical autonomy	

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
100	NA	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Mid Term Exam	Home Assignment/Class Test	Attendance	
Weightage (%)	15	10	5	70

Text Books
1. Henry Jenkins, Sam Ford & Joshua Green, Spreadable Media: Creating Value and Meaning in a Networked Culture, New York University Press, 2013
2. Hasan, Seema, Mass Communication: Principles and Concepts, CBS Publisher, 2010.

Books for References
1. Data, K B, Mass Media and Society: Issues and Challenges, Akansha, 2007
2. R.W. Brislin, Understanding Culture's Influence on Behavior, Harcourt College Publishers

BA (JMC) 6th Semester

Course Code	Course Name	L	T	P/NTCC	Credits	Hours
(NTCC) • BJM 660 • BJM 661 • BJM 662 • BJM 663 • BJM 664 • BJM 665 • BJM 666	**Specialized Project** • **News paper or Magazine Design** • **Photography Portfolio** • **Advertisement Production** • **Radio Production** • **Television Production** • **Short Film/Documentary Production** • **Website Designing**	0	0	9	9	0

Objective of the Course

To give an in-depth exposure to the area of specialization, in order to make the students "industry ready" immediately after the programme.

PROJECT OUTLINES

The students can opt for any of the following specialized area:

Course Code	Course Name	L	T	P/NTCC	Credits	Hours
BJM 660 (NTCC)	**News paper or Magazine Design**	0	0	9	9	0

Course Objective:

Students can jointly bring out a Magazine or Newspaper with each one attending to a specific function of its production like reporting, editing, sub-editing, design and layout, photography and graphics.

Course Code	Course Name	L	T	P/NTCC	Credits	Hours
BJM 661 (NTCC)	**Photography Portfolio**	0	0	9	9	0

Course Objective:

Student can choose any two subjects for Specialization:

- Photojournalism
- Travel Photography
- Portrait Photography
- Product & Table-top Photography
- Glamour Photography
- Wild life Photography

Students have to get them registered with the faculty concerned and take up project work in a systematic manner, planning, exposing in colour as well as in B & W processing, contact sheet, enlargements and presentation in a portfolio. These projects have a direct bearing on the career prospects of students as well as the image of the Photography Department of ASCO, therefore, the decision of faculty in every stage of assignment would be considered final and binding.

Course Code	Course Name	L	T	P/NTCC	Credits	Hours
BJM 662 (NTCC)	Advertisement	0	0	9	9	0

Course Objective:

The students will use their understanding of all advertising concepts learnt in the previous semesters to do a practical exercise. Students will act as brand managers and Ad designers of a new brand being launched. They will be required to study the following elements for the product category assigned to them:

- Market Research to determine the situation analysis
- Segmenting the market and selecting a segment for their new brand
- Identifying target audience
- Positioning their brand. This will involve a detailed study of the positioning of the competitive brands
- Developing the media strategy, including the communication mix
- Developing the creative strategy
- Creative strategy to follow a complete campaign creative presentation. This will include development of TV Commercials, print ads, radio ads and POP material.
-

Course Code	Course Name	L	T	P/NTCC	Credits	Hours
BJM 663 (NTCC)	Radio Production	0	0	9	9	0

Course Objective:

Students can do specialization in the different areas of Radio production Viz. Various Formats, News, Talk shows, Spots and commentaries, Radio documentary, Radio features, Various music formats-classical, countdown shows, contemporary hit radio, music on demand, oldies, artist spotlights, request and dedication shows etc. They will produce the Commercials/Jingles/ PSAs and Radio programmes.

Course Code	Course Name	L	T	P/NTCC	Credits	Hours
BJM 664 (NTCC)	Television Production	0	0	9	9	0

Course Objective:

The students can choose a specific area of TV production in which they want to specialize, viz. TV Journalism, Reporting, Anchoring, Editing, Camera,etc.

Course Code	Course Name	L	T	P/NTCC	Credits	Hours
BJM 664 (NTCC)	Short Film/Documentary Production	0	0	9	9	0

Course Objective:

The students can choose a specific area of Film production in which they want to specialize, viz. Film, Editing, Camera, Documentary Film making, Feature Films, Short Film, Ad Film making, Entertainment Based programming etc.

Course Code	Course Name	L	T	P/NTCC	Credits	Hours
BJM 664 (NTCC)	Web Designing	0	0	9	9	0

Course Objective:

The students can choose a specific area of Web Designing in which they want to specialize, viz. Film, Editing, Camera, Documentary Film making, Feature Films, Short Film, Ad Film making, Entertainment Based programming etc.

Guidance

The above specialization will be conducted by guides and mentors responsible for a group of students and will include industry training, research and dissertation.

Examination Scheme:

a) Duration of Project -   8 weeks

b) Total marks for summer project -   100 marks

Internal Marks

I) Timely Submission   5 marks

II) Content

i) Clarity   20 marks

ii) Comprehensiveness   20 marks

iii) Originality   5 marks

External Marks

Project Presentation/Viva*   50 marks

*Viva will be conduct by external Industry Expert.

BA (JMC) 6th Semester

Course Code	Course Name	L	T	P/NTCC	Credits	Hours
BJM 667 (NTCC)	**Dissertation**	**0**	**0**	**9**	**9**	**0**

S. No.	Course Title: Dissertation	Comments (If Any)
1.	**Course Objectives:** Summer Project aims at imparting practical research approach to the theoretical knowledge which they have gained in previous semesters. Summer Project will be allocated to a faculty guide who will help the students in conducting research on assigned topic. The project will be assessed on several parameters by faculty guide and panel of examiners.	
2.	**Pre-requisites:** Students should have knowledge of research methodology so that they can implement them while doing their project.	
3.	**Student Learning Outcomes:** (i) Students will be able to simplify the process of research and carry out research methodology with their own intellectual skills. (ii) Students will be able criticize the earlier conducted researches by other scholar and give a new approach to the same. (iii) Students will be able to do comparative study of different researches on media and communication related topics.	

DURATION: **9 WEEKS**
GUIDELINES
The procedure for doing a Summer Project is as following:
a) Choosing a subject/topic for Summer Project
b) Finalization and approval of topic of Summer Project by respective faculty guide on a proper format (Synopsis)
c) Online registration by the students
d) Allocation of faculty guides on Amizone by the Institution
e) Submission of Weekly Progress Report (WPR) to the respective faculty guide.
f) Maintenance of Daily diary of work done by the student and submitting the same to the faculty guide.
g) Writing the first and second draft of the topic and getting the same duly approved by the faculty guide
h) Editing and preparing the final paper with plagiarism report.
i) Submission of Final Report

 1. **Choosing a Subject/ topic for Dissertation**
   a) The subject chosen should not be too general.
   b) The topic should be research oriented so that students can find sufficient materials.
2. **Finalization and approval of topic of Dissertation by respective faculty guide on a proper format (Synopsis)**
   After selection of the topic for the Dissertation, students have to fill a synopsis in the prescribed format by the University and get it duly approved by the faculty guide. The students can then start working on the Summer Project.
3. **Online registration by the students**
   Once the topic is approved by the faculty guide, students have to fill the form online on Amizone which will then be approved by the institution.
4. **Allocation of faculty guides on Amizone by the Institution**
   Faculty guide will be allocated on Amizone. If there will be any discrepancy between the synopsis submitted to the faculty guide and form submitted online, then the **Dissertation** form will not be approved.
5. **Submission of Weekly Progress Report (WPR) to the respective faculty guide**
   Submission of weekly progress report is mandatory as WPR will be one of the assessment criteria for internal evaluation. Weekly Progress Report has to submit in the prescribed format by the University.

6. **Maintenance of Daily diary of work done by the student and submitting the same to the faculty guide**
Students doing **Dissertation** are also required to maintain a daily diary of the work done during the course of Summer Project. They are also required to contact the faculty guide and seek advices in case of any doubt.

7. **Writing the first and second draft of the topic and getting the same duly approved by the faculty guide**
You may follow the following structure:
a) Statement of purpose, limitations, and parameters of the writing
b) Main body (including your references and your ideas and points of agreement and disagreement)
c) Statement of summary, insights gained, further questions, and conclusion
d) Avoid short, bumpy sentences and long straggling sentences that may contain more than one main idea.
e) Include only information/ details/ analyses that are relevant to your presumption or question.
f) Remember that what may be clear to you, will not be to your readers. To avoid this, ensure you briefly explain the relevance of every section.

8. **Editing and preparing the final paper with plagiarism report**
A. Check to see that quotations serve one of the following purposes:
I) Show evidence of what an author has said.
II) Avoid misrepresentation through restatement.
III) Save unnecessary writing when ideas have been well expressed by the original author.
B. Read the paper to ensure that the language is not awkward, and that it "flows" properly.
C. Check for proper spelling, phrasing and sentence construction.
D. Check for proper format for footnotes, quotes, and punctuation.
E. Check for proper form on tables and graphs. Be certain that any table or graph is self-explanatory.

9. **Submission of Final Report**
The most important aspect of the courses is the final report. Therefore following must be ensured for producing quality report.

a) The student will start the project report as per the prescribed **guidelines**

b) The students will submit 1st draft of the report to the guide for guidance, followed by the submission second of draft of report after making necessary changes as suggested by the guide.

c) The final report shall be submitted after checking plagiarism through Turnitin or any other format subscribed by University. Copying material should not be more than 10% provided source is mentioned in the report along with proper acknowledgement and referencing as per **plagiarism policy** of the university.

d) Following will be submitted along with final report,:
- WPR
- **Dissertation** Diary
- Plagiarism Report

e) A student will be eligible to submit his report and final assessment provided he/she meets following conditions:
a. Online Registration for the **Dissertation**
b. Approval of Topic, Synopsis and Project Plan by the guide
c. 90 % of WPR were submitted
d. 80% of the WPR were satisfactory
e. Similarity index not more than 15 % as per Plagiarism Prevention Policy

Dissertation LAYOUT
The report should contain the following components:
Title or Cover Page
The title page should contain the following information: University Logo at the top, Project Title; Student's Name; Roll No.; Course; Year; Supervisor's Name. Name of the university and the department at the bottom
➤ **Preface**
A good "Abstract" should be straight to the point; not too descriptive but fully informative. First paragraph should state what was accomplished with regard to the objectives. The abstract does not have to be an entire summary of the project, but rather a concise summary of the scope and results of the project
➤ **Acknowledgement**
Acknowledgment to any advisory or financial assistance received in the course of work may be given.
➤ **Certificate (Project Guide)**
A certificate from the project guide to be enclosed
➤ **Table of Contents**
Titles and subtitles are to correspond exactly with those in the text.

> **Introduction**

Here a brief introduction to the problem that is central to the project and an outline of the structure of the rest of the report should be provided. Project objective is a must where as hypotheses is to be included if necessary. The introduction should aim to catch the imagination of the reader, so excessive details should be avoided.

> **Literature Review**

This section should contain a detail list of related literature reviewed by the project investigator while preparing the project report.

> **Research Design**

This section should aim at experimental designs, materials used. Methodology should be mentioned in details including modifications if any.

> **Results and Discussion**

Present results, discuss and compare these with those from other workers, etc. In writing these section, emphasis should be given on what has been performed and achieved in the course of the work, rather than discuss in detail what is readily available in text books. Avoid abrupt changes in contents from section to section and maintain a lucid flow throughout the thesis. An opening and closing paragraph in every chapter could be included to aid in smooth flow.

Note that in writing the various secions, all figures and tables should as far as possible be next to the associated text, in the same orientation as the main text, numbered, and given appropriate titles or captions. All major equations should also be numbered and unless it is really necessary never write in "point" form.

> **Summary of Findings, conclusion and Recommendations**

A conclusion should be the final section in which the outcome of the work is mentioned briefly supported by some suggestive recommendations.

> **Future prospects**

> **Appendices**

The Appendix contains material which is of interest to the reader but not an integral part of the thesis and any problem that have arisen that may be useful to document for future reference.

> **References / Bibliography**

This should include papers and books referred to in the body of the report. These should be ordered alphabetically on the author's surname. The titles of journals preferably should not be abbreviated; if they are, abbreviations must comply with an internationally recognised system.

Report Requirement

S. No.	Credits	Word Count	No. of Copies	Binding Type
1.	9	Up to 8000-9000 Words	02 copies, 02 copies in CD	Hard Bound

Assessment/ Examination Scheme:
Internal Assessment: 30
External Evaluation: 70
INTERNAL ASSESSMENT
The breaks up (components and their weightage) of continuous internal assessment are given as under:

S. No.	Title	Marks
1	Timely Registration	02
2	Topics & Synopsis Approval	02
3	**WPRs** (No. of WPR Submitted) (Satisfactory WPR)	05 07
4	1st Draft on time	02
5	2nd Draft on time	02
6	Final Report (Plagiarism Report with <10% Plagiarism)	04
7	Final Report timely submission	03
8	Final Report Assessment	10

COMPONENTS OF FINAL ASSESSMENT

Sl. No.	Parameter	Weightage (Marks) (70)
1	Introduction and Statement of the Problem	8
2	Review of Literature	8
3	Methodology/methods/Approach	8
4	Data Collection, Analysis, Results findings/Outcomes and conclusions	16
5	Future scope and Limitations outlined	6
6	Quality of work and written expression	10
7	Presentation and Communications	8
8	Student Learning Outcomes	6

Comments (If Any) for **Guidelines/ Syllabus** by Industry Experts