

Amity School Of Communication
Programme: BA(JMC)
(Duration: 03 Years)

Compulsory Courses (2017-18)

First Semester
(2017-18)

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
BAJMC 101	Basics of Radio	2			2
BAJMC 102	Basics of print Media	2			2
BAJMC 103	Fundamentals of advertising	2			2
BAJMC 104	Basics of Graphic Design	2		1	3
BAJMC 105	Writing for Print	2		1	3
BAJMC 106	State and politics	3			3
BAJMC 107	News analysis	2		1	3
BAJMC 108	Introduction to Mass Communication	3			3
	TOTAL				21

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
	Communication Skills/English	30
	French	30
	German	30
	Spanish	30
	Japanese	30
	Chinese	30
	Behavioral Science	30

Second Semester
(2017-18)

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
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BAJMC 201	Understanding of mass communication	3			3
BAJMC 202	Basics of Television Journalism	2		1	3
BAJMC 203	Reporting and Feature Writing	2		1	3
BAJMC 204	Advanced Graphic Design	2		1	3
BAJMC 205	Writing for Radio	2		1	3
BAJMC 206	Digital Photography and visualization	1		2	3
BAJMC 207	Public Relations and corporate communications	3		0	3
	TOTAL				21

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
	Communication Skills/English	30
	French	30
	German	30
	Spanish	30
	Japanese	30
	Chinese	30
	Behavioral Science	30

Third Semester
(2017-18)

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
BAJMC 301	Basics of media research	2			2
BAJMC 302	Global Media Scenario	3			3
BAJMC 303	Advanced Television journalism	2		1	3
BAJMC 304	Basics of newsroom practices	2		1	3

BAJMC 305	Advertising Strategies	3			3
BAJMC 306	Writing for TV	2		1	3
BAJMC 307	TERM PAPER				4(SW/F W)
	TOTAL				19

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
	Communication Skills/English	30
	French	30
	German	30
	Spanish	30
	Japanese	30
	Chinese	30
	Behavioral Science	30

Fourth Semester (2017-18)

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
BAJMC 401	Applied research in media studies	2		1	3
BAJMC 402	Basics of Film Theory and Practice	2		1	3
BAJMC 403	Electronic Media and production	2		1	3
BAJMC 404	Introduction to Development Communication	3			3
BAJMC 405	Basics of cyber media	3			3
BAJMC 406	Fundamentals of Event Management	3			3
BAJMC 407	Film Appreciation	2	1		3
	TOTAL				21

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
	Communication Skills/English	30
	French	30
	German	30
	Spanish	30
	Japanese	30
	Chinese	30
	Behavioral Science	30

Fifth Semester
(2017-18)

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
BAJMC 501	Advanced Cyber Media	3			3
BAJMC 502	Advanced film theory and practice	2	1		3
BAJMC 503	News bulletin management	2		1	3
BAJMC 504	Anchoring Skills for TV	2		1	3
BAJMC 505	Specialized Writing and editing	2		1	3
BAJMC 506	Digital Animation and sound	3			3
BAJMC 507	Media Planning	3			3
BAJMC 508	Summer project				3
	TOTAL				24

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
	Communication Skills/English	30
	French	30
	Behavioral Science	30

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Sixth semester
(2017-18)

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
BAJMC 601	Media Laws & Ethics	3			3
BAJMC 602	Multimedia and Convergence	2		1	3
BAJMC 603	Fiction Production	1		2	3
BAJMC 604	Client servicing and copy writing	2			2
BAJMC 605	Radio Programming	2		1	3
BAJMC 606	Brand management	3			3
BAJMC 607	Internship				6 (sw/fw)
	TOTAL				23

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
	Communication Skills/English	30
	French	30
	Behavioral Science	30

Compulsory Courses (2018-19)

First Semester
(2018-19)

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
BJM 101	Communication Theories and models	3			3
BJM 102	History and Growth of Media in India	3			3

BJM 103	Fundamentals of Advertising and public relations	3			3
BJM 104	Fundamentals of Print Journalism	2			2
BJM 105	Introduction to Visual communication	2			2
BJM 106	State and Politics	2			2
BJM 107	Digital Skills for media -I	1		1	3
BJM 108	Print Media Production			2	4
	TOTAL				10

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
	Communication Skills/English	30
	French	30
	Behavioral Science	30
	Environmental Studies - I	30

Second semester
(2018-19)

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
BJM 201	Specialized Reporting, Writing and Editing	3			3
BJM 202	Theories of Advertising and public relations	3			3
BJM 203	Basics of Radio Journalism	3			3
BJM 204	Fundamentals of photography	2		1	3
BJM 205	Indian Economy and Foreign relations	3			3
BJM 206	Digital skills for media - II	1		1	3
BJM 207	Radio Production			2	4
	TOTAL				21

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
	Communication Skills/English	30
	French	30
	Behavioral Science	30
	Environmental Studies - II	30

Third semester
(2018-19)

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
BJM 301	Basics of media research	3			3
BJM 302	Television journalism	3			3
BJM 303	Writing for Advertising and public relations	2			2
BJM 304	Media Laws and Ethics	3			3
BJM 305	Film Theories and Practices	3			3
BJM 306	Development Communication	3			3
BJM 307	Digital Skills for media -III	1		1	4
BJM 308	Advertisement Production			2	4
	TOTAL				25

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
	Communication Skills/English	30
	French	30
	Behavioral Science	30

Fourth Semester
(2018-19)

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
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BJM 401	Applied Research in media studies	3			3
BJM 402	Newsroom Practices and anchoring skills	2		1	3
BJM 403	Media Planning and Event management	2			2
BJM 404	Introduction and new media	3			3
BJM 405	Indian Media Industry	3			3
BJM 406	Digital Skills for media -IV	1		1	3
BJM 407	Television production			2	4
BJM 408	Term paper	3			3
	TOTAL				24

**Fifth Semester
(2018-19)**

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
BJM 501	Corporate communication and brand management	3			3
BJM 502	Introduction to Data Journalism	2			2
BJM 503	Film Appreciation, Direction and Stylistation	3			3
BJM 504	Writing skills for New Media	3			3
BJM 505	Media Conflict and peace building	3			3
BJM 506	Integrated Marketing Communication	3			3
BJM 507	Digital Skills for media -V	1		1	4
BJM 508	Short Film/Documentary Production			2	4
	TOTAL				26

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
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	Communication Skills/English	30
	French	30
	Behavioral Science	30

Sixth Semester
(2018-19)

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
BJM 601	Media and Society	3			3
NTCC BJM 660 BJM 661 BJM 662 BJM 663 BJM664 BJM 665 BJM 666	Specialized Project 1. Newspaper or magazine design 2. Photography portfolio 3. Advertisement Production 4. Radio Production 5. Television production 6. Short Film/Documentary Production 7. Website Designing	9			9
BJM 667	Internship	9			9
	TOTAL				21

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
	Communication Skills/English	30
	French	30
	Behavioral Science	30

Compulsory Courses (2019-20)

First Semester
(2019-20)

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
BJM 101	Communication Theories and models	3			3

BJM 102	History and Growth of Media in India	3			3
BJM 103	Fundamentals of Advertising and public relations	3			3
BJM 104	Fundamentals of Print Journalism	2			2
BJM 105	Introduction to Visual communication	2			2
BJM 106	State and Politics	2			2
BJM 107	Digital Skills for media -I	1		1	3
BJM 108	Print Media Production			2	4
	TOTAL				10

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
	Communication Skills/English	30
	French	30
	Behavioral Science	30
	Environmental Studies - I	30

Second semester
(2019-20)

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
BJM 201	Specialized Reporting, Writing and Editing	3			3
BJM 202	Theories of Advertising and public relations	3			3
BJM 203	Basics of Radio Journalism	3			3
BJM 204	Fundamentals of photography	2		1	3
BJM 205	Indian Economy and Foreign relations	3			3
BJM 206	Digital skills for media - II	1		1	3
BJM 207	Radio Production			2	4

	TOTAL				21
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Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
	Communication Skills/English	30
	French	30
	Behavioral Science	30
	Environmental Studies - II	30

Third semester
(2019-20)

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
BJM 301	Basics of media research	3			3
BJM 302	Television journalism	3			3
BJM 303	Writing for Advertising and public relations	2			2
BJM 304	Media Laws and Ethics	3			3
BJM 305	Film Theories and Practices	3			3
BJM 306	Development Communication	3			3
BJM 307	Digital Skills for media -III	1		1	4
BJM 308	Advertisement Production			2	4
	TOTAL				25

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
	Communication Skills/English	30
	French	30
	Behavioral Science	30

Fourth Semester
(2019-20)

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
BJM 401	Applied Research in media studies	3			3
BJM 402	Newsroom Practices and anchoring skills	2		1	3
BJM 403	Media Planning and Event management	2			2
BJM 404	Introduction and new media	3			3
BJM 405	Indian Media Industry	3			3
BJM 406	Digital Skills for media -IV	1		1	3
BJM 407	Television production			2	4
BJM 408	Term paper	3			3
	TOTAL				24

Fifth Semester
(2019-20)

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
BJM 501	Corporate communication and brand management	3			3
BJM 502	Introduction to Data Journalism	2			2
BJM 503	Film Appreciation, Direction and Stylistation	3			3
BJM 504	Writing skills for New Media	3			3
BJM 505	Media Conflict and peace building	3			3
BJM 506	Integrated Marketing Communication	3			3
BJM 507	Digital Skills for media -V	1		1	4
BJM 508	Short Film/Documentary Production			2	4

	TOTAL				26
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Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
	Communication Skills/English	30
	French	30
	Behavioral Science	30

Sixth Semester
(2019-20)

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
BJM 601	Media and Society	3			3
NTCC BJM 660 BJM 661 BJM 662 BJM 663 BJM664 BJM 665 BJM 666	Specialized Project 1. Newspaper or magazine design 2. Photography portfolio 3. Advertisement Production 4. Radio Production 5. Television production 6. Short Film/Documentary Production 7. Website Designing	9			9
BJM 667	Internship	9			9
	TOTAL				21

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
	Communication Skills/English	30
	French	30
	Behavioral Science	30

Compulsory Courses (2020-21)

First Semester
(2020-2021)

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
BJM 101	Communication Theories and models	3			3
BJM 102	History and Growth of Media in India	3			3
BJM 103	Fundamentals of Advertising and public relations	3			3
BJM 104	Fundamentals of Print Journalism	2			2
BJM 105	Introduction to Visual communication	2			2
BJM 106	State and Politics	2			2
BJM 107	Digital Skills for media -I	1		1	3
BJM 108	Print Media Production			2	4
	TOTAL				10

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
	Communication Skills/English	30
	French	30
	Behavioral Science	30
	Environmental Studies - I	30

Second semester
(2020-2021)

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
BJM 201	Specialized Reporting, Writing and Editing	3			3
BJM 202	Theories of Advertising and public relations	3			3
BJM 203	Basics of Radio Journalism	3			3

BJM 204	Fundamentals of photography	2		1	3
BJM 205	Indian Economy and Foreign relations	3			3
BJM 206	Digital skills for media - II	1		1	3
BJM 207	Radio Production			2	4
	TOTAL				21

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
	Communication Skills/English	30
	French	30
	Behavioral Science	30
	Environmental Studies - II	30

Third semester
(2020-2021)

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
BJM 301	Basics of media research	3			3
BJM 302	Television journalism	3			3
BJM 303	Writing for Advertising and public relations	2			2
BJM 304	Media Laws and Ethics	3			3
BJM 305	Film Theories and Practices	3			3
BJM 306	Development Communication	3			3
BJM 307	Digital Skills for media -III	1		1	4
BJM 308	Advertisement Production			2	4
	TOTAL				25

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
	Communication Skills/English	30
	French	30
	Behavioral Science	30

Fourth Semester
(2020-2021)

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
BJM 401	Applied Research in media studies	3			3
BJM 402	Newsroom Practices and anchoring skills	2		1	3
BJM 403	Media Planning and Event management	2			2
BJM 404	Introduction and new media	3			3
BJM 405	Indian Media Industry	3			3
BJM 406	Digital Skills for media -IV	1		1	3
BJM 407	Television production			2	4
BJM 408	Term paper	3			3
	TOTAL				24

Fifth Semester
(2020-2021)

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
BJM 501	Corporate communication and brand management	3			3
BJM 502	Introduction to Data Journalism	2			2
BJM 503	Film Appreciation, Direction and Stylistation	3			3

BJM 504	Writing skills for New Media	3			3
BJM 505	Media Conflict and peace building	3			3
BJM 506	Integrated Marketing Communication	3			3
BJM 507	Digital Skills for media -V	1		1	4
BJM 508	Short Film/Documentary Production			2	4
	TOTAL				26

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
	Communication Skills/English	30
	French	30
	Behavioral Science	30

Sixth Semester (2020-2021)

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
BJM 601	Media and Society	3			3
NTCC BJM 660 BJM 661 BJM 662 BJM 663 BJM664 BJM 665 BJM 666	Specialized Project 1. Newspaper or magazine design 2. Photography portfolio 3. Advertisement Production 4. Radio Production 5. Television production 6. Short Film/Documentary Production 7. Website Designing	9			9
BJM 667	Internship	9			9
	TOTAL				21

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
	Communication Skills/English	30
	French	30
	Behavioral Science	30

Compulsory Courses (2021-22)

First Semester
(2021-22)

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
JMC 101	Communication Theories and models	3			3
JMC 102	History and Growth of Media in India	3			3
JMC 103	Fundamentals of Advertising and public relations	3			3
JMC 104	Fundamentals of Print Journalism	2			2
JMC 105	Introduction to Visual communication	2			2
JMC 106	State and Politics	2			2
JMC 107	Digital Skills for media -I	1		1	3
JMC 108	Print Media Production			2	4
	TOTAL				10

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
	Communication Skills/English	30
	French	30
	Behavioral Science	30
	Environmental Studies - I	30

Second semester
(2020-2021)

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
JMC 201	Specialized Reporting, Writing and Editing	3			3
JMC 202	Theories of Advertising and public relations	3			3
JMC 203	Basics of Radio Journalism	3			3
JMC 204	Fundamentals of photography	2		1	3
JMC 205	Indian Economy and Foreign relations	3			3
JMC 206	Digital skills for media - II	1		1	3
JMC 207	Radio Production			2	4
	TOTAL				21

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
	Communication Skills/English	30
	French	30
	Behavioral Science	30
	Environmental Studies - II	30

Third semester
(2020-2021)

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
JMC 301	Basics of media research	3			3
JMC 302	Television journalism	3			3
JMC 303	Writing for Advertising and public relations	2			2
JMC 304	Media Laws and Ethics	3			3
JMC 305	Film Theories and Practices	3			3

JMC 306	Development Communication	3			3
JMC 307	Digital Skills for media -III	1		1	4
JMC 308	Advertisement Production			2	4
	TOTAL				25

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
	Communication Skills/English	30
	French	30
	Behavioral Science	30

Fourth Semester (2020-2021)

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
JMC 401	Applied Research in media studies	3			3
JMC 402	Newsroom Practices and anchoring skills	2		1	3
JMC 403	Media Planning and Event management	2			2
JMC 404	Introduction and new media	3			3
JMC 405	Indian Media Industry	3			3
JMC 406	Digital Skills for media -IV	1		1	3
JMC 407	Television production			2	4
JMC 408	Term paper	3			3
	TOTAL				24

Fifth Semester
(2020-2021)

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
JMC 501	Corporate communication and brand management	3			3
JMC 502	Introduction to Data Journalism	2			2
JMC 503	Film Appreciation, Direction and Stylistation	3			3
JMC 504	Writing skills for New Media	3			3
JMC 505	Media Conflict and peace building	3			3
JMC 506	Integrated Marketing Communication	3			3
JMC 507	Digital Skills for media -V	1		1	4
JMC 508	Short Film/Documentary Production			2	4
	TOTAL				26

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
	Communication Skills/English	30
	French	30
	Behavioral Science	30

Sixth Semester
(2020-2021)

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
JMC 601	Media and Society	3			3
NTCC JMC660 JMC661 JMC662 JMC663 JMC664	Specialized Project 1. Newspaper or magazine design 2. Photography portfolio 3. Advertisement Production 4. Radio Production 5. Television production	9			9

JMC665	6. Short Film/Documentary Production				
JMC666	7. Website Designing				
JMC 667	Internship	9			9
	TOTAL				21

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
	Communication Skills/English	30
	French	30
	Behavioral Science	30

Programme: MA(JMC) Duration: 02 Years

Compulsory Courses

First Semester (2017-18)

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
MAJMC101	Theories of Mass Communication	3			3
MAJMC 102	Basics of Print Journalism	3			3
MAJMC 103	Media design	2		1	3
MAJMC 104	Advertising Principles and Practices	3			3
MAJMC 105	Aesthetics of Photography	2		1	3
MAJMC 106	Introduction to Radio	3			3
MAJMC 107	Mass Media Industry	3			3
MAJMC 108	Indian political system	3			3
	TOTAL				24

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
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	Communication Skills/English	30
	French	30
	Behavioral Science	30

**Second Semester
(2017-18)**

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
MAJMC 201	Fundamentals of communication research	3			3
MAJMC 202	Television Journalism	3			3
MAJMC 203	Radio Production	1		2	3
MAJMC 204	Media Design and Production	1		2	3
MAJMC 205	Basics of New Media	2		1	3
MAJMC 206	Specialized Reporting	2		1	3
MAJMC 207	Public Relations	3			3
MAJMC 208	Government Information System	3			3
	TOTAL				24

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
	Communication Skills/English	30
	French	30
	Behavioral Science	30

**Third Semester
(2017-18)**

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
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MAJMC 301	Advanced Media Research	2		1	3
MAJMC 302	Film theory and practice	2		1	3
MAJMC 303	Advanced New Media	2		1	3
MAJMC 304	Advertising planning and strategy	2		1	3
MAJMC 305	Print Layout and Design	2		1	3
MAJMC 306	Anchoring and Presentation	2		1	3
MAJMC 307	Internship				6 SW/F
	TOTAL				24

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
	Communication Skills/English	30
	French	30
	Behavioral Science	30

Fourth Semester (2017-18)

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
MAJMC 401	Current affairs and media analysis	3			3
MAJMC 402	Media Ethics, laws, and regulations	3			3
MAJMC 403	Development communication	3			3
MAJMC 404	Corporate and Brand Communication	2		1	3
MAJMC 405	News Room Practices	1		2	3
MAJMC 406	Media Globalization	3			3

MAJMC 407	Dissertation				6 SW/F
	TOTAL				24

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
	Communication Skills/English	30
	French	30
	Behavioral Science	30

Compulsory Courses

First Semester (2018-19)

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
MJM101	Theories of Mass Communication	3			3
MJM 102	Basics of Print Journalism	3			3
MJM 103	Media designing	2		1	3
MJM 104	Advertising Principles and Practices	3			3
MJM 105	Aesthetics of Photography	2		1	3
MJM 106	Introduction to Radio	3			3
MJM 107	Mass Media Industry	3			3
MJM 108	Political Communication	3			3
	TOTAL				24

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester

	Communication Skills/English	30
	French	30
	Behavioral Science	30

**Second Semester
(2018-19)**

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
MJM 201	Communication Research	3			3
MJM 202	Television Journalism	3			3
MJM 203	Radio Production	1		2	3
MJM 204	Visual Designing and production	1		2	3
MJM 205	Specialized Reporting	2		1	3
MJM 206	Film Theory and Practices	2		1	3
MJM 207	Public Relations and corporate communications	3			3
MJM 208	Folk and Popular Media of India	3			3
	TOTAL				24

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
	Communication Skills/English	30
	French	30
	Behavioral Science	30

**Third Semester
(2018-19)**

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
MJM 301	New Media Ecology	3			3
MJM 302	Advanced Film theory and practices	3			3

MJM 303	Development Communication	3			3
MJM 304	Event and Brand Management	3			3
MJM 305	Web Designing	2		1	3
MJM 306	Anchoring and news room practices	3			3
MJM 307	Media Ethics, Laws and Regulations	3			3
MJM 308	Media Economics	3			3
	TOTAL				24

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
	Communication Skills/English	30
	French	30
	Behavioral Science	30

Fourth Semester (2018-19)

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
MJM 401	Film Appreciation	3			3
MJM 402	Media Analysis and Current Affairs	3			3
MJM 403	Internship	0			9 (SW/FW)
MJM 404	Dissertation/Specialized Projects	0			9 (SW/FW)
	TOTAL				24

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
	Communication Skills/English	30

	French	30
	Behavioral Science	30

Compulsory Courses

First Semester (2019-20)

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
JMC111	Theories of Mass Communication	3			3
JMC112	Basics of Print Journalism	3			3
JMC113	Media designing	2		1	3
JMC114	Advertising Principles and Practices	3			3
JMC115	Aesthetics of Photography	2		1	3
JMC116	Introduction to Radio	3			3
JMC117	Mass Media Industry	3			3
JMC118	Political Communication	3			3
	TOTAL				24

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
	Communication Skills/English	30
	French	30
	Behavioral Science	30

Second Semester (2019-20)

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
JMC211	Communication Research	3			3

JMC212	Television Journalism	3			3
JMC213	Radio Production	1		2	3
JMC214	Visual Designing and production	1		2	3
JMC215	Specialized Reporting	2		1	3
JMC216	Film Theory and Practices	2		1	3
JMC217	Public Relations and corporate communications	3			3
JMC218	Folk and Popular Media of India	3			3
	TOTAL				24

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
	Communication Skills/English	30
	French	30
	Behavioral Science	30

Third Semester (2019-20)

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
JMC311	New Media Ecology	3			3
JMC312	Advanced Film theory and practices	3			3
JMC313	Development Communication	3			3
JMC314	Event and Brand Management	3			3
JMC315	Web Designing	2		1	3
JMC316	Anchoring and news room practices	3			3
JMC317	Media Ethics, Laws and Regulations	3			3

JMC318	Media Economics	3			3
	TOTAL				24

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
	Communication Skills/English	30
	French	30
	Behavioral Science	30

Fourth Semester (2019-20)

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
JMC411	Film Appreciation	3			3
JMC412	Media Analysis and Current Affairs	3			3
SIP413	Internship	0			9 (SW/FW)
DSA414	Dissertation/Specialized Projects	0			9 (SW/FW)
	TOTAL				24

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
	Communication Skills/English	30
	French	30
	Behavioral Science	30

Compulsory Courses

First Semester (2020-21)

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
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JMC 111	Theories of Communication	3			3
JMC 112	Basics of Print Journalism	3			3
JMC 113	Media Designing	3			3
JMC 114	Advertising Principles and Practices	3			3
JMC 115	Aesthetics of Photography	3			3
JMC 116	Introduction to Radio	3			3
JMC 117	Mass media Industry	3			3
JMC 118	Political communication	3			3
	TOTAL				24

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
	Communication Skills/English	30
	French	30
	Behavioral Science	30

Second Semester (2020-21)

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
JMC 211	Communication Research	3			3
JMC 212	Television Journalism	3			3
JMC 213	Radio Production	3			3
JMC 214	Visual Designing and Production	3			3
JMC 215	Specialized Reporting	3			3

JMC 216	Film Theory and Practice	3			3
JMC 217	Public Relations and Corporate Communication	3			3
JMC 218	Folk and Popular Media of India	3			3
	TOTAL				24

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
	Communication Skills/English	30
	French	30
	Behavioral Science	30

Third Semester (2020-21)

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
JMC 311	Advance communication research	3			3
JMC 312	Advance Film theory and Practices	3			3
JMC 313	Development Communication	3			3
JMC 314	Event and brand management	3			3
JMC 315	Web Designing	2		1	3
JMC 316	Anchoring and Newsroom practices	3			3
JMC 317	Media laws and ethics	3			3
JMC 318	New Media Ecology	3			3
	TOTAL				24

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
	Communication Skills/English	30
	French	30
	Behavioral Science	30

Fourth Semester (2020-21)

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
JMC 411	Media Economics	3			3
JMC 412	Current Affairs and Media Analysis	3			3
SIP 413	Internship	0			9 (SW/FW)
DSA 414	Dissertation/Specialized Projects	0			9 (sw/fw)
	TOTAL				24

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
	Communication Skills/English	30
	French	30
	Behavioral Science	30

Compulsory Courses

First Semester (2021-22)

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
JMC 111	Theories of Communication	3			3
JMC 112	Basics of Print Journalism	3			3
JMC 113	Media Designing	3			3

JMC 114	Advertising Principles and Practices	3			3
JMC 115	Aesthetics of Photography	3			3
JMC 116	Introduction to Radio	3			3
JMC 117	Mass media Industry	3			3
JMC 118	Political communication	3			3
	TOTAL				24

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
	Communication Skills/English	30
	French	30
	Behavioral Science	30

Second Semester (2021-22)

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
JMC 211	Communication Research	3			3
JMC 212	Television Journalism	3			3
JMC 213	Radio Production	3			3
JMC 214	Visual Designing and Production	3			3
JMC 215	Specialized Reporting	3			3
JMC 216	Film Theory and Practice	3			3
JMC 217	Public Relations and Corporate Communication	3			3

JMC 218	Folk and Popular Media of India	3			3
	TOTAL				24

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
	Communication Skills/English	30
	French	30
	Behavioral Science	30

Third Semester (2021-22)

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
JMC 311	Advance communication research	3			3
JMC 312	Advance Film theory and Practices	3			3
JMC 313	Development Communication	3			3
JMC 314	Event and brand management	3			3
JMC 315	Web Designing	2		1	3
JMC 316	Anchoring and Newsroom practices	3			3
JMC 317	Media laws and ethics	3			3
JMC 318	New Media Ecology	3			3
	TOTAL				24

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester

	Communication Skills/English	30
	French	30
	Behavioral Science	30

**Fourth Semester
(2021-22)**

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
JMC 411	Media Economics	3			3
JMC 412	Current Affairs and Media Analysis	3			3
SIP 413	Internship	0			9 (SW/FW)
DSA 414	Dissertation/Specialized Projects	0			9 (sw/fw)
	TOTAL				24

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
	Communication Skills/English	30
	French	30
	Behavioral Science	30

**Programme: MBA (Ad&PR)
Duration: 02Years**

**Compulsory Courses
First Semester
(2021-22)**

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
MBM101	Communication process and Practices of Management	3			3
MBM102	Principles of Media Marketing strategy	3			3
MBM103	Principles of Advertising Management	3			3
MBM 104	Strategic communication: Writing across platforms	3			3

MBM105	Basics of Financial and Cost Accounting	3			3
MBM 106	Principles of Management	3			3
MBM 107	Indian Financial System and Market	3			3
	TOTAL				21

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
	Communication Skills/English	30
	French	30
	Behavioral Science	30

Second Semester

(2021-22)

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
MBM 201	Public relations and advertising research	3			3
MBM 202	Corporate communications: concepts, structure, and functions	3			3
MBM 203	Strategic communication management	3			3
MBM 204	Advertising Strategies and public relations practices	3			3
MBM 205	Communicating corporate social responsibility	3			3
MBM 206	Corporate Accounting	3			3
MBM 207	Production: Campaign Designing			2	2
MBM 208	Seminar paper : Corporate Image building				4
	TOTAL				24

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
	Communication Skills/English	30
	French	30
	Behavioral Science	30

Third Semester (2021-22)

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
MBM 301	Quantitative Techniques and Media Statistics	3			3
MBM 302	Strategic Marketing and Brand Management	3			3
MBM 303	Media and Entertainment industry: Overview	3			3
MBM 304	Marketing in Digital World	2		1	3
MBM 305	Financial control and Management	3			3
MBM 306	Event planning and management	3			3
MBM 307	New media as a tool of advertising and public relations			2	2
MBM 308	Summer project				4
	TOTAL				24

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
	Communication Skills/English	30
	French	30
	Behavioral Science	30

**Fourth Semester
(2021-22)**

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
MBM 401	Legal aspects of business in media	3			3
MBM 402	Customer Relationship management: Business, Identity and Reputation	3			3
SIP 413	Internship				9 (sw/fw)
DSA 414	Dissertation /Specialized Projects				9
	TOTAL				24

Optional Courses: Value Added Courses

Course Code	Course Title	Teaching/Instructional Hours/Semester
	Communication Skills/English	30
	French	30
	Behavioral Science	30



AMITY UNIVERSITY

MADHYA PRADESH

Syllabus of B.A (Journalism and Mass Communication)

2017-2020

Approved by Board of Studies

Programme Structure

Semester I	Credits	Semester II	Credits
Core Courses		Core Courses	
BAJMC 101- Basics of Radio	2	BAJMC 201-Understanding Mass Communication	3
BAJMC 102- Basics of Print Media	2	BAJMC 202-Basics of Television Journalism	3
Environmental Studies – I	2	Environmental Studies – II	2
BAJMC 103- Fundamentals of Advertising	2	BAJMC 203- Reporting & Feature Writing	3
BAJMC 104- Basics of Graphic Design	3	BAJMC 204-Advanced Graphic Design	3
BAJMC 105- Writing for Print	3	BAJMC 205-Writing for Radio	3
BAJMC 106- State & Politics	3	BAJMC 206-Digital Photography & Visualization	3
BAJMC 107- News Analysis	3	BAJMC 207-Public Relations and Corporate	3
BAJMC 108- Introduction to Mass	3	Communication	
Communication		Value Addition Courses	
Value Addition Courses		Communication Skills	1
Communication Skills	1	Behavioural Science	1
Behavioural Science	1	FBL	2
FBL	2		
Total Credits	27	Total Credits	27
Term Paper (3 weeks)			
Semester III	Credits	Semester IV	Credits
Core Courses		Core Courses	
BAJMC 301-Basics of Media Research	2	BAJMC 401-Applied Research in Media Studies	3
BAJMC 302-Global Media Scenario	3	BAJMC 402-Basics of Film Theory & Practice	3
BAJMC 303-Advanced TV Journalism	3	BAJMC 403-Electronic Media Production	3
BAJMC 304-Basics of Newsroom Practices	3	BAJMC 404-Introduction to Development	
BAJMC 305-Advertising Strategies	3	Communication	3
BAJMC 306-Writing for TV	3	BAJMC 405-Basics of Cyber Media	3
Value Addition Courses		BAJMC 406-Fundamentals of Event Management	3
Communication Skills	1	BAJMC 407-Film Appreciation	3
Behavioural Science	1	Value Addition Courses	
FBL	2	Communication Skills	1
Term Paper	4	Behavioural Science	1
		FBL	2
Total Credits	25	Total Credits	25
SUMMER PROJECT (4 WEEKS)			
Semester V	Credits	Semester VI	Credits
Core Courses		Core Courses	
BAJMC 501-Advanced Cyber Media	2	BAJMC 601-Media Laws & Ethics	3
BAJMC 502-Advanced Film Theory &	3	BAJMC 602-Multimedia & Convergence	3
Practice	3	BAJMC 603-Fiction Production	3
BAJMC 503-News Bulletin Management	2	BAJMC 604-Client Servicing & Copy Writing	2
BAJMC 504-Anchoring Skills for Television	3	BAJMC 605-Radio Programming	3
BAJMC 505-Specialized Writing and Editing	2	BAJMC 606-Corporate Communication & Brand	3
BAJMC 506-Digital Animation & Sound	3	Management	
BAJMC 507-Media Planning		Internship (6 Weeks)	4
Summer Project	3	Value Addition Courses	
Value Addition Courses		Communication Skills	1
Communication Skills	1	Behavioural Science	1
Behavioural Science	1	FBL	2
FBL	2		
Total Credits	25	Total Credits	25
Total Credits – 154			

SEMESTER I

Course Title: Basics of Radio

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
2	0	0	0	2

Course Code: BAJMC 101

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: Students should have a flair for radio and good auditory skills.

Student Learning Outcomes:

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

Course Contents/Syllabus:

	Weightage
Module I	20%
Understanding the medium: Invention and development; strengths and weaknesses of the medium Basics of sound recording and editing	
Module II	20%
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	
Module III	20%
Writing for radio: characteristics of radio writing style: simple, conversational style; norms regarding use of adjectives, adverbs, numerals; writing radio news: rewriting news to suit brevity and clarity in radio news, editing news, types of leads, function of headlines in a news bulletin, writing headlines	
Module IV	20%
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 V	20%
Radio interview: types: interview for news gathering, vox-pop; structured interview programmes: personality, informative, issue based; skills of an interviewer: personality, language, knowledge, curiosity, communication skills; research for interview; from planning to production.	

Pedagogy for Course Delivery:

Class lectures; Class Demo of equipments; Class discussion; Field Assignments; Operations and handling of Audio equipments in studio and radio stations; Students project in the form of Tv & radio programme

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Project 1	Project2	Attendance	
Weightage (%)	10	5	10	5	70

Text & References:

1. Chatterji, P.C. :Broadcasting in India, Sage, New Delhi, 1988.
2. Masani, Mehra :Broadcasting and People, National Book Trust, NewDelhi,1997.
3. Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.
4. Akash Bharti National Broadcast Trust : Publication Division, New Delhi, 1987.
5. Report of the Working Group on Television ‘software for Doordarshan Vol. I & II, Publication Division, New Delhi, 1985.
6. Hellard Robert, Writing for television and radio, Words worth Publishing Company, Belmont, 1984.
7. White, Tedel al, Broadcast News, writing, reporting and production. Macmillan, NY. 1984.
8. Mitchell Stephen, Holt: Broadcast News, Radio Journalism and an introduction to Television., Rinehart & Winston. NY. 1980
9. Edger E.Willis & Henary B.Aldrige, Television and Radio, Prentice Hall.
10. Stuart W. Hyde, Television and radio announcing, Kanishka Publishers, Delhi.
11. Smith E. Leslie, Perspective on radio and TV. Harper & Raw NY.
12. Macliesh Robert, Radio Production Techniques. Macmillan. NY.
13. Nostrum William J. Van. The Script Writers’ Handbook.
14. Singhal Arvind, & Rogers Everett, India’s Information revolution. Sage. New Delhi.
15. Sim Harris & Paul Chantler, Local Radio, Focal press.
16. Ash, William, The Way to Write radio Drama, BBC,
17. Crook, Tim, Radio Drama; Theory and Practice, Landon.

Course Title: Basics of Print Media

L	T	P/S	SW/FW	TOTAL CREDIT UNITS
2	0	0	0	2

Course Code: BAJMC 102

Course Objectives: The course aims to introduce basic concepts of news and the news process. It will also illustrate the history of press in India and the role of pioneers during the independence struggle. In addition it will describe the growth of press post independence.

Pre-requisites: Nil

Student Learning Outcomes: (i) Students will be able to **describe** the functioning of a newspaper and the role of various departments

(ii) Students will be able to **identify** news values and comprehend the news process

(iii) Students will be able to **describe** the history of press in India during the colonial era

(iv) Students will be able to **discuss** the developments of the press post independence

Course Contents/Syllabus:

	Weightage
Module I : News & Newspaper set-up	30 %
Basic journalism terminology; The Newspaper organization; Various departments and their role; The editorial set-up; News: Meaning, Definition, Nature; News Value; Basic elements of News; The news process: from the event to the reader (360 degrees news); Role and responsibility of journalists	
Module II: The origin of Print Media in India	40 %
Journalism in pre-independent India The pioneers: James Augustus Hickey; James Silk Buckingham; Serampore Baptist Missionaries; Raja Rammohan Roy; Charles Metcalfe; Amrita Bazar Patrika; Surendranath Banerjee; Sandhya, Jugantar; The Statesman; The Times of India; Journalistic contribution of Mahatma Gandhi, Jawaharlal Nehru, Subhas Ch. Bose, Rabindranath Tagore; Ananda Bazar Patrika; Young Bengal Movement Adam's Press Gagging Act; Vernacular Press Act	
Module III: Post independence Developments in Press	30 %
The Press Commissions and their recommendations; Press Council: Role & Guidelines Emergence of newspapers, magazines and publication houses; The growth of print post 2001 Emergence and growth of Indian news agencies	

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

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)	CT	HA	V	A	EE
Weightage (%)	10	10	5	5	70

Text & References:

- Prasad, Baba M. (1991). *Reporting- Principles & Practice*. Wordmakers, Bangalore.
- Stephens, Mitchell & Gerald Lanson. (1986). *Writing & Reporting the News*. Harcourt Bruce Jovanovich College Publications, USA.
- Mencher, Melvin. (1977). *News Reporting & Writing*. Wm.C.Brown Co. Publications, USA.
- Parthasarthy, Rangaswami. (1996). *Here is the News! Reporting for the Media*. Sterling Publishing Pvt. Ltd. New Delhi.

Course Title: Fundamentals of Advertising

Course Code: BAJMC 103

L	T	P/S	SW/FW	TOTAL UNITS	CREDIT
3	0	0	0	3	

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

- i) The course introduces the students to concepts of advertising.
- ii) The course will provide them with the knowledge of Indian advertising scenario.
- iii) The course is designed to make students understand the relationship between advertising and marketing.
- iv) The course make student be able to identify advertising mediums, traditional, new and experimental.
- v) The course shall familiarize the students with the social and ethical issues concerning advertising in society.

Prerequisites: NIL

Student Learning Outcomes:

- (i) The student will be able to identify and define the advertising concepts.
- (ii) The student will be able to review the advertising media.
- (iii) The student will be able to analyze the Indian advertising scenario.
- (iv) The students will be able to distinguish between advertising and marketing.
- (v) The student will be able to categorize different types of advertisements.
- (vi) The students will be able to appraise and interpret the legal, ethical and social aspect of advertising.

Module I Introduction to Advertising	Weightage
Concept of advertising: Definitions and Meaning; Evolution and development of advertising; Advertising process and its participants; Functions of advertising ; AIDA, DAGMAR; Overview and scope of advertising industry in India; AD Terminology	30%
Module II Advertising as a component of marketing	
Concept of Integrated Marketing Communication (IMC); Marketing Plan Advertising and its relationship with other tools of marketing; C	25%
Module III Classification of advertising	
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	30%
Module IV Social, Legal and ethical aspects of Advertising	
Advertising and Social Responsibility Self Regulatory system for control on advertising in India (ASCI), ASCI Code Laws that affect advertising: Drugs & Magic Remedies Act, 1954; Cable Television Network Act; Patents Act, 1970; Drugs & Cosmetics Act, 1940; Emblems & Names Act, 1950; Trademarks Act, 1999; Copyright Act, 1957; Indecent Representation of Women Act, 1986; Prasar Bharti Act, 1990	15%

Assessment / Examination Scheme:

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

Theory Assessment (L&T):

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

Text & References:

- Jaishri Jethwaney and Shruti Jain, '*Advertising Management*', Second edition, Oxford University Press, New Delhi, 2013
- Kruti Shah and Alan D'Souza, '*Advertising & promotions an IMC perspective*' Tata Mc Graw Hill, New Delhi, 2012
- Kenneth Clow. Donald Baack, "*Integrated Advertisements, Promotion and Marketing communication*", Prentice Hall of India, New Delhi, 2003.

Any other Study Material:

- **4 P's of Marketing**
 - **Impact- Advertising Age**
-

Course Title: Basics of Graphic Design

Course Code: BAJMC 104

Course Objectives:

In this course students will be introduced about the functioning of print industry. A broad knowledge of the computer based graphic design, which mainly using in print and electronic media. Students will study the designing of graphics and 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.

Student Learning Outcomes: The following course will help students in the following areas

- After learning the course the students will have a better understanding to classify, apply and analyze appealing layouts which would help distinguish and device a better relativity between them and their viewers.

Course Contents/Syllabus:

L	T	P/S	TOTAL CREDIT UNITS
3	-	-	3

	Weightage
Module I – Introduction to Print Industry	30
The basic concept of print design and how a print industry functions.; Understanding the principles of design in order to create effective designs and develop the ability to critically evaluate designs, Identify the elements in a design and understand how they can be create a design that is visually pleasing as well as informative; Size of the publication – choice and considerations: - Grid, vertical, horizontal, modular, column widths, proportion of space given to headlines compared to length of copy, space given to advertising, relevant use of borders, tints, other layout techniques; showing how design elements combine to create(Magazine, newspaper, leaflet, poster, pamphlet etc). an overall ‘look’ to the publication; Typography: History:- Typeface and Masthead, Use of images and color, Positioning of articles and images on the page, Use of headlines in an appropriate font, point size, number of lines; Terminology of a layout, color schemes color wheel etc. EXERCISE ON: A comparative study of layouts and logos	
Module II – Softwares	30
Basics of Corel draw & Photoshop its functions; Difference between Vector and Raster Graphics Style sheet, house style; Students will be taught in collaborative class to explore designing methods via Softwares like Corel Draw and scratch of design like logo, typography, layout etc.	
Module III – Layouts	40
Poster design: strengths and limitations of poster designing, its steps and poster production; Book design: stages of book design; Periodicals: magazine and newsletters functions. Editorial planning, design planning, design approach. Newspaper makeup: using photographs, communicating with type and color	

Pedagogy for Course Delivery:

The classes will be lecture demonstration methods in which they will investigate the functionality of print media within contemporary art and culture..

Assessment Examination Scheme

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Assignment	Class test	Project	Attendance	
Weightage (%)	10	10	5	5	70

Reference Text:

- BPB Publication Adobe Page Maker 7.0 Classroom in a book;
- Shalini and Adity Gupta,Photoshop CS2 In simple steps.
- Sarkar, N.N; Art and production

Course Title: Writing for Print

L	T	P/S	SW/FW	TOTAL CREDIT UNITS
3	0	0	0	3

Course Code: BAJMC 105

Course Objectives: 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: Students should have an interest in journalism and current affairs. They should have proficiency in the English language.

Student Learning Outcomes: After studying this course, the student should be able to:

- (i) **Organize** a news story according to the hard news structure
- (ii) **Write** different leads, the body text and ending
- (iii) **Demonstrate** interviewing and newsgathering skills
- (iv) **Display** editing skills including proof reading and headline writing

Course Contents/Syllabus:

	Weightage
Module I : News Writing	40 %
Hard and Soft News; Organising the news structure: 5 Ws & I H, Inverted Pyramid Writing a lead; Deciding the news angle (Understanding the audience) Crafting the body; Writing the ending	
Module II: News Gathering	
Beat Reporting; News formats: Interpretative, Investigative; Sources of Information Interviewing: Process & Skills; Research for Interviews; Changing practices- speed, circulation and viral networking	
Module III: Basics of Editing	30 %
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	

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

Lab/ Practicals details, if applicable: Not Applicable

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)	CT	HA	V	A	EE
Weightage (%)	10	10	5	5	70

Text & References:

- Garcia, Mario R(1981). *Contemporary Newspaper Design*. Prentice-Hall, New Jersey, USA.
- 2. Goldstein, Norm (Ed) (2001). *AP Stylebook and Libel Manual*. Associate Press, USA.
- 3. George, T J S (1981). *Editing- Principles and Practices*. Indian Institute of Mass Communication, New Delhi
- 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
- Garst, Robert & Theodore Bernstein (1982). *Headlines and Deadlines* (4th Edition). Columbia University Press, New York, USA.

Course Title: State and Politics

Course Code: BAJMC 106

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

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.

Prerequisites: Preferably BJMC Students

Student Learning Outcomes: 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.

Course Contents/Syllabus:

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	20%
Module II Constitution	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?)	15%
Module III Legislatures	Weightage
Lok Sabha and Rajya Sabha- election of members, powers, legislative functions and differences State legislative assemblies and legislative councils; Election Commission, powers and structure, model code of conduct, election process; General elections, midterm election, constituencies; Electoral reforms	20%
Module IV Executive	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; Governor-powers, functions, responsibilities, relations with Central govt.; State Governments, chief minister and state council of minister; Centre-state relations	25%
Module V Judiciary	Weightage
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	20%

Pedagogy for Course Delivery:

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.

Lab/ Practicals details, if applicable: Not Applicable

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)	CT	HA	Viva	Attendance	
Weightage (%)	10	10	5	5	70

Lab/ Practical/ Studio Assessment: NA

Text:

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
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Course Title: News Analysis
Course Code: BAJMC 107

L	T	P/ S	TOTAL CREDIT UNITS
3	0	0	3

Course Objectives:

The students are the freshers in the field of journalism and mass communication, therefore, they are to be introduced to the news industry from a journalistic perspective through this course of News Analysis. The modules in the course will comprehensively cover all current newsmakers and events in the national and international arenas. Also national and international organization's in-depth analysis will be done so that the students will understand its significance. Students will be introduced to and kept updated on other current issues and affairs, which are high on the world agenda. The students will also get a chance to discuss and debate on contemporary issues.

Prerequisites: Preferably BJMC Students

Student Learning Outcomes: After the completion of the course, Students will be able

- To describe the process of news analysis.
- To identify and analyze print and broadcast media news.
- To demonstrate the functioning and structure of the national and international organizations and groups.
- To categorize, compare and contrast social, political and economic issues in the overall context of the global scenario.

Course Contents/Syllabus:

	Weightage
Module I Overview	10%
Understanding News/News Values; Basics of News, objectivity (bias) and subjectivity; News Sources; Credibility	
Module II National and International	35
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 Media Bodies –Press Commissions, PCI, BRAI, BCCC, NBA, Editor's Guild, ABC, Government News Monitoring Cells, etc.	
Module III Analysis of News and Current Affairs	35 %
Analyzing daily Current News; Comparing News treatment in various newspapers and news channels Classroom debates/group discussions on Newspaper/TV/Radio	
Module IV Topical Issues for discussion	20 %
Guest lectures on current and topical issues by leading practicing journalists. Profile of the Indian economy and comparison with few other top economies of the world Economic organizations and institutions like World Bank; The European Union and its expansion; The Asian Development Bank; World Economic Forum United Nations and its various bodies International Groupings- Like G8, Non Aligned movement, Commonwealth National organizations- Central Bureau of Investigation (CBI), Election Commission (EC), Central Vigilance Commission (CVC), National Human Rights Commission (NHRC) , CAG	

Pedagogy for Course Delivery:

The class will be taught by giving references of daily news which comes both in the print and broadcast media. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings.

The students will get a deep insight for news analysis. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Their inclination towards research and analysis in the contemporary issues will get a boost. Various nuances of the news analysis will be acquainted to the students so that it will help them understand the intricacies of the media industry in general and news industry in particular.

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	Project	Viva	Attendance	
Weightage (%)	10%	10%	5%	5%	70%

Text & References:

- Lorimer Rowland. Mass Communication
- DeFleur Melvin. Understanding Mass Communication
- Singhal Arvind & Rogers Everett. India's Communication Revolution
- Klapper Joseph. Mass Communication Effects

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**
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Course Title: Introduction to Mass Communication

Course Code: 108

Course Objectives: The course aims at instructing students about mass communication and, its elements, types, processes etc. It becomes a pre-requisite to get into a communication course and in order to gain a better understanding on communication elements.

Student Learning Outcomes: 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.

L	T	P/S	SW/FW	TOTAL CREDIT UNITS
3	0	0	0	3

Modules	Weightage
Module I	50%
Introduction to Communication and Mass Communication Communication: Concept, Definition, Elements; Types of Communication: Intra-Inter-Group- Mass Communication; Verbal Communication & Non Verbal Communication; Characteristics and functions of mass communication. Importance of mass communication.	
Module II	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	
Module III	25%
Process and elements of communications; Levels of communication; Barriers to effective communication; Future of communication studies; Forms and Functions of communication	

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.

Lab/ Practicals details, if applicable: Not Applicable

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)	CT	HA	Viva	Attendance	
Weightage (%)	10	10	5	5	70

Text:

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

SEMESTER II

Course Title: Understanding of Mass Communication
Course Code: BAJMC 201

L	T	P/S	TOTAL CREDIT UNITS
3	0	0	3

Course Objectives:

- This paper will introduce students to key concepts in communication and Mass Communication.
- It will help them to enhance media literacy and to gain understanding of mass communication and its processes.
- Students will learn the process, elements, levels, models and major theories of communication and mass communication.
- It will also help them to learn about the norms, practices within mass media fields, and become aware of the effects of mass media upon society.

Prerequisites: NIL

Student Learning Outcomes:

- 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.
- With technological development, mass communication has become an important aspect of human communication. Students will be able to identify technological and other trends in mass media which are transforming traditional conceptions of the mass communication process.
- After the completion of the course the students will be able to explain and review on critical evaluation of mass communication and mass media industry
- After the completion of the course the students will be able to compare alternative and mainstream media outlets.

Course Contents/Syllabus:

Modules	Weightage
Module I: Models and Theories 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.	50%
Module II: Traditional Media 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	25%
Module II: New Trends in Mass Communication Current and Future Trends in Mass Communication, Scope and nature of Mass Media: Role of technology and finance, Convergence and the Reshaping of Mass Communication, Globalization and Mass Media, Freedom, Regulation, and Ethics, New Media Technology: Concept & Scope	25%

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.

Lab/ Practicals details, if applicable: Not Applicable

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)	CT	HA	Viva	Attendance	
Weightage (%)	10	10	5	5	70

Lab/ Practical/ Studio Assessment: NA**Text:**

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

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Title: Basics of Television Journalism

Course Code: BAJMC 202

Course Objectives:

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.

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.
- Students will able to Identify old concept of video editing and able to work with modern technique of video editing

Course Contents/Syllabus:

	Weightage
Module I	25 %
Reach of TV in India Sluggish Pace of Growth of TV 1970-1985 Early Experiments in television Doordarshan & Prasad Bharti Corporation Origin of Cable Television: Growth And Evolution Cable Networks Regulation Act 1995 Broadcasting Bill 1997 Satellite television and Direct to Home (DTH) <i>Post-liberalization entry of private channels</i> SITE Experiment Specialized TV channels	
Module II	25 %
TV genres – Fiction and non fiction 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	
Module III	25 %
Camera: 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 Lighting (a) Lights and lighting (b) Basics of lighting, Techniques (c) Different types of lights used in videography (d) Use of filters & reflectors	

Module IV	25 %
Sound: (a) What is sound? Unit of sound, Voicing (b) Types of microphones, use of audio mixers for recording & editing of sound Concept of Video 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)	

Pedagogy for Course Delivery: Class Lectures
 Demo of video and other production equipments in class.
 Class presentation
 Question & answer session with students.

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	CT	P	A		
Weightage (%)	15	10	5	-	70

Texts:

- MacGregor, Brent; Live, Direct and Biased: Making TV news in the Satellite Age
- Parthasarthy, Ramaswamy; Here is the news; (1994) Sterling
- Herbert, John; Journalism in the Digital Age; 2000, Focal Press
- Ahuja; Audiovisual Journalism; Surjeet
- Hillard; Writing for TV, Radio and New Media; 7th Edition; Wadsworth

Course Title: Reporting & Feature Writing

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Code: BAJMC 203

Course Objectives: The objective of this course is to:

- (i) To introduce beats and explain their coverage at the local and national level
- (ii) To explain the coverage of specialized beats pertaining to government, politics, sports & business
- (iii) To discuss various aspects of investigative reporting
- (iv) To familiarize students with feature writing

Pre-requisites: Nil

Student Learning Outcomes: After studying this course, the student will be able to:

- (i) **Classify** news stories according to beats
- (ii) **Demonstrate** beat specific coverage and feature writing skills
- (iii) **Discuss** the various aspects of investigative reporting
- (iii) **Execute** analytical report writing and appraise investigative reports

Course Contents/Syllabus:

	Weightage
Module I : Beat Reporting	30 %
Covering a news beat; Covering local beats; Crime reporting; Education reporting; Health reporting Civic Issues reporting; Covering local government	
Module II: Covering the state and politics	30 %
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 III: Investigative Reporting	20 %
Definition and elements; Tools of investigative reporting; Sting Operations and latest trends Relevant Case studies: Indian and International	
Module IV: Feature Writing	20 %
How to write a feature; Different types of features; Writing Book reviews; Writing film reviews	

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

Lab/ Practicals details, if applicable: Not Applicable

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)	CT	HA	V	A	EE
Weightage (%)	10	10	5	5	70

Text & References:

- Prasad, Baba M. (1991). *Reporting- Principles & Practice*. Wordmakers, Bangalore.
- Stephens, Mitchell & Gerald Lanson. (1986). *Writing & Reporting the News*.
- Harcourt Bruce Jovanovich College Publications, USA.
- Mencher, Melvin. (1977). *News Reporting & Writing*. Wm.C.Brown Co. Publications, USA.
- Parthasarthy, Rangaswami. (1996). *Here is the News! Reporting for the Media*. Sterling Publishing Pvt. Ltd. New Delhi

Course Title: Advanced Graphic Design
Course Code: BAJMC 204

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

In this course students will identify and operate the technicalities involved in print industry, with emphasis over the Softwares and a better dealing with the design section.

Prerequisites: Students are required to have Basic Knowledge about the Softwares and passion for creativity.

Student Learning Outcomes:

The following course will help students in the following areas

- After learning the course the students will have to prepare and generate the appealing layouts which would help them establish a better relativity between them and their viewers.
- Students will work on projects that address both the art of the medium as well as the commercial application.
- They will be able to interpret and hence extend their skills.

Course Contents/Syllabus:

	Weightage (%)
Module I – Understanding Softwares and their relevance	30
Initializing with the basics of softwares its tools, tasks such as product design with the help of vector softwares like corel draw and illustrator. How to design Logo, Logotype, Letterhead design, Business Card, Envelop, Catalogues, Brochures. Digital Posters fram(EXERCISE ON: A comparative study of layouts and logos)	
Module II – aspects of designing	40
Focusing on the composition and balancing the different element of design through The exercise of designing Press ad, Magazine ad, Hoardings, Kiosks, Interior & Exterior Signage, Dangers and Banners etc. Choice and use of images and colors Tagline, Visuals, Copy, Spot colors, Process colors, Color Management for images.	
Module III – significance of Photoshop	30
The functioning of Photoshop and its significance in various medias, working on the editing, comparing the raster images and vector images.	

Pedagogy for Course Delivery:

The classes will be discussion and demonstration methods in which they will investigate the functionality of print media within contemporary art and culture..

Assessment Examination Scheme

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Assignment	Class test	Project	Attendance	
Weightage (%)	10	10	5	5	70

Reference Text:

BPB Publication, Adobe Page Maker 7.0 Classroom in a book;
Shalini and Adity Gupta, Photoshop CS2 In simple steps.
Sarkar, N.N; Art and production

Course Title: Writing for Radio

Course Code: BAJMC 205

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

The course aims to introduce basic concepts of writing especially for Radio. Radio writing will include news and article gathering and making different programs for Radio. Basics of editing will be discussed for editing different types of programmes.

Pre-requisites:

Students should have an interest in journalism and should have dynamic approach towards gathering information. They should have proficiency in the English and Hindi language.

Student Learning Outcomes:

- (i) Students will identify proper understanding of different genre of programmes which gets aired and they will be able to write for the same.
- (ii) Students will be able to compute different leads, the body text and ending and also be able to write Feature stories
- (iii) Students will be able to demonstrate interviewing and newsgathering skills by use of different research techniques.

Course Contents/Syllabus:

	Weightage
Module I : Basics of Radio Writing	40 %
Purpose, Audience, Industry; Understanding Radio- Writing for Imagination; Visualization for Radio; Radio Program Formats; Latest Trends in Radio Writing; Characteristics of Radio	
Module II: Scripting for Program	30 %
Program Planning; How to gather information?; Discuss story ideas: Perishable & Non Perishable; Script Writing for various Radio Programme; Conceptualization & Ideation: Show Designing; Developing Radio's voice: Writing beyond cliché	
Module III: Developing Radio Content	30 %
Creating Listener Interaction; Basic research techniques for Radio Programme; Writing for Radio Jingles; Documentary sources and how to use them; Basic Understanding of the Concept of Editing	

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

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	CT	HA	P	Attendance	EE
Weightage (%)	10	5	10	5	70

Text & References:

- ❖ Professional Radio Writing: Albert R. Crews
- ❖ Writing for Radio The Technique of Writing for Broadcasting Simply and Thoroughly Explained by Katherine Seymour and John Tilden Waite
- ❖ **Scripts: Writing for Radio and Television** by Arthur Asa Berger
- ❖ **Writing for Radio** by Vincent McInerney

Course Title: Digital photography & Visualization

Course Code: BAJMC 206

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.

Prerequisites: The student should be creative and must have an aptitude to learn photography.

Student Learning Outcomes:

The following course will help students in the following areas

After successful completion of this course, students will 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.

Course Contents/Syllabus:

	Weightage
Module I – Introduction to Visuals	20%
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.	
Module II – Visual Perception	40%
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, Focal plane & Focus; Lenses and its relation to subjects; Exposure techniques; Different types of light – Natural & Artificial	
Module III – Principles of Photography.	20%
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 the Photographs	20%
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	

Pedagogy for Course Delivery:

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.

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Assignment	Class test	Project	Attendance	
Weightage (%)	10%	5%	10%	5%	70%

Texts:

Langford I& Smith, (July 2010) , *Basic Photography*, Focal Press

Peterson Bryan, (2011), *How to Shoot Great Photographs with Any Camera*, Ten Speed Press

Barnbaum Bruce ,(2010), *The Art of Photography: An Approach to Personal Expression*, Shroff – Rockynook.

Course Title: Public Relations and Corporate Communication

Course Code: BAJMC 207

Course Objectives:

Public Relations and Corporate Communication provides a broad introduction to the principles of Public Relations & Corporate communication practice. Students will explore the role of these two domains and its contribution to public and private sectors.

Pre-requisites: Nil

Student Learning Outcomes:

1. Understanding the various perspectives of Public Relations and Corporate communication.
2. Identifying potential business opportunities of Public Relations and Corporate Communication.
3. Creating business plans and pitch for various clients; Researching and analysing in the field of Public Relations and Corporate Communication.

Course Contents/Syllabus:

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	03

	Weightage
Module I Introduction	15%
PR concepts and role (Definitions and concepts, Role and Objectives of PR); Public Relations in India Internal & External PR ; Role of PRSI	
Module II Public Relations & Media Affairs	20%
Planning P.R campaigns; PR Tools; Lobbying; Media relations (Media list, Relationship building meetings, Media planning, Media tours and visits); Role of Press kit and its importance; Organizing press conference Measurement of PR (Pre, during and post); Role of new media in PR; Changing trends in PR	
Module III Techniques of Public Relations	20%
Writing for press (Pitch notes, placed articles, Media briefing documents); Press release ; Press Interviews Contents for the newsletter	
Module IV Functions of Corporate Communication	15%
Introduction- Difference between Public Relations and Corporate Communication; Importance and functions of Corporate Communication; Elements of corporate communication: corporate philosophy, culture, Corporate identity, citizenship and philanthropy	
Module V Tools of Corporate Communication	15%
Importance – Role of Corporate Communication tools; Company Profile in an organization; House Journal; Annual Reports; Internet – E- Newsletters, Memos, Notices; Direct marketing, network marketing; Liasioning and its importance	
Module VI Corporate Planning and Strategy	15%
Corporate Governance; Image Management; Crisis and Disaster Management; 7 C's of Corporate Communication; Role of media in Corporate Communication	

Pedagogy for Course Delivery:

References of case studies, practical Public Relations strategies from various organizations. Significance of Public Relations and Corporate Communication will be taught through examples from the business world.

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	CT	CS	BP	SA	
Weightage (%)	10	05	10	05	70

Text & References:

- Balan, K.R.; Applied Public Relations and Communications; 2000 Sultan Chand & Sons New Delhi
- Seitel, Fraser P ; The Practice of Public Relations; 2006 by Prentice Hall
- Cottle, Simon ; News, Public Relations and power; Sage Publications Ltd (April 18, 2003)
- Black, Sam ; Practical public Realtions; Prentice Hall Trade; Revised edition (April 1983)
- Cutlip, S. M., Center, Allen H & Glen M. Broom; Effective Public Relations; Prentice Hall; 9 edition (July 25, 2005)
- Allen H. Center , Patrick Jackson , Stacey Smith ,Frank Stansberry ; Public Relation Practices; Prentice Hall; 7 edition (November 19, 2007)
- Henry Jr. & Rene, A.; Marketing Public Relations; Iowa State Press, 1 edition (January 2000)
- Jethwaney, J.N. & Sarkar,N.N.; Public Relations; Sterling Publishers Pvt.Ltd
- Sengupta, Sailesh ; Management of public relations & communication; Vikas Pub. House, 1998

SEMESTER III

Course Title: Basics of Media Research

Course Code: BAJMC 301

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

Course Contents/Syllabus:

L	T	P/S	SW/FW	TOTAL CREDIT UNITS
2	0	0	0	2

	Weightage
Module I – Introduction to Media Research <ul style="list-style-type: none"> • 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 	35%
Module II – Media Research Process and Sampling <ul style="list-style-type: none"> • 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 	35%
Module III – Media Research Report Writing and Ethical Issues <ul style="list-style-type: none"> • 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 	30%

Pedagogy for Course Delivery:

- **Power-point presentation**
- **Relevant research papers as examples for explaining the concept**
- **Practical exercise for research methods and sampling**
- **Preparation of research article/paper**

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Research Assignment	Presentation	Attendance	
Weightage (%)	10	10	5	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.

Course Title: Global Media Scenario

Course Code: BAJMC 302

Course Objectives:

This course will give students a critical understanding of the roles media and globalization have played in the constitution of national identities and other social formations particularly as these are shaped by national and international media flows.

Pre-requisites: Nil

Student Learning Outcomes:

1. Student will be able to relate themselves towards an understanding of media operations in the global market place and the polemics of culture and identity that accompany them.
2. Students will be well versed with the ways in which historically, media are globalised in environments and situations of conflict.

Course Contents/Syllabus:

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

	Weightage
Module I	25%
Globalisation : barrier-free economy, multinationals and development, Technological advances, telecommunication, globalization of TV formats Global networks: information society, network service economy, movement of intangibles The Cold War, Vietnam war/USSR communication debates: NWICO, McBride Commission and UNESCO	
Module II	25%
Cultural politics: media hegemony and legitimization of media driven global cultures, homogenization, the English language; Local/Global, Local/Hybrid, Rise of Regionalism: Al-Jazeera; Regional initiatives; Hacking ; WikiLeaks	
Module III	25%
Media and war Coverages International Radio-propaganda and persuasion The Gulf Wars: CNN's satellite transmission, embedded Journalism 9/11 and implications for the media	
Module IV	25%
Technologies that started the process of globalization Fiber Optics; Hi Definition TV; Web Radio; Very Small Aperture Terminal (VSAT) Video phone system; Interactive TV Digital TV Direct To Home (DTH) Convergence of Technologies	

Pedagogy for Course Delivery:

1. Class lectures
2. Class discussion
3. Field Assignments
4. Students project in the form of report preparation and presentation on topics related with global media scenario.

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Project 1	Project2		
Weightage (%)	10	5	10		70

Text & References:

1. Daya KishanThussu. International Communication: Continuity and Change, Oxford University, Press ,2003.
2. Yahya R. Kamalipour and Nancy Snow. War, Media and Propaganda-A Global Perspective, Rowman and Littlefield Publishing Group, 2004.
3. Communication and Society, Today and Tomorrow “ Many Voices One World” Unesco Publication, Rowman and Littlefield publishers, 2004.
4. Barbie Zelizer and Stuart Allan. Journalism after 9/11, Taylor and Francis Publication, 2012.
5. Daya KishanThussu .War and the media : Reporting conflict 24x7, Sage Publications,2003.
6. Stuart Allan and Barbie Zelizer. Reporting war : Journalism in war time, Routledge Publication, 2004.
7. Lee Artz and Yahya R. Kamalipor. The Globalization of Corporate Media Hegemony, New York Press,2003.

Course Title: Advanced Television Journalism

Course Code: BAJMC 303

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives: (i) To define and introduce the editorial concepts of the TV industry

(ii) To make the students recognize the working culture of the industry

(iii) To enable students apply their skills on functioning attributes

(iv) To become well aware of the inside picture of the industry.

Pre-requisites:

- Students should possess the basic knowledge of the history and development of TV industry
- Students should watch TV and analyse and compare the teachings with what they see

Student Learning Outcomes:

(i) Students will be able to identify how to write, shoot and edit news related stories.

(ii) Students will explain the relationship between the industry and the viewers

(iii) Students will operate with the working process

(iv) Students will analyse the positive & negative aspects of the TV industry

Course Contents/Syllabus:

	Weightage
Module I :	25%
TV Writing while visualizing Challenges of writing and ways to overcome Writing for various Genres: crime, business, national, international stories, sports, entertainment, lifestyle 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 and 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	25%
Shooting(Production) 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 III	25%
Editing (post production) What is editing?; Types of 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	
Module IV	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.	

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.

Lab/ Practicals details, if applicable:

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	CT	Presentation	HA	Attendance	
Weightage (%)	10	10	5	5	70

Text & References:

- **Dictionary Of Media And Journalism: Tv, Radio, Print And Internet 2004/345Pp/Paperback (Paperback)**
- by Chandrakant P. Singh
- **Making News, Breaking News, Her Own Way**
- by Latika Padgaonkar, Shubha Singh
- MacGregor, Brent; Live, Direct and Biased: Making TV news in the Satellite Age

Any other Study Material:

- http://books.google.co.in/books?id=sCif8MM1ZIAC&pg=PA179&source=gbs_toc_r&cad=4#v=onepage&q&f=false

Course Title: Basics of Newsroom Practices

Course Code: BAJMC 304

Course Objectives: (i) To make the students visualize a newsroom
(ii) To make the students understand each department involved, in a newsroom

(iii) To enable students apply their skills on functioning attributes

(iv) To become well aware of the inside picture of the industry

Pre-requisites: Students should possess knowledge about the contents of TV

- They must be regular observants of TV and keen to learn about the functioning of the tv news industry

Student Learning Outcomes:

(i) Students will be able to identify the working procedure of the TV industry

(ii) Students will outline the relationship of each personnel inside a newsroom

(iii) Students will recognize the working process

(iv) Students will interpret the challenges and solutions of the TV industry

Course Contents/Syllabus:

L	T	P/S	SW/FW	TOTAL CREDIT UNITS
3	0	0	0	3

	Weightage
Module I :	25%
TV newsroom structure; Process of broadcast of a news report Reporting:types of reporting (beats)-political, social, business, entertainment, crime, educational, 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	25%
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	50%
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	

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; Visiting a newsroom

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	CT	Presentation	HA	Attendance	
Weightage (%)	10	10	5	5	70

Text & References:

Writing and Producing Television News: From Newsroom to Air by [Alan Schroeder](#)

Into the Newsroom: Exploring the Digital Production of Regional Television News

by [Emma Hemmingway](#)

Course Title: Advertising strategies

Course Code: BAJMC 305

Course Objectives:

Public Relations and Corporate Communication provides a broad introduction to the principles of Public Relations & Corporate communication practice.

Students will explore the role of these two domains and its contribution to

public and private sectors. It teaches techniques of written presentation for a range of specific purposes focusing chiefly in both areas. The modules given below will provide complete understanding of the various nuances of Public Relation and Corporate Communication to the students.

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	03

Pre-requisites: Nil Students must have a good communication skills and an understanding of the basic functionalities of the media line

Student Learning Outcomes:

- Understanding the various perspectives of Public Relations and Corporate communication from the practical aspect.
- Identifying potential business opportunities of Public Relations and Corporate Communication in various sectors
- Creating business plans and pitch for various clients.
- Researching and analysing in the field of Public Relations and Corporate Communication.

Course Contents/Syllabus:

	Weightage
Module I Introduction	15%
PR concepts and role (Definitions and concepts, Role and Objectives of PR) Public Relations in India; Internal & External PR ; Role of PRSI	
Module II Public Relations & Media Affairs	20%
Planning PR campaigns; PR Tools; Lobbying Media relations (Media list, Relationship building meetings, Media planning, Media tours and visits) Role of Press kit and its importance; Organizing press conference Measurement of PR (Pre, during and post) Role of new media in PR; Changing trends in PR	
Module III Techniques of Public Relations	20%
Writing for press (Pitch notes, placed articles, Media briefing documents) Press release; Press Interviews; Contents for the newsletter	
Module IV Functions of Corporate Communication	10%
Introduction- Difference between Public Relations and Corporate Communication Importance and functions of Corporate Communication Elements of corporate communication: corporate philosophy, culture, Corporate identity, citizenship and philanthropy	
Module V Tools of Corporate Communication	15%
Importance – Role of Corporate Communication tools; Company Profile in an organization House Journal; Annual Reports; Internet – E- Newsletters, Memos, Notices Direct marketing, network marketing; Liaisoning and its importance	
Module VI Corporate Planning and Strategy	10%
Corporate Governance; Image Management; Crisis and Disaster Management; 7 C's of Corporate Communication; Role of media in Corporate Communication	

Pedagogy for Course Delivery:

The class will be taught by giving references of case studies, practical Public Relations strategies from various organizations. Significance of Public Relations and Corporate Communication will be taught to the students through examples from the business world. Traits will be given to them in the class so that the students can be more confident in Public Relations and Corporate Communication. The students will get a deep insight on to the subject by the time the course gets completed. With the learning of practical aspects of the business world through Public Relations and Corporate Communications after completion of the course the students can work for any organization with full determination and dedication due to their good PR and Communication skills. It is because a person can be successful in personnel and professional life through these two skills to a great extent.

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
30	0	70

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	CT	CS	BP	SA	
Weightage (%)	10	05	10	05	70

Text & References:

- Balan, K.R.; Applied Public Relations and Communications; 2000 Sultan Chand & Sons New Delhi
- Seitel, Fraser P ; The Practice of Public Relations; 2006 by Prentice Hall
- Cottle, Simon ; News, Public Relations and power; Sage Publications Ltd (April 18, 2003)
- Black, Sam ; Practical public Realtions; Prentice Hall Trade; Revised edition (April 1983)
- Cutlip, S. M., Center, Allen H & Glen M. Broom; Effective Public Relations; Prentice Hall; 9 edition (July 25, 2005)
- Allen H. Center , Patrick Jackson , Stacey Smith ,Frank Stansberry ; Public Relation Practices; Prentice Hall; 7 edition (November 19, 2007)
- Henry Jr. & Rene, A.; Marketing Public Relations; Iowa State Press, 1 edition (January 2000)
- Jethwaney, J.N. & Sarkar,N.N.; Public Relations; Sterling Publishers Pvt.Ltd
- Moore, H. Frazier & Frank B.K.; Public Relation; Richard d Irwin

Course Title: Writing for TV

Course Code: BAJMC 306

Course Objectives: 1. To familiarize students with concept of script, film & TV language. To make student acquainted with scripting for film, TV and video. To make students acquainted with script writing for different types of programmes. To make students acquainted with the formats of electronic media scripts and checklist for script revision.

L	T	P/S	SW/FW	TOTAL CREDIT UNITS
3	0	0	0	03

Contents:

	Weightage
Module I The meaning and importance of script in electronic media, film and TV language. Scripting for film/TV/video, idea brain storming, research for scripting, formats, developing the idea, content treatment, stages of scripting, shot breakdown, story board, story breakdown for multi-camera, screen play, production script, shooting script.	50%
Module II Script writing for news, features, documentaries/ talks, sports programmes, variety programmes, music specials, science programmes, educational programmes and children's programmes.	20%
Module III Writing for the production of ads & commercials- different types of appeals & styles of script writing.	15%
Module IV Video script formats – the wide margin format, the variety show format and the double column format. Checklist for script revision.	15%

Pedagogy: Classroom lectures, presentations, practicals

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
30	0	70

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	CT	CS	BP	SA	
Weightage (%)	10	05	10	05	70

Books Recommended:

Blum, Richard A.: Television Writing, Focal Press, Boston, London, 1984.

- Hilliard, Robert L: Writing For Television and Radio, Hasting House, New York, 1976.
- Lee, Robert and Robert Misiorowski: Script Model: A HandBook For The Media Writer, Hasting House, New York, 1978.
- Trapnell, Coles: Teleplay – An Introduction to Television Writing, Hawthorn Books, New York, 1974.

Course Title: Term paper
Course Code: BAJMC 306

L	T	P/S	SW/FW	TOTAL CREDIT UNITS
0	0	0	0	4

S.No	Course Title
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 to 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: 2-3 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) WPR ii) 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 2 Credits	Upto 2,000 words	02 copies	Plastic Folder	upto 1 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 = 30)
1	Timely Registration	02
2	Topics & Synopsis Approval	02
3	WPRs (No. of WPR Submitted) (Satisfactory WPR)	05; 07
4	1 st Draft on time	02
5	2 nd 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 = 70)
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

SEMESTER IV

Course Title: Applied Research in Media Studies

Course Code: BAJMC 401

L	T	P/S	SW/FW	TOTAL CREDIT UNITS
3	0	0	0	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

Course 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	

Pedagogy for Course Delivery:

- Power-point presentation
- Relevant research papers as examples for explaining the concept
- Practical exercise for application of media research

Lab/ Practicals details, if applicable: NA

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Research Assignment	Presentation	Attendance	
Weightage (%)	10	10	5	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**

Course Title: Basics of Film Theory and Practice

Course Code: BAJMC 402

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

(vii) 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

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Contents/Syllabus:

	Weightage
Module I : Language of Cinema	20%
World space and screen space; Continuity: space & time, concepts of editing Camera movements, angles & shots; Mise-en-scene; Dimensions of sound: onscreen & off-screen, di-getic & non-digetic, sync and non-sync, sound effects, and silence, dialogues, ambient sound, background score & musical tracks.	
Module II: Stages of Film Production	20%
Development stage- casting, scheduling & reece Pre production stage- key members of film production unit and their roles and responsibilities; Production; Post production; Distribution, promotion and release; Exhibition and film festival	
Module III : Scriptwriting	20%
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 for Films	20%
Study of Lighting-Mood, Feel, Form, Content; Single point and two point lighting in Films Understanding Natural lighting in Films; Exercises in lighting for- Cameo; Silhouettes; Low Key; High Key; Realistic; Horror	
Module V: Introduction to Film Theories	20%
How to view/read the movie; Narrative and non narrative; Film genre; Italian neo-realism; French New wave; Birth of Indian cinema; Golden era of Indian Cinema	

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.

Lab/ Practicals details, if applicable:

List of Experiments:

- A 2- 3 minute film on a certain theme.
- Film Viewing sessions
- Film Appreciation exercises
- Script writing sessions

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Attendance	Project	Assignments	70
Weightage (%)	05	05	10	10	

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

Additional References

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

Course Title: Electronic Media Production
Course Code: BAJMC 403

L	T	P/S	SW/ FW	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

To enable the students understand the fast changing and diversified TV programming, to familiarize them with the equipments and technology used in broadcasting. To acquaint the students with the studio setup and to familiarize them with main equipments used in audio-video production .

Pre-requisites: 1. Basics of TV journalism 2. Advanced Television Journalism

Student Learning Outcomes:

1. Students will identify the concept of idea generation and converting the concept into actual programme .
2. Students will able to outline quality lighting setups for different genres of TV programmes.
3. Students will be able to demonstrate audience rating for the betterment of Production quality.

Course Contents/Syllabus:

	Weightage
Module I	
<u>Selection of the programme topic:</u> Developing programme briefs (Objectives, Contents, Duration etc), Researching the topic, Programme Resources, Style and format, structuring the programme, Storyboard and Script Designing, Script Layout.	25%
Module II	25%
<u>Media Research Methodology:</u> Writing support materials, Designing Evaluation Tools and Techniques, Evaluation and field testing of programme, Preview and Analysis of programme.	
Module III	25%
Basics of Light & camera for production; theory, rules & principles of quality lighting Shows the creative use of back-lighting; Concepts for lights & lighting equipment for principle subjects and sets both on location and in the studio; Focuses on Cameras & Recorders controls Shooting techniques; Basic theory of Video recording	
Module IV	25%
Basics of sound for production: Microphones, its type & usage; Recording equipment & handling; Recording, Dubbing & Editing in Studio; Working with Computer; Selection & use of Effects & Music Video Editing: What is editing, Rules of editing,	

Pedagogy for Course Delivery:

1. Class lectures
2. Class Demo of equipments
3. Class discussion
4. Field Assignments
5. Operations and handling of Audio & Video equipments in studio and radio stations.
6. Students project in the form of Tv & radio programme.

List of Experiments:

Focuses on a production of TV programme from conceptualisation through post-production editing

Students will produce

- Scripts,
- Storyboards,
- Budgets,
- Floor plan, sets, make-up, costume, jewelry, lights, audio, graphic rehearsals,
- Shooting schedules
- Post-Production editing

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Project 1	Project2	Attendance	
Weightage (%)	10	5	10	5	70

Texts:

- 1 Herbert Zettl Television Production Handbook, Thomson Wadsworth, 2006
- 2 Corey & Mark Cinema, Law & the State in Asia, Palgrave Mcmillan,
- 3 Shakuntala Banaji Reading Bollywood, Palgrave Mcmillan, 2006
- 4 Ohnian & Philips Digital Film making, Focal Press, 2000
- 5 R.L. Hartwig Basic TV Technology, Focal Press, 2005
- 6 Gross & Word Digital Movie making, Cenage Learning, 2007
- 7 Mamer Film Production Technique, Cenage Learning, 2007
- 8 Andrew Utterback Studio Television Production and Directing, Focal Press, 2007

Course Title: Introduction to Development Communication

Course Code: BAJMC 404

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

L	T	P/S	TOTAL CREDIT UNITS
3	0	0	3

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

Course Contents/Syllabus:

Modules	Weightage
Module I: Concept of Development	30%
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	
Module II: Development Communication	35%
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	
Module III: Use of Mass Media in social sensitization	35%
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	

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.

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	Project	Viva	Attendance	
Weightage (%)	10%	10%	5%	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

Course Title: Basics of Cyber Media

Course Code: BAJMC 405

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.
- (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.

Course Contents/Syllabus:

L	T	P/S	SW/FW	TOTAL CREDIT UNITS
3	0	0	0	3

	Weightage
Module I : Introduction to New Media	
History of Internet Journalism – world & India What is New Media - Multiplatform journalism to the mainstream, Journalism of open doors Defining convergence and studying its origin and evolution in context of readers and technology Studying the impact of convergence on target audience, business and society.	30 %
Module II: Digital Age	
Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging, file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds, Web-based readers, Stand-alone readers; Web 2.0 – openness, organization and community. Content sharing sites (documents, videos, pictures) Business side of Web 2.0; Tags and folksonomy	35 %
Module III: New Media Journalist	
News is a conversation now – participative newsrooms; MOJOs Being a New Media Journalist – Learning to leverage technology for data management, self management, news management, crowd sourcing, managing conversations	35 %

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

Lab/ Practicals details, if applicable: Not Applicable

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)	CT	HA	Viva	Attendance	
Weightage (%)	10	10	5	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
- Dewdney Andrew & Ride Peter. The New Media Handbook

Course Title: Fundamentals of Event Management

Course Code: BAJMC 406

Course Objective:

- 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.

L	T	P/S	SW/FW	TOTAL CREDIT UNITS
3	0	0	0	3

Pre-requisites: Nil

Student Learning Outcomes:

1. Understanding that EM companies function as independent organizations.
2. Develop the understanding of the events as prevalent tools of marketing.
3. Analyzing the role of events in building/developing corporate image
4. Evaluating student participation in discussions during case studies to help them become industry ready
5. Provide an insight into the important aspects of crisis/risk management in events.
6. Creating a combination of PR, advertising and promotions that help a corporate organization.

Course Content/Syllabus:

	Weightage
Module I : Introduction to Events	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	
MODULE II: Key elements of Events	25%
Departments in an event Management company; Designing of an Event; Event logistics Event Production- Theme, Décor, Stage set-up, Lighting, Sound, Camera	
MODULE III: Planning Events	40%
Event Research – Importance; Event proposal; Pitching Process; Event Scheduling; Event Marketing Crisis Management; Case Study	
MODULE IV: Event Evaluation	10%
Importance and process of Event Evaluation; Establishing tangible objectives and sensitivity in evaluation; Evaluation from the point of view of: Client, Organizer, Target Audience	

Pedagogy for Course Delivery:

Classroom teaching; powerpoint presentations, practical exercise of an event plan and execution to be carried out by the entire class, Case studies and current examples to be used for better and practical understanding, Assignments on global/mega events, guest lectures by industry experts on prospects

Lab/ Practicals details, if applicable: yes

List of Experiments: NA

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Presentation	-	Class Test	Attendance	
Weightage (%)	10		15	5	70

TEXTS AND REFERENCES

- 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

Course Title: Film Appreciation

Course Code: 407

Course Objectives: 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.

Student Learning Outcomes: Students will be able to:

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

Course Content:

	Weightage
Module I	25%
History of Cinema, Language of Cinema, Cinema and Other Traditional Arts, Film Styles and Movements, Film Psychology	
Module II	25%
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	40%
Film Composers to Know; 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	
Module IV	10%
Films To Watch----1900—1960; Films To Watch 1960---2014	

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

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

Text and References:

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

SEMESTER V

Course Title: Advanced Cyber Media

Course Code: BAJMC 501

Course Objectives: It is important for a media student to understand the way media is being consumed in the emerging networked world. 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.
- (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.

Course Contents/Syllabus:

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

	Weightage
Module I : Introduction to New Media	
History of Internet Journalism – world & India What is New Media - Multiplatform journalism to the mainstream, Journalism of open doors Defining convergence and studying its origin and evolution in context of readers and technology Studying the impact of convergence on target audience, business and society.	30 %
Module II: Digital Age	
Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging, file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds, Web-based readers, Stand-alone readers Web 2.0 – openness, organization and community. Content sharing sites (documents, videos, pictures) Business side of Web 2.0 Tags and folksonomy	35 %
Module III: New Media Journalist	
News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self management, news management, crowd sourcing, managing conversations	35

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

Lab/ Practicals details, if applicable: Not Applicable

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)	CT	HA	Viva	Attendance	
Weightage (%)	10	10	5	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
- Dewdney Andrew & Ride Peter. The New Media Handbook

Course Title: Advanced Film Theory and Practice

Course Code: BAJMC 502

Course Objectives:

- i) To introduce the finer nuances of Cinema
- ii) To establish the specific and finer aspects of Film Appreciation
- iii) To introduce the work of famous film makers
- iv) To discuss the impact of their outstanding work on film making

Pre-requisites: Students should have basic knowledge of the History of cinema and the different film movements

Student Learning Outcomes:

- (i) Students will be able to distinguish and recognize good cinema practices.
- (ii) Students will grasp the relationship between imagination and execution
- (iii) Students will be familiar with the nuances and core specific concepts related to Films
- (iv) Students will implement knowledge into assignment to make a film.

Course Contents/Syllabus:

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Module I	Weightage
Editing : Purposes of Editing, Basic transitions and meanings, Match cut, jump cut, cut-in & cut away, Parallel cutting & inter-cutting, Montage theory, Creating montage using editing software, Methods of editing using case studies, sequences: Action sequence, Comedy sequence, Romantic sequence, Conversation sequences, Chase sequence, Music videos etc.; Use of graphics and animation	25%
Module II	25%
Documentaries: Realism and the documentary film; Importance of Research in documentary film; Types of documentary films : Poetic, Investigative, Educational, Exploratory, Experimental; Writing for a documentary film; Post production techniques of documentaries	
Module III	25%
Documentary Case Study : Bombay our city, Anand Patwardhan, 1985; In the forest hangs a bridge, sanjay Kak, 1999; Bowling Over Columbine, Micheal Moore, 2002; Super size Me, Morgan Spurlock , 2004	
Module IV	25%
Film Studies: Auteur Theory, Cinema Verite, Contemporary Indian Cinema, Feminist Film Theory, Case study of contemporary film directors- Anurag Kashyap, Vishal bharadwaj and Zoya Akhtar	

Pedagogy for Course Delivery:

Theory and discussions Film clips based on genres will be screened. Discussion based learning especially in the context of Indian cinema will be undertaken. Home assignments and presentations. Invite eminent film makers to address the students and share their work and experiences.

Lab/ Practicals details, if applicable:

- Practical studio classes with hands down lighting and camera training
- Group size cannot exceed 5
- Creating a 5 minute documentary film

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	TOTAL
100		100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Attendance	Viva	Project	
Weightage (%)	5	05	05	15	70

Text & References:

- 36 Thompson K and Bordwell, D, (1994) *Film History—An Introduction*, Mc Graw-Hill
- 37 Cook, P. and Bernink, M. (Ed.) (1999) *The Cinema Book*, The British Film Institute

Course Title: News Bulletin Management

Course Code: BAJMC 503

Course Objectives: (i) To make the students start working comfortably on the functioning of TV

(ii) To make the students prepare a report or bulletin of their own

(iii) To enable students apply their skills on functioning attributes

(iv) To understand the challenges and find solutions of working as a media professional

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Pre-requisites:

- Students should be well aware of the newsroom structure and its functioning
- Students must know the process of news broadcast
- Students must be willing to work hard and take the feel of the industry

Student Learning Outcomes:

(i) Students will be able to arrange scripts, plan shoots and edit the final product

(ii) Students will be able to identify and air a dummy bulletin.

(iii) Students will be able to define various roles of their developed interest

(iv) Students will outline the challenges and solutions of the TV industry

Course Contents/Syllabus:

	Weightage
Module I :	20%
Making of a news report/special program(non-fiction); Shooting:studio, outdoor:location, shots, bytes	
Module II	50%
Scripting:fast news, package, anc shot, anc gfx, backgrounder; Editing:concept, types, effects, transitions, styles, Anchoring:studio/outdoor	
Module III	30%
Making a rundown; Contents of rundown; Headlines, breaks, montage, sting, promo; Controlling the half hour bulletin; Impact on viewers	

Pedagogy for Course Delivery:

hands on experience; Watching TV shows; explaining through tv shows; Writing , shooting and editing; Field work.

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Components (Drop down)	Continuous Assessment/Internal Assessment				End Term Examination
	CT	Presentation	HA	Attendance	
Weightage (%)	10	10	5	5	70

Text & References:

- By Gerald Millerson, Jim Owens
- **Television Production Handbook**
- By Herbert Zettl

Studio Television Production and Directing: Studio-Based Television ...

- By Andrew Utterback

Course Title: Anchoring Skills for TV
Course Code: BAJMC 504

L	T	P/S	SW/FW	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives: (i) To make the students deliver information in a professional manner
(ii) To make the students prepare anchor scripts of their own
(iii) To enable students handle situations of live
(iv) To understand the challenges and find solutions of working as a media professional

Pre-requisites: Students should have prior knowledge about the requirements of being a presenter.

Student Learning Outcomes:

- (i) Students will be able to outline the role of an anchor for various types of programmes
- (ii) Students will be able to identify the challenges of working as a media professional.
- (iii) Students will be able to express themselves in any live situation.

Course Contents/Syllabus:

	Weightage
Module I :	50%
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	
Module II : Writing	40%
Self created concepts Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management Skill of interviewing; Anchoring of documentary style ; Art of using spoken Language	
Module III : Case Studies	10%
Shireen Bhan; Arnab Gowswami; Barkha Datt; Vinod Dua	

Pedagogy for Course Delivery: hands on experience. Watching TV shows. explaining through TV shows. studiowork.shooting clips .

Lab/ Practicals details, if applicable:

List of Experiments:

Voice modulation; Mock anchoring; Recorded and live Anchoring exercises; Writing scripts

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	CT	Presentation	HA	Attendance	
Weightage (%)	10	10	5	5	70

Text & References:

- The ABC of News Anchoring** By Richa Jain Kalra
- The Broadcast Journalism Handbook: A Television News Survival Guide**
- By Robert Thompson, Cindy Malone
- News casting in electronic media, by mohan sundara rajan
- On Camera : how to report anchor and interview by Nancy Reardon
- Power Performance: Multimedia Storytelling for Journalism and Public Relations By Tony Silvia, Terry Anzur
- Presenting Magically: Transforming Your Stage Presence With Nlp by [Tad James](#), [David Shephard](#)

Course Title: Specialized Writing & Editing
Course Code: BAJMC 505

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives: 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.

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

Student Learning Outcomes: After studying this course, the student will be able to:

- Write** various types of features for magazines
- Produce** stories for specialized genres such as travel, lifestyle, disaster reporting
- Demonstrate** investigative reporting and writing skills
- Display** editing and Page Layout planning skills

Course Contents/Syllabus:

	Weightage
Module I : Writing for Magazines	25 %
Indepth news analysis; Writing features; Gossip, diary and opinion columns; Profiles Human Interest features	
Module II: Specialized writing	25 %
Editorial writing; Travel writing; Disaster reporting; Page 3 and lifestyle reporting Science and Technology reporting; Environmental reporting	
Module III: Investigative Reporting	20 %
Definition and elements; Tools of investigative reporting; Sting Operations and latest trends; Relevant Case studies: Indian and International	
Module IV: Editing & Page Layout	30 %
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	

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

Lab/ Practicals details, if applicable: Not Applicable

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)	CT	P	V	A	EE
Weightage (%)	10	10	5	5	70

Text & References:

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

Course Title: Digital Animation and Sound

Course Code: BAJMC 506

Course Objectives:

1. To familiarize students with computer, 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: Basic understanding of animation

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
2	0	0	0	2

Course Content:

	Weightage
Module I	25%
Introduction to computers, various generations of computers, computer hardware/software Introduction to graphics, designing the graphics. Graphics-its role in instructional and educational programmes, Communication principles.	
Module II	50%
Computer graphics concepts, Bitmap graphics, resolution, color, file formats, composition Animation: Meaning & importance, Animation techniques, Paper animation, Cell animation, computer animation and its application.	
Module III	25%
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	

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

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)	CT	P	V	A	EE
Weightage (%)	10	10	5	5	70

Books Recommended:

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

Course Title: Media Planning

Course Code: BAJMC 507

Course Objective:

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.

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Pre Requisites: Nil

Course Contents:	Weightage
Module I: Media Planning	30%
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.	
Module II: Media: An Overview	30%
Media types characteristic of major media forms; Internet –the big medium; ATL & BTL Media; Electronic media; Outdoor Advertising; Transit advertising	
Module III: Media Planning Process	40%
Matching media & market- Geographical selectivity, reach & frequency; Media briefing; Media scheduling; Media plan & Strategy development Process; Media budgeting (Traditional & Modern methods); Media Buying functions; New trends in Media Buying	

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

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)	CT	P	V	A	EE
Weightage (%)	10	10	5	5	70

Text & References:

- The Business of Media; Croteam, David
- Media Economic (Understanding markets, Industries and Concepts); Albarran, Alan B.

Course Title: Summer Project
Course Code: BAJMC 508

L	T	P/S	SW/FW	TOTAL CREDIT UNITS
0	0	0	0	3

S.No	Course Title
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 explain the process of research and conduct research methodology on any assigned topic. (ii) Students will be able criticize the previous conducted research and give new dimensions to the existing research. (iii) Students will be able to do comparative study of different researches done on any topic.

DURATION: 4-5 WEEKS

GUIDELINES

1. Choosing a Subject/ topic for Summer Project

- The subject chosen should not be too general.
- The topic should be research oriented so that students can find sufficient materials.

2. Finalization and approval of topic of Summer Project by respective faculty guide on a proper format (Synopsis)

After selection of the topic for the Summer Project, 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.

9. 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 Summer Project form will not be approved.

10. 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.

11. Maintenance of Daily diary of work done by the student and submitting the same to the faculty guide

Students doing Summer Project 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.

12. 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:

- Statement of purpose, limitations, and parameters of the writing
- Main body (including your references and your ideas and points of agreement and disagreement)
- Statement of summary, insights gained, further questions, and conclusion
- Avoid short, bumpy sentences and long straggling sentences that may contain more than one main idea.
- Include only information/ details/ analyses that are relevant to your presumption or question.
- 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.

13. Editing and preparing the final paper with plagiarism report

A. Check to see that quotations serve one of the following purposes:

- Show evidence of what an author has said.
- Avoid misrepresentation through restatement.
- 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.

14. 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
 - Summer Project 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 Summer Project
 - 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 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 dept. 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.

➤ **Research Design**

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

➤ **Literature Review**

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

➤ **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 sections, 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.	CREDIT UNITS	Word length (excluding)	No. of Copies	Binding Type	Report Retention details
1	3 to 4 Credits	Upto 3,000 words	02 copies	Plastic Folder	Up to 1 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 = 30)
1	Timely Registration	02
2	Topics & Synopsis Approval	02
3	WPRs (No. of WPR Submitted) (Satisfactory WPR)	05; 07
4	1 st Draft on time	02
5	2 nd 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.	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

SEMESTER VI

Course Title: Media Laws & Ethics

Course Code: BAJMC 601

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

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

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

Course Contents/Syllabus:

L	T	P/S	SW/FW	TOTAL CREDIT UNITS
3	0	0	0	3

	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)	
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	

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.

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)	CT	HA	Viva	Attendance	
Weightage (%)	10	10	5	5	70

Text & References:

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

Any other Study Material:

- <http://thehoot.org/web/home/section.php?sectionId=7§ionLevel=1§ionname=Media%20Law%20and%20Policy&mod=1&page=1&valid=true>
- <http://indiatgether.org/c/media>
- <http://www.poynter.org/>
- <http://meejalaw.com/>
- <https://indialawyers.wordpress.com/category/media-ethics/>
- <https://ethics.journalism.wisc.edu/2013/03/19/covering-rape-the-changing-nature-of-society-and-indian-journalism/>

Course Title: Multimedia and Convergence

Course Code: BAJMC 602

Course Objectives:

This course focuses on the design and evaluation of multimedia learning and teaching environments in higher education settings as well as corporate training contexts. Students are introduced to principles of multimedia design based on cognitive theories and constructivist approaches to learning. Near completion, students are exposed to further case studies and develop their own concept for a multimedia project. This course will focus on the design of educational multimedia for libraries and media centers, to facilitate an understanding of how to create and design user-centered, instructional multimedia, to provide hands-on experience in multimedia production, including digitization of images, sounds, animation and video, and hypertext authoring.

Prerequisites: The student should know computer graphics, basic animation and production techniques.

Student Learning Outcomes:

- Students will be able to describe and apply Multimedia software in various ways.
- They also will be able to interpret and operate on the various principles of multimedia design.
- After the course the students will be able to design of educational multimedia, which in later stages of their course can be implemented, in analyzing multimedia project.
- After the course the students will be able to describe and estimate the tools of multimedia production, including digitization of images, sounds, animation and video, and hypertext authoring.

Course Contents/Syllabus:

	Weightage
Module I – Introduction to Multimedia	30%
Introduction, Classification, Elements (Video, Sound, Text, Graphics, Animation, etc); Characteristics of multimedia, Constraints of multimedia; Application of multimedia in various industries, Challenges of multimedia.	
Module II – Video Production	35%
Design Concepts; User Interface Design and Navigation; Hypermedia Authoring Concepts; Pre Production and Planning and Design; Post Production - Basic Video Editing Techniques-Adobe Premiere Pro, Basic Audio Editing Techniques – Adobe Sound Booth. Multimedia Sound; Digital Video and Audio; Digital Video Production (compression and decompression)	
Module III – Adobe Flash	35%
Basic Flash Animation; Basic Flash Action Scripting; Different Flash Animation Projects – Text Animation, Object Animation, Coloring Animation, etc.; Bone tool animation (Project - walking animation with bone tool); Final Project Presentations; Animation for Multimedia (concept, storyboard, key frames, production)	

Pedagogy for Course Delivery:

The classes will be lecture demonstration methods with each class having split into two with lecture and followed by demonstration.

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

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

Text & References:

- Underdahl, Brian - Macromedia Flash Mx: A Beginner's Guide
- T. M. Savage and K.E. Vogel - An Introduction to Digital Multimedia
- Karen S. Ivers and Ann E. Barron - Multimedia Projects in Education: Designing, Producing, and Assessing, Third Edition
- Adobe Creative Team - [Adobe Flash Professional CS5 Classroom in a Book](#)
- BPB Publication - Learn DreamWeaver in 21 days
- Tay Vaughan-Tata McGraw Hill - Multimedia-Making it works-Fourth Edition

**Course Title: Fiction production****Course Code: BAJMC 603****Course Objectives:**

- (i) To make the start working comfortable on the functioning of TV
- (ii) To make the students prepare a report or bulletin of their own

Student Learning Outcomes:

- (i) Students will be able to arrange scripts, plan shoots and edit the final product
- (ii) Students will be able to outline and air a dummy bulletin.
- (iii) Students will be able to describe the various roles of their developed interest
- (iv) Students will discover the challenges and solutions of the TV industry

Course Contents/Syllabus:

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

	Weightage
Module I : Introduction	35%
Making of a 28 minute fiction show: What is fiction? types of shows, Idea generation, Target audience Budgeting: technical, logistics, costumes, jewellery, cast, set designing, location hunting, distribution	
Module II: Pre-Production & Production	35%
Screenplay, Scripting, Songs/music/ lyricist, Shooting:location, cast, costume, technical set up, music.	
Module III: Post- Production	30%
Editing:voice over, video, sound, ambience, effects, graphics, Understanding the difference of working between fiction and non fiction; Meeting with people of the industry	

Pedagogy for Course Delivery:

- Hands on experience; Watching TV shows and Explaining through tv shows.
- Writing, shooting and editing; Field work.

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Project	Presentation	HA	Attendance	
Weightage (%)	15%	5%	5%	5%	70%

Texts: Television Production By Gerald Millerson, Jim Owens

- Television Production Handbook
- By Herbert Zettl
- Studio Television Production and Directing: Studio-Based Television ...
- By Andrew Utterback

Course Title: Client Servicing & Copywriting

Course Code: BAJMC604

Course Objectives: Advertising copywriting is a creative communication form based upon a sense of artistry. The course will detail how account planning and client servicing relate to advertising industry.

L	T	P/S	SW/FW	TOTAL CREDIT UNITS
2	0	0	0	2

- The course designed to familiarize the students with the concept of copy writing as selling through writing
- The course will help students develop writing skills
- The course will train students to generate, develop and express ideas effectively
- To make the students well versed with the Principles and Practices to copy writing and of develop the vocabulary, visualization skills and intricacies of copywriting.
- The course will also help develop knowledge of major media characteristics and buying advertising space in them and
- The course will develop their understanding of procedures, requirements, and techniques of media planning.

Prerequisites: The students should have studied Fundamentals of advertising, Advertising Strategies, and Media Planning

Student Learning Outcomes:

- After the completion of the course, the students will be able:
- To describe client servicing and account planning
- To distinguish between different types of copy.
- To apply the basic principles and ground-rules for writing copy.
- To write ad copy for different products and services
- To analyze the body copy

Module I Client Servicing and Account Planning	Weightage
Definition, Importance, Scope and Benefits of Client Servicing Service Marketing- Relevance, Importance Audience and Media Fragmentation Client Agency Relationship Client Servicing Vs Account Planning Evolution of account planning; Structure of account planning department Scope, need and importance of account planning Role of account planner; New Media and Account Planning	30%
Module II Copywriting	
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	40%
Module III Copywriting for Specialized areas	
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	30%

Pedagogy for Course Delivery:

- Lectures
- Copy writing exercises
- Presentations
- Visual aids
- Analysis of copy in different ads
- Assignments
- Question-discussion

Assessment / Examination Scheme:

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

Theory Assessment (L&T):

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

Text & References:

- Bly, Robert W, The Copywriter's Handbook: A Step-By-Step Guide to Writing Copy That Sells, Holt Publishers.
- Advertising Copywriting, Grid, NY
- Jeweler Jerome, Creative Strategies in Advertising, Wadsworth
- Kelley & Jugenheimer, Advertising Media Planning: A Brand Management Approach, Prentice India, New Delhi.

Any other Study Material:

- <http://adage.com/article/news/account-planners-a-crossroads/119558/>
- <http://www.quirk.biz/resources/article/4293/client-service>
- <http://www.campaignlive.co.uk/news/1165863/>

Course Title: Radio Programming

Course Code: BAJMC 605

Course Objectives: The course objective is to make the students understand radio journalism in India. This will give an insight into changing trends in radio programming. It will help the students to learn the techniques used to conceptualize a program how to write script of different program genres finally make them aware of the production process used in Radio for programming.

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Pre-requisites:

- Student should good language command
- Student should be creative and must have story telling capability
- Student should be aware of the news and current affairs

Student Learning Outcomes:

- Student will recognize the importance of professional responsibilities needed..
- Student will identify the technicalities as well as the terminologies used for Radio Programmes.
- Student will be able to learn how to express concepts with the help of words that create impact.
- Students will also interpret the entire production process.

Course Contents/Syllabus:

	Weightage
Module I: GENERAL AWARENESS ABOUT RADIO PROGRAMMES	30%
History of Radio Programmes; Radio Programme Formats; Latest trends of Radio Programmes; Functions & Characteristics of Radio Programmes; Production and Recording Process	
Module 2: SCRIPTING FOR RADIO PROGRAMMES	30%
Programme Planning; Broadcasting Guidelines; Scripts for various Radio Programme; Conceptualization and Ideation: Show Designing; Radio Programme production: Interviews, Radio Talk, Discussions, Review Programmes	
Module 3:DIFFERENT PROGRAMME FORMATS	40%
Production of Musical Programmes; Best use of Music database; Talk show; Discussion Programme; Drama/Skits; Radio documentaries and Feature; Advertisements, Promos, Jingles; Telephonic Programmes	

Pedagogy for Course Delivery:

1. Class lectures
2. Class discussion
3. Visit to Radio Station
4. Practical classes in radio stations.
5. Students project in the form of assignments related to various radio programme format

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Project 1	Project2	Attendance	
Weightage (%)	10	10	5	5	70

Texts:

1. News production: Theory and Practice, Routledge, Machin, David & Niblock, Sarah
2. This is ALL India Radio, U.L Baruah, Publications Division
3. Broadcasting in India, P.C. Chatterjee, Sage New Delhi.
4. Broadcast Journalism, Boyd Andrew, Focal PressLondon.
5. News Writing for Radio and T.V., K.M. Shrivastava, Sterling PublicationNew Delhi.

Course Title: Brand Management

Course Code: BAJMC 606

Course Objective: Various components like corporate philosophy, identity, citizenship and philanthropy will be learnt and discussed by the students. Image and it's management and enhancement which is the core of corporate communication will also be explained. Direct marketing, issue support and crisis management will be learnt. Public affairs and political PR and lobbying as a weapon in the hand of effective communicators will be discussed. To develop an understanding of the role of event Management, in today's fast changing trends .The modules given below will provide complete understanding of the different kinds of events, their organization and how corporate communication plays a role. This subject marks the beginning and serves as an introduction to the Event Management and its related aspects.

L	T	P/S	SW/FW	TOTAL CREDIT UNITS
3	0	0	0	3

Course Contents:

	Weightage
Module I	25%
Image management; Direct marketing, network marketing; Issue management; Crisis management, disaster management; Media management; Event management; Celebrity management; Public affairs, political PR; Lobbying; Desktop publishing (DTP); Group comm	
Module II	25%
Evolution of Brands; Company, Brands & Products; Brand Differentiation; Brand Equity Brand Extension; Brand Perspectives – Visual / Verbal, Positioning, Value, Brand Image, Value Added, Perceptual Appeal & Personality perspectives	
Module III	25%
Brand Positioning – Attribute Benefit, Application, User, Competitor, Price / Quality & Product Category positioning; Building brands in the new economy; Brand Image & Verbal Identity; Packaging & Labeling	
Module IV	25%
Products Branding; Line Branding; Range Branding; Umbrella Branding; Source/Double Branding; Endorsement Branding	

Pedagogy for Course Delivery:

1. Class lectures; 2. Class discussions; 3. Practicals on brand understanding

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Project 1	Project2	Attendance	
Weightage (%)	10	10	5	5	70

Text & References:

- Media Management; Kundra, S.
- The power of corporate communication; Argenti, Paul A.& Forman, Janis
- Development communication & Media Debate; Menon, Mridula
- Event Management; Lynn Van Der Wagem

Course Title: Internship
Course Code: BAJMC 607

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
0	0	0	4	4

S.No	Course Title
1.	Course Objectives: The Internship File aims to encourage students to keep a personal record of their learning and achievement throughout the Programme. It can be used as the basis for lifelong learning and for job applications. Items can be drawn from activities completed in the course modules and from the workplace to demonstrate learning and personal development.
2.	Pre-requisites: Students should be interested in a particular field where can give their best during internship period in the industry
3.	Student Learning Outcomes: (i) Students will get out-of-the classroom training environment which will help them in gaining knowledge about the industry (i) Students will be exposed to more real life work situations and prepare them for their career /working life. (iii) Students will be more focused towards their goal and will learn professionalism.

DURATION: 6-8 WEEKS

GUIDELINES

The **layout guidelines** for the Internship File:

- A4 size Paper
- font: Arial (10 points) or Times New Roman (12 points)
- Line spacing: Preferably double space.
- Top and bottom margins: 1 inch/ 2.5 cm; left and right margins: 1.25 inches/ 3 cm

The File will include **five sections** in the order described below. The content and comprehensiveness of the main body and appendices of the report should include the following:

1. **The Title Page**--Title - An Internship Experience Report For (Your Name), name of internship organization, name of the Supervisor/Guide and his/her designation, date started and completed, and number of credits for which the report is submitted.
2. **Table of Content**--an outline of the contents by topics and subtopics with the page number and location of each section.
3. **Introduction**--short, but should include how and why you obtained the internship experience position and the relationship it has to your professional and career goals.
4. **Main Body**--should include but not be limited to daily tasks performed. Major projects contributed to, dates, hours on task, observations and feelings, meetings attended and their purposes, listing of tools and materials and their suppliers, and photographs if possible of projects, buildings and co-workers.
5. **Appendices**--include pamphlets, forms, charts, brochures, technical and descriptive literature, graphs and other information related to your Internship experience.

The **Main Body** will have **three sections** and will include the following items which will be evaluated for the final assessment:-

1. An **analysis of the company/organization** in which the student is working
2. A **personal review** of the student's management skills and how they have been developed through the programme.

The research report that the student has prepared on the project assigned to him by the organization. (Incase a student is not assigned a specific research project in the organization, he has to select any one aspect of the organization and prepare a research report on it).

SUBMISSION OF FINAL REPORT

The most important aspect of the course is the final report. Therefore following must be ensured for producing quality report.

- a) The student will submit the Internship report as per the prescribed **guidelines**

- b) 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
 - Internship 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 Internship
 - 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 REQUIREMENT

S.No.	CREDIT UNITS	Word length (excluding)	No. of Copies	Binding Type	Report Retention details
1	5 to 8 credits	5,000 - 7,000 words	02 with a soft copy in CD.	Spiral Bound	1 Academic session at institution level

ASSESSMENT/ EXAMINATION SCHEME:

Internal Assessment: 40

External Evaluation: 60

INTERNAL ASSESSMENT

The breaks up (components and their weightage) of continuous internal assessment are given as under:

S. No.	Title	Marks (CIA = 40%)
1	Timely Registration	02
2	WPRs (No. of WPR Submitted) (Satisfactory WPR)	10 07
3	1 st Draft on time	02
4	2 nd Draft on time	02
5	Final Report (Plagiarism Report with <10% Plagiarism)	05
6	Final Report timely submission	04
7	Final Report Assessment	10
8	Viva	05

COMPONENTS OF FINAL ASSESSMENT

The Final Assessment will be done by panel of experts from Academics/Industry

S. No.	Title	Marks (CEA = 60)
1	Internship File Report	10
2	Objective	5
3	Layout & Design	5
4	Observational Research	10
5	Evaluation by Industry Guide(The guide will be provided with certain parameters on which the student will be assessed and the assessment will be sent directly to the University through mail or sealed envelope)	10
6	Student Learning Outcome from Internship and type of Research carried out during internship	10
7	VIVA)	10

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



AMITY UNIVERSITY

MADHYA PRADESH

**Syllabus of B.A (Journalism and Mass
Communication)**

2018-2021

Approved by the Board of Studies

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	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	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	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 Stylistation	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	Credits				
			L	T	P	Total Credits	Total Hours
1.	BJM-601	Media and Society	3	0	3	3	3
2.	NTCC	Specialized Project:	9	0	0	9	NTCC
	BJM 660	1. News Paper or Magazine Design					
	BJM 661	2. Photography Portfolio					
	BJM 662	3. Advertisement Production					
	BJM 663	4. Radio Production					
	BJM 664	5. Television Production					
	BJM 665	6. Short Film/Documentary Production					
	BJM 666	7. Website Designing					
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
JMC 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

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: Early Stages of Media	
Oral Traditions of Story-Telling since Early Civilization; Introduction to Traditional Media; Types: Theatre/Drama, Puppetry, Music, Dance/Ballads, Folk and Tribal Art, Local Fairs; Folk Tales & Folklore; Relationship with the Society; Innovation of Printing Press	20 %
Module II: History of Newspapers	
James August Hicky and early Newspapers of Calcutta, Madras and Bombay; James Silk Buckingham: Role and Contribution; The Phase of Social Awareness: Raja Ram Mohan Roy, Uddant Martand etc; Freedom Struggle of 1857 and Role of Indian Press; 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	30%
Module III: English & Other Language Press in India	
Important English News Papers and Their Contributions; Prominent Journalists (Sri Arbindo, Mahatma Gandhi, Shishir Kumar Ghosh, Surendranath Banarjee, Sadanand), English Press and Freedom Struggle; Other Indian Language Journalism: An Overview (Bangla, Marathi, Gujrati, Tamil, Malyalam, Telugu, Urdu etc)	20 %
Module IV: Growth of Media in 20th Century & Current Scenario	
Nehru Era and the Transition Phase (1947-1974), Indian Press during Emergency and thereafter (1975-1990), Era of Globalization and Indian Press (1991 onwards); Citizen Journalism, Social Media, Convergence and Co-existence; History of Radio, Current Trends in Radio: FM Broadcasting, Internet radio, Community Radio – Relevance & Present Status, Growth of Private Radio Channels, 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	30%

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	30%
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	
Module III: Executive and Legislature	40%
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	

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	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

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	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 assess 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. Parthasarthy, 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, Resilience 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 Advertising 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, New Delhi, 1997.
14. Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 1998.
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, Ted 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 Radio The 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 improve 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

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	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 I& 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.

Module I: Economic Development since Independence	Weightage
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	25%
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 Foreign Policy*. 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

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	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 Basics by 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 assess 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

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	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, lifestyle; 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	
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Assessment/ Examination Scheme

Examination Scheme for Theory Subject

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

Theory Assessment

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	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, Hawthorn 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

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	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

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	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 oxford University Press



BA (JMC) 3rd Semester

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 /analyse 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 classified 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 and 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 Nonlinear 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

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	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 Bernini, 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	30%
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	
Module II: Development Communication	35%
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	
Module III: Use of Mass Media in Social Sensitization	35%
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	

Assessment/ Examination Scheme

Examination Scheme for Theory Subject

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

Theory Assessment

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	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 Software's.



BA (JMC) 4th Semester

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

Objectives: To assess 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 Pipilo-meter test, The Techiest 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. Makhan Lal 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 I, 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	
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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 & Modern 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

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	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

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	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

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	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

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

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 Wesley 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) WPR ii) 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	1 st Draft on time	02
5	2 nd 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 Stylistation	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 unified theory. www.nieman.harvard.edu/reports/article-online-exclusive/100044/Precision-Journalism-and-Narrative-Journalism-Toward-a-Unified-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 efficient. 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 (<i>Search.Twitter, TwitScoop, TweetDeck</i>), 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	

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 Conflict.
- 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. Maastricht: 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 marketing 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 marketing 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



BA (JMC) 5th Semester

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/Lynchburg Creating a Web Page and Web Site College, 2002
4. Murray, Tom/Lynchburg Creating 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 assess the knowledge of student regarding Film Production.

Pre-Requisite: Student must have 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 conducted as follows

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

- Choosing a subject/topic for Summer Project
- Finalization and approval of topic of Summer Project by respective faculty guide on a proper format (Synopsis)
- Online registration by the students
- Allocation of faculty guides on Amizone by the Institution
- Submission of Weekly Progress Report (WPR) to the respective faculty guide.
- Maintenance of Daily diary of work done by the student and submitting the same to the faculty guide.
- Writing the first and second draft of the topic and getting the same duly approved by the faculty guide
- Editing and preparing the final paper with plagiarism report.
- Submission of Final Report

1. Choosing a Subject/ topic for Dissertation

- The subject chosen should not be too general.
- 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 sections, 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	1 st Draft on time	02
5	2 nd 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



AMITY UNIVERSITY

MADHYA PRADESH

**Syllabus of B.A (Journalism and Mass
Communication)**

2019-2022

Approved by the Board of Studies

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	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	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	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 Stylistation	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	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	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
JMC 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

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: Early Stages of Media	20 %
Oral Traditions of Story-Telling since Early Civilization; Introduction to Traditional Media; Types: Theatre/Drama, Puppetry, Music, Dance/Ballads, Folk and Tribal Art, Local Fairs; Folk Tales & Folklore; Relationship with the Society; Innovation of Printing Press	
Module II: History of Newspapers	30%
James August Hicky and early Newspapers of Calcutta, Madras and Bombay; James Silk Buckingham: Role and Contribution; The Phase of Social Awareness: Raja Ram Mohan Roy, Uddant Martand etc; Freedom Struggle of 1857 and Role of Indian Press; 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	
Module III: English & Other Language Press in India	20 %
Important English News Papers and Their Contributions; Prominent Journalists (Sri Arbindo, Mahatma Gandhi, Shishir Kumar Ghosh, Surendranath Banarjee, Sadanand), English Press and Freedom Struggle; Other Indian Language Journalism: An Overview (Bangla, Marathi, Gujrati, Tamil, Malyalam, Telugu, Urdu etc)	
Module IV: Growth of Media in 20th Century & Current Scenario	30%
Nehru Era and the Transition Phase (1947-1974), Indian Press during Emergency and thereafter (1975-1990), Era of Globalization and Indian Press (1991 onwards); Citizen Journalism, Social Media, Convergence and Co-existence; History of Radio, Current Trends in Radio: FM Broadcasting, Internet radio, Community Radio – Relevance & Present Status, Growth of Private Radio Channels, 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	

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	30%
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	
Module III: Executive and Legislature	40%
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	

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.	30%
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	40%

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

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 assess 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. Parthasarthy, 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, Resilience 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 Advertising 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, New Delhi, 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 Radio The 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 improve 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

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	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

- Langford I& Smith, (July 2010) , Basic Photography, Focal Press
- Peterson Bryan, (2011), How to Shoot Great Photographs with Any Camera, Ten Speed Press
- 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.

Module I: Economic Development since Independence	Weightage
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	25%
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 Foreign Policy*. 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

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	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 Basics by 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 assess 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

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	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, lifestyle; 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	
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Assessment/ Examination Scheme

Examination Scheme for Theory Subject

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

Theory Assessment

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	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, Hawthorn 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

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	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

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	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 oxford University Press

BA (JMC) 3rd Semester

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 /analyse 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 classified 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 and 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 Nonlinear 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

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	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 Bernini, 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	30%
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	
Module II: Development Communication	35%
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	
Module III: Use of Mass Media in Social Sensitization	35%
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	

Assessment/ Examination Scheme

Examination Scheme for Theory Subject

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

Theory Assessment

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	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 Software's.



BA (JMC) 4th Semester

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

Objectives: To assess 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 Pipilo-meter test, The Techiest 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	20%
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. Makhan Lal 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 I, 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	
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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 & Modern 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

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	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

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	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-Requirement: 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

Continuous Assessment/Internal Assessment			End Term Examination
Components (Drop down)	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

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

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 Wesley 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) WPR ii) 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	1 st Draft on time	02
5	2 nd 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 Stylistation	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 unified theory. www.nieman.harvard.edu/reports/article-online-exclusive/100044/Precision-Journalism-and-Narrative-Journalism-Toward-a-Unified-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 efficient. 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 (<i>Search.Twitter, TwitScoop, TweetDeck</i>), 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 Conflict.
- 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. Maastricht: 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 marketing 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 marketing 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



BA (JMC) 5th Semester

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/Lynchburg Creating a Web Page and Web Site College, 2002
4. Murray, Tom/Lynchburg Creating 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	Specialized Project:	9	0	0	9	NTCC	
	BJM 660	1. News Paper or Magazine Design						
	BJM 661	2. Photography Portfolio						
	BJM 662	3. Advertisement Production						
	BJM 663	4. Radio Production						
	BJM 664	5. Television Production						
	BJM 665	6. Short Film/Documentary Production						
	BJM 666	7. Website Designing						
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 conducted 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 sections, 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	1 st Draft on time	02
5	2 nd 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



AMITY UNIVERSITY

MADHYA PRADESH

Syllabus of B.A (Journalism and Mass Communication)

2020-2023

Approved by the Board of Studies

**Amity School of Communication
AUMP, Gwalior
Amity School of Communication**



Course Structure: Communication Theories and Models -JMC 101

Course Title: Communication Theories and Models

Credit Units: 3

Course Level: UG Level

Course Code: JMC 101

Course Objectives:

- Enable students to understand the key concepts in communication and MassCommunication..
- Help students to enhance media literacy and to gain understanding of mass communication and its processes
- Enable students to strengthen their knowledge about process, elements, levels, models and major theories of communication and mass communication.

Pre-requisites: The students must possess adequate and up to date knowledge of Mass communication process.

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	

Student Learning Outcomes:

- Understand the concepts of various theories related to communication and implementation in everyday life.
- Identify the use of media in providing meaningful information.
- Evaluate the Global Economic Trends and Issues
- Enable students to explain and review on critical evaluation of mass communication theories

Pedagogy for Course Delivery: The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theories. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment			End Term Examination
Components (Drop down)	Mid Term Exam	Assignment/Project/Quiz	
Attendance			
Weightage (%)	15	10	70

Text Reading:

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

References

- 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



Course Structure: History and Growth of Media in India-JMC 102

Course Title: History and Growth of Media in India

Credit Units: 3

Course Level: UG Level

Course Code: JMC 102

Course Objectives:

- Enable students to understand about history and mass media in India.
- Help students to understand about the different phase of journalism in India.

Pre-requisites: The students must possess adequate and up to date knowledge of history and growth of media in India.

Course Contents/Syllabus:

	Weightage
Module I: Early Stages of Media	20 %
Oral Traditions of Story-Telling since Early Civilization; Introduction to Traditional Media; Types: Theatre/Drama, Puppetry, Music, Dance/Ballads, Folk and Tribal Art, Local Fairs; Folk Tales & Folklore; Relationship with the Society; Innovation of Printing Press	
Module II: History of Newspapers	30%
James August Hicky and early Newspapers of Calcutta, Madras and Bombay; James Silk Buckingham: Role and Contribution; The Phase of Social Awareness: Raja Ram Mohan Roy, Uddant Martand etc; Freedom Struggle of 1857 and Role of Indian Press; 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	
Module III: English & Other Language Press in India	20 %
Important English News Papers and Their Contributions; Prominent Journalists (Sri Arbindo, Mahatma Gandhi, Shishir Kumar Ghosh, Surendranath Banarjee, Sadanand), English Press and Freedom Struggle; Other Indian Language Journalism: An Overview (Bangla, Marathi, Gujrati, Tamil, Malyalam, Telugu, Urdu etc)	
Module IV: Growth of Media in 20th Century & Current Scenario	

Nehru Era and the Transition Phase (1947-1974), Indian Press during Emergency and thereafter (1975-1990), Era of Globalization and Indian Press (1991 onwards); Citizen Journalism, Social Media, Convergence and Co-existence; History of Radio, Current Trends in Radio: FM Broadcasting, Internet radio, Community Radio – Relevance & Present Status, Growth of Private Radio Channels, 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	30%
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Student Learning Outcomes:

- Understand the history of Indian communication and Press.
- Identify the use of media in providing meaningful information.
- Evaluate the Changes in Indian media industry.
- Enable students to explain and review on critical evaluation of mass communication trends in India.

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 cutting of historical papers and historical broadcast of Indian radios.

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

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

Text Reading:

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

References

- Reports on Indian media.
- Daily newspapers
- Historical documents related to freedom movement of India
- AIR archives.



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Fundamentals of Advertising and Public Relations-JMC 103

Course Title: Fundamentals of Advertising and Public Relations

Credit Units: 3

Course Level: UG Level

Course Code: JMC 103

Course Objectives:

- Enable students to understand about Fundamentals of advertising and public Relations in India.
- Help students to understand about the different phase of advertising and public relations in India.
- Help students to analyses about the current scenario and scope of advertising and public relations in India.

Pre-requisites: The students must possess adequate and up to date knowledge of fundamentals of advertising and public relations.

Course Contents/Syllabus:

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	
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).	

Student Learning Outcomes:

- Understand, identify and define the advertising concepts and will review the advertising media.
- Identify and analyze the Indian advertising scenario and will distinguish between advertising and marketing.
- Evaluate the Changes in Indian ad & pr industry.
- Enable students able to categorize different types of advertisements and appraise and interpret the legal, ethical and social aspect of advertising.

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, historical advertisements, pr agencies.

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

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

Text Reading:

- Jaishri Jethwaney and Shruti Jain, ‘Advertising Management’, Second edition, Oxford University Press, New Delhi, 2013
- Kruti Shah and Alan D’Souza, ‘Advertising & promotions an IMC perspective’ Tata Mc Graw Hill, New Delhi, 2012
- Kenneth Clow. Donald Baack, “Integrated Advertisements, Promotion and Marketing communication”, Prentice Hall of India, New Delhi, 2003
- Balan, K.R.; Applied Public Relations and Communications; 2000 Sultan Chand & Sons New Delhi
- Seitel, Fraser P ; The Practice of Public Relations; 2006 by Prentice Hall
- Cottle, Simon ; News, Public Relations and power; Sage Publications Ltd (April 18, 2003)

- Black, Sam ; Practical public Realtions; Prentice Hall Trade; Revised edition (April 1983)
- Cutlip, S. M., Center, Allen H & Glen M. Broom; Effective Public Relations; Prentice Hall; 9 edition (July 25, 2005)
- Allen H. Center , Patrick Jackson , Stacey Smith ,Frank Stansberry ; Public Relation Practices; Prentice Hall; 7 edition (November 19, 2007)
- Henry Jr. & Rene, A.; Marketing Public Relations; Iowa State Press, 1 edition (January 2000)
- Sengupta, Sailesh ; Management of public relations & communication; Vikas Pub. House, 1998

References

- Reports on ad & pr industry.
- Daily newspapers.
- Historical documents related to ad and pr industry.
- Prasar bharti archives.
- Documentaries.



Course Structure: Fundamentals of Print Journalism-JMC 104

Course Title: Fundamentals of Print Journalism

Credit Units: 2

Course Level: UG Level

Course Code: JMC 104

Course Objectives:

- Enable students to understand basic concepts of news and the news process.
- Help students to understand print media industry from a journalistic perspective
- Help students to analyses about the current scenario and scope of media industry in India.

Pre-requisites: The students must possess adequate and up to date knowledge of Fundamentals of Print Journalism.

Course Contents/Syllabus:

Module I: Understanding News and News Source	Weightage
News: Meaning, Definition, Nature; News Value; Basic elements of News; Hard and Soft News; Organizing the news structure: 5 Ws & I H, Inverted Pyramid;	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;	
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Student Learning Outcomes:

- Understand, identify and define the news values and comprehend the news process.
- Identify and analyze the Indian media scenario and will distinguish between hard and soft news.
- Evaluate the Changes in a news story according to the hard news structure.
- Understand and demonstrate interviewing and newsgathering skills.
- Enable students to categorize different types of news, editing skills including proof reading and headline writing appraise and interpret the legal, ethical and social aspect of news.

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, historical news articles .

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

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

Text Reading:

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

- Garst, Robert & Theodore Bernstein (1982). Headlines and Deadlines (4th Edition). Columbia University Press, New York, USA.

References

- 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.



AMITY UNIVERSITY
MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Introduction to Visual Communication-JMC 105

Course Title: Introduction to Visual Communication

Credit Units: 2

Course Level: UG Level

Course Code: JMC 105

Course Objectives:

- Enable students to understand the history, forms, elements, theories, meaning, and principles of visual communication.
- Help students to understand how visual communication is important in every aspect of media industry.

Pre-requisites: The students must possess adequate and up to date knowledge of Visual Communication.

Course Contents/Syllabus:

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,	35%
Module II: Basics of Visual Communication 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,	35%
Module III: Power, Visual Representation & Society	30%

<p>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;</p> <p>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</p>	
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Student Learning Outcomes:

- Understand, identify and define the different theories of visual communication.
- Identify and analyze fundamentals of major art forms for professional problem-solving.
- Evaluate the Changes in media industry with reference to visual communication.
- Understand and demonstrate visual communication in today's world.

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, historical news articles.

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

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

Text Reading:

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

References

- 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.



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: State and Politics-JMC 106

Course Title: State and Politics

Credit Units: 2

Course Level: UG Level

Course Code: JMC 106

Course Objectives:

- Enable students to understand the relationship of state and politics.
- Help students to understand how state works.

Pre-requisites: The students must possess adequate and up to date knowledge State and Politics.

Course Contents/Syllabus:

Module I: Indian Constitution	Weightage
Indian Constitution: Salient Features & preamble, Fundamental Rights and Fundamental duties, Directive Principles of state policy, States and Union Territories & Centre-State Relations.	25%
Module II: Power and functioning of Democratic Institutions	25%
President and Vice President: Election and power, Prime Minister and the cabinet , Governor: Power & functions , Chief Minister and the cabinet, Parliament – Functions and powers	
Module III: Judicial System	25%
State legislature – Functions and powers , Superior Judiciary - Supreme Court, High Courts, Subordinate Judiciary	
Module IV: Electoral System	

Election Commission – Functions and powers, General Elections, Mid-Term Elections, By Elections, Elections of upper and lower houses, Election of President and Vice President , Multi Party System - National and Regional Parties	25%
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Student Learning Outcomes:

- Understand, identify and define the Election.
- To understand political scenario of states.
- Understand and demonstrate duties given by constitution.

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, and screenings, and reading group, historical news articles election results.

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

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

Text Reading:

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

References

- 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.



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Digital Skills for Media-I-JMC 107

Course Title: Digital Skills for Media-I

Credit Units: 2

Course Level: UG Level

Course Code: JMC 107

Course Objectives:

- Enable students to understand the basic computer software's.
- Help students to understand how information in context to the designing of variety of print layouts works.

Pre-requisites: The students must possess adequate and up to date knowledge of computers and typing software.

Course Contents/Syllabus:

Module I: Computer Fundamentals and Ms Office	Weightage
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<p>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;</p> <p>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</p>	40%
<p>Module II: Introduction to Photoshop</p> <p>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.</p>	30%
<p>Module III: Introduction to Adobe In Design</p> <p>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.</p>	

Student Learning Outcomes:

- To Understand and use various software.
- To understand use of layouts.
- Understand and demonstrate use of news paper design.

Pedagogy for Course Delivery: 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.

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: Yes, practice of MS Office tools like word, excel, PowerPoint, Photoshop, CorelDraw and In Design will be performed in the Lab.

Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Mid Term Exam	Assinment/Quiz/MCQ	Attendance	
Weightage (%)	15	10	5	70

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

Text Books & References

- Shalini and Adity Gupta,Photoshop CS2 In simple steps.
- Sarkar, N.N; Art and production
- Help Command of the related Software Programme.



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Print Media Production-JMC 108

Course Title: Print Media Production

Credit Units: 2

Course Level: UG Level

Course Code: JMC 108

Course Objectives:

- To access the knowledge of student regarding Print media Production.

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

Course Contents/Syllabus:

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

Student Learning Outcomes:

- To Understand and use various software.
- To understand use of layouts.
- Understand and demonstrate use of news paper design.

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

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: Yes, practice of MS Office tools like word, excel, PowerPoint, Photoshop, CorelDraw and In Design will be performed in the Lab.

Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				News Paper Production(Project)+V iva=
Components (Drop down)	Mid Term Assignment	Assignment	Attendance	
Weightage (%)	15	10	5	20+50

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

Text Books

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

Reference

- 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.



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Specialized Reporting, Writing & Editing-JMC 201

Course Title: Specialized Reporting, Writing & Editing

Credit Units: 3

Course Level: UG Level

Course Code: JMC 201

Course Contents/Syllabus:	Weightage (%)
Module I: News Gathering	25%
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	25%
Definition and elements; Tools of investigative reporting; Sting Operations and latest trends Relevant Case studies: Indian and International	
Module III: Feature and Magazine Writing	25%
How to write a feature; Different types of features; Writing Book reviews; Writing film reviews, In-depth 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	25%
Introduction to Editing; Objectives of copy editing: Checking facts, language, style, clarity & simplicity, Copy Editing: Ensuring News value and other criteria. Principles of photo editing; Page Layout Planning, Editing symbols, Newsroom terminology Dummy- page make-up Computer layout; Choosing the right visuals;	

Course Objectives:

- Enable students to understand the specialized writing genres such as magazine writing, editorial writing, disaster reporting.
- Help students to discuss various aspects of investigative reporting and editing and page layout planning.
- Enable students to strengthen their knowledge about the various existing issues in media

Pre-requisites: Student must possess knowledge of Basics of print journalism and should be conversant with specialized beat reporting at the local and national level.

Course Contents/Syllabus:

Student Learning Outcomes:

- Understand the concepts of various Theories related to News.
- Analyze various how to treat various National and International News.
- Identify, implement and evolve strategies for creating Credible News.
- Enable students to discuss on various National and International issues.

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

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Mid Term Exam	Assignment/Project/Quiz	Attendance	
Weightage (%)	15	10	05	70

Text Reading:

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

- French, Christopher (Ed) (1987). The AP Style Book & Libel Manual. Addison-Wesley Publication Co, Inc, USA.

References

- 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



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Theories of Advertising & Public Relations-JMC 202

Course Title: Theories of Advertising & Public Relations

Credit Units: 3

Course Level: UG Level

Course Code: JMC 202

Course Objectives:

- Enable students to understand the different Publics and establish effective Public Relation and advertising.
- Help students to understand the different theories of Advertising and Public Relations.

Pre-requisites: Student must possess knowledge of understanding on theories of advertising and public relations.

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, Color Theories : Audience Resistance, Resilience 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 Organizations of the Government & Ethics	25%
Media Organizations; PIB, DAVP, Publications Division, 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.	

Student Learning Outcomes:

Understand the concepts of various Theories related to Ad & Pr

Understand the different theoretical perspective of advertising and public relations.

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures,

discussions and practical exercises.

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Mid Term Exam	Assignment/Project/Quiz	Attendance	
Weightage (%)	15	10	05	70

Text Reading:

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

References

- 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



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Basics of Radio Journalism-JMC 203

Course Title: Basics of Radio Journalism

Credit Units: 3

Course Level: UG Level

Course Code: JMC 203

Course Objectives:

- Enable students to understand the different aspects of Radio Journalism.
- Help students to develop professional capabilities of news reading.

Pre-requisites: Student must possess knowledge of understanding of Basics of Radio Journalism.

Course Contents/Syllabus:

Module I: Understanding the medium	Weightage
Radio Broadcasting: Origin and Growth, Radio as a verbal medium: strength and weakness; Radio and public service broadcasting. Radio for social change and development.	15%
Module II: Radio News	

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.	15%
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 Program Formats; Latest trends of Radio Programs; Production and Recording Process Program Planning; Broadcasting Guidelines; Conceptualization and Ideation: Show Designing; Radio Program production: Interviews, Radio Talk, Discussions, Review Programs, Production of Musical Programs; Best use of Music database; Talk show; Discussion Program; Drama/Skits; Radio documentaries and Feature; Advertisements, Promos, Jingles, Telephonic Programs	

Student Learning Outcomes:

- Understand the write record, produce and edit several formats of radio programmes including news stories, and features.
- Understand the history of the radio industry will be able to work in professional atmosphere of radio station.
- Understand the challenges and solutions of the radio industry.

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

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment	End Term Examination
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Components (Drop down)	Mid Term Exam	Assignment/Project/Quiz	Attendance	
Weightage (%)	15	10	05	70

Text Reading:

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



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MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Fundamentals of Photography-JMC 204

Course Title: Fundamentals of Photography

Credit Units: 3

Course Level: UG Level

Course Code: JMC 204

Course Objectives:

- Enable students to understand the different aspects of Fundamentals of Photography.
- Help students to develop professional capabilities of Photography.
- Enable students to understand Basics of Photo Editing.

Pre-requisites: Student must possess knowledge of Photography.

Course Contents/Syllabus:

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	

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 S.L.R vs. S.L.R.; 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.	25%
Module III: Principles of Photography	25%
Rules of Composition: portraits, Landscape; Composing different subjects; Perspective, Texture, Pattern, Colour, Shape, Contrast, Types of Photography, Landscape, Portrait Still Documentary.	
Module IV: Compositing and Editing Photographs	25%
Concept of Light-room , Merging of multiple shots to produce a suitable output; Product based photography; Comparative study of Digital photography vs conventional photography; Editing techniques in photography	

Student Learning Outcomes:

- Understand the fundamental concept of the medium of photography; Combine the science and art on photography.
- Understand the history of the medium, Design storytelling through this visual medium.
- Understand the challenges and solutions of the Photography.

Pedagogy for Course Delivery: 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.

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: YES, Lighting and Photography will be demonstrated in Studio.

Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Mid Term Exam	VIVA	Attendance	
Weightage (%)	15	10	05	70

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

Text Reading:

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



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MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Indian Economy and Foreign Relations-JMC 205

Course Title: Indian Economy and Foreign Relations

Credit Units: 3

Course Level: UG Level

Course Code: JMC 205

Course Objectives:

- Enable students to understand major trends in economic and foreign policy indicators and policy debates in India in the post-Independence period.
- Help students to understand paradigm shifts and turning points. Given the rapid changes taking place in India.

Pre-requisites: The students must possess adequate and up to date knowledge of Economy and foreign relations of India.

Course Contents/Syllabus:

Module I: Economic Development since Independence	Weightage
B 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.	25%
Module II: Indian Economy and issues relating to planning	

<p>Macroeconomic Policies and Their Impact Fiscal Policy; trade and investment policy; financial and monetary policies;</p> <p>labor regulation, Policies and Performance in Agriculture Growth; productivity; agrarian structure and technology; capital formation;</p> <p>Trade; pricing and procurement, Policies and Performance in Industry Growth; productivity; diversification;</p> <p>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.</p>	25%
<p>Module III: Organizations and institutions</p> <p>World Bank; The Asian Development Bank;</p> <p>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.</p>	20%
<p>Module IV: Indian Foreign Policy</p> <p>Determinants and Principles of India's Foreign Policy: Domestic and International sources of India's Foreign Policy, Objectives and Principles,</p> <p>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;</p> <p>Pakistan: Challenges and Prospects; Afghanistan, Sri Lanka, Bangladesh, Nepal, Bhutan, Maldives and Middle East: Main Issue;</p> <p>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.</p>	30%

Student Learning Outcomes:

- Understand the concepts of various Theories related to Economy.
- Analyze how to treat various National and International Relations.
- Evaluate the Global Economic Trends and Issues.
- Enable students to discuss on various National and International issues.

Pedagogy for Course Delivery: The class will be taught by giving references of daily news which comes both in the print and broadcast media. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for news analysis. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Their inclination towards research and analysis in the contemporary issues will get a boost. Various nuances of the news analysis will be acquainted to the

students so that it will help them understand the intricacies of the media industry in general and news industry in particular with reference to Indian relations to other nations.

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Mid Term Exam	Assignment/Project/Quiz	Attendance	
Weightage (%)	15	10	05	70

Text Reading:

- Appadorai, A. (1981) Domestic Roots of Foreign Policy. New Delhi: Oxford University Press
- Bandhopadhyaya, J. (1970) Making of India's Foreign Policy. 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

References

- 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



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Digital Skills for Media-II-JMC 206

Course Title: Digital Skills for Media-II

Credit Units: 2

Course Level: UG Level

Course Code: JMC 206

Course Objectives:

- Enable students to understand procedures, techniques, and standard practices in motion picture post production sound.
 - Help students to acquire practical knowledge and hands-on experience of post production sound workflow.
- **Pre-requisites:** The students must possess adequate and up to date knowledge of computer.

Course Contents/Syllabus:

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%
I Introduction to Software, Sound-forge Interface, Tools and Menus, Working with Sound-forge, Audio Recording, Audio program 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.	

Student Learning Outcomes:

- Understand the concepts of Sound.
- Analyze how to record sound and edit that.
- Evaluate basic concepts of Computer fundamentals.
- Enable students to understand about working of studio.

Pedagogy for Course Delivery: The course will be taught in regular class room as well as in studio.

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: Yes, Sound Recording, Mic Placement, Editing of sound,

Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Mid Term Exam/Assignments	viva	Attendance	
Weightage (%)	15	10	05	70

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

Text Reading:

- 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 Basics by Stanley R. Alten (2012, Wadsworth Publishing)

References

- Air archives.
- Radio shows.
- News and media analysis websites like The Hoot, Huffington Post etc.



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MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Radio Production-JMC 207

Course Title: Radio Production

Credit Units: 2

Course Level: UG Level

Course Code: JMC 207

Course Objectives:

- To access the knowledge of student regarding Radio Journalism.

Pre-requisites: The students must possess adequate and up to date knowledge of Radio Production and Journalism.

Course Contents/Syllabus:

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

Student Learning Outcomes:

- Students will submit the project at the time of end term examination which will be beneficial for their career growth.
- Enable students to understand about studio techniques.

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

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: Yes Sound Recording, Mic Placement, Editing of sound,

Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				News Paper Production (Project) + Viva (50+20)
Components (Drop down)	Mid Term Assignment	Assignment	Attendance	
Weightage (%)	15	10	5	70

Text Reading:

- 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 Basics by Stanley R. Alten (2012, Wadsworth Publishing)

References

- Air archives
- Radio shows
- News and media analysis websites like The Hoot, Huffington Post etc.



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Basics of Media Research- JMC 301

Course Title: Basics of Media Research

Credit Units: 3

Course Level: UG Level

Course Code: JMC 301

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 Research & various forms of media.

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	

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	30%
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Student Learning Outcomes:

- Understand the concepts of research, elements of research and different types of research with their importance
- Analyze various elements of research
- Identify, implement and evolve research problems and research objectives
- Enable students to understand and apply different research designs and methods to a specific research problem

Pedagogy for Course Delivery:

Power-point presentation, Relevant research papers as examples for explaining the concept, Practical exercise for research methods and sampling

Lab/ Practical details, if applicable: N/A

Assessment/ Examination Scheme:

Components	Midterm	Assignment/ Project/Semina	Attendance	End Term Examination
Weightage (%)	15	10	5	70

Text Reading:

- 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.
- Research Methodology – Methods & Techniques 2 ed, Kothari C. R. – Vishwa Prakashan – New Delhi 1990.
- Argyris C. “Personality and Organisation: The Conflict Between System and Individuals “Harper and Row, New York, 1995.

References:

- 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.
- Research Methodology Practice – P. Philominathan – Shri A.V.V.M. Pushpam College – Poondi –Thanjavar
- An Introduction to Research Procedure in Social Sciences – Gopal M. A. – Asia Publishing



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MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Television Journalism - JMC 302

Course Title: Television Journalism

Credit Units: 3

Course Level: UG Level

Course Code: JMC 302

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.

Course Content	Weightage %
Module I – Writing for TV (Pre-Production)	

<p>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, lifestyle; 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</p>	30%
<p>Module II: Sound Camera & Lighting</p> <p>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</p>	25%
<p>Module III: Shooting (Production)</p> <p>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 program formats: News:live or recorded, Entertainment; Interviews; Talk shows; Shooting for fiction</p>	25%
<p>Module IV: Editing (Post Production)</p> <p>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</p>	20%

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 be able to explain the handling and operating video camera and sound controlling equipment's 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.

Lab/ Practical details, if applicable: N/A

Assessment/ Examination Scheme:

Components	Midterm	Assignment/ Project/Seminar /Quiz	Attendance	End Term Examination
Weightage (%)	15	10	5	70

Text Reading:

- Dictionary Of Media And Journalism: Tv, Radio, Print And Internet
2004/345Pp/Paperback (Paperback)
- by Chandrakant P. Singh
- Making News, Breaking News, Her Own Way
- by Latika Padgaonkar, Shubha Singh
- MacGregor, Brent; Live, Direct and Biased: Making TV news in the Satellite Age

References:

- Blum, Richard A.: Television Writing, Focal Press, Boston, London, 1984.
- Hilliard, Robert L: Writing For Television and Radio, Hasting House, New York, 1976.
- Lee, Robert and Robert Misiorowski: Script Model: A HandBook For The Media Writer, Hasting House, New York, 1978.
- Trapnell, Coles: Teleplay – An Introduction to Television Writing, Hawthorn Books, New York, 1974.



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Writing for Advertising and Public Relations - JMC 303

Course Title: Writing for Advertising and Public Relations
Course Level: UG Level

Credit Units: 2
Course Code: JMC 303

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.

Course Content	Weightage
Module I – Copywriting for Advertisement	

<p>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 nonverbal communication: colors, shapes, gestures. Types of copy: Advertorial, Infomercial, Comparative copy, Copy for different languages</p>	<p>35%</p>
<p>Module II: Writing in Advertising</p> <p>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.</p>	<p>30%</p>
<p>Module III: Writing in Public Relations</p> <p>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.</p>	<p>35%</p>

Student Learning Outcomes:

- Gain familiarity with the concept of targeting, positioning and market segmenting
- Develop an understanding about the ethical issues related to advertising
- Identify various styles and production techniques used for various mediums
- Plan, design and implement PR tools effectively
- Write press releases, organize press conferences and create PR campaigns

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

Lab/ Practical details, if applicable: N/A

Assessment/ Examination Scheme

Components	Midterm	Assignment Project/Sem inar/Quiz	Attendance	End Term Examination
Weightage (%)	15	10	5	70

Text Reading:

- Drewniani, Bonnie and Jewler, Jerome. Creative Strategy in Advertising, 10th Edition. Wadsworth Publishing. ISBN 13: 9781439082706
- L'Etang, Jacquie. Public Relations: Concepts, Practice and Critique. SAGE Publications. ISBN:9781412930482
- Chandler, R. C. (2008). Media relations: Concepts and principles for effective public relations practice. Denver, CO: Outskirts Press.
- Fitch, B. F. (2012). Media relations handbook for government, associations, nonprofits, and elected officials (2nd edition). The Capitol Net: Alexandria, VA.
- Howard, C. M. & Mathews, W. K. (2013). On deadline: Managing media relations. Long Grove, IL: Waveland Press.

References:

- Diggs-Brown, Barbara. (2013). The PR Style Guide: Formats for Public Relations Practice (3rd ed.). Wadsworth, CA.
- Kessler, Lauren and McDonald, Duncan. (2012). When Words Collide. (8th ed.) Wadsworth, CA: Thompson.
- Wilcox, D.L., & Reber, B.H. (2013). Public relations writing and media techniques. (7th ed.) Boston, MA: Pearson.



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Media Laws and Ethics - JMC 304

Course Title: Media Laws and Ethics

Credit Units: 3

Course Level: UG Level

Course Code: JMC 304

Course Objectives:

- To introduce students to concept of ethics and ethical issues faced by the media
- To discuss various media laws with the help of case studies
- To understand the context and framework of print and broadcast media regulation in India

Pre-requisites: Nil

Course Contents/Syllabus:	Weightage
Module I : Constitution and Media	30%
Fundamental Rights; Article 19 (1) (a) and 19 (2) : Freedom of Expression; Freedom of Press & Reasonable Restrictions; Emergency and its effects upon media; Restrictions on Media, Legislature and Media; Breach of privilege of legislature, Judiciary and Media; Contempt of Court Act 1952; Defense of Media persons	

Module II: Press Laws in India-I	35 %
Brief history of Press Laws in India before Independence, First Press Regulation 1799, Gagging Act 1857. Press and Regulation Act 1867, Vernacular Press Act 1878, Indian Press Act 1910, Sea Custom act 1878, Official Secrets Act 1923, Working Journalist Act 1955 and Wage Board.1953 (IT Act, 2000), Article 66 A	
Module III : Press Laws in India-	35 %
Copyright Act, Intellectual Property Right, Press Council of India Act, 1965, Cinematograph Act 1952 , Telegraph Act.etc), Prasar Bharati Act 1990, Broadcast Bill 2000,Right to Information Act 2005, Young Persons' Act, 1956 (Harmful Publication), Cable TV Network (Regulation) Act 2002, IT Act & Cyber Crime; Hacking, Cyber Bullying & Morphing.	
Module IV : Media Ethics and Social Responsibility	35 %
Defamation and Media; Defense of Media persons in respect to trots and Indian Penal Code 1860, Whistle Blowers Act, Responsibilities and Accountability of journalists and publishers, Different types Of Media Organizations, RNI, ABC, Press Commissions, Press Council, Editors Guild and other regulatory bodies	

Student Learning Outcomes:

- Students will be able to identify ethical issues faced by the media and discuss trends in commercialization of news
- Students will be able to discuss the various media laws and their implications on conduct of media
- Students will be able to analys 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.

Lab/ Practical details, if applicable: N/A

Assessment/ Examination Scheme

Components	Midterm	Assignment/ Project/Seminar /Quiz	Attendan ce	End Term Examination
Weightage (%)	15	10	5	70

Text Reading:

- Divan, M.G. (2013). Facets of Media Law A mini encyclopaedia covering multiple dimensions of media law. New Delhi: Eastern Book Company.

- Christians, G.C. et al.(2011). Media Ethics.
- Thakurta, PG, Truth Fairness and Objectivity, Oxford University Press
- BAIRD, Robert M., & al. – (ed.), The Media and Morality (Contemporary Issues), Amherst (NY), Prometheus Books, 1999.
- BUGEJA, Michael J. – Living Ethics: Developing Values in Mass Communication, Needham Heights (MA), Allyn & Bacon, 1995.
- COHEN, Elliot D., ELLIOTT, Deni, – Journalism Ethics: A Reference Handbook, Santa Barbara (CA), Abc Clio, 1998.

References:

- Baird, Robert M., & Al. – (Ed.), The Media And Morality (Contemporary Issues), Amherst (Ny), Prometheus Books, 1999.
- Chadwick, Ruth – (Ed.), The Concise Encyclopedia Of Ethics In Politics And The Media, San Diego (Ca), Academic Press, 2001.
- Gordon, A.D., Kittross, John M., – Controversies In Media Ethics, New York, Addison Wesley, 1999. [2nd Ed.]
- Makau, J.M., Arnett, R.C., – (Ed.), Communication Ethics In An Age Of Diversity, Urbana (Il), University Of Illinois Press, 1999



AMITY UNIVERSITY
MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Film Theories and Practices - JMC 305

Course Title: Film Theories and Practices

Credit Units: 3

Course Level: UG Level

Course Code: JMC 305

Course Objectives:

- To introduce basic concepts of filmmaking technique
- To establish the relevance of important film theoretical concepts
- To establish relationship between visualization and creativity
- To understand Cinema as an Art form
- To establish distinction between technique and content
- To discuss the impact of Cinema in our daily lives
- To establish a capability to write /analyze scripts for film

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

Course Contents/Syllabus:	Weightage
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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/ Practical details, if applicable: N/A

Student Learning Outcomes:

- Understand the growth and development of Indian Cinema
- Get familiar with the techniques used in filmmaking, film art movements
- Understand Cinema as a mass communication medium, working with agencies and film boards, censor mechanism and overall objective of filmmaking
- Learn concepts such as proposing a film script, budgeting a production, working with crew

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.

List of Film Theories and Practices Experiments:

- A 2- 3-minute film on a certain theme.
- Film Viewing sessions

- Script writing sessions

Assessment/ Examination Scheme

Components	Midterm	Assignment Project/Semi nar/Quiz	Attendance	End Examination	Term
Weightage (%)	15	10	5	70	

Text Reading:

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

References:

- Thomson, David. The New Biographical Dictionary of Film. 4th ed. New York: Knopf, 2002.
- The Complete Film Dictionary by Ira Konigsberg, 1997-09-01
- International Dictionary of Films and Filmmakers. (e-book) 4th ed. Detroit: St. James Press, c2000.
- Magill's Survey of Cinema, English Language Films, First Series by Frank N. Magill (Editor)



AMITY UNIVERSITY
MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Development Communication - JMC 306

Course Title: Development Communication

Credit Units: 3

Course Level: UG Level

Course Code: JMC 306

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

	Weightage
Module I: Concept of Development	30%
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	

Module II: Development Communication	35%
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	
Module III: Use of Mass Media in Social Sensitization	35%
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	

Student Learning Outcomes:

- Demonstrate knowledge about the concept of development and development communication.
- Apply strategies of development communication to real life development issues in various societies.
- Design development campaigns using different media platforms.
- Demonstrate an understanding of the political, economic and cultural dimensions of 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.

Lab/ Practical details, if applicable: N/A

Assessment/ Examination Scheme:

Components	Midterm	Assignment/ Project/Sem inar/Quiz	Attendance	End Term Examination
Weightage (%)	15	10	5	70

Text Reading:

- Uma Narula, Anand Har. Development Communication – Theory and Practice
- Gupta V.S. Communication and Development Concept, New Delhi
- Joshi Uma, Understanding Development Communication, Dominant Publications, New Delhi

References:

- R. Melkote Srinivas, Communication for Development in the Third World, Sage, New Delhi
- Lerner Daniel & Schramm Wilbur. Communication and Changes in Developing Countries, East West Communication Centre, Honolulu

- Rogers Everett M, Communication and Development: Critical Perspective, Sage, New Delhi
- Todaro, Michael P Longman., Economic Development in the Third World, New York



AMITY UNIVERSITY
 MADHYA PRADESH
 Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Digital Skills for Media-III - JMC 307

Course Title: Digital Skills for Media
Course Level: UG Level

Credit Units: 2
Course Code: JMC 307

Course Objectives:

- To know about the broad knowledge of the video Editing Software's,
- To know about TV and Film Industry
- Students will study the editing of videos.

Prerequisites: Basic Understanding of Computer is must.

	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	

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.	30%
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.	

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.
- Understand the importance of typography and layout in design.
- Demonstrate skills to design for various media.
- Solve design problems and suggest appropriate solutions.

Pedagogy for Course Delivery:

The classes will be discussion and practical based.

Lab/ Practical details:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
70 %	30 %	100

Assessment/ Examination Scheme:

Components	Assignment/ Viva	Attendance	Midterm	End Term Examination
Weightage (%)	10	5	15	70

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

Text Reading:

- 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..

References:

- “Editing Digital Video: The Complete Creative and Technical Guide (Digital Video and Audio Series)” by Robert M Goodman and Patrick McGrath
- “Technique of Film Editing, Reissue of 2nd Edition” by Karel Reisz and Gavin Millar

- “Digital Nonlinear Editing: New Approaches to Editing Film and Video” by Thomas A Ohanian
- “Some Procedures for Sound Editing on Videotape: Using JVC Editing Control Unit RM-86U and 6-Channel Mixer MI 5000” by Richard Raskin



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Advertisement Production - JMC 308

Course Title: Advertisement Production

Credit Units: 2

Course Level: UG Level

Course Code: JMC 308

Course 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.

Lab/ Practical details:

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

Practical Assessment/ Examination Scheme:

Components	Internal Assignment	Attendance	Viva + Practical Project
Weightage (%)	25	5	70



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Applied Research in Media Studies - JMC 401

Course Title: Applied Research in Media Studies

Credit Units: 3

Course Level: UG Level

Course Code: JMC 401

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

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	

Research in Newspaper and Magazine Circulation Research; Readership Research; Readability Research Research in Television and Radio Rating Method; Non – rating Method Research in Public Relation Industry research; News tracking research; Competitive analysis Research in New Media: Social Media Research; Research on Online usage	60%
Module III – Statistical application in Media Research 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	20%

Student Learning Outcomes:

- 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

Lab/ Practical details, if applicable: N/A

Assessment/ Examination Scheme:

Components	Mid Term	Assignment/Project/Seminar/Quiz/Class test	Attendance	End term Examination
Weightage (%)	15	10	5	70

Text Reading:

- 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.
- Research reports of Neilson, India
-

References:

- An Introduction to Research Procedure in Social Sciences – Gopal M. A. – Asia Publishing House – Bombay
- Research Methodology – Methods & Techniques 2 ed, Kothari C. R. – Vishwa Prakashan – New Delhi 1990.
- Devis Keith “Human Relation at work, McGraw Hill book company, Inc., New York, 1957.
- 8.Ghosh “Personnel Administration in India”, Sudha Publication New Delhi, 1969.
- Calhoon R.P. “Personal Management and supervision”, Application Century crafts, New York, 1967. 9. Chatterjee N.N.



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: News Room Practices & Anchoring Skills - JMC 402

Course Title: News Room Practices & Anchoring Skills

Credit Units: 3

Course Level: UG Level

Course Code: JMC 402

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

Contents/Syllabus:	Weightage
Module I : TV News Room	

<p>TV newsroom structure; Process of broadcast of a news report Reporting: types of reporting (beats)-political, social, business, entertainment, crime, educational I, health, sports; INGEST: feed, FTP, Recording Assignment/input: news gathering, phono, live , guest coordination, forward plan, day plan. Desk output: ticker, planning, prep, graphics; PCR: switcher,Teleprompter; MCR: scheduling of programmes, scheduling of advertisements, time management, content crisis management; TV AT HOMES:TV centre, teleport, downlinking to MSO,DTH platform, home.; Archive/library-tagging, description, archiving; Monitoring: keeping watch on other channel</p>	<p>20%</p>
<p>Module II: News Management</p>	<p>20%</p>
<p>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</p>	
<p>Module III: Output Desk</p>	<p>20%</p>
<p>Role of output, Role of each personnel at the desk, 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, Multi cam , single cam, technical requirement, multi location, live broadcast, HOW BROADCAST TAKES PLACE</p>	
<p>Module IV: News Bulletin Management</p>	<p>20%</p>
<p>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;</p>	
<p>Module V: Anchoring Skills for TV</p>	<p>20 %</p>
<p>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; Anchoring of documentary style ; Art of using spoken Language, Some prominent Anchors: Shireen Bhan; Arnab Gowswami; Barkha Datt; Rajdeep Sardesai, Raveesh Kumar, Rahul Kanwal.Nidhi Kulpati.</p>	

Student Learning Outcomes:

- Gain knowledge of the functioning of the news room studio and the practical of aspects of anchoring skills.
- Understand the different technical aspects of news room and anchoring skills.
- Demonstrate the anchoring skill techniques by producing the news room programs.
- Demonstrate advanced skills for anchoring and situational awareness while anchoring

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

Lab/ Practical details:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
70%	30%	100%

Assessment/ Examination Scheme:

Components	Mid Term Exam	Assignment/Class Test/Project/Seminar/Quiz	Attendance	End Term Examination
Weightage (%)	15	10	5	70

Text Reading:

- The ABC of News Anchoring By Richa Jain Kalra
- The Broadcast Journalism Handbook: A Television News Survival Guide By Robert Thompson, Cindy Malone
- News casting in electronic media, by mohan sundara rajan
- On Camera : how to report anchor and interview by Nancy Reardon

References:

- Power Performance: Multimedia Storytelling for Journalism and Public Relations By Tony Silvia, Terry Anzur
- Presenting Magically: Transforming Your Stage Presence With Nlp by Tad James, David Shephard
- Writing and Producing Television News: From Newsroom to Air by [Alan Schroeder](#)
Into the Newsroom: Exploring the Digital Production of Regional Television News by [Emma Hemmingway](#)



AMITY UNIVERSITY
MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Media Planning and Event Management - JMC 403

Course Title: Media Planning and Event Management

Credit Units: 2

Course Level: UG Level

Course Code: JMC 403

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

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	

Matching media & market- Geographical selectivity, reach & frequency; Media briefing; Media scheduling; Media plan & Strategy development Process; Media budgeting (Traditional & Modern methods); Media Buying functions; New trends in Media Buying	25%
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	

Student Learning Outcomes:

- 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
- Learn about the concept, purpose, objective and theme of event management.
- Understand the process of organizing an event and also client relationship.
- Recognize the importance of marketing and sponsorship for any event.
- Successfully organize and manage an event, including the functioning of various departments that are associated with it.

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

Lab/ Practical details, if applicable: N/A

Assessment/ Examination Scheme:

Components	Midterm	Assignment/ Project/Semi nar/Quiz	Attendance	End Term Examination
Weightage (%)	15	10	5	70

Text Reading:

- 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;

References:

- 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



AMITY UNIVERSITY
 MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Introduction to New Media - JMC 404

Course Title: Introduction to New Media

Credit Units: 3

Course Level: UG Level

Course Code: JMC 404

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'.
- They will come to know about convergence of media and technology.
- The course is designed to enable the student to understand the changing role of media professionals.
- They will be introduced to the concepts of web journalism.

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

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	

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	35 %
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	

Student Learning Outcomes:

- Student will be able to explain New Media, its origin and evolution and impact on readers, business and society.
- Student will be able to distinguish New Media from print and electronic media.
- Student will identify the milestones of internet journalism in India and worldwide.
- Student will be able to define important terms of digital world.
- 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.

Lab/ Practical details, if applicable: N/A

Assessment/ Examination Scheme:

Components	Midterm	Assignment/ Project/Sem inar/Quiz	Attendance	End Term Examination
Weightage (%)	15	10	5	70

Text Reading:

- 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

References:

- Breuer, A 2011, Democracy promotion in the age of social media: risks and opportunities, Briefing Paper, Department ‘Governance, Statehood, Security’, German Development Institute.
- Eltantawy, N & Wiest, JB 2011, ‘Social Media in the Egyptian Revolution: Reconsidering Resource Mobilization Theory’, International Journal of Communication 5, pp. 1207-1224.
- Haenlein, M & Kaplan, MA 2010, ‘Users of the world, unite! The challenges and opportunities of social media’, Business Horizons, vol. 53, pp. 59-68.



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Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Fake News and Media Literacy - JMC 405

Course Title: Fake News and Media Literacy

Credit Units: 3

Course Level: UG Level

Course Code: JMC 405

Course Objectives:

- “Fake news” has captured the attention of politicians, the media, and the general public since 2016. But the concept is hardly new; it has existed in some form for centuries. In this course, we will explore the history of fake news in different media, culminating in an examination of the modern phenomenon of fake news. We will learn information literacy techniques for evaluating news sources and will study a specific contemporary manifestation of “fake news” in depth.

Course Contents/Syllabus:	Weightage
Module I : History of Fake News	35%
History of fake news, Definition and Characteristics of fake news, Variations of fake news, Information cycle of fake news, Identifying and dealing with fake news, Credible sources and organizations. Distinguish among different kinds of information and media: news, commentary/opinion, advertising, publicity, entertainment, propaganda, persuasion, raw information.	
Module-II Media literacy and Real news	35 %
Concept of Dis-information, Mis-information& Mal-information, Narratives in disinformation and misinformation, Elements of Information disorder, Phases of Information disorder. Identify key characteristics of Real News: Verification, accountability, independence, multiple perspectives.	

Module III: Basic tools and techniques to combat fake news	30 %
Identification of fake accounts or bots, Concept of Red Flag, Types of common false or misleading visual content: Wrong time/wrong place content, manipulated content, Staged content. Tools: - Reverse Image Search, YouTube Data Viewer, EXIF Viewer, Geolocation, Weather corroboration, Metadata Analysis, Shadow analysis, Image forensics. Fact-checking organisations around the world	

Student Learning Outcomes:

- Define fake news and discuss its history
- Describe the modern phenomenon of fake news and discuss its significance
- Identify sources of false or misleading information on a variety of media platforms
- Evaluate news and other information outlets for bias
- Describe how news items are created and disseminated across different types of media and social networks

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

Lab/ Practical details, if applicable: N/A

Assessment/ Examination Scheme:

Components	Midterm	Assignment/ Project/Semi nar/Quiz	Attendance	End Term Examination
Weightage (%)	15	10	5	70

Text Reading:

- Media management in the age of Giants; Herrick, Dennis.H.
- The Indian Media Business; Kohli, Vanita
- Mass Communication in India; Aggarwal, Veerbala
- Fighting Fake News!: Teaching Critical Thinking and Media Literacy in a Digital Age Paperback – April 1, 2018

References

- Media Literacy, Ninth Edition (International Student Edition)
- W. James Potter - University of California, Santa Barbara, USA
- Fighting Fake News!: Teaching Critical Thinking and Media Literacy in a Digital Age Paperback – April 1, 2018
- Media, Culture and Society: An Introduction 2nd Edition by Paul Hodkinson
- Social Media: How to Engage, Share, and Connect Third Edition by Regina Luttrell



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Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Digital Skills for Media-IV - JMC 406

Course Title: Digital Skills for Media-IV

Credit Units: 2

Course Level: UG Level

Course Code: JMC 406

Course Objectives:

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

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

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	

Student Learning Outcomes:

- 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.

Lab/ Practicals: Training of Graphics and Animation Software

Lab/ Practical details :

Theory L/T (%)	Lab/Practical/Studio (%)	Total
70 %	30 %	100

Assessment/ Examination Scheme:

Components	Assignment/Viva	Attendance	Midterm	End Term Examination
Weightage (%)	10	5	15	70

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

Text Reading:

- 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 Wesley Longman (Singapore), New Delhi,
- Hearn Donald, Baker, Pauline M.: Computer Graphics.

References:

- “Character Animation: 2D Skills for Better 3D” by Steve Roberts
- “Mastering Unity 2D Game Development” by Ashley Godbold and Simon Jackson
- “Animated Storytelling: Simple Steps For Creating Animation and Motion Graphics” by Liz Blazer
- “Gpu Gems 2: Programming Techniques for High – Performance Graphics and General – Purpose Computation” by Matt Pharr and Randima Fernando (Series Editor)
- “3D Animation Essentials (Essentials (John Wiley))” by Andy Beane



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Course Structure: Television Production - JMC 407

Course Title: Television Production

Credit Units: 2

Course Level: UG Level

Course Code: JMC 407

Course 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.

Lab/ Practical details:

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

Practical Assessment / Examination Scheme:

Components	Internal Assignment Midterm	Attendance	Viva
Weightage (%)	25	5	70



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Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Term Paper (NTCC) - JMC 408

Course Title: Term Paper (NTCC)

Credit Units: 3

Course Level: UG Level

Course Code: JMC 408

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 to 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

- The subject chosen should not be too general.
- 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) WPR ii) 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	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

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
1	Research Approach	10
2	Originality & Creativity	10
3	Layout & Design	10
4	Content	15
5	Viva Voce	15

6	Student Learning Outcome	10
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Comments (If Any) for **Guidelines/ Syllabus** by Industry Experts



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Advanced Research in Media Studies - JMC-501

Course Title: Advanced Research in Media Studies

Credit Units: 3

Course Level: UG Level

Course Code: JMC 501

Course Objectives:

This course is intended to provide students with an introduction to statistics as research tool. The emphasis in this course will be upon understanding statistical concepts and applying and interpreting tests of statistical inference. Content will include but not be limited to: scaling, visual representations of data, descriptive statistics, correlation and simple regression, sampling distributions, and the assumptions associated with and the application of selected inferential statistical procedures (including t-tests, chi-square, and one-way ANOVA). Computer software (SPSS) will be employed to assist in the analysis of data for this course.

- To introduce students to statistical applications in communication research
- To comprehend how and why statistics has developed as a tool of the scientific process
- To understand the appropriate application and interpretation of various inferential statistical procedures, including
- To discuss research report writing methods and ethical issues in communication research

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

Course Contents/Syllabus:

Modules	Weightage (%)
Module I – Correlation & Regression Analysis	
Descriptors/Topics Meaning, Concept and Characteristics of Correlation, Types of Correlation: Basic Type (Positive, Negative and Zero), Linearity Based Linear, Non-linear and Curvilinear, Partial Correlation: Pearson’s Product Moment Correlation and Spearman’s Rank Order Correlation, Determination of Correlation by Graphical Methods and Coefficient of Correlation, Concept of Multi-collinearity and Multiple Correlation Regression- Meaning, Application and Interpretation of Regression and its Terms-R, R ² ; Relationship between Correlation Coefficient and Regression Coefficient, Advantage and Assumption and Uses of Regression Analysis in Research Paper	25%

Module II – Test of Significance	25%
Descriptors/Topics Concept and Application of Hypothesis Testing and Test of Significance, Type of Errors, Level of Significance, Critical Region, One-tailed and Two-tailed Tests, Size and Power of a Test, Degree of Freedom, T-Test: Independent Sample T-Test, Paired T-Test, Chi-square Test: Meaning and Application, Test of Goodness of fit, Test in One-way Classification, Contingency Table, Test of Independence of Factors, Yates Correction	
Module III – Analysis of Variance (ANOVA) and Time	25%
Descriptors/Topics Cross Tabulation and Chi-square Test with SPSS, One-way ANOVA: Meaning, Interpretation, Application and Calculation with SPSS, Two-way ANOVA: Meaning, Interpretation, Application and Calculation with SPSS, Post-hoc Measurement, Time Series Analysis	
Module IV – Factor Analysis Methods	25%
Descriptors/Topics Factor Analysis: Meaning, Interpretation, Application, Principle Component Method with Varimax Rotation, KO Barlett’s Test for Validity with SPSS, Identification of Factors through loading with SPSS, Advantage and Limitation of Factor Analysis	

Learning Outcome: After completion of this course the students will be able to

- Understand the concepts of various research methodologies
- Analyze various statistical tools as research methods
- Identify and implement a hypothesis related to a given research problem
- Enable students to design a research methodology for a given situation

Pedagogy for Course Delivery:

- Power-point presentation
- Practical Exercise for various Research Methods
- Usage of SPSS

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components	Mid Term Exam	Assignment	Attendance	
Weightage (%)	15	10	05	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.
- K. Kalyanaraman, Hareesh N. Ramanathan, P.N. Harikumar: Statistical Methods for Research: A Step by Step Approach Using IBM SPSS, Atlantic Publishers and Distributors (P) Ltd; Edition (2016).



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MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Introduction to Data Journalism - JMC-502

Course Title: Introduction to Data Journalism

Credit Units: 2

Course Level: UG Level

Course Code: JMC 502

Course Objectives:

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: 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.

Course Contents/Syllabus:

	Weightage (%)
Module I: Data Journalism	35 %
Descriptors/Topics 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	
Module II: Finding story ideas with data analysis	30%
Descriptors/Topics 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	
Module III Telling stories with visualization & Spreadsheets	35 %
Descriptors/Topics 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	

Learning Outcome: After completion of this course the students will be able to

- Understand the concepts of Data Journalism
- Analyze various tools of Data analysis
- Identify and implement the main principles of data visualization
- Enable students to design stories with visualization & Spreadsheets

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

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components	Mid Term Exam	Assignment	Attendance	
Weightage (%)	15	10	05	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 unified field theory. www.nieman.harvard.edu/reports/article-online-exclusive/100044/Precision-Journalism-and-Narrative-Journalism-Toward-a-Unified-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 efficient. www.poynter.org/how-tos/digital-strategies/147736/10-tools-for-the-data-journalists-tool-belt/



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Film Appreciation, Direction and Stylization - JMC-503

Course Title: Film Appreciation, Direction and Stylization

Credit Units:

3

**Course Level: UG Level
503**

Course Code: JMC

Course Objectives:

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.

- This course also helps to 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: Basic Knowledge of Film Practices

Course Contents/Syllabus:

	Weightage
Module I: Film Appreciation-I	20%
Descriptors/Topics History of Cinema, Language of Cinema, Cinema and Other Traditional Arts, Film Styles and Movements, Film Psychology	
Module II- Film Appreciation-II	20%
Descriptors/Topics 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%
Descriptors/Topics 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%
Descriptors/Topics	
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.	

Learning Outcome: After completion of this course the students will be able to

- Understand the concepts Film Appreciation, Direction and Stylization
- Analyze various Process of Film- making and Film Psychology
- Identify and implement General Ideas on Art Theory as a Consumer Habit
- Enable students to design Film reviewing sessions, Case Studies of different cinema and directors.

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

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	Mid Term Exam	Assignment	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



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Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Writing skills for New Media - JMC-504

Course Title: Film Appreciation, Direction and Stylization

Credit Units: 3

Course Level: UG Level

Course Code: JMC 504

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.

Course Contents/Syllabus:

	Weightage
Module I: New Media Writing	30 %
Descriptors/Topics 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%
Descriptors/Topics Blogging and Buzz mining: strengths and weakness, future scope, setting up a blog on Wordpress/blogger.com, Searching Twitter (<i>Search.Twitter, TwitScoop, TweetDeck</i>), 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	

Descriptors/Topics 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	40 %
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Learning Outcomes:

- Understand the concepts New Media
- Analyze various changing roles of media professionals.
- Identify, implement and evolve important terms of digital world.
- Evaluate the role of a New Media Journalist.
- Enable students to apply the concepts of web journalism.

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

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	Mid Term Exam	Assignment	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.



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Media Conflict and Peace Building - JMC-505

Course Title: Media Conflict and Peace Building

Credit Units: 3

Course Level: UG Level

Course Code: JMC 505

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

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

Course Contents/Syllabus:

	Weightage
Module I: Role of Media and Communication in Conflict	40 %
Descriptors/Topics 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%
Descriptors/Topics 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 %
Descriptors/Topics ICT for Conflict Transformation and Peace building, Challenges Future for ICT in Peace building, ICT during warfare and Terrorism	

Learning Outcomes:

- Understand the concepts of Media Conflict and Peace Building
- Analyze various perspectives and the vital role of Media during War and Conflict
- Identify, implement and evolve Conflict Resolution
- Evaluate ICT for Conflict Transformation and Peace building

- Enable students to learn the Legal conditions and mandates for media interventions

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment			End Term Examination
Components	Mid Term Exam	Assignment	
Weightage (%)	15	10	7

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. Maastricht: European Journalism Center.



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Corporate Communication & Brand Management –JMC-506

Course Title: Corporate Communication & Brand Management

Credit Units: 3

Course Level: UG Level

Course Code: JMC 506

Course Objectives:

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: 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.

Course Contents/Syllabus:

	Weightage
Module I: Introduction to Corporate Communication	25 %
Descriptors/Topics 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%
Descriptors/Topics 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	

<p>Descriptors/Topics</p> <p>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?.</p>	<p>25 %</p>
<p>Module IV: Integrated Mass Communication and Planning</p>	
<p>Descriptors/Topics</p> <p>Meaning and Evaluation of IMC, Key elements & Features of IMC , Role of IMC in Marketing, Promotional Tools for IMC, IMC Planning Process, Communication Process, Traditional and Alternative Response Hierarchy Models, Establishing Objectives and Budgeting: Determining Promotional Objectives, Sales vs. Communication Objectives, DAGMAR, Problems in Setting Objectives.</p> <p>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.</p>	<p>25 %</p>

Learning Outcomes:

- Understand the concepts of Corporate Communication and Brand Management
- Analyze various kinds of Organizational Communications and Elements of a Corporate Communication Plan
- Identify, implement and evolve the Branding Process and Advertising Perspective
- Evaluate the Integrated Mass Communication and Planning
- Enable students to learn different softwares and skills used in media planning and production of campaigns.

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components	Mid Term Exam	Assignment	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)



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Digital Skills for Media-V - JMC-507

Course Title: Digital Skills for Media-V

Credit Units: 2

Course Level: UG Level

Course Code: JMC 507

Course Objectives:

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-requisites:

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

Course Contents/Syllabus:

	Weightage
Module I: Web Designing Principles	25 %
Descriptors/Topics 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%
Descriptors/Topics 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	

Descriptors/Topics 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 selector), CSS Color, Creating page Layout and Site Design	30%
Module IV: Web Publishing or Hosting Descriptors/Topics 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	20 %

Learning Outcomes:

- Understand the concepts of Web Designing
- Analyze various principles involved in developing a web site
- Identify, implement and evolve Cascading Style Sheets
- Evaluate the working of the web site
- Enable students to creating Titles for web pages and Themes-Publishing

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

Lab/ Practical details, if applicable: Yes

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	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 Learning Solutions Inc. HTML 5 in simple steps Dreamtech Press.



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Short Film/Documentary Production - JMC-508

Course Title: Short Film/Documentary Production

Credit Units: 2

Course Level: UG Level

Course Code: JMC 508

Course Objectives: To assess the knowledge of student regarding Film Production.

Pre-Requisite: Student must have 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 conducted as follows

Viva: The Viva of this practical will be conducted 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



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MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Media and Society – JMC 601

Course Title: Media & Society

Credit Units: 3

Course Level: UG Level

Course Code: JMC 601

Course Objectives: 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-Requisite: 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.

	Weightage
Module I: History and Culture of India	20 %
Descriptors/Topics Early History of India, Medieval History of India, Advent of European invasion, Characteristics of Indian culture, Unity in diversity race, color, language, customs, Effects of Mass Media on Culture; Media and Cultural Imperialism.	
Module II: Mass Media & Audience	30%
Descriptors/Topics 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	
Module III: Mass Media as Text	30 %
Descriptors/Topics 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 %
Descriptors/Topics 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,	

Learning Outcomes:

- Understand the concepts related to media, culture and society.

- Analyze various the impact of mass media on culture and society.
- Identify, implement and evolve approaches to media analysis and realism
- Evaluate the Media and Popular culture-commodities
- Enable students to recognize Media as a consciousness Industry

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment			End Term Examination
Components	Mid Term Exam	Assignment	
Attendance			
Weightage (%)	15	10	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.



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MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Specialized Project- News Paper or Magazine Design- JMC 602

Course Title: Specialized Project: News Paper or Magazine Design **Credit Units: 9**

Course Level: UG Level

Course Code: JMC-602

Course Objective:

- 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.

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.

Learning Outcomes:

- Understand the concept and purpose of Summer Project.
- Analyze various practical research approach to the theoretical based knowledge.
- Identify, implement and evolve different research perspectives and comprehensive understanding of the assigned topic.
- Evaluate the earlier studies conducted by researchers and give a new approach to the same.
- Enable students to have a pilot study and to carry out a novel study on different modules of media and communication

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 | 10 marks |
| ii) Comprehensiveness | 10 marks |
| iii) Originality | 5 marks |

External Marks

- | | |
|----------------------------|----------|
| Project Presentation/Viva* | 70 marks |
|----------------------------|----------|

*Viva will be conduct by external Industry Expert.



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Specialized Project- Photography Portfolio – JMC 603

Course Title: Specialized Project: Photography Portfolio

Credit Units: 9

Course Level: UG Level

Course Code: JMC 603

Course Objective:

- 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.

Student can choose any two subjects for Specialization:

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

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.

Student Learning Outcomes:

- Understand the concept and purpose of Summer Project.
- Analyze various practical research approaches to the theoretical based knowledge.
- Identify, implement and evolve different research perspectives and comprehensive understanding of the assigned topic.
- Evaluate the earlier studies conducted by researchers and give a new approach to the same.
- Enable students to have a pilot study and to carry out a novel study on different modules of media and communication.

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	10 marks
ii) Comprehensiveness	10 marks
iii) Originality	5 marks
External Marks	
Project Presentation/Viva*	70 marks
*Viva will be conduct by external Industry Expert.	



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Specialized Project: Advertisement Production – JMC 604

Course Title: Specialized Project: Advertisement Production

Credit Units: 9

Course Level: UG Level

Course Code: JMC 604

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:

Structure

- 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.

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.

Learning Outcomes:

- Understand the concept and purpose of Summer Project.
- Analyze various practical research approaches to the theoretical based knowledge.
- Identify, implement and evolve different research perspectives and comprehensive understanding of the assigned topic.
- Evaluate the earlier studies conducted by researchers and give a new approach to the same.
- Enable students to have a pilot study and to carry out a novel study on different modules of media and communication

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 10 marks
 - ii) Comprehensiveness 10 marks
 - iii) Originality 5 marks

External Marks

- Project Presentation/Viva* 70 marks

*Viva will be conducted by external Industry Expert.



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Specialized Project: Radio Production – JMC 605

Course Title: Specialized Project- Radio Production

Credit Units: 9

Course Level: UG Level

Course Code: JMC 605

Course Objective:

- 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

Structure:

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.

Main objectives of the course are:

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.

Student Learning Outcomes:

- Understand the concept and purpose of Summer Project.
- Analyze various practical research approaches to the theoretical based knowledge.
- Identify, implement and evolve different research perspectives and comprehensive understanding of the assigned topic.
- Evaluate the earlier studies conducted by researchers and give a new approach to the same.
- Enable students to have a pilot study and to carry out a novel study on different modules of media and communication

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

10 marks

ii) Comprehensiveness

10 marks

iii) Originality

5 marks

External Marks

Project Presentation/Viva*

70 marks

*Viva will be conducted by external Industry Expert.



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Specialized Project: Television Production – JMC 606

Course Title: Specialized Project: Television Production

Credit Units: 9

Course Level: UG Level

Course Code: JMC 606

Course Objective:

Main objectives of the course are:

- 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.

Structure:

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

Student Learning Outcomes:

- Understand the concept and purpose of Summer Project.
- Analyze various practical research approaches to the theoretical based knowledge.
- Identify, implement and evolve different research perspectives and comprehensive understanding of the assigned topic.
- Evaluate the earlier studies conducted by researchers and give a new approach to the same.
- Enable students to have a pilot study and to carry out a novel study on different modules of media and communication

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 10 marks
 - ii) Comprehensiveness 10 marks
 - iii) Originality 5 marks

External Marks

- Project Presentation/Viva* 70 marks

*Viva will be conducted by external Industry Expert.



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Specialized Project: Short Film/Documentary Production – JMC 607

Course Title: Specialized Project: Short Film/Documentary Production Credit Units: 9

Course Level: UG Level

Course Code: JMC 607

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.
- Film Appreciation is intended as a journey through the world of film.
- Students 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

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.

Student Learning Outcomes:

- Understand the concept and purpose of Summer Project.
- Analyze various practical research approaches to the theoretical based knowledge.
- Identify, implement and evolve different research perspectives and comprehensive understanding of the assigned topic.
- Evaluate the earlier studies conducted by researchers and give a new approach to the same.
- Enable students to have a pilot study and to carry out a novel study on different modules of media and communication

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

10 marks

ii) Comprehensiveness

10 marks

iii) Originality

5 marks

External Marks

Project Presentation/Viva*

70 marks

*Viva will be conducted by external Industry Expert.



Course Structure: Specialized Project: Web Designing – JMC 608

Course Title: Specialized Project: Web Designing

Credit Units: 9

Course Level: UG Level

Course Code: JMC 608

Course Objective:

- 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

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.

Learning Outcomes:

- Understand the concept and purpose of Summer Project.
- Analyze various practical research approaches to the theoretical based knowledge.
- Identify, implement and evolve different research perspectives and comprehensive understanding of the assigned topic.
- Evaluate the earlier studies conducted by researchers and give a new approach to the same.
- Enable students to have a pilot study and to carry out a novel study on different modules of media and communication

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 10 marks

ii) Comprehensiveness 10 marks

iii) Originality 5 marks

External Marks

Project Presentation/Viva* 70 marks

*Viva will be conducted by external Industry Expert.



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Summer Internship Project – JMC 609

Course Title: Summer Internship Project

Credit Units: 9

Course Level: UG Level

Course Code: JMC 609

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.

Pre-requisites: Students should have knowledge of research methodology so that they can implement them while doing their project.

Learning Outcomes:

- Understand the concept and purpose of Internships.
- Analyze various practical research approach to the theoretical knowledge.
- Identify, implement and evolve different research perspectives and understanding of the assigned topic.
- Evaluate the earlier studies conducted by researchers and give a new approach to the same.
- Enable students to have a pilot study and to carry out a comparative study on different modules of media and communication

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:
 1. WPR
 2. **Dissertation** Diary
 3. Plagiarism Report

10. A student will be eligible to submit his report and final assessment provided he/she meets following conditions:

- i. Online Registration for the **Dissertation**
- ii. Approval of Topic, Synopsis and Project Plan by the guide
- iii. 90 % of WPR were submitted
- iv. 80% of the WPR were satisfactory
- v. 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 sections, 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
4	1 st Draft on time	02
5	2 nd 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



AMITY UNIVERSITY

MADHYA PRADESH

Syllabus of B.A (Journalism and Mass Communication)

2021-2024

Approved by the Board of Studies

**Amity School of Communication
AUMP, Gwalior
Amity School of Communication**



Course Structure: Communication Theories and Models -JMC 101

Course Title: Communication Theories and Models

Credit Units: 3

Course Level: UG Level

Course Code: JMC 101

Course Objectives:

- Enable students to understand the key concepts in communication and MassCommunication..
- Help students to enhance media literacy and to gain understanding of mass communication and its processes
- Enable students to strengthen their knowledge about process, elements, levels, models and major theories of communication and mass communication.

Pre-requisites: The students must possess adequate and up to date knowledge of Mass communication process.

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	

Student Learning Outcomes:

- Understand the concepts of various theories related to communication and implementation in everyday life.
- Identify the use of media in providing meaningful information.
- Evaluate the Global Economic Trends and Issues
- Enable students to explain and review on critical evaluation of mass communication theories

Pedagogy for Course Delivery: The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theories. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment			End Term Examination
Components (Drop down)	Mid Term Exam	Assignment/Project/Quiz	
Attendance			
Weightage (%)	15	10	70

Text Reading:

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

References

- 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



Course Structure: History and Growth of Media in India-JMC 102

Course Title: History and Growth of Media in India

Credit Units: 3

Course Level: UG Level

Course Code: JMC 102

Course Objectives:

- Enable students to understand about history and mass media in India.
- Help students to understand about the different phase of journalism in India.

Pre-requisites: The students must possess adequate and up to date knowledge of history and growth of media in India.

Course Contents/Syllabus:

	Weightage
Module I: Early Stages of Media	20 %
Oral Traditions of Story-Telling since Early Civilization; Introduction to Traditional Media; Types: Theatre/Drama, Puppetry, Music, Dance/Ballads, Folk and Tribal Art, Local Fairs; Folk Tales & Folklore; Relationship with the Society; Innovation of Printing Press	
Module II: History of Newspapers	30%
James August Hicky and early Newspapers of Calcutta, Madras and Bombay; James Silk Buckingham: Role and Contribution; The Phase of Social Awareness: Raja Ram Mohan Roy, Uddant Martand etc; Freedom Struggle of 1857 and Role of Indian Press; 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	
Module III: English & Other Language Press in India	20 %
Important English News Papers and Their Contributions; Prominent Journalists (Sri Arbindo, Mahatma Gandhi, Shishir Kumar Ghosh, Surendranath Banarjee, Sadanand), English Press and Freedom Struggle; Other Indian Language Journalism: An Overview (Bangla, Marathi, Gujrati, Tamil, Malyalam, Telugu, Urdu etc)	
Module IV: Growth of Media in 20th Century & Current Scenario	

Nehru Era and the Transition Phase (1947-1974), Indian Press during Emergency and thereafter (1975-1990), Era of Globalization and Indian Press (1991 onwards); Citizen Journalism, Social Media, Convergence and Co-existence; History of Radio, Current Trends in Radio: FM Broadcasting, Internet radio, Community Radio – Relevance & Present Status, Growth of Private Radio Channels, 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	30%
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Student Learning Outcomes:

- Understand the history of Indian communication and Press.
- Identify the use of media in providing meaningful information.
- Evaluate the Changes in Indian media industry.
- Enable students to explain and review on critical evaluation of mass communication trends in India.

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 cutting of historical papers and historical broadcast of Indian radios.

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

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

Text Reading:

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

References

- Reports on Indian media.
- Daily newspapers
- Historical documents related to freedom movement of India
- AIR archives.



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Course Structure: Fundamentals of Advertising and Public Relations-JMC 103

Course Title: Fundamentals of Advertising and Public Relations

Credit Units: 3

Course Level: UG Level

Course Code: JMC 103

Course Objectives:

- Enable students to understand about Fundamentals of advertising and public Relations in India.
- Help students to understand about the different phase of advertising and public relations in India.
- Help students to analyses about the current scenario and scope of advertising and public relations in India.

Pre-requisites: The students must possess adequate and up to date knowledge of fundamentals of advertising and public relations.

Course Contents/Syllabus:

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	
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).	

Student Learning Outcomes:

- Understand, identify and define the advertising concepts and will review the advertising media.
- Identify and analyze the Indian advertising scenario and will distinguish between advertising and marketing.
- Evaluate the Changes in Indian ad & pr industry.
- Enable students able to categorize different types of advertisements and appraise and interpret the legal, ethical and social aspect of advertising.

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, historical advertisements, pr agencies.

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

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

Text Reading:

- Jaishri Jethwaney and Shruti Jain, 'Advertising Management', Second edition, Oxford University Press, New Delhi, 2013
- Kruti Shah and Alan D'Souza, 'Advertising & promotions an IMC perspective' Tata Mc Graw Hill, New Delhi, 2012
- Kenneth Clow. Donald Baack, "Integrated Advertisements, Promotion and Marketing communication", Prentice Hall of India, New Delhi, 2003
- Balan, K.R.; Applied Public Relations and Communications; 2000 Sultan Chand & Sons New Delhi
- Seitel, Fraser P ; The Practice of Public Relations; 2006 by Prentice Hall
- Cottle, Simon ; News, Public Relations and power; Sage Publications Ltd (April 18, 2003)

- Black, Sam ; Practical public Realtions; Prentice Hall Trade; Revised edition (April 1983)
- Cutlip, S. M., Center, Allen H & Glen M. Broom; Effective Public Relations; Prentice Hall; 9 edition (July 25, 2005)
- Allen H. Center , Patrick Jackson , Stacey Smith ,Frank Stansberry ; Public Relation Practices; Prentice Hall; 7 edition (November 19, 2007)
- Henry Jr. & Rene, A.; Marketing Public Relations; Iowa State Press, 1 edition (January 2000)
- Sengupta, Sailesh ; Management of public relations & communication; Vikas Pub. House, 1998

References

- Reports on ad & pr industry.
- Daily newspapers.
- Historical documents related to ad and pr industry.
- Prasar bharti archives.
- Documentaries.



Course Structure: Fundamentals of Print Journalism-JMC 104

Course Title: Fundamentals of Print Journalism

Credit Units: 2

Course Level: UG Level

Course Code: JMC 104

Course Objectives:

- Enable students to understand basic concepts of news and the news process.
- Help students to understand print media industry from a journalistic perspective
- Help students to analyses about the current scenario and scope of media industry in India.

Pre-requisites: The students must possess adequate and up to date knowledge of Fundamentals of Print Journalism.

Course Contents/Syllabus:

Module I: Understanding News and News Source	Weightage
News: Meaning, Definition, Nature; News Value; Basic elements of News; Hard and Soft News; Organizing the news structure: 5 Ws & I H, Inverted Pyramid;	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;	
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Student Learning Outcomes:

- Understand, identify and define the news values and comprehend the news process.
- Identify and analyze the Indian media scenario and will distinguish between hard and soft news.
- Evaluate the Changes in a news story according to the hard news structure.
- Understand and demonstrate interviewing and newsgathering skills.
- Enable students to categorize different types of news, editing skills including proof reading and headline writing appraise and interpret the legal, ethical and social aspect of news.

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, historical news articles .

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

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

Text Reading:

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

- Garst, Robert & Theodore Bernstein (1982). Headlines and Deadlines (4th Edition). Columbia University Press, New York, USA.

References

- 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.



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Course Structure: Introduction to Visual Communication-JMC 105

Course Title: Introduction to Visual Communication

Credit Units: 2

Course Level: UG Level

Course Code: JMC 105

Course Objectives:

- Enable students to understand the history, forms, elements, theories, meaning, and principles of visual communication.
- Help students to understand how visual communication is important in every aspect of media industry.

Pre-requisites: The students must possess adequate and up to date knowledge of Visual Communication.

Course Contents/Syllabus:

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,	35%
Module II: Basics of Visual Communication 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,	35%
Module III: Power, Visual Representation & Society	30%

<p>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;</p> <p>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</p>	
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Student Learning Outcomes:

- Understand, identify and define the different theories of visual communication.
- Identify and analyze fundamentals of major art forms for professional problem-solving.
- Evaluate the Changes in media industry with reference to visual communication.
- Understand and demonstrate visual communication in today's world.

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, historical news articles.

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

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

Text Reading:

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

References

- 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.



AMITY UNIVERSITY

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Course Structure: State and Politics-JMC 106

Course Title: State and Politics

Credit Units: 2

Course Level: UG Level

Course Code: JMC 106

Course Objectives:

- Enable students to understand the relationship of state and politics.
- Help students to understand how state works.

Pre-requisites: The students must possess adequate and up to date knowledge State and Politics.

Course Contents/Syllabus:

Module I: Indian Constitution	Weightage
Indian Constitution: Salient Features & preamble, Fundamental Rights and Fundamental duties, Directive Principles of state policy, States and Union Territories & Centre-State Relations.	25%
Module II: Power and functioning of Democratic Institutions	25%
President and Vice President: Election and power, Prime Minister and the cabinet , Governor: Power & functions , Chief Minister and the cabinet, Parliament – Functions and powers	
Module III: Judicial System	25%
State legislature – Functions and powers , Superior Judiciary - Supreme Court, High Courts, Subordinate Judiciary	
Module IV: Electoral System	

Election Commission – Functions and powers, General Elections, Mid-Term Elections, By Elections, Elections of upper and lower houses, Election of President and Vice President , Multi Party System - National and Regional Parties	25%
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Student Learning Outcomes:

- Understand, identify and define the Election.
- To understand political scenario of states.
- Understand and demonstrate duties given by constitution.

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, and screenings, and reading group, historical news articles election results.

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

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

Text Reading:

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

References

- 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.



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Digital Skills for Media-I-JMC 107

Course Title: Digital Skills for Media-I

Credit Units: 2

Course Level: UG Level

Course Code: JMC 107

Course Objectives:

- Enable students to understand the basic computer software's.
- Help students to understand how information in context to the designing of variety of print layouts works.

Pre-requisites: The students must possess adequate and up to date knowledge of computers and typing software.

Course Contents/Syllabus:

Module I: Computer Fundamentals and Ms Office	Weightage
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<p>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;</p> <p>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</p>	40%
<p>Module II: Introduction to Photoshop</p> <p>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.</p>	30%
<p>Module III: Introduction to Adobe In Design</p> <p>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.</p>	

Student Learning Outcomes:

- To Understand and use various software.
- To understand use of layouts.
- Understand and demonstrate use of news paper design.

Pedagogy for Course Delivery: 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.

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: Yes, practice of MS Office tools like word, excel, PowerPoint, Photoshop, CorelDraw and In Design will be performed in the Lab.

Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Mid Term Exam	Assinment/Quiz/MCQ	Attendance	
Weightage (%)	15	10	5	70

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

Text Books & References

- Shalini and Adity Gupta, Photoshop CS2 In simple steps.
- Sarkar, N.N; Art and production
- Help Command of the related Software Programme.



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Print Media Production-JMC 108

Course Title: Print Media Production

Credit Units: 2

Course Level: UG Level

Course Code: JMC 108

Course Objectives:

- To access the knowledge of student regarding Print media Production.

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

Course Contents/Syllabus:

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

Student Learning Outcomes:

- To Understand and use various software.
- To understand use of layouts.
- Understand and demonstrate use of news paper design.

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

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: Yes, practice of MS Office tools like word, excel, PowerPoint, Photoshop, CorelDraw and In Design will be performed in the Lab.

Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				News Paper Production(Project)+V iva=
Components (Drop down)	Mid Term Assignment	Assignment	Attendance	
Weightage (%)	15	10	5	20+50

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

Text Books

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

Reference

- 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.



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Specialized Reporting, Writing & Editing-JMC 201

Course Title: Specialized Reporting, Writing & Editing

Credit Units: 3

Course Level: UG Level

Course Code: JMC 201

Course Contents/Syllabus:	Weightage (%)
Module I: News Gathering	25%
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	25%
Definition and elements; Tools of investigative reporting; Sting Operations and latest trends Relevant Case studies: Indian and International	
Module III: Feature and Magazine Writing	25%
How to write a feature; Different types of features; Writing Book reviews; Writing film reviews, In-depth 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	25%
Introduction to Editing; Objectives of copy editing: Checking facts, language, style, clarity & simplicity, Copy Editing: Ensuring News value and other criteria. Principles of photo editing; Page Layout Planning, Editing symbols, Newsroom terminology Dummy- page make-up Computer layout; Choosing the right visuals;	

Course Objectives:

- Enable students to understand the specialized writing genres such as magazine writing, editorial writing, disaster reporting.
- Help students to discuss various aspects of investigative reporting and editing and page layout planning.
- Enable students to strengthen their knowledge about the various existing issues in media

Pre-requisites: Student must possess knowledge of Basics of print journalism and should be conversant with specialized beat reporting at the local and national level.

Course Contents/Syllabus:

Student Learning Outcomes:

- Understand the concepts of various Theories related to News.
- Analyze various how to treat various National and International News.
- Identify, implement and evolve strategies for creating Credible News.
- Enable students to discuss on various National and International issues.

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

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Mid Term Exam	Assignment/Project/Quiz	Attendance	
Weightage (%)	15	10	05	70

Text Reading:

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

- French, Christopher (Ed) (1987). The AP Style Book & Libel Manual. Addison-Wesley Publication Co, Inc, USA.

References

- 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



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Theories of Advertising & Public Relations-JMC 202

Course Title: Theories of Advertising & Public Relations

Credit Units: 3

Course Level: UG Level

Course Code: JMC 202

Course Objectives:

- Enable students to understand the different Publics and establish effective Public Relation and advertising.
- Help students to understand the different theories of Advertising and Public Relations.

Pre-requisites: Student must possess knowledge of understanding on theories of advertising and public relations.

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, Color Theories : Audience Resistance, Resilience 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 Organizations of the Government & Ethics	25%
Media Organizations; PIB, DAVP, Publications Division, 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.	

Student Learning Outcomes:

Understand the concepts of various Theories related to Ad & Pr

Understand the different theoretical perspective of advertising and public relations.

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures,

discussions and practical exercises.

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Mid Term Exam	Assignment/Project/Quiz	Attendance	
Weightage (%)	15	10	05	70

Text Reading:

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

References

- 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



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Basics of Radio Journalism-JMC 203

Course Title: Basics of Radio Journalism

Credit Units: 3

Course Level: UG Level

Course Code: JMC 203

Course Objectives:

- Enable students to understand the different aspects of Radio Journalism.
- Help students to develop professional capabilities of news reading.

Pre-requisites: Student must possess knowledge of understanding of Basics of Radio Journalism.

Course Contents/Syllabus:

Module I: Understanding the medium	Weightage
Radio Broadcasting: Origin and Growth, Radio as a verbal medium: strength and weakness; Radio and public service broadcasting. Radio for social change and development.	15%
Module II: Radio News	

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.	15%
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 Program Formats; Latest trends of Radio Programs; Production and Recording Process Program Planning; Broadcasting Guidelines; Conceptualization and Ideation: Show Designing; Radio Program production: Interviews, Radio Talk, Discussions, Review Programs, Production of Musical Programs; Best use of Music database; Talk show; Discussion Program; Drama/Skits; Radio documentaries and Feature; Advertisements, Promos, Jingles, Telephonic Programs	

Student Learning Outcomes:

- Understand the write record, produce and edit several formats of radio programmes including news stories, and features.
- Understand the history of the radio industry will be able to work in professional atmosphere of radio station.
- Understand the challenges and solutions of the radio industry.

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

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment	End Term Examination
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Components (Drop down)	Mid Term Exam	Assignment/Project/Quiz	Attendance	
Weightage (%)	15	10	05	70

Text Reading:

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



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MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Fundamentals of Photography-JMC 204

Course Title: Fundamentals of Photography

Credit Units: 3

Course Level: UG Level

Course Code: JMC 204

Course Objectives:

- Enable students to understand the different aspects of Fundamentals of Photography.
- Help students to develop professional capabilities of Photography.
- Enable students to understand Basics of Photo Editing.

Pre-requisites: Student must possess knowledge of Photography.

Course Contents/Syllabus:

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	

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 S.L.R vs. S.L.R.; 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.	25%
Module III: Principles of Photography	25%
Rules of Composition: portraits, Landscape; Composing different subjects; Perspective, Texture, Pattern, Colour, Shape, Contrast, Types of Photography, Landscape, Portrait Still Documentary.	
Module IV: Compositing and Editing Photographs	25%
Concept of Light-room , Merging of multiple shots to produce a suitable output; Product based photography; Comparative study of Digital photography vs conventional photography; Editing techniques in photography	

Student Learning Outcomes:

- Understand the fundamental concept of the medium of photography; Combine the science and art on photography.
- Understand the history of the medium, Design storytelling through this visual medium.
- Understand the challenges and solutions of the Photography.

Pedagogy for Course Delivery: 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.

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: YES, Lighting and Photography will be demonstrated in Studio.

Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Mid Term Exam	VIVA	Attendance	
Weightage (%)	15	10	05	70

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

Text Reading:

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



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Indian Economy and Foreign Relations-JMC 205

Course Title: Indian Economy and Foreign Relations

Credit Units: 3

Course Level: UG Level

Course Code: JMC 205

Course Objectives:

- Enable students to understand major trends in economic and foreign policy indicators and policy debates in India in the post-Independence period.
- Help students to understand paradigm shifts and turning points. Given the rapid changes taking place in India.

Pre-requisites: The students must possess adequate and up to date knowledge of Economy and foreign relations of India.

Course Contents/Syllabus:

Module I: Economic Development since Independence	Weightage
B 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.	25%
Module II: Indian Economy and issues relating to planning	

<p>Macroeconomic Policies and Their Impact Fiscal Policy; trade and investment policy; financial and monetary policies;</p> <p>labor regulation, Policies and Performance in Agriculture Growth; productivity; agrarian structure and technology; capital formation;</p> <p>Trade; pricing and procurement, Policies and Performance in Industry Growth; productivity; diversification;</p> <p>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.</p>	25%
<p>Module III: Organizations and institutions</p> <p>World Bank; The Asian Development Bank;</p> <p>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.</p>	20%
<p>Module IV: Indian Foreign Policy</p> <p>Determinants and Principles of India's Foreign Policy: Domestic and International sources of India's Foreign Policy, Objectives and Principles,</p> <p>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;</p> <p>Pakistan: Challenges and Prospects; Afghanistan, Sri Lanka, Bangladesh, Nepal, Bhutan, Maldives and Middle East: Main Issue;</p> <p>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.</p>	30%

Student Learning Outcomes:

- Understand the concepts of various Theories related to Economy.
- Analyze how to treat various National and International Relations.
- Evaluate the Global Economic Trends and Issues.
- Enable students to discuss on various National and International issues.

Pedagogy for Course Delivery: The class will be taught by giving references of daily news which comes both in the print and broadcast media. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for news analysis. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Their inclination towards research and analysis in the contemporary issues will get a boost. Various nuances of the news analysis will be acquainted to the

students so that it will help them understand the intricacies of the media industry in general and news industry in particular with reference to Indian relations to other nations.

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Mid Term Exam	Assignment/Project/Quiz	Attendance	
Weightage (%)	15	10	05	70

Text Reading:

- Appadorai, A. (1981) Domestic Roots of Foreign Policy. New Delhi: Oxford University Press
- Bandhopadhyaya, J. (1970) Making of India's Foreign Policy. 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

References

- 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



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Digital Skills for Media-II-JMC 206

Course Title: Digital Skills for Media-II

Credit Units: 2

Course Level: UG Level

Course Code: JMC 206

Course Objectives:

- Enable students to understand procedures, techniques, and standard practices in motion picture post production sound.
 - Help students to acquire practical knowledge and hands-on experience of post production sound workflow.
- **Pre-requisites:** The students must possess adequate and up to date knowledge of computer.

Course Contents/Syllabus:

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%
I Introduction to Software, Sound-forge Interface, Tools and Menus, Working with Sound-forge, Audio Recording, Audio program 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.	

Student Learning Outcomes:

- Understand the concepts of Sound.
- Analyze how to record sound and edit that.
- Evaluate basic concepts of Computer fundamentals.
- Enable students to understand about working of studio.

Pedagogy for Course Delivery: The course will be taught in regular class room as well as in studio.

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: Yes, Sound Recording, Mic Placement, Editing of sound,

Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Mid Term Exam/Assignments	viva	Attendance	
Weightage (%)	15	10	05	70

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

Text Reading:

- 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 Basics by Stanley R. Alten (2012, Wadsworth Publishing)

References

- Air archives.
- Radio shows.
- News and media analysis websites like The Hoot, Huffington Post etc.



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Radio Production-JMC 207

Course Title: Radio Production

Credit Units: 2

Course Level: UG Level

Course Code: JMC 207

Course Objectives:

- To access the knowledge of student regarding Radio Journalism.

Pre-requisites: The students must possess adequate and up to date knowledge of Radio Production and Journalism.

Course Contents/Syllabus:

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

Student Learning Outcomes:

- Students will submit the project at the time of end term examination which will be beneficial for their career growth.
- Enable students to understand about studio techniques.

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

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: Yes Sound Recording, Mic Placement, Editing of sound,

Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				News Paper Production (Project) + Viva (50+20)
Components (Drop down)	Mid Term Assignment	Assignment	Attendance	
Weightage (%)	15	10	5	70

Text Reading:

- 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 Basics by Stanley R. Alten (2012, Wadsworth Publishing)

References

- Air archives
- Radio shows
- News and media analysis websites like The Hoot, Huffington Post etc.



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Basics of Media Research- JMC 301

Course Title: Basics of Media Research

Credit Units: 3

Course Level: UG Level

Course Code: JMC 301

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 Research & various forms of media.

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	

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	30%
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Student Learning Outcomes:

- Understand the concepts of research, elements of research and different types of research with their importance
- Analyze various elements of research
- Identify, implement and evolve research problems and research objectives
- Enable students to understand and apply different research designs and methods to a specific research problem

Pedagogy for Course Delivery:

Power-point presentation, Relevant research papers as examples for explaining the concept, Practical exercise for research methods and sampling

Lab/ Practical details, if applicable: N/A

Assessment/ Examination Scheme:

Components	Midterm	Assignment/ Project/Semina	Attendance	End Term Examination
Weightage (%)	15	10	5	70

Text Reading:

- 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.
- Research Methodology – Methods & Techniques 2 ed, Kothari C. R. – Vishwa Prakashan – New Delhi 1990.
- Argyris C. “Personality and Organisation: The Conflict Between System and Individuals “Harper and Row, New York, 1995.

References:

- 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.
- Research Methodology Practice – P. Philominathan – Shri A.V.V.M. Pushpam College – Poondi –Thanjavar
- An Introduction to Research Procedure in Social Sciences – Gopal M. A. – Asia Publishing



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Television Journalism - JMC 302

Course Title: Television Journalism

Credit Units: 3

Course Level: UG Level

Course Code: JMC 302

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.

Course Content	Weightage %
Module I – Writing for TV (Pre-Production)	

<p>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, lifestyle; 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</p>	30%
<p>Module II: Sound Camera & Lighting</p> <p>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</p>	25%
<p>Module III: Shooting (Production)</p> <p>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 program formats: News:live or recorded, Entertainment; Interviews; Talk shows; Shooting for fiction</p>	25%
<p>Module IV: Editing (Post Production)</p> <p>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</p>	20%

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 be able to explain the handling and operating video camera and sound controlling equipment's 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.

Lab/ Practical details, if applicable: N/A

Assessment/ Examination Scheme:

Components	Midterm	Assignment/ Project/Seminar /Quiz	Attendance	End Term Examination
Weightage (%)	15	10	5	70

Text Reading:

- Dictionary Of Media And Journalism: Tv, Radio, Print And Internet
2004/345Pp/Paperback (Paperback)
- by Chandrakant P. Singh
- Making News, Breaking News, Her Own Way
- by Latika Padgaonkar, Shubha Singh
- MacGregor, Brent; Live, Direct and Biased: Making TV news in the Satellite Age

References:

- Blum, Richard A.: Television Writing, Focal Press, Boston, London, 1984.
- Hilliard, Robert L: Writing For Television and Radio, Hasting House, New York, 1976.
- Lee, Robert and Robert Misiorowski: Script Model: A HandBook For The Media Writer, Hasting House, New York, 1978.
- Trapnell, Coles: Teleplay – An Introduction to Television Writing, Hawthorn Books, New York, 1974.



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Writing for Advertising and Public Relations - JMC 303

Course Title: Writing for Advertising and Public Relations
Course Level: UG Level

Credit Units: 2
Course Code: JMC 303

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.

Course Content	Weightage
Module I – Copywriting for Advertisement	

<p>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 nonverbal communication: colors, shapes, gestures. Types of copy: Advertorial, Infomercial, Comparative copy, Copy for different languages</p>	<p>35%</p>
<p>Module II: Writing in Advertising</p> <p>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.</p>	<p>30%</p>
<p>Module III: Writing in Public Relations</p> <p>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.</p>	<p>35%</p>

Student Learning Outcomes:

- Gain familiarity with the concept of targeting, positioning and market segmenting
- Develop an understanding about the ethical issues related to advertising
- Identify various styles and production techniques used for various mediums
- Plan, design and implement PR tools effectively
- Write press releases, organize press conferences and create PR campaigns

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

Lab/ Practical details, if applicable: N/A

Assessment/ Examination Scheme

Components	Midterm	Assignment Project/Sem inar/Quiz	Attendance	End Term Examination
Weightage (%)	15	10	5	70

Text Reading:

- Drewniani, Bonnie and Jewler, Jerome. Creative Strategy in Advertising, 10th Edition. Wadsworth Publishing. ISBN 13: 9781439082706
- L'Etang, Jacquie. Public Relations: Concepts, Practice and Critique. SAGE Publications. ISBN:9781412930482
- Chandler, R. C. (2008). Media relations: Concepts and principles for effective public relations practice. Denver, CO: Outskirts Press.
- Fitch, B. F. (2012). Media relations handbook for government, associations, nonprofits, and elected officials (2nd edition). The Capitol Net: Alexandria, VA.
- Howard, C. M. & Mathews, W. K. (2013). On deadline: Managing media relations. Long Grove, IL: Waveland Press.

References:

- Diggs-Brown, Barbara. (2013). The PR Style Guide: Formats for Public Relations Practice (3rd ed.). Wadsworth, CA.
- Kessler, Lauren and McDonald, Duncan. (2012). When Words Collide. (8th ed.) Wadsworth, CA: Thompson.
- Wilcox, D.L., & Reber, B.H. (2013). Public relations writing and media techniques. (7th ed.) Boston, MA: Pearson.



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Media Laws and Ethics - JMC 304

Course Title: Media Laws and Ethics

Credit Units: 3

Course Level: UG Level

Course Code: JMC 304

Course Objectives:

- To introduce students to concept of ethics and ethical issues faced by the media
- To discuss various media laws with the help of case studies
- To understand the context and framework of print and broadcast media regulation in India

Pre-requisites: Nil

Course Contents/Syllabus:	Weightage
Module I : Constitution and Media	30%
Fundamental Rights; Article 19 (1) (a) and 19 (2) : Freedom of Expression; Freedom of Press & Reasonable Restrictions; Emergency and its effects upon media; Restrictions on Media, Legislature and Media; Breach of privilege of legislature, Judiciary and Media; Contempt of Court Act 1952; Defense of Media persons	

Module II: Press Laws in India-I	35 %
Brief history of Press Laws in India before Independence, First Press Regulation 1799, Gagging Act 1857. Press and Regulation Act 1867, Vernacular Press Act 1878, Indian Press Act 1910, Sea Custom act 1878, Official Secrets Act 1923, Working Journalist Act 1955 and Wage Board.1953 (IT Act, 2000), Article 66 A	
Module III : Press Laws in India-	35 %
Copyright Act, Intellectual Property Right, Press Council of India Act, 1965, Cinematograph Act 1952 , Telegraph Act.etc), Prasar Bharati Act 1990, Broadcast Bill 2000,Right to Information Act 2005, Young Persons' Act, 1956 (Harmful Publication), Cable TV Network (Regulation) Act 2002, IT Act & Cyber Crime; Hacking, Cyber Bullying & Morphing.	
Module IV : Media Ethics and Social Responsibility	35 %
Defamation and Media; Defense of Media persons in respect to trots and Indian Penal Code 1860, Whistle Blowers Act, Responsibilities and Accountability of journalists and publishers, Different types Of Media Organizations, RNI, ABC, Press Commissions, Press Council, Editors Guild and other regulatory bodies	

Student Learning Outcomes:

- Students will be able to identify ethical issues faced by the media and discuss trends in commercialization of news
- Students will be able to discuss the various media laws and their implications on conduct of media
- Students will be able to analys 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.

Lab/ Practical details, if applicable: N/A

Assessment/ Examination Scheme

Components	Midterm	Assignment/ Project/Seminar /Quiz	Attendan ce	End Term Examination
Weightage (%)	15	10	5	70

Text Reading:

- Divan, M.G. (2013). Facets of Media Law A mini encyclopaedia covering multiple dimensions of media law. New Delhi: Eastern Book Company.

- Christians, G.C. et al.(2011). Media Ethics.
- Thakurta, PG, Truth Fairness and Objectivity, Oxford University Press
- BAIRD, Robert M., & al. – (ed.), The Media and Morality (Contemporary Issues), Amherst (NY), Prometheus Books, 1999.
- BUGEJA, Michael J. – Living Ethics: Developing Values in Mass Communication, Needham Heights (MA), Allyn & Bacon, 1995.
- COHEN, Elliot D., ELLIOTT, Deni, – Journalism Ethics: A Reference Handbook, Santa Barbara (CA), Abc Clio, 1998.

References:

- Baird, Robert M., & Al. – (Ed.), The Media And Morality (Contemporary Issues), Amherst (Ny), Prometheus Books, 1999.
- Chadwick, Ruth – (Ed.), The Concise Encyclopedia Of Ethics In Politics And The Media, San Diego (Ca), Academic Press, 2001.
- Gordon, A.D., Kittross, John M., – Controversies In Media Ethics, New York, Addison Wesley, 1999. [2nd Ed.]
- Makau, J.M., Arnett, R.C., – (Ed.), Communication Ethics In An Age Of Diversity, Urbana (Il), University Of Illinois Press, 1999



AMITY UNIVERSITY
MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Film Theories and Practices - JMC 305

Course Title: Film Theories and Practices

Credit Units: 3

Course Level: UG Level

Course Code: JMC 305

Course Objectives:

- To introduce basic concepts of filmmaking technique
- To establish the relevance of important film theoretical concepts
- To establish relationship between visualization and creativity
- To understand Cinema as an Art form
- To establish distinction between technique and content
- To discuss the impact of Cinema in our daily lives
- To establish a capability to write /analyze scripts for film

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

Course Contents/Syllabus:	Weightage
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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/ Practical details, if applicable: N/A

Student Learning Outcomes:

- Understand the growth and development of Indian Cinema
- Get familiar with the techniques used in filmmaking, film art movements
- Understand Cinema as a mass communication medium, working with agencies and film boards, censor mechanism and overall objective of filmmaking
- Learn concepts such as proposing a film script, budgeting a production, working with crew

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.

List of Film Theories and Practices Experiments:

- A 2- 3-minute film on a certain theme.
- Film Viewing sessions

- Script writing sessions

Assessment/ Examination Scheme

Components	Midterm	Assignment Project/Semi nar/Quiz	Attendance	End Examination	Term
Weightage (%)	15	10	5	70	

Text Reading:

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

References:

- Thomson, David. The New Biographical Dictionary of Film. 4th ed. New York: Knopf, 2002.
- The Complete Film Dictionary by Ira Konigsberg, 1997-09-01
- International Dictionary of Films and Filmmakers. (e-book) 4th ed. Detroit: St. James Press, c2000.
- Magill's Survey of Cinema, English Language Films, First Series by Frank N. Magill (Editor)



AMITY UNIVERSITY
MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Development Communication - JMC 306

Course Title: Development Communication

Credit Units: 3

Course Level: UG Level

Course Code: JMC 306

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

	Weightage
Module I: Concept of Development	30%
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	

Module II: Development Communication	35%
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	
Module III: Use of Mass Media in Social Sensitization	35%
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	

Student Learning Outcomes:

- Demonstrate knowledge about the concept of development and development communication.
- Apply strategies of development communication to real life development issues in various societies.
- Design development campaigns using different media platforms.
- Demonstrate an understanding of the political, economic and cultural dimensions of 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.

Lab/ Practical details, if applicable: N/A

Assessment/ Examination Scheme:

Components	Midterm	Assignment/ Project/Sem inar/Quiz	Attendance	End Term Examination
Weightage (%)	15	10	5	70

Text Reading:

- Uma Narula, Anand Har. Development Communication – Theory and Practice
- Gupta V.S. Communication and Development Concept, New Delhi
- Joshi Uma, Understanding Development Communication, Dominant Publications, New Delhi

References:

- R. Melkote Srinivas, Communication for Development in the Third World, Sage, New Delhi
- Lerner Daniel & Schramm Wilbur. Communication and Changes in Developing Countries, East West Communication Centre, Honolulu

- Rogers Everett M, Communication and Development: Critical Perspective, Sage, New Delhi
- Todaro, Michael P Longman., Economic Development in the Third World, New York



AMITY UNIVERSITY
 MADHYA PRADESH
 Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Digital Skills for Media-III - JMC 307

Course Title: Digital Skills for Media
Course Level: UG Level

Credit Units: 2
Course Code: JMC 307

Course Objectives:

- To know about the broad knowledge of the video Editing Software's,
- To know about TV and Film Industry
- Students will study the editing of videos.

Prerequisites: Basic Understanding of Computer is must.

	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	

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.	30%
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.	

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.
- Understand the importance of typography and layout in design.
- Demonstrate skills to design for various media.
- Solve design problems and suggest appropriate solutions.

Pedagogy for Course Delivery:

The classes will be discussion and practical based.

Lab/ Practical details:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
70 %	30 %	100

Assessment/ Examination Scheme:

Components	Assignment/ Viva	Attendance	Midterm	End Term Examination
Weightage (%)	10	5	15	70

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

Text Reading:

- 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..

References:

- “Editing Digital Video: The Complete Creative and Technical Guide (Digital Video and Audio Series)” by Robert M Goodman and Patrick Mcgrath
- “Technique of Film Editing, Reissue of 2nd Edition” by Karel Reisz and Gavin Millar

- “Digital Nonlinear Editing: New Approaches to Editing Film and Video” by Thomas A Ohanian
- “Some Procedures for Sound Editing on Videotape: Using JVC Editing Control Unit RM-86U and 6-Channel Mixer MI 5000” by Richard Raskin



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Advertisement Production - JMC 308

Course Title: Advertisement Production

Credit Units: 2

Course Level: UG Level

Course Code: JMC 308

Course 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.

Lab/ Practical details:

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

Practical Assessment/ Examination Scheme:

Components	Internal Assignment	Attendance	Viva + Practical Project
Weightage (%)	25	5	70



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Applied Research in Media Studies - JMC 401

Course Title: Applied Research in Media Studies

Credit Units: 3

Course Level: UG Level

Course Code: JMC 401

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

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	

Research in Newspaper and Magazine Circulation Research; Readership Research; Readability Research Research in Television and Radio Rating Method; Non – rating Method Research in Public Relation Industry research; News tracking research; Competitive analysis Research in New Media: Social Media Research; Research on Online usage	60%
Module III – Statistical application in Media Research 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	20%

Student Learning Outcomes:

- 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

Lab/ Practical details, if applicable: N/A

Assessment/ Examination Scheme:

Components	Mid Term	Assignment/Project/Seminar/Quiz/Class test	Attendance	End term Examination
Weightage (%)	15	10	5	70

Text Reading:

- 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.
- Research reports of Neilson, India
-

References:

- An Introduction to Research Procedure in Social Sciences – Gopal M. A. – Asia Publishing House – Bombay
- Research Methodology – Methods & Techniques 2 ed, Kothari C. R. – Vishwa Prakashan – New Delhi 1990.
- Devis Keith “Human Relation at work, McGraw Hill book company, Inc., New York, 1957.
- 8.Ghosh “Personnel Administration in India”, Sudha Publication New Delhi, 1969.
- Calhoon R.P. “Personal Management and supervision”, Application Century crafts, New York, 1967. 9. Chatterjee N.N.



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: News Room Practices & Anchoring Skills - JMC 402

Course Title: News Room Practices & Anchoring Skills

Credit Units: 3

Course Level: UG Level

Course Code: JMC 402

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

Contents/Syllabus:	Weightage
Module I : TV News Room	

<p>TV newsroom structure; Process of broadcast of a news report Reporting: types of reporting (beats)-political, social, business, entertainment, crime, educational I, health, sports; INGEST: feed, FTP, Recording Assignment/input: news gathering, phono, live , guest coordination, forward plan, day plan. Desk output: ticker, planning, prep, graphics; PCR: switcher,Teleprompter; MCR: scheduling of programmes, scheduling of advertisements, time management, content crisis management; TV AT HOMES:TV centre, teleport, downlinking to MSO,DTH platform, home.; Archive/library-tagging, description, archiving; Monitoring: keeping watch on other channel</p>	20%
<p>Module II: News Management</p> <p>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</p>	20%
<p>Module III: Output Desk</p> <p>Role of output, Role of each personnel at the desk, 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, Multi cam , single cam, technical requirement, multi location, live broadcast, HOW BROADCAST TAKES PLACE</p>	20%
<p>Module IV: News Bulletin Management</p> <p>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;</p>	20%
<p>Module V: Anchoring Skills for TV</p> <p>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; Anchoring of documentary style ; Art of using spoken Language, Some prominent Anchors: Shireen Bhan; Arnab Gowswami; Barkha Datt; Rajdeep Sardesai, Raveesh Kumar, Rahul Kanwal.Nidhi Kulpati.</p>	20 %

Student Learning Outcomes:

- Gain knowledge of the functioning of the news room studio and the practical of aspects of anchoring skills.
- Understand the different technical aspects of news room and anchoring skills.
- Demonstrate the anchoring skill techniques by producing the news room programs.
- Demonstrate advanced skills for anchoring and situational awareness while anchoring

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

Lab/ Practical details:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
70%	30%	100%

Assessment/ Examination Scheme:

Components	Mid Term Exam	Assignment/Class Test/Project/Seminar/Quiz	Attendance	End Term Examination
Weightage (%)	15	10	5	70

Text Reading:

- The ABC of News Anchoring By Richa Jain Kalra
- The Broadcast Journalism Handbook: A Television News Survival Guide
- By Robert Thompson, Cindy Malone
- News casting in electronic media, by mohan sundara rajan
- On Camera : how to report anchor and interview by Nancy Reardon

References:

- Power Performance: Multimedia Storytelling for Journalism and Public Relations By Tony Silvia, Terry Anzur
- Presenting Magically: Transforming Your Stage Presence With Nlp by Tad James, David Shephard
- Writing and Producing Television News: From Newsroom to Air by [Alan Schroeder](#)
Into the Newsroom: Exploring the Digital Production of Regional Television News by [Emma Hemmingway](#)



AMITY UNIVERSITY
MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Media Planning and Event Management - JMC 403

Course Title: Media Planning and Event Management

Credit Units: 2

Course Level: UG Level

Course Code: JMC 403

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

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	

Matching media & market- Geographical selectivity, reach & frequency; Media briefing; Media scheduling; Media plan & Strategy development Process; Media budgeting (Traditional & Modern methods); Media Buying functions; New trends in Media Buying	25%
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	

Student Learning Outcomes:

- 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
- Learn about the concept, purpose, objective and theme of event management.
- Understand the process of organizing an event and also client relationship.
- Recognize the importance of marketing and sponsorship for any event.
- Successfully organize and manage an event, including the functioning of various departments that are associated with it.

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

Lab/ Practical details, if applicable: N/A

Assessment/ Examination Scheme:

Components	Midterm	Assignment/ Project/Semi nar/Quiz	Attendance	End Term Examination
Weightage (%)	15	10	5	70

Text Reading:

- 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;

References:

- 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



AMITY UNIVERSITY
 MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Introduction to New Media - JMC 404

Course Title: Introduction to New Media

Credit Units: 3

Course Level: UG Level

Course Code: JMC 404

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'.
- They will come to know about convergence of media and technology.
- The course is designed to enable the student to understand the changing role of media professionals.
- They will be introduced to the concepts of web journalism.

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

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	

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	35 %
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	

Student Learning Outcomes:

- Student will be able to explain New Media, its origin and evolution and impact on readers, business and society.
- Student will be able to distinguish New Media from print and electronic media.
- Student will identify the milestones of internet journalism in India and worldwide.
- Student will be able to define important terms of digital world.
- 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.

Lab/ Practical details, if applicable: N/A

Assessment/ Examination Scheme:

Components	Midterm	Assignment/ Project/Sem inar/Quiz	Attendance	End Term Examination
Weightage (%)	15	10	5	70

Text Reading:

- 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

References:

- Breuer, A 2011, Democracy promotion in the age of social media: risks and opportunities, Briefing Paper, Department ‘Governance, Statehood, Security’, German Development Institute.
- Eltantawy, N & Wiest, JB 2011, ‘Social Media in the Egyptian Revolution: Reconsidering Resource Mobilization Theory’, International Journal of Communication 5, pp. 1207-1224.
- Haenlein, M & Kaplan, MA 2010, ‘Users of the world, unite! The challenges and opportunities of social media’, Business Horizons, vol. 53, pp. 59-68.



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Fake News and Media Literacy - JMC 405

Course Title: Fake News and Media Literacy

Credit Units: 3

Course Level: UG Level

Course Code: JMC 405

Course Objectives:

- “Fake news” has captured the attention of politicians, the media, and the general public since 2016. But the concept is hardly new; it has existed in some form for centuries. In this course, we will explore the history of fake news in different media, culminating in an examination of the modern phenomenon of fake news. We will learn information literacy techniques for evaluating news sources and will study a specific contemporary manifestation of “fake news” in depth.

Course Contents/Syllabus:	Weightage
Module I : History of Fake News	35%
History of fake news, Definition and Characteristics of fake news, Variations of fake news, Information cycle of fake news, Identifying and dealing with fake news, Credible sources and organizations. Distinguish among different kinds of information and media: news, commentary/opinion, advertising, publicity, entertainment, propaganda, persuasion, raw information.	
Module-II Media literacy and Real news	35 %
Concept of Dis-information, Mis-information& Mal-information, Narratives in disinformation and misinformation, Elements of Information disorder, Phases of Information disorder. Identify key characteristics of Real News: Verification, accountability, independence, multiple perspectives.	

Module III: Basic tools and techniques to combat fake news	30 %
Identification of fake accounts or bots, Concept of Red Flag, Types of common false or misleading visual content: Wrong time/wrong place content, manipulated content, Staged content. Tools: - Reverse Image Search, YouTube Data Viewer, EXIF Viewer, Geolocation, Weather corroboration, Metadata Analysis, Shadow analysis, Image forensics. Fact-checking organisations around the world	

Student Learning Outcomes:

- Define fake news and discuss its history
- Describe the modern phenomenon of fake news and discuss its significance
- Identify sources of false or misleading information on a variety of media platforms
- Evaluate news and other information outlets for bias
- Describe how news items are created and disseminated across different types of media and social networks

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

Lab/ Practical details, if applicable: N/A

Assessment/ Examination Scheme:

Components	Midterm	Assignment/ Project/Semi nar/Quiz	Attendance	End Term Examination
Weightage (%)	15	10	5	70

Text Reading:

- Media management in the age of Giants; Herrick, Dennis.H.
- The Indian Media Business; Kohli, Vanita
- Mass Communication in India; Aggarwal, Veerbala
- Fighting Fake News!: Teaching Critical Thinking and Media Literacy in a Digital Age
Paperback – April 1, 2018

References

- Media Literacy, Ninth Edition (International Student Edition)
- W. James Potter - University of California, Santa Barbara, USA
- Fighting Fake News!: Teaching Critical Thinking and Media Literacy in a Digital Age
Paperback – April 1, 2018
- Media, Culture and Society: An Introduction 2nd Edition by Paul Hodkinson
- Social Media: How to Engage, Share, and Connect Third Edition by Regina Luttrell



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Digital Skills for Media-IV - JMC 406

Course Title: Digital Skills for Media-IV

Credit Units: 2

Course Level: UG Level

Course Code: JMC 406

Course Objectives:

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

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

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	

Student Learning Outcomes:

- 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.

Lab/ Practicals: Training of Graphics and Animation Software

Lab/ Practical details :

Theory L/T (%)	Lab/Practical/Studio (%)	Total
70 %	30 %	100

Assessment/ Examination Scheme:

Components	Assignment/Viva	Attendance	Midterm	End Term Examination
Weightage (%)	10	5	15	70

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

Text Reading:

- 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 Wesley Longman (Singapore), New Delhi,
- Hearn Donald, Baker, Pauline M.: Computer Graphics.

References:

- “Character Animation: 2D Skills for Better 3D” by Steve Roberts
- “Mastering Unity 2D Game Development” by Ashley Godbold and Simon Jackson
- “Animated Storytelling: Simple Steps For Creating Animation and Motion Graphics” by Liz Blazer
- “Gpu Gems 2: Programming Techniques for High – Performance Graphics and General – Purpose Computation” by Matt Pharr and Randima Fernando (Series Editor)
- “3D Animation Essentials (Essentials (John Wiley))” by Andy Beane



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MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Television Production - JMC 407

Course Title: Television Production

Credit Units: 2

Course Level: UG Level

Course Code: JMC 407

Course 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.

Lab/ Practical details:

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

Practical Assessment / Examination Scheme:

Components	Internal Assignment Midterm	Attendance	Viva
Weightage (%)	25	5	70



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Term Paper (NTCC) - JMC 408

Course Title: Term Paper (NTCC)

Credit Units: 3

Course Level: UG Level

Course Code: JMC 408

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 get published in different print media and the scripting and production styles of electronic media (ii) Students will be able to 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

- The subject chosen should not be too general.
- 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) WPR ii) 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	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

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
1	Research Approach	10
2	Originality & Creativity	10
3	Layout & Design	10
4	Content	15
5	Viva Voce	15

6	Student Learning Outcome	10
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Comments (If Any) for **Guidelines/ Syllabus** by Industry Experts



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Advanced Research in Media Studies - JMC-501

Course Title: Advanced Research in Media Studies

Credit Units: 3

Course Level: UG Level

Course Code: JMC 501

Course Objectives:

This course is intended to provide students with an introduction to statistics as research tool. The emphasis in this course will be upon understanding statistical concepts and applying and interpreting tests of statistical inference. Content will include but not be limited to: scaling, visual representations of data, descriptive statistics, correlation and simple regression, sampling distributions, and the assumptions associated with and the application of selected inferential statistical procedures (including t-tests, chi-square, and one-way ANOVA). Computer software (SPSS) will be employed to assist in the analysis of data for this course.

- To introduce students to statistical applications in communication research
- To comprehend how and why statistics has developed as a tool of the scientific process
- To understand the appropriate application and interpretation of various inferential statistical procedures, including
- To discuss research report writing methods and ethical issues in communication research

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

Course Contents/Syllabus:

Modules	Weightage (%)
Module I – Correlation & Regression Analysis	
Descriptors/Topics Meaning, Concept and Characteristics of Correlation, Types of Correlation: Basic Type (Positive, Negative and Zero), Linearity Based Linear, Non-linear and Curvilinear, Partial Correlation: Pearson’s Product Moment Correlation and Spearman’s Rank Order Correlation, Determination of Correlation by Graphical Methods and Coefficient of Correlation, Concept of Multi-collinearity and Multiple Correlation Regression- Meaning, Application and Interpretation of Regression and its Terms-R, R ² ; Relationship between Correlation Coefficient and Regression Coefficient, Advantage and Assumption and Uses of Regression Analysis in Research Paper	25%

Module II – Test of Significance	25%
Descriptors/Topics Concept and Application of Hypothesis Testing and Test of Significance, Type of Errors, Level of Significance, Critical Region, One-tailed and Two-tailed Tests, Size and Power of a Test, Degree of Freedom, T-Test: Independent Sample T-Test, Paired T-Test, Chi-square Test: Meaning and Application, Test of Goodness of fit, Test in One-way Classification, Contingency Table, Test of Independence of Factors, Yates Correction	
Module III – Analysis of Variance (ANOVA) and Time	25%
Descriptors/Topics Cross Tabulation and Chi-square Test with SPSS, One-way ANOVA: Meaning, Interpretation, Application and Calculation with SPSS, Two-way ANOVA: Meaning, Interpretation, Application and Calculation with SPSS, Post-hoc Measurement, Time Series Analysis	
Module IV – Factor Analysis Methods	25%
Descriptors/Topics Factor Analysis: Meaning, Interpretation, Application, Principle Component Method with Varimax Rotation, KO Barlett’s Test for Validity with SPSS, Identification of Factors through loading with SPSS, Advantage and Limitation of Factor Analysis	

Learning Outcome: After completion of this course the students will be able to

- Understand the concepts of various research methodologies
- Analyze various statistical tools as research methods
- Identify and implement a hypothesis related to a given research problem
- Enable students to design a research methodology for a given situation

Pedagogy for Course Delivery:

- Power-point presentation
- Practical Exercise for various Research Methods
- Usage of SPSS

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components	Mid Term Exam	Assignment	Attendance	
Weightage (%)	15	10	05	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.
- K. Kalyanaraman, Hareesh N. Ramanathan, P.N. Harikumar: Statistical Methods for Research: A Step by Step Approach Using IBM SPSS, Atlantic Publishers and Distributors (P) Ltd; Edition (2016).



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Introduction to Data Journalism - JMC-502

Course Title: Introduction to Data Journalism

Credit Units: 2

Course Level: UG Level

Course Code: JMC 502

Course Objectives:

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: 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.

Course Contents/Syllabus:

	Weightage (%)
Module I: Data Journalism	35 %
Descriptors/Topics 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	
Module II: Finding story ideas with data analysis	30%
Descriptors/Topics 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	
Module III Telling stories with visualization & Spreadsheets	35 %
Descriptors/Topics 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	

Learning Outcome: After completion of this course the students will be able to

- Understand the concepts of Data Journalism
- Analyze various tools of Data analysis
- Identify and implement the main principles of data visualization
- Enable students to design stories with visualization & Spreadsheets

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

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components	Mid Term Exam	Assignment	Attendance	
Weightage (%)	15	10	05	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 unified field 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 efficient. www.poynter.org/how-tos/digital-strategies/147736/10-tools-for-the-data-journalists-tool-belt/



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Film Appreciation, Direction and Stylization - JMC-503

Course Title: Film Appreciation, Direction and Stylization

Credit Units:

3

**Course Level: UG Level
503**

Course Code: JMC

Course Objectives:

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.

- This course also helps to 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: Basic Knowledge of Film Practices

Course Contents/Syllabus:

	Weightage
Module I: Film Appreciation-I	20%
Descriptors/Topics History of Cinema, Language of Cinema, Cinema and Other Traditional Arts, Film Styles and Movements, Film Psychology	
Module II- Film Appreciation-II	20%
Descriptors/Topics 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%
Descriptors/Topics 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%
Descriptors/Topics	
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.	

Learning Outcome: After completion of this course the students will be able to

- Understand the concepts Film Appreciation, Direction and Stylization
- Analyze various Process of Film- making and Film Psychology
- Identify and implement General Ideas on Art Theory as a Consumer Habit
- Enable students to design Film reviewing sessions, Case Studies of different cinema and directors.

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

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	Mid Term Exam	Assignment	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



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Writing skills for New Media - JMC-504

Course Title: Film Appreciation, Direction and Stylization

Credit Units: 3

Course Level: UG Level

Course Code: JMC 504

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.

Course Contents/Syllabus:

	Weightage
Module I: New Media Writing	30 %
Descriptors/Topics 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%
Descriptors/Topics Blogging and Buzz mining: strengths and weakness, future scope, setting up a blog on Wordpress/blogger.com, Searching Twitter (<i>Search.Twitter, TwitScoop, TweetDeck</i>), 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	

Descriptors/Topics 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	40 %
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Learning Outcomes:

- Understand the concepts New Media
- Analyze various changing roles of media professionals.
- Identify, implement and evolve important terms of digital world.
- Evaluate the role of a New Media Journalist.
- Enable students to apply the concepts of web journalism.

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

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	Mid Term Exam	Assignment	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.



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Media Conflict and Peace Building - JMC-505

Course Title: Media Conflict and Peace Building

Credit Units: 3

Course Level: UG Level

Course Code: JMC 505

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

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

Course Contents/Syllabus:

	Weightage
Module I: Role of Media and Communication in Conflict	40 %
Descriptors/Topics 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%
Descriptors/Topics 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 %
Descriptors/Topics ICT for Conflict Transformation and Peace building, Challenges Future for ICT in Peace building, ICT during warfare and Terrorism	

Learning Outcomes:

- Understand the concepts of Media Conflict and Peace Building
- Analyze various perspectives and the vital role of Media during War and Conflict
- Identify, implement and evolve Conflict Resolution
- Evaluate ICT for Conflict Transformation and Peace building

- Enable students to learn the Legal conditions and mandates for media interventions

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment			End Term Examination
Components	Mid Term Exam	Assignment	
Weightage (%)	15	10	7

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. Maastricht: European Journalism Center.



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Corporate Communication & Brand Management –JMC-506

Course Title: Corporate Communication & Brand Management

Credit Units: 3

Course Level: UG Level

Course Code: JMC 506

Course Objectives:

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: 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.

Course Contents/Syllabus:

	Weightage
Module I: Introduction to Corporate Communication	25 %
Descriptors/Topics 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%
Descriptors/Topics 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	

<p>Descriptors/Topics</p> <p>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?.</p>	<p>25 %</p>
<p>Module IV: Integrated Mass Communication and Planning</p>	
<p>Descriptors/Topics</p> <p>Meaning and Evaluation of IMC, Key elements & Features of IMC , Role of IMC in Marketing, Promotional Tools for IMC, IMC Planning Process, Communication Process, Traditional and Alternative Response Hierarchy Models, Establishing Objectives and Budgeting: Determining Promotional Objectives, Sales vs. Communication Objectives, DAGMAR, Problems in Setting Objectives.</p> <p>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.</p>	<p>25 %</p>

Learning Outcomes:

- Understand the concepts of Corporate Communication and Brand Management
- Analyze various kinds of Organizational Communications and Elements of a Corporate Communication Plan
- Identify, implement and evolve the Branding Process and Advertising Perspective
- Evaluate the Integrated Mass Communication and Planning
- Enable students to learn different softwares and skills used in media planning and production of campaigns.

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components	Mid Term Exam	Assignment	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)



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Digital Skills for Media-V - JMC-507

Course Title: Digital Skills for Media-V

Credit Units: 2

Course Level: UG Level

Course Code: JMC 507

Course Objectives:

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-requisites:

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

Course Contents/Syllabus:

	Weightage
Module I: Web Designing Principles	25 %
Descriptors/Topics 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%
Descriptors/Topics 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	

Descriptors/Topics 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 selector), CSS Color, Creating page Layout and Site Design	30%
Module IV: Web Publishing or Hosting Descriptors/Topics 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	20 %

Learning Outcomes:

- Understand the concepts of Web Designing
- Analyze various principles involved in developing a web site
- Identify, implement and evolve Cascading Style Sheets
- Evaluate the working of the web site
- Enable students to creating Titles for web pages and Themes-Publishing

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

Lab/ Practical details, if applicable: Yes

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	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 Learning Solutions Inc. HTML 5 in simple steps Dreamtech Press.



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Short Film/Documentary Production - JMC-508

Course Title: Short Film/Documentary Production

Credit Units: 2

Course Level: UG Level

Course Code: JMC 508

Course Objectives: To assess the knowledge of student regarding Film Production.

Pre-Requisite: Student must have 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 conducted as follows

Viva: The Viva of this practical will be conducted 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



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MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Media and Society – JMC 601

Course Title: Media & Society

Credit Units: 3

Course Level: UG Level

Course Code: JMC 601

Course Objectives: 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-Requisite: 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.

	Weightage
Module I: History and Culture of India	20 %
Descriptors/Topics Early History of India, Medieval History of India, Advent of European invasion, Characteristics of Indian culture, Unity in diversity race, color, language, customs, Effects of Mass Media on Culture; Media and Cultural Imperialism.	
Module II: Mass Media & Audience	30%
Descriptors/Topics 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	
Module III: Mass Media as Text	30 %
Descriptors/Topics 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 %
Descriptors/Topics 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,	

Learning Outcomes:

- Understand the concepts related to media, culture and society.

- Analyze various the impact of mass media on culture and society.
- Identify, implement and evolve approaches to media analysis and realism
- Evaluate the Media and Popular culture-commodities
- Enable students to recognize Media as a consciousness Industry

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment			End Term Examination
Components	Mid Term Exam	Assignment	
Weightage (%)	15	10	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.



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MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Specialized Project- News Paper or Magazine Design- JMC 602

Course Title: Specialized Project: News Paper or Magazine Design **Credit Units: 9**

Course Level: UG Level

Course Code: JMC-602

Course Objective:

- 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.

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.

Learning Outcomes:

- Understand the concept and purpose of Summer Project.
- Analyze various practical research approach to the theoretical based knowledge.
- Identify, implement and evolve different research perspectives and comprehensive understanding of the assigned topic.
- Evaluate the earlier studies conducted by researchers and give a new approach to the same.
- Enable students to have a pilot study and to carry out a novel study on different modules of media and communication

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 | 10 marks |
| ii) Comprehensiveness | 10 marks |
| iii) Originality | 5 marks |

External Marks

- | | |
|----------------------------|----------|
| Project Presentation/Viva* | 70 marks |
|----------------------------|----------|

*Viva will be conduct by external Industry Expert.



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Specialized Project- Photography Portfolio – JMC 603

Course Title: Specialized Project: Photography Portfolio

Credit Units: 9

Course Level: UG Level

Course Code: JMC 603

Course Objective:

- 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.

Student can choose any two subjects for Specialization:

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

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.

Student Learning Outcomes:

- Understand the concept and purpose of Summer Project.
- Analyze various practical research approaches to the theoretical based knowledge.
- Identify, implement and evolve different research perspectives and comprehensive understanding of the assigned topic.
- Evaluate the earlier studies conducted by researchers and give a new approach to the same.
- Enable students to have a pilot study and to carry out a novel study on different modules of media and communication.

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	10 marks
ii) Comprehensiveness	10 marks
iii) Originality	5 marks
External Marks	
Project Presentation/Viva*	70 marks
*Viva will be conduct by external Industry Expert.	



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Specialized Project: Advertisement Production – JMC 604

Course Title: Specialized Project: Advertisement Production

Credit Units: 9

Course Level: UG Level

Course Code: JMC 604

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:

Structure

- 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.

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.

Learning Outcomes:

- Understand the concept and purpose of Summer Project.
- Analyze various practical research approaches to the theoretical based knowledge.
- Identify, implement and evolve different research perspectives and comprehensive understanding of the assigned topic.
- Evaluate the earlier studies conducted by researchers and give a new approach to the same.
- Enable students to have a pilot study and to carry out a novel study on different modules of media and communication

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 10 marks
 - ii) Comprehensiveness 10 marks
 - iii) Originality 5 marks

External Marks

- Project Presentation/Viva* 70 marks

*Viva will be conducted by external Industry Expert.



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Specialized Project: Radio Production – JMC 605

Course Title: Specialized Project- Radio Production

Credit Units: 9

Course Level: UG Level

Course Code: JMC 605

Course Objective:

- 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

Structure:

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.

Main objectives of the course are:

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.

Student Learning Outcomes:

- Understand the concept and purpose of Summer Project.
- Analyze various practical research approaches to the theoretical based knowledge.
- Identify, implement and evolve different research perspectives and comprehensive understanding of the assigned topic.
- Evaluate the earlier studies conducted by researchers and give a new approach to the same.
- Enable students to have a pilot study and to carry out a novel study on different modules of media and communication

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

10 marks

ii) Comprehensiveness

10 marks

iii) Originality

5 marks

External Marks

Project Presentation/Viva*

70 marks

*Viva will be conducted by external Industry Expert.



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Specialized Project: Television Production – JMC 606

Course Title: Specialized Project: Television Production

Credit Units: 9

Course Level: UG Level

Course Code: JMC 606

Course Objective:

Main objectives of the course are:

- 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.

Structure:

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

Student Learning Outcomes:

- Understand the concept and purpose of Summer Project.
- Analyze various practical research approaches to the theoretical based knowledge.
- Identify, implement and evolve different research perspectives and comprehensive understanding of the assigned topic.
- Evaluate the earlier studies conducted by researchers and give a new approach to the same.
- Enable students to have a pilot study and to carry out a novel study on different modules of media and communication

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 10 marks
 - ii) Comprehensiveness 10 marks
 - iii) Originality 5 marks

External Marks

- Project Presentation/Viva* 70 marks

*Viva will be conducted by external Industry Expert.



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Specialized Project: Short Film/Documentary Production – JMC 607

Course Title: Specialized Project: Short Film/Documentary Production Credit Units: 9

Course Level: UG Level

Course Code: JMC 607

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.
- Film Appreciation is intended as a journey through the world of film.
- Students 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

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.

Student Learning Outcomes:

- Understand the concept and purpose of Summer Project.
- Analyze various practical research approaches to the theoretical based knowledge.
- Identify, implement and evolve different research perspectives and comprehensive understanding of the assigned topic.
- Evaluate the earlier studies conducted by researchers and give a new approach to the same.
- Enable students to have a pilot study and to carry out a novel study on different modules of media and communication

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

10 marks

ii) Comprehensiveness

10 marks

iii) Originality

5 marks

External Marks

Project Presentation/Viva*

70 marks

*Viva will be conducted by external Industry Expert.



Course Structure: Specialized Project: Web Designing – JMC 608

Course Title: Specialized Project: Web Designing

Credit Units: 9

Course Level: UG Level

Course Code: JMC 608

Course Objective:

- 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

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.

Learning Outcomes:

- Understand the concept and purpose of Summer Project.
- Analyze various practical research approaches to the theoretical based knowledge.
- Identify, implement and evolve different research perspectives and comprehensive understanding of the assigned topic.
- Evaluate the earlier studies conducted by researchers and give a new approach to the same.
- Enable students to have a pilot study and to carry out a novel study on different modules of media and communication

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 10 marks

ii) Comprehensiveness 10 marks

iii) Originality 5 marks

External Marks

Project Presentation/Viva* 70 marks

*Viva will be conduct by external Industry Expert.



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Course Structure: Summer Internship Project – JMC 609

Course Title: Summer Internship Project

Credit Units: 9

Course Level: UG Level

Course Code: JMC 609

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.

Pre-requisites: Students should have knowledge of research methodology so that they can implement them while doing their project.

Learning Outcomes:

- Understand the concept and purpose of Internships.
- Analyze various practical research approach to the theoretical knowledge.
- Identify, implement and evolve different research perspectives and understanding of the assigned topic.
- Evaluate the earlier studies conducted by researchers and give a new approach to the same.
- Enable students to have a pilot study and to carry out a comparative study on different modules of media and communication

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:
 1. WPR
 2. **Dissertation** Diary
 3. Plagiarism Report

10. A student will be eligible to submit his report and final assessment provided he/she meets following conditions:

- i. Online Registration for the **Dissertation**
- ii. Approval of Topic, Synopsis and Project Plan by the guide
- iii. 90 % of WPR were submitted
- iv. 80% of the WPR were satisfactory
- v. 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 sections, 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
4	1 st Draft on time	02
5	2 nd 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



AMITY UNIVERSITY

—MADHYA PRADESH—

Syllabus of M.A (Journalism & Mass Communication)

Approved By Board of Studies

2017-2019

Amity School of Communication

AUMP, Gwalior



AMITY UNIVERSITY

MADHYA PRADESH

Programme Structure

M.A. (Journalism & Mass Communication)

2015-2017

	Semester I	Credits		Semester II	Credits
A.	Core Courses (CC) Theories of Mass Communication Basics of Print Journalism Media Design Advertising principles and practices Aesthetics of Photography Introduction to Radio Mass Media Industry India Political System	3 3 3 3 3 3 3 3 3	A.	Core Courses (CC) Fundamentals of Communication Research Television Journalism Radio Production Media Design & Production Basics of New Media Specialized Reporting Public Relations Government Information System	3 3 3 3 3 3 3 3 3
B.	----- Value Addition Courses Business Communication (English) Behavioural Science FBL (French)	1 1 1	B.	----- Value Addition Courses Business Communication(English) Behavioural Science FBL (French)	1 1 1
	Total Credits	27		Total Credits	27
Internship (6 WEEKS)					
	Semester III			Semester IV	
A.	Core Courses(CC) Advanced Media Research Film Theory and Practice Advanced New Media Advertising Planning & Strategy Print Layout & Design Anchoring & Presentation	3 3 3 3 3 3	A.	Core Courses(CC) Current Affairs & Media Analysis Media Ethics, Laws & Regulations Development Communication Corporate & Brand Communication News Room Practices Media Globalization	3 3 3 3 3 3
	Internship *****	6		Dissertation *****	6
B.	Value Addition Courses Business Communication (English) Behavioural Science FBL (French)	1 1 1	B.	Value Addition Courses Business Communication (English) Behavioural Science FBL (French)	1 1 1
	Total Credits	27		Total Credits	27
Total Credits - 108					



AMITY UNIVERSITY

MADHYA PRADESH

SEMESTER I

Course Title: Theories of Mass Communication (MJMC)

Course Code: MAJMC 101

Credit Units: 3

L	T	P/ S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

- To understand the flow of information
- To know the concept, definition and purpose of studying communication models and theories
- To get introduced with different models and theories of communication

Prerequisites: NIL

Course Contents/Syllabus:

Modules:	Weightage (%)
Module I: Importance of Communication Models and Theories Process of Information Flow, Impact and Relation of Mass Media and Society, Mass Culture, Mass Media study and Research, Definition, Scope and Purpose of Communication Models, Definition, Scope and Purpose of Mass Communication Theories	20%
Module II: Media Theories Libertarian, Authoritarian, Socialistic, Social responsibility, Developmental, Participatory	20%
Module III: Models of Communication Aristotle's Model, SMCR Model, Shannon and Weavers Model, Harold Lasswels Model, Osgood's Model, Wilber Schramm's Circular Model, Gate Keeping Model, Gerbner's Model	20%
Module IV: Theories of Mass Communication Magic Bullet Theory, Propaganda Theory, Two Step Flow Theory, Persuasion Theory, Limited Effects Theory, Play Theory, Uses and Gratifications Approach, Agenda setting theory, Dependency Theory, Dissonance Theory (Selective Perception, Selective Exposure, Selective Retention), Cultivation Theory, Dependency Theory, Critical Cultural Theory, Reinforcement Theory, Social Cognitive Theory, Modernization Theory, Social Network Theory, Social Presence Theory, Spiral of Silence, Case studies on some of these models and theories and their relevance in contemporary practices.	40%

Student Learning Outcomes:

- Students will recognize the importance of media studies
- Students will be able to evaluate mass media
- Students will be able to analyze media and its impact/effect on society
- Students will identify the importance of communication models and theories

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.

Lab/ Practicals details, if applicable: Not Applicable

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	CT	HA	Viva	Attendance	
Weightage (%)	10	10	5	5	70

Text & References:

- Cragan, J. F., & Shields, D.C. (1998). Understanding communication theory: The communicative forces for human action. Boston, MA: Allyn & Bacon, p. 229-230.
- Griffin, E. (2000). A first look at communication theory (4th ed.). Boston, MA: McGraw-Hill, p. 209-210, & 224-233.
- Griffin, E. (1997). A first look at communication theory (3rd ed.). New York: McGraw-Hill, p. 256.
- Infante, D. A., Rancer, A.S., & Womack, D. F. (1997). Building communication theory(3rd ed.). Prospect Heights, IL: Waveland Press, p. 180 & 348-351.
- Littlejohn, S.W. (1999). Theories of human communication (6th ed.). Belmont, CA: Wadsworth, p. 319-322.
- West, R., & Turner, L. H. (2000). Introducing communication theory: Analysis and application. Mountain View, CA: Mayfield, p. 209-223.
- Wood, J. T. (1997). Communication theories in action: An introduction. Belmont, CA: Wadsworth, not in. J.M. Carroll (Ed.) Scenario-based Design: Envisioning Work and Technology in System Development. Wiley, NY, 1995



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Basics of Print Journalism

Level: PG

Course Code: MAJMC 102

Credit Units: 3

L	T	P/ S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives: The course aims to introduce basic concepts of print journalism and familiarize students with the functioning of a newspaper organization. The students will comprehend the basics of news, news writing and newsgathering to enable them to fulfill journalistic roles. In addition, basic editing and layout planning will be discussed.

Pre-requisites: Students should have an interest in journalism and current affairs. They should keep abreast with the daily news events in order to understand the nuances of newsgathering and reporting.

Course Contents/Syllabus:

Modules	Weightage (%)
Module I : Introduction to print	20 %
Basic journalism terminology Attribution, embargo, verification, balance and fairness, brevity, dateline credit line, byline Role and responsibility of journalists The functioning of a newspaper, Various departments and their role The editorial set-up Changing practices- speed, circulation and viral networking News Agencies and their role	
Module II: News & News Writing	20 %
News: Meaning, Definition, Nature, News Value Basic elements of News The news process: from the event to the reader Hard and Soft News Organising the news structure: 5 Ws & I H, Inverted Pyramid Writing a lead Deciding the news angle (Understanding the audience) Crafting the body Writing the ending Use of archives, sources of news, use of internet	
Module III: News Gathering	20 %
Beat Reporting News types Information sourcing Interviewing Language and principles of writing: Basic differences between the print, electronic and online journalism	
Module IV: Editing & Layout Planning	

Basics of editing Grammar & Punctuation Writing headlines Page Layout Planning	10 %
Module V: Historical context	
Journalism in pre-independent India The pioneers: James Augustus Hickey; James Silk Buckingham; Raja Rammohan Roy; Charles Metcalfe; Mahatma Gandhi Press regulations Development of press post –independence The Press Commissions and their recommendations Press Council: Structure & Role Emergence of newspapers, magazines and publication houses The growth of print post 2001	30 %

Student Learning Outcomes: (i) Students will be able to **describe** the functioning of a newspaper and the role of various departments

(ii) Students will be able to **define** news and identify news values

(iii) Students will be able to **demonstrate** news writing and editing skills

(iv) Students will be able to **display** news gathering skills

(v) **Locate** the growth and evolution of the press in India in its historical context

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

Lab/ Practicals details, if applicable: Not Applicable

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)	CT	P	V	A	EE
Weightage (%)	10	10	5	5	70

Text & References:

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



Course Title: Media Design

Course Code: MAJMC 103

Credit Units: 3

Level: PG

L	T	P/ S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

This subject will give students a broad knowledge of the computer based graphic design, which mainly using in adverting. Also they will learn function, meaning and artistic qualities of graphic design, how to work with computers, different design softwares like Adobe Illustrator, Indesign, Quark Xpress etc. And students will study the design and layout of pages, taking into consideration the choice of typeface and positioning and choice of color, images and text. Their work will include practical projects as well as investigations into current design and editing practices in a variety of print forms.

Prerequisites:

The student should have undergone the basics of introduction of computer and computer graphic design.

Course Contents/Syllabus:

	Weightage (%)
Module I – Basics of Design	30
<ul style="list-style-type: none">• Introduction of design software, use in journalism/mass communication, basic need, importance, impact, future.• Design Elements, Design Principles. How elements and principles helps in design.Application of design elements and Principles. Examples of design elements combine to create an overall 'look' to the publication (Magazine, newspaper, leaflet, poster, pamphlet etc).• Different image file formats,after creating graphic files.• Color Modes, File Formats, Image resolution etc. Choice and usage of images and colors in advertisements.	
Module II – Typography	25
<ul style="list-style-type: none">• History of fonts, Sizes of fonts, Classification of fonts, Text: generation and preparation for use, display, digital typesetting, editing, creation of headlines using appropriate font.	
Module III – Design Softwares	45
<ul style="list-style-type: none">• Graphic Design packages (e.g. Adobe Illustrator, Indesign, Quark Xpress), creation of advertisements, importation and movement of copy and images, Vector and Raster graphics, use of text wrap, anchored graphics and rules, various palettes, master pages, templates etc.• Corporate Identity: Usage of Types & Fonts, Color schemes, Punch line, Orientation.	

<ul style="list-style-type: none"> • Corporate Stationary: Logo, Letterhead design, Business Card, Envelop, Catalogues, Brochures, Digital Posters, Calendar Design. • difference between Newspaper & Magazine layouts • creating layouts for Fashion feature or Business articles or News pages 	
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Student Learning Outcomes:

The aims of the visual analysis course is to

Identify past, present and emerging forms of computer based graphic designing and advertising design.

Develop an understanding of layout of different advertisement pages.

Build confidence in making print advertising like brochure, magazine, cards (Visiting, Business) and flex etc.

Develop skills in using design softwares like Adobe Illustrator, InDesign, and Quark Xpress etc.

Pedagogy for Course Delivery:

The teaching of this course, which is a computer lab-based subject, is going to involve encouraging students for graphic design study, understanding of computer designing will help them in future to develop their own creativity and idea of designing.

Lab/ Practicals details, if applicable: Not Applicable

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Assignment	Class Test	Project	Attendance	
Weightage (%)	5	10	20	5	70

Text & References:

- Sarkar, N.N-.Art and production
- Daryl & Moen- Newspaper Layout & Design: A Team Approach
- John Cruise and Kelly Kordes Anton- QuarkXPress 8: Essential Skills for Page Layout and Web Design
- David Karlins& Bruce K. Hopkins-Techmedia-BPB Publications - How Tos 100 essential techniques



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Advertising Principles and Practices

Course Code: MAJMC 104

Credit Units: 3

Level: PG

L	T	P/S	SW/FW	TOTAL CREDIT UNIT
3	0	0	0	3

Course Objectives: The course provides a comprehensive overview of advertising and promotion from an integrated marketing communications (IMC) perspective. It creates a clear understanding of traditional advertising and promotional tools, and shows how other key elements within the marketing communications mix can be integrated.

- (i) The course introduces the students to concept and theories of advertising.
- (ii) The course will make students aware of the careers in advertising industry.
- (iii) The course will provide them with the knowledge of Indian and global advertising scenario.
- (iv) The course is designed to make students understand the role of advertising in marketing and the promotional mix.
- (v) The course makes student be able to identify advertising mediums, traditional, new and experimental.
- (vi) The course shall familiarize the students with the social, economic and ethical issues concerning advertising in society.

Prerequisites: NIL

1	Module I Introduction to Advertising	Weightage %
	<ul style="list-style-type: none">• Concept of advertising• Evolution and development of advertising• Advertising process and participants• Functions of advertising• AIDA and DAGMAR• Overview and scope of advertising industry in India• Scope and Challenges of Advertising in a global market• Careers in advertising• AD Terminology	25%
2	Module II Advertising as a component of marketing	Weightage %
	<ul style="list-style-type: none">• Concept of Integrated Marketing Communication (IMC)• Marketing Plan• Advertising and its relationship with other tools of marketing• Introduction to STP	25%
3	Module III Classification of advertising	Weightage %
	<ul style="list-style-type: none">• 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, Institutional advertising, Covert Advertising, Surrogate Advertising.• Advertising in rural India• Celebrity endorsements	25%
4	Module IV Social and ethical aspects of Advertising	Weightage %

	<ul style="list-style-type: none"> • Socio- economic criticisms of Advertising • Advertising and Social Responsibility • Advertising and Indian values/culture • Pester power • Advertising ethics and Minorities- racial, religious, gender, ethnic, caste-based, sexualities • Role of AAI, ASCI, INS, DAVP 	25%
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Student Learning Outcomes:

- (i) The student will be able to identify and define the advertising concepts.
- (ii) The students will be able to recognize the different careers paths in advertising industry
- (iii) The student will be able to review the advertising media.
- (iv) The student will be able to analyze the Indian and global advertising scenario.
- (v) The students will be able to distinguish between advertising and marketing.
- (vi) The student will be able to categorize different types of advertisements.
- (vii) The students will be able to appraise and interpret the legal, ethical and social aspect of advertising.

Pedagogy for Course Delivery:

- Lecture
- Question and discussion
- Presentations
- Assignments
- In class exercises
- Viewing of ads both print and electronic

Assessment / Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Attendance	Class Test	Home assignment	Case Study Analysis	
Weightage (%)	5	10	10	5	70

Text & References:

- Jaishri Jethwaney and Shruti Jain, 'Advertising Management', Second edition, Oxford University Press, New Delhi, 2013
- Kruti Shah and Alan D'Souza, 'advertising & promotions an IMC perspective' Tata Mc Graw Hill, New Delhi, 2012
- Kenneth Clow. Donald Baack, "Integrated Advertisements, Promotion and Marketing communication", Prentice Hall of India, New Delhi, 2003.

Any other Study Material:

- 4 P's of Marketing
- Impact- Advertising Age



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Aesthetics of photography

Course Code: MAJMC 105

Credit Units: 3

Level: PG

Course Objectives:

In this course students will be introduced to

L	T	P/ S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

- The art, and commercial practice, of photography.
- Students will explore the making and editing of work to inform their visual literacy and connectedness to the medium.
- This includes the making of fictional and non-fictional images, artificial lighting, digital editing and photojournalism. Students will also begin to understand critique (or peer review) as a part of the making process.

Prerequisites:

The student should have an aptitude to learn photography

Student Learning Outcomes:

The following course will help students in the following areas

After successful completion of this course, students will be able to ,

- Define the basic understanding of the medium of photography
- Identify the concepts of 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.

Course Contents/Syllabus:

	Weightage (%)
Module I – Introduction to Visuals	20
<ul style="list-style-type: none">• Human Eye and Camera. Visual Perception. The social definition of photography-- The power of visual images-- Reinforcing stereotypes with images.• Light and Color, Qualities of light, characteristics of light.• Demonstration an understanding of color theory as it pertains to photographic processes Create color output in both digital and analog technologies• Contrast Painting and Photography• Photography as an Art• Photography as Science <p>(EXERCISE ON: A comparative study of painting and photography)</p>	
Module II – Visual Perception	40
<ul style="list-style-type: none">• Basics of Camera (aperture, shutter speed, focal length, depth of field etc..) Camera operations- Types of Camera, Types of Lenses. The art of seeing	

<ul style="list-style-type: none"> • Basic photographic techniques – Pin hole camera-Types of cameras- Different parts of SLR camera- Film & Digital technology • Digital SLR vs. SLR • Advantages of Digital photography vs conventional photography • Aperture and depth of field • Shutter and motion • Film Speed (ISO) and Noise • Lenses – types & uses • Focal length, Focal plane & Focus • Lenses and its relation to subjects • Exposure techniques • Exposure Triangle • Different types of light – Natural & Artificial • Different Lighting techniques – Natural (Different times of day) • Flash - Studio flashes - Basic Studio lighting techniques – Three point lighting <p>(EXERCISES ON: Motion Photography, Depth of Field, Angle of View, Exposure Compensation & Time of Day)</p>	
Module III – Principles of Visual Communication	40
<ul style="list-style-type: none"> • Rules of Composition – portraits, optical center and geometric center • Rule of thirds • Composing different subjects • Perspective –Texture – Pattern- Color- Shape- Contrast-Types of Photography- Landscape –Portrait- Still Documentary <p>(EXERCISES ON: Texture, Pattern, Color, Contrast, Composition)</p>	

Pedagogy for Course Delivery:

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.

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Assignment	Class test	Project	Attendance	
Weightage (%)	10%	10%	5%	5%	70%

Texts:

1. Langford Michael, **Basic Photography**, Plume; 5 edition (August 26, 2003)
2. Peterson , Bryan **Understanding Exposure, Amphoto Books; 3rd Revised edition edition (10 August 2010)**



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Introduction to Radio

Course Code: MAJMC 106

Credit Units: 3

Level: PG

Course Objectives:

Students will grasp the structure and history of the radio industry of India, as well as recognize the impact of AIR on nation.

Pre-requisites: Students should have a flair for radio and good auditory skills.

Course Contents/Syllabus:

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

	Weightage (%)
Module I	25%
Radio as a mass medium: Strength & weaknesses, Characteristics & edge over other media, Radio technology, Types of Broadcast, AM & FM, Short Wave, Analogue & Digital, Studio, Mike, Recording, Editing, Transmitter, Computer	
Module II	25%
History of Broadcasting: Radio came to India, Expansion of Radio, Development with five year plans, Diversification of broadcast, Education turned Entertainment, Commercial attempt, 3-tiers of Radio Broadcast, Local Reach, Community Broadcast, Different Services.	
Module III	25%
Policies & Principles Radio's role in Nation building, Public broadcast & Commercialization, AIR Code, Commercial Code, News objective, Guidelines for Election Broadcast, Privatization & Autonomy, Prasar Bharti, Convergence, Relevance of Radio & Media Policy.	
Module IV	25%
Concept of Good Presentation, Link Announcement & Continuity Presentation, News Reading, Pronunciation, Use of silence, Voice Culture, Keeping Rapport with the Listener, Presenting Music Programmes, Forming a personality for the programme/station.	

Student Learning Outcomes:

- Students will identify the concepts of radio as a medium and growth of AIR in India.
- Students will be able to interpret and write, record, produce and edit several different pieces, including PSAs, vox pop, news stories, and features.
 - Students will discover the technical & technological side of Radio medium.

Pedagogy for Course Delivery:

- Class lectures
- Class Demo of equipments
- Class discussion
- Field Assignments
- Operations and handling of Audio equipments in radio stations.
- Students project in the form of radio programme.

Lab/Practicals details: NA**Assessment/ Examination Scheme:**

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Project 1	Project2		
Weightage (%)	10	5	10		70

Text & References:

- Chatterji, P.C. :Broadcasting in India, Sage, New Delhi, 1988.
- Masani, Mehra :Broadcasting and People, National Book Trust, NewDelhi,1997.
- Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.
- Akash Bharti National Broadcast Trust : Publication Division, New Delhi, 1987.
- Report of the Working Group on Television ‘software for Doordarshan Vol. I & II , Publication Division, New Delhi, 1985.
- Hellard Robert, Writing for television and radio, Words worth Publishing Company, Belmont, 1984.
- White, Tedel al, Broadcast News, writing, reporting and production. Macmillan, NY. 1984.
- Mitchell Stephen, Holt: Broadcast News, Radio Journalism and an introduction to Television., Rinehart & Winston. NY. 1980
- Edger E.Willis & Henary B.Aldrige, Television and Radio, Prentice Hall.
- Stuart W. Hyde, Television and radio announcing, Kanishka Publishers, Delhi.
- Smith E. Leslie, Perspective on radio and TV. Harper & Raw NY.
- Macliesh Robert, Radio Production Techniques. Macmillan. NY.
- Nostrum William J. Van. The Script Writers’ Handbook.
- Singhal Arvind, & Rogers Everett, India’s Information revolution. Sage. New Delhi.
- Sim Harris & Paul Chantler, Local Radio, Focal press.
- Ash, William, The Way to Write radio Drama, BBC,
- Crook, Tim, Radio Drama; Theory and Practice, Landon.



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Mass Media Industry

Course Code: MAJMC 107

Credits: 3

Level: PG

L	T	P/ S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objective:

A knowledge of mass media as a corporate enterprise is essential for a complete understanding of mass communication. Today's media is increasingly market driven, and the students will learn about the various branches in the mass media industry and various aspects of the industry such as ownership patterns, legal issues and laws, and organizational structure.

Pre-requisites: Nil

Student Learning Outcomes:

After the completion of the course the student will be able to

- Understand how media is changing in Industry.
- Discuss the effects of ownership in different media.
- Write on the effects of Globalization on different Media.

Course Contents/Syllabus:

Modules	Weightage (%)
Module I: Media as an industry	30%
Journalists becoming managers Ownership patterns in Print Media Ownership patterns in Broadcast Media Organizational structure Fieldtrip to media industries	
Module II: Contemporary Practices	40%
Overview of Indian Media Market Growth of the Indian Print Business: Problems and Prospects Growth of the Television Industry: Problems and Prospects Radio Industry: Growth, Problems and Opportunities Indian Film Industry: Growth and success story, problems and prospects Overview of the Indian Music Industry	
Module III: Media and Globalization	30%
Foreign equity in Indian media The concept of global media Global Media Giants Critical analysis of media globalization	

Pedagogy for Course Delivery:

- Lecture delivery
- Presentations
- Question-discussion
- Analysis of Current media scenario.
- Writing exercises

Lab/ Practicals details, if applicable: NA**Assessment/ Examination Scheme:**

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Attendance	Class Test	Home assignment	Presentation	
Weightage (%)	5	10	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



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Indian Political System

Course Code: MAJMC 108

Credits: 3

Level: PG

Course Objective:

The main objective of the present course Indian Political System: Institutional and Political Dynamics is to present a systematic analysis of all the major dimensions of Indian Political System. What better way can there be to get introduced to political system than through the politics of country? That is what the course does. The study of the Indian political system is a window to understanding politics in society. The course will present you about the way Indian political system has been working and the way it shapes institutions India.

This course is not about legal provisions and technical details of in Indian constitution. It is about how institutions are shaped through interaction with actual politics. The course will introduce you to the idea of political system and the account of the making and working of constitutional institutions. This course responds to the curiosity about why a particular arrangement in the constitution was adopted and why not some other, how the institutions grow in the company of actual politics. That is why the contents of the course do not stop at 1950, in fact start off at 1950 and take you to some instances drawn from the political history of the last 65 years or more.

Pre-requisites: Nil

Student Learning Outcomes:

After the completion of the course the student will be able to

- Understand the historical background of India.
- Discuss and analyze the India Political system.
- Understand the status and other aspects of India Economy.

Course Contents/Syllabus:

Modules	Weightage (%)
Module 1: History and Culture of India	20 %
Early History of India Medieval History of India Advent of European invasion Expansion and consolidation of British rule Effect of British rule on socio-economic factors Social reforms and religious movements Brief: Independence Movement of India India since independence Characteristics of Indian culture Unity in diversity race, colour, language, customs India-as secular state	
Module II: Indian National Movements	20 %
Early uprising against British rule-1857 Revolt Indian National Congress Emergence of national leaders-Gandhi, Nehru, Tagore, Netaji Growth of Independence movements	

L	T	P/ S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Communalism led to partition Birth of political parties /political system in India since independence	
Module III: Indian Political System	30 %
Constitution of India: Preamble to the constitution, Salient features of constitution, Union, State and territory, Fundamental rights, Fundamental duties, Human rights charter, Union legislature: Parliament, State executive, State Legislature: Assembly, Status of Jammu & Kashmir Local government: Panchayati raj of India Judiciary in India: Rule of law/Due process of law Indian federalism: Center – State Relations, Emergency provisions- Elections: Election Commission Union and State- Amendments to constitution Schedules to constitution, Administrative reforms & tribunals: Corruption in public life, Anti-corruption measures, Central Vigilance Commission Lok-adalats, Ombudsman Comptroller and Auditor General of India, Right to information, Central and State Commission, Empowerment of women	
Module IV: India Economy	30 %
Nature of Indian economy Five-year plan models-an assessment- Land reforms & agriculture Application of science in agriculture Industrial growth Role of public sector & disinvestment Development of infrastructure National income rural welfare oriented programmes Social sector problems – population, education, health, employment, poverty- HRD Sustainable economic growth Energy Different sources and development Finance Commission Planning Commission National Development Council	

Pedagogy for Course Delivery:

- Lecture delivery
- Presentations
- Question-discussion
- Analysis of Current scenario of India.
- Writing exercises.

Lab/ Practicals details, if applicable: NA

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Attendance	Class Test	Home assignment	Presentation	
Weightage (%)	5	10	10	5	70

Text & References:

1. Granville Austin, Indian Constitution Cornerstone of a Nation, Oxford Publication
2. Granville Austin (1999). Working Democratic Constitution: The Indian Experience, Oxford, Publication.
3. Durga Das Basu (2006). An introduction to the Constitution of India, Prentice Hall, New Delhi.
4. W. H. Morris Jones. Government and Politics of India
5. A.C. Kapoor. Principals of Political Science
6. O. P. Gauba .(2009). An Introduction to Political Theory. Macmillan India Pvt Ltd.
7. J. R. Siwach (1990). Dynamics of Indian government and politics, Sterling Publishers, New Delhi
8. J C Johari (2001). Indian Government and Politics, Shoban Nagin Lal & Co
9. J C Johari. (2004). Constitution of India (3rd Revised Edition), Sterling Publishers Pvt. Ltd., New Delhi
10. J C Johari (2009). Indian Polity, Lotus Press Publisher, New Delhi
11. J C Johari, Reflections on Indian politics; A critical commentary on development and decay of the Indian political system, Sultan and Chand publications
12. Rajani Kothari, Politics in India
13. A S Narang Indian Govt. and Politics
14. M.P. Singh and Himanshu Roy-Indian Government and Politics
15. M P Singh and Satish K Jha (2006) Indian Government And Politics : A Political Commentary
16. P. C. Gupta (2009) Indian Government & Politics, Sublime Publication
17. Archana Chaturvedi (2006). Indian Government and Politics, Commonwealth Publisher
18. K.K. Ghai (2007) Indian Government and Politics, Kalyani Publishers, New Delhi



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Fundamentals of Communication Research

Course Code: MAJMC 201

Credit Units: 3

Level: PG

Course Objectives:

- To introduce the students to the concept of communication research
- To establish relationship between mass communication, journalism & research
- To explain to students the various research designs and approaches to research
- To discuss the media research process and various sampling techniques
- To introduce students to statistical applications in communication research
- To discuss research report writing methods and ethical issues in communication research

Pre-requisites:

- Student should know about various forms of media

Course Contents/Syllabus:

L	T	P/ S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Modules	Weightage (%)
Module I – Introduction to Communication Research <ul style="list-style-type: none">• Meaning, definitions and types of research• Challenges and Prospect of Communication Research in India• Communication research: Concept, Scope and Areas of Analysis -<ol style="list-style-type: none">I. Source AnalysisII. Message AnalysisIII. Channel AnalysisIV. Audience AnalysisV. Process, Effect and Impact Research• Research designs: Exploratory, Descriptive and Experimental• Approaches to research: Qualitative, Quantitative and Mixed; Inductive and Deductive; Historical, Ethnographic, Psychological and Sociological• 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, Discourse analysis, Longitudinal study• Research Tools: Questionnaire and Schedule, In – depth Interview and Focus Group Study as research tool	25
Module II – Communication Research Process and Sampling Techniques <ul style="list-style-type: none">• 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, Policy implications and conclusion.• Sampling: Meaning, strategies, methods and types• Basic terms of sampling: sample plan, sample design, sample unit, sample frame and sample size	30
Module III – Statistical application in Media Research	20

<ul style="list-style-type: none"> • Statistics applied in Research: Frequencies and Percentages; • Measures of Central tendency: Mean, median and mode; • Measures of Dispersion: Range, standard deviation and mean deviation; • Measures of Association: Rank order correlation and product moment correlation • Test of significance: t – test, F test, Chi – square test. 	25
Module IV – Report Writing and Ethical Issues in Communication Research	
<ul style="list-style-type: none"> • Types of Communication Research reports: Research Articles/Paper, Project Report, Dissertation and Thesis • Significance of Abstract, Proposal, Synopsis, Reference and Bibliography in Research • Ethical Issues in Research: Plagiarism, Interviewers guidelines 	

Student Learning Outcomes:

After completion of this course, students will be able to:

- *classify* and explain the various research concepts, designs and approaches to research
- *discuss* the steps employed in the research process and the various tools for data collection
- *classify* the various sampling techniques that can be used in media research
- *demonstrate* the application of statistical tools in media research
- *apply* the concepts of report writing and understand various ethical issues involved in the same.

Pedagogy for Course Delivery:

- Power-point presentation
- Relevant research papers as examples for explaining the concepts
- Practical exercise for research methods and sampling

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Research Assignment	Presentation	Attendance	
Weightage (%)	10	10	05	05	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.



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Television Journalism

Course Code: MAJMC 202

Credits: 3

Level: PG

Course Objectives:

To bring a perception about practice of journalism in broadcast media, To create a conceptual understanding about journalism in the perspective of society and other fields of mass communication. To make them understand the editorial structure and the newsroom functions.

Pre-requisites: Students should have a flair for journalism and a basic idea about broadcast media.

Student Learning Outcomes:

1. Students will identify and learn to handle TV camera, required equipments and software's for news production.
2. Students will analyze the structure of newsroom and personnel's.
3. Students will practice to write TV news scripts.

Course Contents/Syllabus:

L	T	P/ S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

	Weightage (%)
Module I	20%
Understanding the medium: invention and development; strengths and weaknesses of the medium; Production and transmission technology; working of a TV camera: various camera shots and angles for news coverage, types of ENG cameras, understanding sound, light and colour TV editing software: uses and limitations	
Module II	20%
Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, comparison with other news media, breaking news: definition and practice Working of a news room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists	
Module III	20%
TV reporting: reporting skills: understanding deadline, gathering information, cultivating, sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing	

cameraman, significance of sound-bytes, getting good soundbytes;	
Module IV	20%
Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information	
Module V	20%
News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor: screen presence, presence of mind, interview skills etc.	

Pedagogy for Course Delivery:

1. Class lectures
2. Class Demo of equipments
3. Class discussion
4. Field Assignments
5. Operations and handling of Audio & Video equipments in studio and radio stations.
6. Students project in the form of TV & radio programme.

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Project 1	Project2	Attendance	
Weightage (%)	10	5	10	5	70

Text & References:

- Foundations of Politics Andrew Heywood (Mac Millan Foundation)
- State & Politics in India Edited by Parth Chatterjee (Oxford University Press)
- Betrayal of Indian Democracy M B Chande (Atlantic Publishers)
- Om Heritage Bhartiya Vidya Bhawan's series of Publications
- Robert, Kenny F. Teaching TV Production in a Digital World. Libraries unlimited.
- Pati M.R. Some Aspects of Broadcast Journalism in India. Kalyani Publishers.
- Frank, Lezzi. Understanding Television Production. Prentice-Hall.
- Shrivastava H.O. Broadcasting Technology: A Review. Gyan Publication House.
- Tyrrell, Robert. The Work of a Television Journalist. Focal Press.
- Boretzky, R. A. and Yorovsky A. Television Journalism. International Organisation of Journalists.



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Radio Production

Course Code: MAJMC 203

Credits: 3

Level: PG

Course Objectives:

To develop on air talent who can produce their own radio broadcasts with fluidity and style, interact with their listeners, and market their radio shows.

Pre-requisites: 1. Introduction of Radio

Student Learning Outcomes:

1. Students will identify and execute the process of audio recording and editing .
2. Students will examine the structure and method of Radio programme production.
3. Students are able to discover concept and able to convert the concepts into scripts for radio production.

Course Contents/Syllabus:

Modules	Weightage (%)
Module I	20%
The Radio Studio- Studio Layout The studio desk, mixer, control panel, console or board Digital Compression Digital Audio Workstation Tape Formats, CDs, album and other discs Microphones, Stereo, Equipment faults	
Module II	20%
Radio formats- Simple announcements , Radio talks/commentaries/comments , Radio interviews, Radio discussions, Radio features and documentaries Radio play , Radio running commentaries, Radio ads/commercials , Phone ins and radio bridges , Music on radio , Radio News-Radio News defined Main characteristics of Radio News as against news in other media	
Module III	20%
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)	
Module IV	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 V	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)	

Pedagogy for Course Delivery:

1. Class lectures
2. Class Demo of equipments
3. Class discussion
4. Field Assignments
5. Operations and handling of Audio radio stations.
6. Students project in the form of radio programme.
7. Making knowledge of different types of radio programme.

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Project 1	Project2	Attendance	
Weightage (%)	10	5	10	5	70

Texts & References:

1. Chatterji, P.C. :Broadcasting in India, Sage, New Delhi, 1988.
2. Masani, Mehra :Broadcasting and People, National Book Trust, NewDelhi,1997.
3. Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.
4. Akash Bharti National Broadcast Trust : Publication Division, New Delhi, 1987.
5. Report of the Working Group on Television ‘software for Doordarshan Vol. I & II , Publication Division, New Delhi, 1985.
6. Hellard Robert, Writing for television and radio, Words worth Publishing Company, Belmont, 1984.

7. White, Ted al, Broadcast News, writing, reporting and production. Macmillan, NY. 1984.
8. Mitchell Stephen, Holt: Broadcast News, Radio Journalism and an introduction to Television., Rinehart & Winston. NY. 1980
9. Edger E. Willis & Henary B. Aldrige, Television and Radio, Prentice Hall.
10. Stuart W. Hyde, Television and radio announcing, Kanishka Publishers, Delhi.
11. Smith E. Leslie, Perspective on radio and TV. Harper & Raw NY.
12. Macliesh Robert, Radio Production Techniques. Macmillan. NY.
13. Nostrum William J. Van. The Script Writers' Handbook.
14. Singhal Arvind, & Rogers Everett, India's Information revolution. Sage. New Delhi.
15. Sim Harris & Paul Chantler, Local Radio, Focal press.
16. Ash, William, The Way to Write radio Drama, BBC,
17. Crook, Tim, Radio Drama; Theory and Practice, Landon.



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Media Design and Production

Course Code: MAJMC 204

Credit Units: 3

Level: PG

Course Objectives:

The course provides students a broad knowledge of designing of layouts of various mediums, students will be introduced to the art, and commercial practice of advance level of digital graphic designing. Students will explore the making and editing of work to inform their computer graphic designing. Projects will introduce students to the many ways the medium is used in their culture; this includes the making of professional magazines, news paper layout, and corporate brochure, etc. Students will also learn the terminology used in layouts and designs in indoor medium (newspapers, periodicals, leaflets etc.) as well as outdoor medium (hoardings, posters, banners etc). The students will study the design for advertising layouts, taking into the consideration the choice of typeface and positioning and choice of colors, images and text.

Prerequisites:

The student should have good knowledge in graphic designing- (Covering in Semester 1 – Principles of Design 1)

Student Learning Outcomes:

The following course will help students in the following areas

Students will have a better practice of the making and editing of advanced digital graphic designing, They also will be aware of making professional graphic designing like, magazines, news paper layout, and corporate brochure, etc, which in later stages of their course can be implemented, in analyzing newspapers, periodicals, leaflets, hoardings, posters, banners etc. It also equips the students in making them identify the tools of advertising layouts.

Course Contents/Syllabus:

	Weightage (%)
Module I – House styles	25
<ul style="list-style-type: none">• What is style sheet? How to create style sheet? Style guide: examples from newspapers, magazines; own guide produced for new publication.• Styles: choice of typeface and masthead, choice and use of images and color, positioning of articles and images on the page, use of headlines in an appropriate font, point size, number of lines etc, text manipulation, juxtaposition of text/images/advertising, Typography	
Module II – Advertising concepts	35

L	T	P/ S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

<ul style="list-style-type: none"> Communicating through multiple media: Digital and print produces integrated design solutions. Different types of advertising: Press ad, Magazine ad, Hoardings, Kiosks, Interior & Exterior Signage, Dangers, and Banners etc. Choice and usage of images and colors in advertisements. 	
Module III – Design Softwares	40
<ul style="list-style-type: none"> Adobe Photoshop and Coral Draw - Introduction, Interfaces and various palettes, Document Setting, About Menus. Different Advertisement Designing Projects – magazine, brochure, news paper, letter head, flex board advertisements.etc. Advertising Campaign: Developing advertising campaigns, from concept to creation, from creative to presentation. 	

Pedagogy for Course Delivery:

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.

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Assignment	Class test	Project	Attendance	
Weightage (%)	10	5	10	5	70

Texts & References:

- Art and production; Sarkar, N.N.
- Newspaper Layout & Design: A Team Approach; Daryl & Moen
- Gary David Bouton - CorelDRAW: The Official Guide
- Steve Schwartz & Phyllis Davis-Pearson Education - Corel Draw for Windows, by



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Basics of New Media

Level : PG

Course Code: MAJMC 205

L	T	P/ S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	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.
- (iii) Student will be able to define important terms of digital world.
- (iv) Student will be able to explain the role of a New Media Journalist.
- (v) Student will be able to identify and locate digital content for New Media

Course Contents/Syllabus:

	Weightage (%)
Module I : From Broadcasting to Narrowcasting	30 %
1. Introduction to New Media - Multiplatform journalism to the mainstream, Journalism of open doors	
2. The New Media Reader	
3. Multimedia Convergence	
4. Impact of New Media on Print journalism.	
5. Impact of convergence on broadcasting	
Module II: Digital Age	35 %
1. Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging, file transfer protocol (FTP), web browsers, cache, plug-ins and	

extensions, RSS readers and feeds, Web-based readers, Stand-alone readers 2. Web 2.0 – openness, organization and community. Content sharing sites (documents, videos, pictures) 3. Business side of Web 2.0 4. Tags and folksonomy	
Module III: New Media Journalist	35 %
1. Being a New Media Journalist – Learning to leverage technology for data management, self management, news management, crowd sourcing, managing conversations 2. Writing for New Media 3. Digital Audio, Video and photographs for New Media	

Pedagogy for Course Delivery:

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

Lab/ Practicals details, if applicable: Not Applicable

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	C	P	A		EE
Weightage (%)	10	15	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
- Dewdney Andrew & Ride Peter. The New Media Handbook



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Specialized Reporting

Level: PG

Course Code: MAJMC 206

L	T	P/ S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives: The aim of the course is to introduce beat reporting and explain the existing beat structure at the local and national level. The coverage of specialized beats pertaining to government, politics, sports & business will be discussed. Students will also be familiarized with investigative reporting.

Pre-requisites: The student must know the basics of print journalism including various aspects of news, news values, news writing and newsgathering. He should have understood the role and responsibilities of a journalist.

Student Learning Outcomes: After studying this course the student should be able to:

- (i) **Relate** to beats and classify news stories according to beats
- (ii) **Demonstrate** beat specific idea generation, newsgathering and reporting
- (iii) **Appraise** investigative reports

Course Contents/Syllabus:

	Weightage (%)
Module I : Beat Reporting	25 %
Covering a news beat Covering local beats Crime reporting Education reporting Health reporting Civic Issues reporting Covering local government	
Module II: Covering the state and politics	25 %
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)	
Module III: Business and Sports Reporting	25 %
Basic Business Knowledge & Business Bodies Corporate Reporting Covering Economic policy (ministries of commerce, finance, industry, company affairs and other infrastructure ministries) How to develop good sports writing skills Covering local, national and international level events	
Module IV: Specialized Reporting	
Investigative Reporting: Definition, elements, tools Sting Operations and latest trends Investigative Reporting Case studies: Indian and International Disaster Reporting Environmental Reporting Page 3 and Lifestyle Reporting Gender Reporting Poverty Reporting Science & Technology Reporting	25 %

Pedagogy for Course Delivery:

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

Lab/ Practicals details, if applicable: Not Applicable

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)	CT	P	V	A	EE
Weightage (%)	10	10	5	5	70

Text & References:

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

Publishing Co. New York.

- French, Christopher (Ed) (1987). *The AP Style Book & Libel Manual*. Addison-Wesley Publication Co, Inc, USA.



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Public Relations

Course Code: MAJMC 207

Credits: 3

Level: PG

L	T	P/ S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives: With business & industry growing, there is a clear need for PR persons in every sector. The course acquaints the students with an overview of the discipline, imparts professional knowledge about theories & techniques of Public Relations, provides knowledge of various media available for Public Relations, their functioning & applications as to achieve maximum output from the resources and develops PR skills.

- The main objective of this course is to introduce the basics of PR and its practice to the students
- The course is designed in a manner to reinforce the basic concepts of effective public relations
- The course will make students understand the workings of the media -- and the 'new media' landscape.

Pre-requisites: Nil

Student Learning Outcomes:

After the completion of the course the student will be able to:

- Identifying and defining the PR concepts and theories
- Describing and discussing examples for different PR functions
- Demonstrate an understanding of the role of public relations writing in the strategic planning process
- Analyzing the various PR campaigns
- Recalling and developing key messages and tailor them to specific audiences and organizational objectives.

Course Contents/Syllabus:

	Weightage (%)
Module I Introduction to Public Relations	20%
<ul style="list-style-type: none">• Definitions and Meaning• Historical Perspective• Distinction between PR, Propaganda, Advertising, publicity, Marketing PR as a Management Function and its interface with other Managerial disciplines• Objectives Of Public Relations• Role of Public Relations• Models of Public Relations• Ethics in PR• PR firms	

<ul style="list-style-type: none"> • Public Relations Professional/ Practitioner 	
Module II PR Functions	10%
<ul style="list-style-type: none"> • Employee Relations • Media Relations • Community Relations • Government Relations • Investor Relations and financial PR • Corporate PR 	
Module III Public Relations Research	30%
<ul style="list-style-type: none"> • Definitions and Meaning of research, • Applications of research, characteristics, types & paradigms of research in PR, • Planning a research study, Reviewing the literature, Formulating a research problem, Identifying variables, Constructing hypothesis, Research design, Sampling- Probability and non probability, Methodologies, Methods, Tools of data collection, collecting data using attitudinal scale. • Research in Public Relations • Types of research in public relations: Formal research – informal research – quantitative research – qualitative research – archival research – internet and world wide web search – survey method – field observation – mail questionnaire – interviews – focus groups – telephone surveys – copy testing – Explorative method • Current PR research scenario in India and problems – Case histories in research 	
Module IV Public Relations Campaigns	20%
<ul style="list-style-type: none"> • Components of public relations campaign • Campaign Theories • Role, importance and necessity of PR Campaigns • Planning and objectives • Target publics • Message design • Media selection • Action plans implementation and evaluation • Case studies of a public relations campaign 	
Module V PR Tools and Techniques	20%
Descriptors/Topics <ul style="list-style-type: none"> • News Releases, Media alerts and fact sheets • Media kits • Pitch letters • News conferences • Radio News Releases and Video News Releases • Media Interviews • Media tours and press parties • Speech and presentations • Events • Lobbying • Crisis Management • Use of new media by PR professionals 	

Pedagogy for Course Delivery:

- Lecture delivery
- Presentations
- Question-discussion
- Analysis of PR campaigns
- Writing exercises
- Mock Press Conferences/ media interview/ speech and presentations in class

Lab/ Practicals details, if applicable: NA**Assessment/ Examination Scheme:**

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Attendance	Class Test	Home assignment	Presentation	
Weightage (%)	5	10	10	5	70

Text & References:

- Wilcox, Dennis L, Cameron, Glen T., ‘Public Relations Strategies and Tactics’, Ninth Edition Pearson Education
- Seitel, Fraser P., ‘The Practice of Public Relations’ Seventh Edition, Prentice Hall International
- Butterick, Keith ‘Introducing Public Relations: Theory & Practice 1st Edition’, Sage Publication India

Any other Study Material:

- PR Journal
- PR Quarterly
- Vidhura.
- Press releases found on www.prnewswire.com
- Case studies found on www.prsa.org

Semester III



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Advanced Media Research

Course Code: MAJMC 301

Credits: 3

Level: PG

Course Objectives:

L	T	P/ S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

- To introduce the students to the various applications of media research
- To discuss media research concepts for print, electronic, advertising and PR industries
- To help students understand the various measurement scales used in research
- To introduce students to writing a research paper/article and present the same.

Pre-requisites:

- Basics of research
- Understanding of various forms of mass media

Student Learning Outcomes:

After completion of this course, students will be able to:

- *describe* the applications of media research in various media forms like print, electronic, advertising and PR industries
- *classify* the various kinds of measurement scales used in media research
- *apply* the concepts of reliability and validity in testing the scales of measurement
- *demonstrate* the application of statistical tools in media research
- *prepare* a research article/paper for presentation before the student research committee

Course Contents/Syllabus:

	Weightage (%)
Module I – Application of Media Research	50%
<ul style="list-style-type: none">• Research in Print Media Circulation Research Readership Research Readability Research• Research in Electronic Media Rating Method Non – rating Method• Research in Advertising Pre testing Methods: Direct ratings, Portfolio tests, Physiological tests: The eye camera test, The Pupillo-meter test, The Tachisto scope test Consumer jury test, GSR test. Post testing Methods: Enquiry test Recall test Recognition test, DAR testing Television Audience Measurement Market Research	

<ul style="list-style-type: none"> • Research in Public Relation Industry research, News tracking research Competitive analysis • Research in New Media Social Media Research Research on Online usage 	
Module II – Measurement in Media Research	25%
<ul style="list-style-type: none"> • Measurement Scales: Nominal, Ordinal, Interval & Ratio Scale • Sources of Error in Measurement, Important scaling techniques: Rating Scales, Arbitrary Scales, Differential Scales (Turnstone-type-scales), Summated (Likert Scale), Cumulative scales, Social distance scales: Likert & Bogardus scale, Socio economic status scale: Trivedi & Pareek scale, Attitude and Social Status Scale & Factor Scales. • Types of Reliability and Validity test used for construction of scales 	
Module III – Practical in Media Research	25%
<ul style="list-style-type: none"> • Writing a research paper/article • Preparation of a research synopsis • Presentation before SRC • Conducting the study • Getting a research paper or article published in a research journal 	

Pedagogy for Course Delivery:

- **Power-point presentation**
- **Relevant research papers as examples for explaining the concept**
- **Practical exercise for application of media research**
- **Preparation of research article/paper**

Lab/ Practicals details, if applicable: NA

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Research Assignment	Presentation	Attendance	
Weightage (%)	10	10	5	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**



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Film Theory & Practice

Level: PG

Course Code: MAJMC 302

Course Objective:

Course Objective:

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
2	0	1	0	3

This course focuses on the basics of filmmaking and cinema techniques. Students are introduced to principles and methodology of filmmaking. They will be expected to exercise their creativity and visualize and make short films. Apart from filmmaking, preliminary idea to film appreciation will also be introduced. The ability to analyse and put film studies in proper perspective will be intended during the course. Documentary realism will be pitted against mainstream commercial film genres. An attempt to understand the technical as well as the artistic aspects of film making as a means of human communication will be made and classic films will be viewed and discussed.

Pre-requisites: Nil

Student Learning Outcomes:

After the completion of the course the student will be able to

- Understand the concept of film.
- Handle the camera and lighting for shooting.
- Make a documentary film.

Course Contents/syllabus:

Modules	Weightage (%)
Module I: Film Theories	20%
How to view/read the movie Narrative and non narrative Film Genre, French New wave & Italian neo-realism Early Indian cinema & golden era, Evolution of documentary films Auteur Theory, Feminist Film Theory, Avant-Garde & Cinema Verite Contemporary Indian Cinema, Appreciation of Animation films, 3-D Cinema and its scope Case study of famous film directors- Satya jit Ray, Alfred Hitchcock, D.W Griffith, Charlie Chaplin, Guru Dutt, Raj Kappor, Yash chopra, Adoor Gopalkrishnan etc. Case study of famous movies- Rosomon, Citizen Ken, Pather Panchali, Sholay, Charulata, Gone with the wind etc Current & Changing trends in Indian cinema Structure of the film industry	
Module II: Language of cinema	15%
World space and screen space Continuity: space & time Camera Movements, angles & Shots	

Different screen elements & Mise-en-scene Continuous action, compression & expansion of time and concepts of editing Dimensions of Sound: onscreen & off-screen, di-getic & non-digetic, sync and non-sync, sound effects, and silence, dialogues, ambient sound, background score & musical tracks.	
Module III: Film Production	20%
Development stage, Pre-production, Production, Post Production, Distribution, promotion & Release Scriptwriting: Narrative Composition: 3 plot structure, Characterization & Dramatic Structure, Scriptwriting formats, step outline & shot break down Screen Play, Storyboarding & shooting script., Script selection, Writing proposal Production : Key members of film production unit, Role of producer & director, Role of production manager, Budgeting & budgeting formats, Scheduling & Reece, Casting and source of casting	
Module IV: Camera, Lighting & Editing	25%
Camera formats, Functions & operations of camera, Camera mounts Lighting equipments, Continuous lighting, Studio lighting, Filters & gel White balance & color temperature, Lighting in films. Digital & Analog editing systems, Linear & Non-Linear editing, Online and offline editing ,Technical Vs Creative editor, Basic transitions, Match cut, jump cut, cut-in & cut-away Parallel cutting & inter-cutting, Intellectual editing & Montage theory Techniques of editing- Action sequence, comedy sequence, Romantic sequence, conversation sequences, chasing sequence, music video etc. Use of graphics & animation, Basics operations of Final Cut Pro	
Module V: Documentaries Film Making & Marketing of Film	20%
Producing a documentary, Types of documentary films Scripting documentary film, Post-production techniques of documentaries Narration and voice-over style, Importance of Research in documentary film Pitching the producer & distributors, Packaging of final product Marketing and promotion strategies, Exhibition & film festival Funding agencies and financial issues, Associations and Guilds, Changing audience perceptions and tastes , Strategies to garner profit: Multi theatre or single theatre release	

Pedagogy for Course Delivery:

- Lecture delivery
- Presentations
- Question-discussion
- Analysis of Current media scenario.
- Writing exercises

Lab/ Practicals details, if applicable: Studio Required

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Attendance	Class Test	Home assignment	Presentation	
Weightage (%)	5	10	10	5	70

Text and References:

- Television Production Handbook; Zettl, Herbert
- Video production, Belavadi Vasuki
- Writing and Production Television News; Gormly, Eric K.
- Broadcast News Production; Schultz, Brad
- Digital Broadcasting Journalism; Sharma, Jitendra K.
- Broadcast journalism; Boyd, Andrew
- Broadcast journalism; Cohler, David Keith
- Television & Social change in Rural India; Johnson, Kirk
- Producing Public Television, Producing Public Culture; Dornfeld, Barry



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Advanced New Media

Level: PG

Course Code: MAJMC 303

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	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 student will learn to design and create a website.
- (ii) They will learn to create content for websites and curate content.
- (iii) This course will also give an overview of digital marketing content.
- (iv) The course will enable a student to enhance a website visually.

Pre-requisites: The student should have a basic understanding of New Media and its emergence in the world.

Student Learning Outcomes:

- (i) Student will be able to prepare & produce a website.
- (ii) Student will be able to create and generate digital marketing content.
- (iii) Student will be able to prepare and relate the use of animation to websites.

Course Contents/Syllabus:

Modules	Weightage (%)	
Module I : Website Design & Creation	35%	
Different kinds of websites – news, product, corporate, networking Planning a website – site purpose, functionality, target audience profile, client specifications. Creating content for websites. Editing for web Creating websites on dreamweaver.		
Module II: Digital Marketing Content		35 %
Electronic Mailers Electronic Newsletters Email, text messages, web feed SEO		
Module III: Enhancing web presence	30 %	
Advertising that works online Animation for web Design & Visualization		

Pedagogy for Course Delivery:

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

Lab/ Practicals details, if applicable: Not Applicable

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)	CT	HA	Viva	Attendance	
Weightage (%)	10	10	5	5	70

Lab/ Practical/ Studio Assessment: NA

Text & References:

- Briggs Mark., Journalism 2.0: How to Survive and Thrive
- Wardrip Noah -Fruin & Montfort Nick. The New Media Reader
- Bloomstein Margot. Content Strategy At Work: Real World Stories To Strengthen Every Interactive Project
- Rao Srinivas: Web Traffic & Content Strategies



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Advertising Planning and Strategy

Course Code: MAJMC 304

Credit Units: 3

Level: Post Graduate

L	T	P/S	SW/FW	TOTAL CREDIT UNITS
3	0	0	0	3

Course Title Advertising Planning and Strategy

Course Objectives: The Advertising Industry has, now a days, become a social institution born to fulfill the human need to acquire & send information about the availability of products, brands, and services. The course gives an overview of the discipline of advertising, organization of advertising business & advertising research. It takes the students through the process of development of the creatives, from client's belief in brief, marketing objectives, idea generation to total creativity in word & visual and enables them understand select aspects of finance to prepare effective and appropriate advertising budgets.

- (i) The course will familiarize students with contemporary advertising techniques and practices.
- (ii) The course is designed to train students to generate, develop and express ideas effectively
- (iii) The course will develop the art of copywriting among the students.
- (iv) The course will help students to develop knowledge of major media characteristics and how to buy advertising space in them.
- (v) The course will provide them to develop an understanding of procedures, requirements, and techniques of media planning.
- (vi) The main course objective is to make students learn plan an effective advertising campaign

Prerequisites: The student should have studied 'Advertising Principles and Practices'

1	Module I Advertising Plan	Weightage%
	Descriptors/Topics <ul style="list-style-type: none"> • Steps involved in developing an advertising plan • Situation analysis • Identify target audience • Determine communication objective • The creative plan • Copywriting • The Media Plan: selecting the communication channel • Determining the advertising budget • Deciding on the communication mix • Evaluation 	20%
2	Module II Planning Advertising campaigns	
	Descriptors/Topics <ul style="list-style-type: none"> • Fundamentals of ad campaign • Defining strategy, its role and relevance • Strategic approaches • Big Idea • Advertising appropriation and budgeting 	20%
3	Module III Advertising Agencies	
	Descriptors/Topics <ul style="list-style-type: none"> • Origin of ad agencies, Definition and functions of ad agencies, Types of ad agencies • Structure of ad agency – Group and departmental system • Selection of ad agency • Agency remuneration process and norms Revenue model • Indian ad agencies • Multinational ad agencies , Specialized services • Pitching Process, Client agency relationship 	20%
4	Module IV Creative Execution	

	Descriptors/Topics <ul style="list-style-type: none"> • Creativity, Execution of Big Idea • Creative brief • Copywriting: principles and types • Creative execution elements: appeals, formats, tone and structure • Media Planning: Media brief, Media planner and Media Strategy • Creating Print ads: elements, design and layout • Producing Radio Commercial: scriptwriting and formats • Making a Television Commercial: Process • Creative aspects in outdoor media 	20%
5	Module V AD Campaign Evaluation	
	Descriptors/Topics <ul style="list-style-type: none"> • Feedback and Evaluation of the advertising results • Pre testing tools and techniques • Concurrent testing tools and techniques • Post testing tools and techniques 	20%
6	Pedagogy for Course Delivery: Pedagogy for Course Delivery: <ul style="list-style-type: none"> • Lecture • Question and discussion • Presentations • Visual aids • Assignments • Viewing of ad campaigns • Copywriting exercises 	

Student Learning Outcomes:

After completion of this course:-

- (i) The student will be able to define and describe the ad agencies and their importance in advertising world.
- (ii) The student will be able to review the ad campaigns.
- (iii) The student will be able to prepare ad copy, scripts, creative brief and media brief.
- (iv) The student will be able to plan advertising campaigns.
- (v) The student will be able to evaluate the advertising effectiveness

Lab/ Practicals details, if applicable: NA

Assessment / Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Component (Drop down)	Attendance	Class Test	Home assignment	AD campaign Review	
Weightage	05	10	10	05	70

Text & References:

- S.H.H.Kazmi, Satish K Batra, “Advertising & Sales Promotion”, Excel Books, New Delhi
- Kenneth Clow. Donald Baack, “Integrated Advertisements, Promotion and Marketing communication”, Prentice Hall of India, New Delhi, 2003. *, 2001.
- Kruti Shah and Alan D’Souza, ‘advertising & promotions an IMC perspective’ Tata Mc Graw Hill, New Delhi, 2012

Any other Study Material:

- **4 P’s of marketing**
- **Impact – Advertising Age**



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MADHYA PRADESH

Course Title: Print Layout & Design

Course Code: MAJMC 305

Credit Units: 3

Level: PG

Course Objectives:

- To study of the entire print reproduction process from idea formulation to designer's drawing board to the printer's finished product.
- To study the history of graphic design to the present era.
- To study the layout theory applied to digital and print production.
- To understand the mechanics, principles, and life cycle of the digital publishing process.
- To understand the print production process.

Prerequisites:

The student should have a understanding of "Media Design" subject from semester one and design principle and elements.

Course Contents/Syllabus:

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
2	0	1	0	3

Modules	Weightage (%)
Module I – Story of Design & introduction of Layout	25
What is Design, Introduction to design Role of Design in Society, Impact/function of Design Indigenous Design Practices, Role of design in the changing social scenario. Role and responsibility of Designers, Types of Layout.	
Module II – Print plus digital: Newspapers	45
Trends in Digital Publishing Understanding the basic terms for newspaper: Body, TOC, Masthead, Heads & Titles: Kicker, Deck, Subhead, Running Head, Continuation head, Page Number, Bylines; Continuation line: Jump lines, Continuation Heads; End Sings; Pull-Quotes, Photos/ Illustration: Mug Shots, Caption, Photo Credit Line; Mailing Panel. Setting up In-Design for designing digital documents. Creating a slide presentation, Advanced PDF Presentation. Creating effects for presentation Creating interactive mood board, Creating Digital Portfolio Creating a Digital Magazine with In-Design and Flash In-Design to Flash production concept.	
Module III – Print Production Essentials	30
What constitutes digital printing? Types of digital printing devices What constitutes digital printing? Types of digital printing devices Types of Jobs That Are Appropriate for Digital Printing Digital consideration, Digital Color, Large-format output Variable Data	

Student Learning Outcomes:**The following course will help students in the following**

To define digital publishing terms and resources.

To describe print vs. digital design and production considerations.

To identify major stages in the publishing life cycle.

To demonstrate uses of vector vs. raster image production.

To demonstrate proficiency using the full In-design tool palette, layers, guides, and image compositing, in Adobe In-design & Adobe Flash.

Teaching Pedagogy

The classes will be theoretical with practical assignments for every theory concept they learn.

Pedagogy for Course Delivery:

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.

Lab/ Practicals details, if applicable: NA**Assessment/ Examination Scheme:**

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Assignment	Class test	Project	Attendance	
Weightage (%)	10	10	5	5	70

Text& Reference:

- Harrower, 2008, *the Newspaper Designer's Handbook*, McGraw-Hill Higher Education
- White, 2011, *the Elements of Graphic Design*, Allworth Press
- Drucker, McVarish, 2008, *Graphic Design History: A Critical Guide*, Pearson



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Anchoring & Presentation

Level: PG

Course Code: MAJMC 306

Credit Units: 3

Course Objectives:

- (i) To make the students deliver information in a professional manner
- (ii) To make the students prepare anchor scripts of their own
- (iii) To enable students handle situations of live
- (iv) To understand the challenges and find solutions of working as a media professional

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Pre-requisites: Preferably Bachelors in Journalism and mass Communication

- Students should be willing to present themselves on screen with content.

Course Contents/Syllabus:

Modules	Weightage (%)
Module I :	20%
Descriptors/Topics how to read diction, pronunciation, style, grammar, voice modulation Appearance. Command over language	
Module II	30%
Writing skills Understand what you say Difference between a live and recorded programme anchoring Challenges of a live bulletin	
Module III	50%
Descriptors/Topics Anchoring for various formats: BUSINESS, SPORTS, ENTERTAINMENT, CRIME, LIVE PROGRAMMING, NEWS PROGRAMMING Anchoring interviews: one to one, news affairs show, news journal, celebrity, political. Reality shows: dance show, talent show, danger shows, award function Entertainment shows: film review, celeb intv, box office review, film gossips Sports or business showmatch review, player review, post match PC, match analyses, sensex, nifty, real estate, shares Documentary: on location, description of location, show. News bulletin knowledge of daily news, Talk shows: political, business, entertainment, current affairs	

Student Learning Outcomes:

- (i) Students will define an anchor become confident to appear before the camera.
- (ii) Students will classify and will be able to anchor or host various types of programmes
- (iii) Students will apply their skills to face any live or breaking situation
- (iv) Students will identify the challenges and solutions of the TV industry

Pedagogy for Course Delivery: hands on experience. Watching TV shows.explaining through tv shows. studio work.

Lab/Practicals details, if applicable: Studio Required

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	CT	Presentation	HA	Attendance	
Weightage (%)	10	10	5	5	70

Text & References:

- **The ABC of News Anchoring**

By Richa Jain Kalra

The Broadcast Journalism Handbook: A Television News Survival Guide

- By Robert Thompson, Cindy Malone
- News casting in electronic media, by mohan sundara rajan
- On Camera : how to report anchor and interview by Nancy Reardon
- Power Performance: Multimedia Storytelling for Journalism and Public Relations By Tony Silvia, Terry Anzur
- Presenting Magically: Transforming Your Stage Presence With Nlp by [Tad James](#), [David Shephard](#)



Course Title: Internship
Course Code: MAJMC 307
Credits: 3

L	T	P/ S	SW/F W	TOTAL CREDIT UNITS
0	0	0	6	6

GUIDELINES FOR INTERNSHIP

There are certain phases of every Intern's professional development that cannot be effectively taught in the academic environment. These facets can only be learned through direct, on-the-job experience working with successful professionals and experts in the field. The internship program can best be described as an attempt to institutionalize efforts to bridge the gap between the professional world and the academic institutions. Entire effort in internship is in terms of extending the program of education and evaluation beyond the classroom of a university or institution. The educational process in the internship course seeks out and focuses attention on many latent attributes, which do not surface in the normal class room situations. These attributes are intellectual ability, professional judgment and decision making ability, inter-disciplinary approach, skills for data handling, ability in written and oral presentation, sense of responsibility etc.

- To provide an out-of-the classroom training environment for the students and provide opportunities for them to apply the knowledge and skills that they have learnt in real life working environment.
- To enable our students to be exposed to more real life work situations and prepare them for their career /working life.
- ASCO would always remain in loop of a students placement and training assignments.

In order to achieve these objectives, each student will maintain a file (**Internship File**). The Internship File aims to encourage students to keep a personal record of their learning and achievement throughout the Programme. It can be used as the basis for lifelong learning and for job applications. Items can be drawn from activities completed in the course modules and from the workplace to demonstrate learning and personal development.

The Internship report will assess the student's analytical skills and ability to present supportive evidence, whilst demonstrating understanding of their organization, its needs and their own personal contribution to the organization.

The **layout guidelines** for the Internship File:

- A4 size Paper
- font: Arial (10 points) or Times New Roman (12 points)
- line spacing: Preferably double space.
- top and bottom margins: 1 inch/ 2.5 cm; left and right margins: 1.25 inches/ 3 cm

The File will include **five sections** in the order described below. The content and comprehensiveness of the main body and appendices of the report should include the following:

1. **The Title Page**--Title - An Internship Experience Report For (Your Name), name of internship organization, name of the Supervisor/Guide and his/her designation, date started and completed, and number of credits for which the report is submitted.
2. **Table of Content**--an outline of the contents by topics and subtopics with the page number and location of each section.

3. **Introduction**--short, but should include how and why you obtained the internship experience position and the relationship it has to your professional and career goals.

4. **Main Body**--should include but not be limited to daily tasks performed. Major projects contributed to, dates, hours on task, observations and feelings, meetings attended and their purposes, listing of tools and materials and their suppliers, and photographs if possible of projects, buildings and co-workers.

5. **Appendices**--include pamphlets, forms, charts, brochures, technical and descriptive literature, graphs and other information related to your Internship experience.

The **Main Body** will have **three sections** and will include the following items which will be evaluated for the final assessment:-

1. An **analysis of the company/organization** in which the student is working
2. A **personal review** of the student's management skills and how they have been developed through the programme.
3. The **research report** that the student has prepared on the project assigned to him by the organization. (Incase a student is not assigned a specific research project in the organization, he has to select any one aspect of the organization and prepare a research report on it).

ASSESSMENT OF THE INTERNSHIP FILE

The student will be provided with the Student Assessment Record (SAR) to be placed in front of the Internship File. Each item in the SAR is ticked off when it is completed successfully. The faculty will also assess each item as it is completed. The SAR will be signed by the student and by the faculty to indicate that the File is the student's own work. It will also ensure regularity and meeting the deadlines.

STUDENT ASSESSMENT RECORD (SAR)

Management File Item	Criteria for successful completion of the item
1. Analysis of organization (1500- 2000 words)	<ul style="list-style-type: none"> • Clear presentation of ideas and analysis • Provides an organizational diagram, following organization presentation conventions • Analysis covers the organization's: <ul style="list-style-type: none"> ➤ Business strategy and mission ➤ Structure ➤ Resources and assets ➤ Current financial performance ➤ Leadership/decision-making style ➤ Staffing and skill base ➤ Products/services and customers
2. Personal review of Management skills development (1000-1500 words)	<ul style="list-style-type: none"> • Clear presentation of ideas and analysis • Demonstrate awareness of own management skills • Presents critical analysis of own management effectiveness, supported with examples • Provides evidence of development of specific management skills e.g. strategic, financial, leadership • Explains how new skills and learning have benefited the organization and self
3. Design of Research Project (1500- 2000 words)	<ul style="list-style-type: none"> • Clear presentation of ideas and analysis • Justifies the choice of subject for the research project and why this might be beneficial to the organization • Selects and justifies appropriate research methods for the project • Demonstrate understanding of the key stages in

	undertaking a research project <ul style="list-style-type: none"> • Indicates which analytical/statistical tools would be most appropriate and why • The design plan takes account of the resourcing implications of carrying out the research e.g. staffing and other costs
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Examination Scheme:

Report by Student (Internship File)

a. Organization & Presentation/Language and clarity /substance of Contents covered and Comprehensiveness	20%
b. Research Report	30%
Industry Feedback (continuous)	20%
Presentation & Viva (At the end)	30%
 Total	 100%



Course Title: Current Affairs and Media Analysis

Course Code: MAJMC 401

Credit Units: 3

Level: PG

Course Objectives:

The students are now in the brink of entering the job market or pursuing higher studies. Before stepping out, the modules will serve as a refresher course which will comprehensively cover current newsmakers and events in the national and international arenas. Also national and international organization's in-depth analysis will be done so that the students will understand its significance. Students will be introduced to and kept updated on other current issues and affairs, which are high on the world agenda. The students will also get a chance to discuss and debate on contemporary issues.

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Prerequisites: Students should have adequate and up to date knowledge of current affairs.

Course Contents/Syllabus:

Modules	Weightage (%)
Module I: Overview	20 %
<ul style="list-style-type: none"> What makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, spiral of silence etc Debate on objectivity (bias) and subjectivity Building News Sources and Credibility of News 	
Module II: Analysis of National and International News and Current Affairs	20 %
<ul style="list-style-type: none"> Classroom discussions on national and international news Comparative analysis of news treatment in various news papers and TV channels. Background of important news Relevance of these reports to India and the world community or why they are considered to be important Restructuring the UN 	
Module III Global Economic trends and issues	20 %
<ul style="list-style-type: none"> Profile of the Indian economy (industry, agriculture, infrastructure, growth rates, world ranking, role of planning, budgets and government policies) The world's top 5 economies and emerging world powers - 2025 Regional economic groupings of the world and their functioning: The World Bank; The European Union and its expansion; The Asian Development Bank; World Economic Forum 	
Module IV Indian topical issues and their backgrounders	20 %
<ul style="list-style-type: none"> Indian Constitution Naxalism and Marxism Should the nuclear club remain exclusive? Criminalization of politics Indian foreign policy: India and issue of permanent seat in the UN India's relations with different countries- US, UK, Pakistan, Nepal, Sri Lanka, Middle East 	
Module V International/National organizations /groupings	20%
<ul style="list-style-type: none"> United Nations and its associated bodies like WHO, UNDP, UNICEF, ILO, UNESCO, FAO etc, 	

<ul style="list-style-type: none"> • International Red Cross, • Interpol. • International Groupings- Like G8, Non Aligned movement, Commonwealth • National organizations- Central Bureau of Investigation (CBI), Election Commission (EC), Central Vigilance Commission (CVC), National Human Rights Commission (NHRC) , CAG • Climate change and local/global movements: Kyoto, Montreal, Doha Protocols etc, 	
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Student Learning Outcomes:

After the completion of the course, Students will be able

- To describe and recognize the process of news analysis.
- To identify and analyze print and broadcast media news.
- To describe the functioning and structure of the national and international organizations and groups.
- To analyze social, political and economic issues in the overall context of the global scenario.

Pedagogy for Course Delivery:

The class will be taught by giving references of daily news which comes both in the print and broadcast media. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for news analysis. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Their inclination towards research and analysis in the contemporary issues will get a boost. Various nuances of the news analysis will be acquainted to the students so that it will help them understand the intricacies of the media industry in general and news industry in particular.

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Mid-Term Exam	Project	Viva	Attendance	
Weightage (%)	10%	10%	5%	5%	70%

Text & References:

- Lorimer Rowland. Mass Communication
- DeFleur Melvin. Understanding Mass Communication
- Singhal Arvind & Rogers Everett. India's Communication Revolution
- Klapper Joseph. Mass Communication Effects

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**



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Media Ethics, Law & Regulations

Course Code: MAJMC 402

Credits: 3

Course Objectives:

- (i) To introduce students to ethical issues and legal restraints placed upon media
- (ii) To discuss the conflicting traditions of a free but regulated mass media
- (iii) To describe the various media laws
- (iv) To understand the context and framework of media regulation in India
- (v) To discuss the issues arising from regulation of the media
- (vi) To locate the role of various stakeholders in content regulation of the media

L	T	P/S	SW/FW	TOTAL CREDIT UNITS
3	0	0	0	3

Pre-requisites: Nil

Student Learning Outcomes:

- (i) Students will be able to relate ethical issues faced by the media
- (ii) Students will be able to identify trends in commercialization of news
- (iii) Students will be able to discuss the various media laws and their implications on conduct of media
- (iv) Students will be able to analyze the framework of media regulation in India

Course Contents/Syllabus:

Modules	Weightage (%)
Module I : Media Ethics	20 %
Ethical framework Ethics in Journalism Press as the fourth Estate Code of conduct for Journalists Press Council Guidelines Confidentiality of Sources Editorial content & integrity Trends in commercialization: paid news, advertorials, private treaties Case studies (National and International)	
Module II: Freedom of Press	10 %
Constitutional Provisions of freedom of speech and expression Restrictions on freedom of speech and expression Law on Sedition, Morality, Obscenity and Censorship	
Module III : Media Laws	40 %
Introduction to the legal system in India Defamation, Contempt of court Right to Privacy Intellectual Property Rights (Copyright) Right to Information Cinematograph Act Indecent Representation of Women Act Law on cyber security (IT Act, 2000)	
Module IV : Media Regulation	30 %

Regulatory bodies for print, broadcast, Films (PCI, NBA, BCCC, Censor Board) Framework of broadcast regulation in India Cable Television Regulation Act, 1995 Content Regulation on Television The role of stakeholders in content regulation Self Regulation	
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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.

Lab/ Practicals details, if applicable: Not Applicable

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)	CT	HA	Viva	Attendance	
Weightage (%)	10	10	5	5	70

Lab/ Practical/ Studio Assessment: NA

Text & References:

- Divan, M.G. (2013). Facets of Media Law A mini encyclopaedia covering multiple dimensions of media law. New Delhi: Eastern Book Company.
- Christians, G.C. et al.(2011). Media Ethics.
- Thakurta, P. G (2012); Truth Fairness Objectivity: Oxford University Press
- Kumar Keval J, Mass Communication in India
- Christians, G.C. et al.(2011). Media Ethics

Any other Study Material:

- <http://thehoot.org/web/home/section.php?sectionId=7§ionLevel=1§ionname=Media%20Law%20and%20Policy&mod=1&page=1&valid=true>
- <http://indiatgether.org/c/media>
- <http://www.poynter.org/>
- <http://meejalaw.com/>
- <https://indialawyers.wordpress.com/category/media-ethics/>
- <https://ethics.journalism.wisc.edu/2013/03/19/covering-rape-the-changing-nature-of-society-and-indian-journalism/>



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Development Communication (MJMC)

Course Code: MAJMC 403

Credit Units: 3

Course Objectives:

- To enhance students understanding in the concept of development & To increase understanding about community and organization
- To increase students knowledge in development communication
- To understand role of different Government and Non-government Organizations in development communication
- To introduce need of different communication approaches for different settings

Prerequisites: NIL

Student Learning Outcomes:

- Student completing this course will be able to summarize various aspects of community, society, development issues and role of communication in development
- At the end of the course student will be able to create and design material & programs for developmental communication
- Student will be able to recognize and review the role of Government and Non Governmental organization in development communication

Course Contents/Syllabus:

Modules	Weightage (%)
Module I: Concept of Development <ul style="list-style-type: none">• Definition and process of Development, Key concepts in development - self reliance, dependence, cultural identity, decentralization, participation,• Areas of development – politics, social and economic issues, Agriculture, population control, literacy & education, vocational training, farm sector, public and private sector industries, health & family welfare, environment issues, water harvesting and management, pollution, climate change, energy consumption, child labor, trafficking, domestic violence, social justice, issues of inequality, tribal development, issues of women and children, rural development, urbanization and related problems• Theories and paradigms of development	20%
Module II: Concept of Community, Structure and Organization <ul style="list-style-type: none">• Concept and characteristics of a community, structure and organization of different types of communities, tribal, rural and urban and urban slums,• Meaning and scope of community organization, PRIs, Cooperatives, youth organizations, other organizations for community empowerment,• Meaning, characteristics, types and functions of groups, stages and process of group formation, group norms and structure	20%
Module III: Development Communication <ul style="list-style-type: none">• Promotion of Development Communication• Role of Government organizations in development communication such as Akashwani, DAVP, IEC Bureau, Resource Centers, IIMC, Songs and Drama Division, Non-Government Organizations	20%

L	T	P/S	TOTAL CREDIT UNITS
3	0	0	3

<ul style="list-style-type: none"> • Role of NGOs in development, Corporate Social Responsibility (CSR) • Development Communication and Extension Activities (Work) 	
Module IV: Approaches in Development Communication	20%
<ul style="list-style-type: none"> • Communication planning at national, state, regional, district, block and village levels, Communication strategies and action plans, • Case studies, Campaigns, Social marketing, Social mobilization, • Message design in communication, Role of mass media: Print, Radio, TV, • Outdoor publicity and traditional media - music, drama, dance, puppetry, street play, fairs, festivals and their role in development, • Cyber media and development: e-governance , digital democracy & e-chaupal, ICT (Information communication technology) & Development, SITE experiment, • Participatory Approaches of Communication, Barriers in development communication, 	
Module V: Development Communication topical issues	20%
<ul style="list-style-type: none"> • Development Communication in rural, urban and tribal settings and their problems • Tribal Setting – Health, Women and child, Social Justice, Forest, Water, Employment, Education, Sanitation, Poverty, Livelihood • Rural - Health, Women and child, Water, Employment, Education, Sanitation, Agriculture, • Urban - Health, Urban Housing, Water, Employment, Sanitation 	

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.

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	CT	HA	Viva	Attendance	
Weightage (%)	10	10	5	5	70

Lab/ Practical/ Studio Assessment: NA

Text:

1. Narula Uma, Har Anand., 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. Srinivas R. Melkote, Communication for Development in the Third World, Sage, New Delhi
6. Daniel Lerner & Wilbur Schramm., Communication and Changes in Developing Countries, East West Communication Centre, Honolulu
7. Rogers Everett M., Communication and Development: Critical Perspective, Sage, New Delhi
8. Michael P Longman., Economic Development in the Third World, Todaro, New York



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Corporate & Brand Communication

Course Code: MAJMC 404

Credit: 3

Level: PG

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course objective Objectives

- To initiate the students into the world of corporate communications, public relations and technical writing.
- To pave the way for the students to choose the career of professional corporate Communicators.

Pre-requisites: NA

Student Learning Outcomes:

- The students will to understand the concept of corporate communication.
- They will interpret issues and challenges of corporate communication.

Course Content/Syllabus:

Modules	Weightage (%)
Module I: Corporate communication	30%
Definition and scope of corporate communication Need, Importance, scope, nature, role and evolution of corporate communications, Functions of Corporate Communication Elements of corporate communication: corporate philosophy, culture, corporate identity, citizenship and philanthropy Important concepts in corporate communication: Image management, direct marketing, network marketing, Issue management, Celebrity endorsement Internal and external audience	
Module II: Corporate Identity	30%
Key concepts of corporate identity, corporate identity planning, corporate image, corporate personality Branding the corporate, corporate functions and corporate tools PR vs Corporate Communication	
Module III: Brand Concepts	20%
Evolution of Brands, Brands & Products Brand Perspective, Brand Differentiation Brand Positioning, Brand Image Brand Equity, Brand Extension	
Module IV: Branding Strategies	20%
Closing Branding Strategies Product Branding, Line Branding, Range Branding Umbrella Branding, Source double Branding Endorsement Branding	

Module V: Tools of Corporate & Brand Communication	20%
Desktop Publishing (DTP) Corporate Communication through websites, designing of website Annual Reports: Budget, timing and general concepts of the annual report, essentials of designing a report Types of leaflets, formal and informal invitations, Designing of leaflets, invitations Blogs, Pod casting, chat rooms, social networking sites and current TV: Impact of citizen journalism and “Transparency” on Corporate communications practice	

Pedagogy for Course Delivery:

1. Class lectures
2. Class Demo of equipments
3. Class discussion
4. Field Assignments

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Project 1	Project2	Attendance	
Weightage (%)	10	5	10	5	70

Text and References

1. Joseph Fernandez, *Corporate Communications A 21st Century Primer*.New Delhi-Response Books.
2. C.S. Rayadu & K.R. Balan, *Principles of Public Relations*. Bangalore-HimalayaPublishing House.
3. CEOs of leading PR Firms. *The Art of Public Relations*. New Delhi, Vision Books.
4. Sharon Gerson, *Technical Writing: Process and Product*, Pearson Education
5. B.N.Ahuja & SS Chhabra, *Advertising & Public Relations*. Delhi, Surjeet Publications.
6. Alison Theaker. *The Public Relations Handbook*. New Delhi-Vikas Publishing House Pvt.Ltd.
7. Scott.M. Cutlip, Allen H.Center. *Effective Public Relations*. New Jersy-Pentice Hall.Books



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: News Room Practices

Course Code: MAJMC 405

Credit: 3

Level: PG

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

- (i) To make the students visualize a newsroom
- (ii) To make the students understand each department involved, in a newsroom
- (iii) To enable students apply their skills on functioning attributes
- (iv) To become well aware of the inside picture of the industry.

Pre-requisites: Professional maturity required

Student Learning Outcomes:

- (i) Students will identify the working procedure of the TV industry
- (ii) Students will discuss the relationship of each personnel inside a newsroom
- (iii) Students will operate with the working process
- (iv) Students will examine the challenges and solutions of the TV industry

Course Contents/Syllabus:

Modules	Weightage (%)
<p>Module I :</p> <p>Descriptors/Topics TV newsroom structure Process of broadcast of a news report Reporting:types of reporting (beats)-political, social, business, entertainment, crime, educational, 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: TVcentre , teleport, satellite, downlinking to MSO,DTH platform, home. Research: News research, SIT, RTI Archive/library-tagging, description, archiving Monitoring: keeping watch on other channel</p>	25%
<p>Module II</p> <p>Descriptors/Topics 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</p>	25%

Module III	25%
Descriptors/Topics 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	

Module IV	25%
Descriptors/Topics Aesthetics of screen presentation Montage Sting Promos Coordination with the PCR Studio:connection with PCR , PANEL DISCUSSION, talk shows, debates, news bulletinsSTUDIO SETUP ,Multi cam , single cam, technical requirement, multi location, live broadcast HOW BROADCAST TAKES PLACE	

Student Learning Outcomes:

- (i) Students will identify the working procedure of the TV industry
- (ii) Students will discuss the relationship of each personnel inside a newsroom
- (iii) Students will operate with the working process
- (iv) Students will examine the challenges and solutions of the TV industry

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.

Visiting a newsroom

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	CT	Presentation	HA	Attendance	
Weightage (%)	10	10	5	5	70

Text & References:

- Swati Chauhan and Navin Chandra., Foundations of News and Journalism, Kanishka Publishers, Delhi, 2005
- N.C. Pant., Modern Journalism : Principles & Practices, Kanishka Publishers, Delhi, 2004



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Media Globalization

Course Code: MAJMC 406

Credit: 3

Level: PG

Course Objectives:

Students will assess the ability of globalized news media to shape perceptions of global and local reality. They will examine the extent to which the growing access to information from every corner of the globe fosters reporting that accurately reflects global and local realities.

Pre-requisites: Nil

Student Learning Outcomes:

After the completion of the course the students will be able to

- (i) Demonstrate understanding of the influence of business pressure on news operations in market- driven/influenced media systems.
- (ii) Demonstrate an awareness of the emergence of “new voices” in the global media.
- (iii) Identify and demonstrate understanding of the mechanisms by which governments, intelligence agencies, political parties, and businesses influence the framing of news.

Course Contents/Syllabus:

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Modules	Weightage (%)
Module I	25%
Descriptors/Topics Issues in international communication. Mass Communication prompted cultural Imperialism. Effects of globalization on media systems transnational media ownership Digital divide in the world: Information control by developed countries Digital divide between developed and developing countries Use of information for strengthening neo-imperialism	
Module II	25%
Descriptors/Topics Media Moguls and Political Economy of world media Media conglomerates and monopolies: Ted Turner/Rupert Murdoch The American & Chinese media system Internet and an Informed Society Wikipedia, Blogs and SMS: Privacy, Intellectual Property Concept of global media with a backpack journalist	
Module III	25%
Descriptors/Topics The Evolving global media system Ownership of media: national and international Origin of cable and satellite Media Industry News Agencies: Reuters, AFP, AP,PTI, UNI, ANI. Bilateral, multilateral and regional information cooperation Non-Aligned News Agency Pool- information exchange under NAM	

Saarc Audio-Visual Exchange (SAVE)- information exchange under SAARC	
Module IV	25%
Descriptors/Topics Three Case Studies: Arab Spring, America at War, Iraq and Vietnam Global and regional integrations: Zee TV as a Pan-Indian Channel; Bollywood, Booming Indian Market of Indian Entertainment : Copy of TV hybrids of global programmes KBC/Big Boss/Others	

Pedagogy for Course Delivery:

1. Class lectures
2. Class presentations
3. Class discussion
4. Field Assignments
5. Screening of documentaries related with the subject.
6. Guest lecturers from field experts

Lab/ Practicals details, if applicable: Not Applicable

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)	CT	HA	Viva	Attendance	
Weightage (%)	10	10	5	5	70

Lab/ Practical/ Studio Assessment: NA

Text & References:

- (i) Daya KishanThussu. International Communication: Continuity and Change, Oxford University, Press ,2003.
- (ii) Yahya R. Kamalipour and Nancy Snow. War, Media and Propaganda-A Global Perspective, Rowman and Littlefield Publishing Group, 2004.
- (iii) Communication and Society, Today and Tomorrow “ Many Voices One World” Unesco Publication, Rowman and Littlefield publishers, 2004.
- (iv) Barbie Zelizer and Stuart Allan. Journalism after 9/11, Taylor and Francis Publication, 2012.
- (v)Daya KishanThussu .War and the media : Reporting conflict 24x7, Sage Publications,2003.
- (vi) Stuart Allan and Barbie Zelizer. Reporting war : Journalism in war time, Routledge Publication, 2004.
- (vii) Lee Artz and Yahya R. Kamalipor, The Globalization of Corporate Media Hegemony, New York Press,2003.



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Dissertation
Course Code: MAJMC 407
Credit Unit: 4
Level: PG

L	T	P/ S	SW/F W	TOTAL CREDIT UNITS
0	0	0	6	6

S.No	Course Title	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: 5-6 WEEKS

GUIDELINES

The procedure for doing a Summer Project is as following:

- Choosing a subject/topic for Summer Project
- Finalization and approval of topic of Summer Project by respective faculty guide on a proper format (Synopsis)
- Online registration by the students
- Allocation of faculty guides on Amizone by the Institution
- Submission of Weekly Progress Report (WPR) to the respective faculty guide.
- Maintenance of Daily diary of work done by the student and submitting the same to the faculty guide.
- Writing the first and second draft of the topic and getting the same duly approved by the faculty guide
- Editing and preparing the final paper with plagiarism report.
- Submission of Final Report

1. Choosing a Subject/ topic for Dissertation

- The subject chosen should not be too general.
- 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 sections, 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.	CREDIT UNITS	Pages	No. of Copies	Binding Type
1	6	Upto 60 to 70 Pages	02 copies	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 (CIA = 30)
1	Timely Registration	02
2	Topics & Synopsis Approval	02
3	WPRs (No. of WPR Submitted) (Satisfactory WPR)	05 07
4	1 st Draft on time	02
5	2 nd 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



AMITY UNIVERSITY

—MADHYA PRADESH—

Syllabus of M.A (Journalism & Mass Communication)

Approved by Board of Studies

2018-2020

Amity School of Communication

AUMP, Gwalior

Amity School of Communication
Programme: Master of Journalism & Mass Communication [MA (JMC)]
2018-2020

Sr. No.	Course Code	Title of Course	Total Credit: 112 Total Hours: 112	
			Total Credits	Total Hours
1	MJM-101	Theories of Communication	3	3
2	MJM-102	Basics of Print Journalism	3	3
3	MJM-103	Media Designing	3	3
4	MJM-104	Advertising Principles and Practices	3	3
5	MJM -105	Aesthetics of Photography	3	3
6	MJM -106	Introduction to Radio	3	3
7	MJM-107	Mass Media Industry	3	3
8	MJM-108	Political Communication	3	3
9	MJM-141	Behavioural Science-I	1	1
10	MJM-143	Business Communication (English)	1	1
11	MJM-144	French-I	2	2
Total			28	28
Sr. No.	Course Code	Title of Course	Total Credit: 112 Total Hours: 112	
			Total Credits	Total Hours
1	MJM-201	Communication Research	3	3
2	MJM-202	Television Journalism	3	3
3	MJM-203	Radio Production	3	3
4	MJM-204	Visual Designing and Production	3	3
6	MJM-205	Specialized Reporting	3	3
7	MJM-206	Film Theory and Practices	3	3
8	MJM-207	Public Relations and Corporate Communications	3	3
9	MJM-208	Folk and Popular Media of India	3	3
10	MJM-241	Behavioural Science-II	1	1
11	MJM-243	Business Communication (English)	1	1
11	MJM-244	French-II	2	2
Total			28	28
Sr. No.	Course Code	Title of Course	Total Credit: 112 Total Hours: 112	
			Total Credits	Total Hours
1	MJM-301	New Media Ecology	3	3
2	MJM-302	Advanced Film Theory and Practices	3	3
3	MJM-303	Development Communication	3	3
4	MJM-304	Event and Brand Management	3	3
5	MJM-305	Web Designing	3	3
6	MJM-306	Anchoring & Newsroom Practices	3	3
7	MJM-307	Media Laws and Ethics	3	3
8	MJM-308	Media Economics	3	3
9	MJM-341	Behavioural Science-III	1	1
10	MJM-343	Business Communication (English)	1	1
11	MJM-344	French-III	2	2
Total			28	28
Sr. No.	Course Code	Title of Course	Total Credit: 112 Total Hours: 112	
			Total Credits	Total Hours
1	MJM-401	Film Appreciation	3	3
2	MJM-402	Media Analysis and Current Affairs	3	3
3	MJM-403	Internship	9	9
4	BJM-404	Dissertation/Specialized Project	9	9
5	BJM-441	Behavioural Science-IV	1	1
6	BJM-443	Communication Skills-IV	1	1
7	BJM-444	French-IV	2	2
Total			28	28

**Course Title: Theories of Communication****Course Code: MJM 101****Credit Units: 3**

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

- To understand the flow of information
- To know the concept, definition and purpose of studying communication models and theories
- To get introduced with different models and theories of communication

Prerequisites: NIL**Course Contents/Syllabus:**

Modules:	Weightage (%)
Module I Understanding Communication	20%
Origin, basic concepts, definition, nature, process and functions, Types of communication and their contexts, Different schools of communication (Semiotics, Process)	
Module II Different Thoughts of Communication	20%
Indian perspectives - Sadharanikaran and other seminal thoughts. Early European perspectives - Rhetorics, Aristotle and Sophists. Modern perspectives - Technological Determinism Media system-factors and theories (authoritarian, libertarian, socialistic, social responsibility, development)	
Module III Models of Communication	20%
Linear Models (Lasswell, Shannon-Weaver, Berlo's SMCR), Circular Model (Schramm- Osgood, Dance Helical Model) Triangular Model (NewComb's ABX Model), Gerbner Model, Westley & Maclean's Model, Jacobson Model	
Module IV Theories of Mass Communication	40%
Magic Bullet Theory, Propaganda Theory, Two Step Flow Theory, Persuasion Theory, Limited Effects Theory, Play Theory, Uses and Gratifications Approach, Agenda setting theory, Dependency Theory, Dissonance Theory (Selective Perception, Selective Exposure, Selective Retention), Cultivation Theory, Dependency Theory, Critical Cultural Theory, Reinforcement Theory, Social Cognitive Theory, Social Network Theory, Spiral of Silence	

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.

Lab/ Practicals details, if applicable: Not Applicable**Assessment/ Examination Scheme:**

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	CT	HA	Viva	Attendance	
Weightage (%)	10	10	5	5	70

Text and References

1. Baran, Stanley J. & Davis, Dennis K., *Mass Communication Theory: Foundations, Ferment, and Future*. Thomson Wadsworth. (2006).
2. Copley, Paul, *The Communication Theory Reader*, Routledge, London and New York (1996)
3. DeFleur, Melvin L. & Ball-Rokeach, Sandra J., *Theories of Mass Communication*. Longman. (1982).
4. Fiske, John, *Introduction to Mass Communication*, Routledge, New York, 1997
5. Inglis, Fred, *Media Theory- An Introduction*, Blackswell, Oxford(UK) & Cambridge (USA), (1996)
6. Melkote, Srinivas R. and Rao, Sandhya, (edited), *Critical Issues in Communication- Looking Inward for Answer*, Sage Publications (2001)
7. Philipsen, Gerry & Albrecht, Terrance L., *Developing Communication Theories*. Suny Press. (1997).
8. Severin, Werner Joseph & Tankard, James W., *Communication Theories: Origins, Methods, and Uses in the Mass Media*. Longman. (1997).
9. Sitaram, K. S. , *Communication and Culture: A World View*, MacGraw Hill, New York, 1999
10. Wood, J.T., *Communication Theories in Action*. Wadsworth Publishing Co., (1997).



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Basics of Print Journalism

Course Code: MJM 102

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives: The course aims to introduce basic concepts of print journalism and familiarize students with the functioning of a newspaper organization. The students will comprehend the basics of news, news writing and newsgathering to enable them to fulfil journalistic roles. In addition, basic editing and layout planning will be discussed.

Pre-requisites: Students should have an interest in journalism and current affairs. They should keep abreast with the daily news events in order to understand the nuances of newsgathering and reporting.

Course Contents/Syllabus:

Modules	Weightage (%)
Module I : Media History	20 %
Early efforts of news papering in India with special reference to Hickey, Bukhingham and Raja Ram Mohan Roy, The Indian press and freedom movement - Gandhi, Tilak,	
Module II: Anatomy of News	20 %
News: Meaning, Definition, Nature, News Value (Galtung and Ruge), Basic elements of News, Hard News Vs Soft News, Organizing the news structure: 5 Ws & I H, Inverted Pyramid Writing a lead, Beat reporting, Deciding the news angle (Understanding the audience) Use of archives, sources of news, use of internet	
Module III: News Gathering	30 %
Reporting: Various types of reporting (Objective, Interpretative, Investigative,) General assignment reporting/working on a beat: Political: (special problems related to political beats), Crime, Health, Sports, Education, Science, etc. Reporting for news agency, periodicals and magazines.	
Module IV: Editing & Layout Planning	30 %
Editing symbols, Editing desk, (Editor, news editor, chief sub-editor, sub- editor, proof reading, typography, headline , photo selection and editing - page planning and layout - importance of editorial policies.	

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

Lab/ Practicals details, if applicable: Not Applicable

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)	CT	P	V	A	EE
Weightage (%)	10	10	5	5	70

Text & References:

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



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Media Designing

Course Code: MJM 103

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

This subject will give students a broad knowledge of the computer based graphic design, which mainly using in adverting. Also they will learn function, meaning and artistic qualities of graphic design, how to work with computers, different design softwares like Adobe Illustrator, Indesign, Quark Xpress etc. And students will study the design and layout of pages, taking into consideration the choice of typeface and positioning and choice of color, images and text. Their work will include practical projects as well as investigations into current design and editing practices in a variety of print forms.

Prerequisites:

The student should have undergone the basics of introduction of computer and computer graphic design.

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Basics of Design Introduction of design software, basic need, importance, impact, future. Design Elements, Design Principles. Application of design elements and Principles. Examples of design elements combine to create an overall 'look' to the publication (Magazine, newspaper, leaflet, poster, pamphlet etc). Different image file formats, after creating graphic files. Color Modes, File Formats, Image resolution etc. Choice and usage of images and colors in advertisements.	30%
Module II Typography History of fonts, Sizes of fonts, Classification of fonts, Text: generation and preparation for use, display, digital typesetting, editing, creation of headlines using appropriate font.	25%
Module III Designing Software Graphic Design packages (e.g. Adobe Illustrator, Indesign, Quark Xpress), creation of advertisements, importation and movement of copy and images, Vector and Raster graphics, use of text wrap, anchored graphics and rules, various palettes, master pages, templates etc. Corporate Identity: Usage of Types & Fonts, Color schemes, Punch line, Orientation. Corporate Stationary: Logo, Letterhead design, Business Card, Envelop, Catalogues, Brochures, Digital Posters, Calendar Design. difference between Newspaper & Magazine layouts creating layouts for Fashion feature or Business articles or News pages	45%

Pedagogy for Course Delivery:

The teaching of this course, which is a computer lab-based subject, is going to involve encouraging students for graphic design study, understanding of computer designing will help them in future to develop their own creativity and idea of designing.

Lab/ Practical details, if applicable: Not Applicable

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Assignment	Class Test	Project	Attendance	
Weightage (%)	5	10	20	5	70

Text & References:

- Sarkar, N.N-.Art and production
- Daryl & Moen- Newspaper Layout & Design: A Team Approach
- John Cruise and Kelly Kordes Anton- QuarkXPress 8: Essential Skills for Page Layout and Web Design
- David Karlins& Bruce K. Hopkins-Techmedia-BPB Publications - How Tos 100 essential techniques



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Advertising Principles and Practices

Course Code: MJM 104

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

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

- The course introduces the students to concepts of advertising.
- The course will provide them with the knowledge of Indian advertising scenario.
- The course is designed to make students understand the relationship between advertising and marketing.
- The course make student be able to identify advertising mediums, traditional, new and experimental.
- The course shall familiarize the students with the social and ethical issues concerning advertising in society.

Prerequisites: NIL

Module I Understanding Advertising	Weightage
Concept, Nature, Definitions, Evolution and History, Role, Objectives, Functions, and Significance, Types and Classification of Advertising, Factors Determining Advertising Opportunity of a Product/Service/Idea, Types of Appeals and Advertising Messages, Concept of Integrated Marketing Communication (IMC)	30%
Module II Agency Structure and its Roles and Responsibilities	25%
Various Functional Departments and Scope of their Works (Account Planning, Account Servicing, Creative- Copy & Art, Media, Production, Billing, HR etc.) Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship, Revenue and Commission Systems	
Module III Account Management	30%
Introduction to Account Management-Scope, Definition, Responsibilities and Implementation Paths, Client related Issues and the Process: Stages in the Client-Agency Relationship, Factors Affecting Client-Agency Relationship, The Pitching Mechanism-Simulation, Creative and Media Briefing Process(Agency -Media Interface, Agency Revenue Process, Setting and Allocating Budget, Various Methods of Budgeting)	
Module IV Social, Legal and Ethical Aspects of Advertising	15%
Ethical Issues in Advertising Social Criticism of Advertising Laws in Advertising, Statutory Bodies in India, Role of AAA and ASCI and the Study of Various Codes of Conduct	

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

Assessment / Examination Scheme:

Theory Assessment (L&T):

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

Text & References:

- Jaishri Jethwani and Shruti Jain, 'Advertising Management', Second edition, Oxford University Press, New Delhi, 2013
- Kruti Shah and Alan D'Souza, 'Advertising & promotions an IMC perspective' Tata Mc Graw Hill, New Delhi, 2012



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Aesthetics of Photography

Course Code: MJM 105

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

In this course students will be introduced to

- The art, and commercial practice, of photography.
- Students will explore the making and editing of work to inform their visual literacy and connectedness to the medium.
- This includes the making of fictional and non-fictional images, artificial lighting, digital editing and photojournalism. Students will also begin to understand critique (or peer review) as a part of the making process.

Prerequisites:

The student should have an aptitude to learn photography

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Introduction to Visuals	20%
Human Eye and Camera. Visual Perception. The social definition of photography-- The power of visual images-- Reinforcing stereotypes with images. Light and Color, Qualities of light, characteristics of light. Demonstration an understanding of color theory as it pertains to photographic processes , Create color output in both digital and analog technologies ,Contrast Painting and Photography, Photography as an Art, Photography as Science (EXERCISE ON: A comparative study of painting and photography)	
Module II Visual Perception	40%
Basics of Camera (aperture, shutter speed, focal length, depth of field etc..) Camera operations- Types of Camera, Types of Lenses. The art of seeing, Basic photographic techniques – Pin hole camera-Types of cameras- Different parts of SLR camera- Film & Digital technology, Digital SLR vs. SLR, Advantages of Digital photography vs conventional photography, Aperture and depth of field, Shutter and motion, Film Speed (ISO) and Noise, Lenses – types & uses, Focal length, Focal plane & Focus, Lenses and its relation to subjects, Exposure techniques, Exposure Triangle, Different types of light – Natural & Artificial, Different Lighting techniques – Natural (Different times of day), Flash - Studio flashes - Basic Studio lighting techniques – Three point lighting (EXERCISES ON: Motion Photography, Depth of Field, Angle of View, Exposure Compensation & Time of Day)	
Module III Principles of Visual Communication	40%
Rules of Composition – portraits, optical center and geometric center, Rule of thirds, Composing different subjects, Perspective –Texture – Pattern- Color- Shape- Contrast-Types of Photography- Landscape –Portrait- Still Documentary (EXERCISES ON: Texture, Pattern, Color, Contrast, Composition)	

Pedagogy for Course Delivery:

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.

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Assignment	Class test	Project	Attendance	
Weightage (%)	10%	10%	5%	5%	70%

Texts:

1. Langford Michael, **Basic Photography**, Plume; 5 edition (August 26, 2003)
2. Peterson , Bryan **Understanding Exposure, Amphoto Books; 3rd Revised edition edition (10 August 2010)**



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Introduction to Radio

Course Code: MJM 106

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

Students will grasp the structure and history of the radio industry of India, as well as recognize the impact of AIR on nation.

Pre-requisites: Students should have a flair for radio and good auditory skills.

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Radio as a Medium	20%
Strength & weaknesses, Characteristics & edge over other media, Types of Broadcast, AM & FM, Short Wave, Analogue & Digital, Studio, Mike, Recording	
Module II Expansion of Radio	40%
History of Broadcasting: Radio came to India, Expansion of Radio, Development with five year plans, Diversification of broadcast, Education turned Entertainment, Commercial attempt, 3-tiers of Radio Broadcast, Local Reach, Community Broadcast, Different Services.	
Module III Broadcasting Policy	40%
Policies & Principles Radio's role in Nation building, Public broadcast & Commercialization, AIR Code, Commercial Code, News objective, Guidelines for Election Broadcast, Privatization & Autonomy, Prasar-Bharti, Convergence, Relevance of Radio & Media Policy.	

Pedagogy for Course Delivery:

- Class lectures
- Class Demo of equipments
- Class discussion
- Field Assignments
- Operations and handling of Audio equipments in radio stations.
- Students project in the form of radio programme.

Lab/Practicals details: NA

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Project 1	Project2		
Weightage (%)	10	5	10		70

Text & References:

- Chatterji, P.C. :Broadcasting in India, Sage, New Delhi, 1988.
- Masani, Mehra :Broadcasting and People, National Book Trust, NewDelhi,1997.
- Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.
- Akash Bharti National Broadcast Trust : Publication Division, New Delhi, 1987.
- Report of the Working Group on Television 'software for Doordarshan Vol. I & II , Publication Division, New Delhi, 1985.
- Hellard Robert, Writing for television and radio, Words worth Publishing Company, Belmont, 1984.

- White, Tedel al, Broadcast News, writing, reporting and production. Macmillan, NY. 1984.
- Mitchell Stephen, Holt: Broadcast News, Radio Journalism and an introduction to Television., Rinehart & Winston. NY. 1980
- Edger E. Willis & Henary B. Aldrige, Television and Radio, Prentice Hall.
- Stuart W. Hyde, Television and radio announcing, Kanishka Publishers, Delhi.
- Smith E. Leslie, Perspective on radio and TV. Harper & Raw NY.
- Macliesh Robert, Radio Production Techniques. Macmillan. NY.
- Nostrum William J. Van. The Script Writers' Handbook.
- Singhal Arvind, & Rogers Everett, India's Information revolution. Sage. New Delhi.
- Sim Harris & Paul Chantler, Local Radio, Focal press.
- Ash, William, The Way to Write radio Drama, BBC,
- Crook, Tim, Radio Drama; Theory and Practice, London.



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Mass Media Industry
Course Code: MJM 107
Credits: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objective:

A knowledge of mass media as a corporate enterprise is essential for a complete understanding of mass communication. Today's media is increasingly market driven, and the students will learn about the various branches in the mass media industry and various aspects of the industry such as ownership patterns, legal issues and laws, and organizational structure.

Pre-requisites: Nil

Course Contents/Syllabus:

Modules	Weightage (%)
Module I: Media and Entertainment(M&E)	30%
Four pillars of M&E, Key development: Demonetisation, GST, national IPR policy etc and its impact, Evolution of digital consumer	
Module II: Contemporary Practices	40%
Digitisation: Digital advertising ecosystem, the 4G dawn, Digital news, over the top video(OTT),The new genre- free to air channels, Indian film industry performances, Rise of biopics etc, Launch of new radio stations and new genres, Listenership trend, FMisation of the country(Phase III etc), Animation (In film, advertisement etc), language newspaper, Penetration and hyper localisation, Newspaper distribution chain in India, VFX in domestic production, Augmented reality vs Virtual reality, Online streaming (Hotstar, Voot, Netflix etc), piracy and its impact,UFO	
Module III: Media and Culture	30%
Merger and acquisition: case studies, Hegemony and cultural imperialism, Cultural dependency(Dependency Paradigm), Media business amidst convergence, Mass media institutes and organisation and school of thoughts.(Frankfurt, Toronto, etc),	

Pedagogy for Course Delivery:

- Lecture delivery
- Presentations
- Question-discussion
- Analysis of Current media scenario.
- Writing exercises

Lab/ Practicals details, if applicable: NA

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Attendance	Class Test	Home assignment	Presentation	
Weightage (%)	5	10	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



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Political Communication

Course Code: MJM 108

Credits: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objective:

A democracy's success depends upon open and direct communication between its citizens and those who govern them. Therefore, the main goal of the course is to teach students about the role of communication in informing, influencing, and legitimizing decisions in domestic politics. In the constitution was adopted and why not some other, how the institutions grow in the company of actual politics.

This course examines the interaction of media, politics, and public opinion, thus providing a survey of the field of political communication. As a result, the goal of this course is to teach students to be effective observers and participants in the public sphere. We will study political communication in all its forms, genres, and styles in Indian politics. This course examines the practices that have come to constitute political communication. Emphasis will be given to the role of political communication as it is practiced in the media.

Pre-requisites: Nil

Course Contents/Syllabus:

Modules	Weightage (%)
Module 1: Political Communication as an emerging Discipline	20 %
Scope and characteristics, Relationship of politics with communication. Theoretical approaches, The role of media in politics; mediation, political socialization, political participation, political processes, public opinion, persuasion, public policy, rights and responsibilities of the media. Channels of political communication	
Module II: International dimensions of Political Communication	20 %
Globalisation of media, transnational news, Ideological promotion and conflict, international relations and propaganda, emergence of third world political communication. Communication as a human right – UNO's Universal Declaration of Human Rights and communication - international news agencies and syndicates, their organizational structure and functions – a critique of western news values	
Module III: Introduction to identity politics and its relation to nation-building	30 %
Local assertions and its links to global assertions, gender issues - country or region-specific gender, race, class and caste issues from a post-colonial perspective; racial profiling, discrimination, xenophobia and cross border migration, HDI, Development and Environmental Concerns - conflict of interests between economic and environmental concerns	
Module IV: UNESCO's efforts in removal of Imbalance in News flow	30 %
Debate on New World Information and Communication Order and New International Economic Order, MacBride Commission's report – non-aligned news agencies pool – its working, success, failure. Issues in international communication – democratization of information flow and media systems – professional standards; information – prompted cultural imperialism – criticisms; violence against media persons - effects of globalization on media systems and their functions; transnational media ownership and issues of sovereignty and security.	

Pedagogy for Course Delivery:

- Lecture delivery
- Presentations
- Question-discussion
- Analysis of Current scenario of India.
- Writing exercises.

Lab/ Practicals details, if applicable: NA

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Attendance	Class Test	Home assignment	Presentation	
Weightage (%)	5	10	10	5	70

Text & References:

Suggested Readings

1. Thussu, Daya Kishan (2009), International Communication: A Reader
2. Mohammadi, Ali. (1997). International Communication & Globalization, Sage Publications.
3. Edward S. Herman, and Noam Chomsky, (2002) Manufacturing Consent: The Political Economy of the Mass Media, Pantheon Books, New York.
4. Seator, Jean. (1998). Politics and the Media, Blackwell.
5. Gunther, Richard. (2000). Democracy and the Media, Cambridge



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Communication Research

Course Code: MJM 201

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

- To introduce the students to the concept of communication research
- To establish relationship between mass communication, journalism & research
- To explain to students the various research designs and approaches to research
- To discuss the media research process and various sampling techniques
- To introduce students to statistical applications in communication research
- To discuss research report writing methods and ethical issues in communication research

Pre-requisites:

Student should know about various forms of media

Course Contents/Syllabus:

Modules	Weightage (%)
Module I – Introduction to Communication Research	25%
Definition, Research methods and Approaches in Social Sciences. Mass media research and Scientific methods. Importance of communication research – Indian scenario. Formulation of research problem, review of literature, hypothesis, research design.	
Module II – Communication Research Process	30%
Steps of 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, Policy implications and conclusion. Sampling: Meaning, strategies, methods and types Basic terms of sampling: sample plan, sample design, sample unit, sample frame and sample size, Tools of Data Collection	
Module III – Statistical application	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;	
Module IV – Report Writing and Ethical Issues in Communication Research	25%
Types of Communication Research reports: Research Articles/Paper, Project Report, Dissertation and Thesis, Significance of Abstract, Proposal, Synopsis, Reference and Bibliography in Research Ethical Issues in Research: Plagiarism, Interviewers guidelines	

Pedagogy for Course Delivery:

- Power-point presentation
- Relevant research papers as examples for explaining the concepts
- Practical exercise for research methods and sampling

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Research Assignment	Presentation	Attendance	
Weightage (%)	10	10	05	05	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.



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Television Journalism

Course Code: MJM 202

Credits: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

To bring a perception about practice of journalism in broadcast media, To create a conceptual understanding about journalism in the perspective of society and other fields of mass communication. To make them understand the editorial structure and the newsroom functions.

Pre-requisites: Students should have a flair for journalism and a basic idea about broadcast media.

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Television as a Medium	20%
Understanding the medium: invention and development; strengths and weaknesses of the medium; Production and transmission technology; working of a TV camera: various camera shots and angles for news coverage, types of ENG cameras, understanding sound, light and colour TV editing software: uses and limitations	
Module II TV News	20%
Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, comparison with other news media, breaking news: definition and practice Working of a news room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists	
Module III TV Reporting	20%
TV reporting: reporting skills: understanding deadline, gathering information, cultivating, sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good soundbytes;	
Module IV TV Editing	40%
Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information, News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor: screen presence, presence of mind, interview skills etc.	

Pedagogy for Course Delivery:

1. Class lectures
2. Class Demo of equipments
3. Class discussion
4. Field Assignments
5. Operations and handling of Audio & Video equipments in studio and radio stations.
6. Students project in the form of TV & radio programme.

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Project 1	Project2	Attendance	
Weightage (%)	10	5	10	5	70

Text & References:

- Foundations of Politics Andrew Heywood (Mac Millan Foundation)
- State & Politics in India Edited by Parth Chatterjee (Oxford University Press)
- Betrayal of Indian Democracy M B Chande (Atlantic Publishers)
- Om Heritage Bhartiya Vidya Bhawan's series of Publications
- Robert, Kenny F. Teaching TV Production in a Digital World. Libraries unlimited.
- Pati M.R. Some Aspects of Broadcast Journalism in India. Kalyani Publishers.
- Frank, Lezzi. Understanding Television Production. Prentice-Hall.
- Shrivastava H.O. Broadcasting Technology: A Review. Gyan Publication House.
- Tyrrell, Robert. The Work of a Television Journalist. Focal Press.
- Boretzky, R. A. and Yorovsky A. Television Journalism. International Organisation of Journalists.



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Radio Production

Course Code: MJM 203

Credits: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

To develop on air talent who can produce their own radio broadcasts with fluidity and style, interact with their listeners, and market their radio shows.

Pre-requisites: 1. Introduction of Radio

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Studio Layout	
The Radio Studio- Studio Layout ,The studio desk, mixer, control panel, console or board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, album and other discs, Microphones, Stereo, Equipment faults, Basics of Sound	20%
Module II Radio Formats and Genres	
Radio formats- Simple announcements , Radio talks/commentaries/comments , Radio interviews, Radio discussions, Radio features and documentaries Radio play , Radio running commentaries, Radio ads/commercials , Phone ins and radio bridges, Music on radio, Radio News-Radio News defined Main characteristics of Radio News as against news in other media	20%
Module III Writing for Radio	
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)	20%
Module IV Radio Presentation	
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, 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)	40%

Pedagogy for Course Delivery:

1. Class lectures
2. Class Demo of equipments
3. Class discussion
4. Field Assignments
5. Operations and handling of Audio radio stations.
6. Students project in the form of radio programme.
7. Making knowledge of different types of radio programme.

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Project 1	Project2	Attendance	
Weightage (%)	10	5	10	5	70

Texts & References:

1. Chatterji, P.C. :Broadcasting in India, Sage, New Delhi, 1988.
2. Masani, Mehra :Broadcasting and People, National Book Trust, NewDelhi,1997.
3. Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.
4. Akash Bharti National Broadcast Trust : Publication Division, New Delhi, 1987.
5. Report of the Working Group on Television ‘software for Doordarshan Vol. I & II , Publication Division, New Delhi, 1985.
6. Hellard Robert, Writing for television and radio, Words worth Publishing Company, Belmont, 1984.
7. White, Tedel al, Broadcast News, writing, reporting and production. Macmillan, NY. 1984.
8. Mitchell Stephen, Holt: Broadcast News, Radio Journalism and an introduction to Television., Rinehart & Winston. NY. 1980
9. Edger E.Willis & Henary B.Aldrige, Television and Radio, Prentice Hall.
10. Stuart W. Hyde, Television and radio announcing, Kanishka Publishers, Delhi.
11. Smith E. Leslie, Perspective on radio and TV. Harper & Raw NY.
12. Macliesh Robert, Radio Production Techniques. Macmillan. NY.
13. Nostrum William J. Van. The Script Writers’ Handbook.
14. Singhal Arvind, & Rogers Everett, India’s Information revolution. Sage. New Delhi.
15. Sim Harris & Paul Chantler, Local Radio, Focal press.
16. Ash, William, The Way to Write radio Drama, BBC,
17. Crook, Tim, Radio Drama; Theory and Practice, Landon.



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Visual Designing and Production

Course Code: MJM 204

Credit Units: 3

Course Objectives:

The course provides students a broad knowledge of designing of layouts of various mediums, students will be introduced to the art, and commercial practice of advance level of digital graphic designing. Students will explore the making and editing of work to inform their computer graphic designing. Projects will introduce students to the many ways the medium is used in their culture; this includes the making of professional magazines, news paper layout, and corporate brochure, etc. Students will also learn the terminology used in layouts and designs in indoor medium (newspapers, periodicals, leaflets etc.) as well as outdoor medium (hoardings, posters, banners etc). The students will study the design for advertising layouts, taking into the consideration the choice of typeface and positioning and choice of colors, images and text.

Course Contents/Syllabus:

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Modules	Weightage (%)
Module I House styles	25%
Basic concept of style-sheet and its creation, Style guide: examples from newspapers, magazines; own guide produced for new publication. Styles: choice of typeface and masthead, choice and use of images and color, positioning of articles and images on the page, use of headlines in an appropriate font, point size, number of lines etc, text manipulation, juxtaposition of text/images/advertising, Typography	
Module II Advertisement Designing	35%
Communicating through multiple media: Digital and print produces integrated design solutions. Different types of advertising: Press ad, Magazine ad, Hoardings, Kiosks, Interior & Exterior Signage, Dangers, and Banners etc. Choice and usage of images and colors in advertisements.	
Module III Design Softwares	40%
Adobe Photoshop and Coral Draw - Introduction, Interfaces and various palettes, Document Setting, About Menus. Different Advertisement Designing Projects – magazine, brochure, news paper, letter head, flex board advertisements.etc, Advertising Campaign: Developing advertising campaigns, from concept to creation, from creative to presentation.	

Pedagogy for Course Delivery:

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.

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Assignment	Class test	Project	Attendance	
Weightage (%)	10	5	10	5	70

Texts & References:

- Art and production; Sarkar, N.N.
- Newspaper Layout & Design: A Team Approach; Daryl & Moen
- Gary David Bouton - CorelDRAW: The Official Guide
- Steve Schwartz & Phyllis Davis-Pearson Education - Corel Draw for Windows, by



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Specialized Reporting

Course Code: MJM 205

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

The aim of the course is to introduce beat reporting and explain the existing beat structure at the local and national level. The coverage of specialized beats pertaining to government, politics, sports & business will be discussed. Students will also be familiarized with investigative reporting.

Pre-requisites: The student must know the basics of print journalism including various aspects of news, news values, news writing and newsgathering. He should have understood the role and responsibilities of a journalist.

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Beat Reporting	25 %
Covering a news beat, Covering local beats, Crime reporting, Education reporting, Health reporting, Civic Issues reporting, Covering local government	
Module II Covering the state and politics	25 %
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)	
Module III Business and Sports Reporting	
Basic Business Knowledge & Business Bodies, Corporate Reporting, Covering Economic policy (ministries of commerce, finance, industry, company affairs and other infrastructure ministries), How to develop good sports writing skills, Covering local, national and international level events	25 %
Module IV Specialized Reporting	25 %
Investigative Reporting: Definition, elements, tools, Sting Operations and latest trends Investigative Reporting Case studies: Indian and International, Disaster Reporting Environmental Reporting, Page 3 and Lifestyle Reporting, Gender Reporting, Poverty Reporting, Science & Technology Reporting	

Pedagogy for Course Delivery:

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

Lab/ Practicals details, if applicable: Not Applicable

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)	CT	P	V	A	EE
Weightage (%)	10	10	5	5	70

Text & References:

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



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Film Theory and Practice

Course Code: MJM 206

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objective:

This course focuses on the basics of filmmaking and cinema techniques. Students are introduced to principles and methodology of filmmaking. They will be expected to exercise their creativity and visualize and make short films. Apart from filmmaking, preliminary idea to film appreciation will also be introduced. The ability to analyse and put film studies in proper perspective will be intended during the course. Documentary realism will be pitted against mainstream commercial film genres. An attempt to understand the technical as well as the artistic aspects of film making as a means of human communication will be made and classic films will be viewed and discussed.

Pre-requisites: Nil

Course Contents/syllabus:

Modules	Weightage (%)
Module I: Film Theories	40%
How to view/read the movie, Narrative and non narrative , Film Genre, French New wave & Italian neo-realism, Early Indian cinema & golden era, Evolution of documentary films, Auteur Theory, Feminist Film Theory, Avant-Garde & Cinema Verite, Contemporary Indian Cinema, Animation films, 3-D Cinema and its scope	
Module II: Language of Cinema	40%
World space and screen space, Continuity: space & time, Camera Movements, angles & Shots Different screen elements & Mise-en-scene, Continuous action, compression & expansion of time and concepts of editing ,Dimensions of Sound: onscreen & off-screen, di-getic & non-digetic, sync and non-sync, sound effects, and silence, dialogues, ambient sound, background score & musical tracks.	
Module III: Case Study of Famous Film Directors	20%
Satyajit Ray, Alfred Hitchcock, D.W Griffith, Charlie Chaplin, Guru Dutt, Raj Kappor, Yash Chopra, Adoor Gopalkrishnan, Rosomon, Citizen Ken, Pather Panchali, Sholay, Charulata, Gone with the wind etc	

Pedagogy for Course Delivery:

- Lecture delivery
- Presentations
- Question-discussion
- Analysis of Current media scenario.
- Writing exercises

Lab/ Practicals details, if applicable: Studio Required

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Attendance	Class Test	Home assignment	Presentation	
Weightage (%)	5	10	10	5	70

Text and References:

- Television Production Handbook; Zettl, Herbert
- Video production, Belavadi Vasuki
- Writing and Production Television News; Gormly, Eric K.
- Broadcast News Production; Schultz, Brad
- Digital Broadcasting Journalism; Sharma, Jitendra K.
- Broadcast journalism; Boyd, Andrew
- Broadcast journalism; Cohler, David Keith
- Television & Social change in Rural India; Johnson, Kirk
- Producing Public Television, Producing Public Culture; Dornfeld, Barry



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Public Relations and Corporate Communications

Course Code: MJM 207

Credits: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives: With business & industry growing, there is a clear need for PR persons in every sector. The course acquaints the students with an overview of the discipline, imparts professional knowledge about theories & techniques of Public Relations, provides knowledge of various media available for Public Relations, their functioning & applications as to achieve maximum output from the resources and develops PR skills.

- The main objective of this course is to introduce the basics of PR and its practice to the students
- The course is designed in a manner to reinforce the basic concepts of effective public relations
- The course will make students understand the workings of the media -- and the 'new media' landscape.

Pre-requisites: Nil

Course Contents/Syllabus:

Modules	Weightage (%)
Module I: Understanding PR & CC	25%
PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links, The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig’s Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, Press Agency, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders	
Module II: PR strategies and tools	25%
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) PR and Writing: Press release etc, News Releases, Media alerts and fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and presentations, Events Lobbying, Crisis Management, Use of new media by PR professionals	
Module III Introduction to Corporate Communication	25%
Defining Corporate Communication and its importance, 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 IV Corporate Communication Strategies and Tools	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 Relation	

Pedagogy for Course Delivery:

- Lecture delivery
- Presentations
- Question-discussion
- Analysis of PR campaigns
- Writing exercises
- Mock Press Conferences/ media interview/ speech and presentations in class

Lab/ Practicals details, if applicable: NA

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Attendance	Class Test	Home assignment	Presentation	
Weightage (%)	5	10	10	5	70

Text & References:

- Wilcox, Dennis L, Cameron, Glen T., 'Public Relations Strategies and Tactics', Ninth Edition Pearson Education
- Seitel, Fraser P., 'The Practice of Public Relations' Seventh Edition, Prentice Hall International
- Butterick, Keith 'Introducing Public Relations: Theory & Practice 1st Edition', Sage Publication India

Any other Study Material:

- PR Journal
- PR Quarterly
- Vidhura.
- Press releases found on www.pnewswire.com
- Case studies found on www.prsa.org



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Folk and Popular Media of India

Course Code: MJM 208

Credits: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

On completion of the course students should be able to:

1. Understand how folk media reflects societal concerns.
2. Describe the scope and characteristics of folk media.
3. Know the roots and type of folk art form.

Pre-requisites: Nil

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Folk Media – Definition, Meaning	40%
Folk media: Meaning & definition, Nature and Scope of Folk media, Characteristics of folk media, Types of folk media: Dance, theatre & music, Folk theatre: Bhavai, Tamasha, Nautanki, Ramlila, Raslila and Jatra, Folk music: Bengal, Gujarat & Maharashtra. ,Folk dance: Garba, Tamasha & Lavani etc, Use and Structure of Folk Tales: Narratology Theory of Vladimir Propp Forms of Folk Music – Western (United States and Europe)	
Module II Popular and Traditional Media	25%
Popular and Mass Media and their relation High art, Low Art and Pop Art – A Study on Andy Warhol, Relation between Traditional, Popular and Mass Media Popular Media and Cultural Hegemony.	
Module III Folk Media and its Implications	40%
Integrated use of folk media and mass media, role of government agencies like DFP, Song and Drama Division, Department of Information and Public Relations in use of folk media, Karnataka Janapada Academy, Karnataka Yakshagana and Bayalata Academy, Some prominent folk artists-Habib Tanveer, Shivaram Karanth, Keremane Shambhu Hegade, Uppinakudru Kogga Kamath, H.L.Nagegowda, problems and prospect of folk artists. New Media and Democratization of Communication, Eisenstein and his work on New Folk Media	

Pedagogy for Course Delivery:

- Lecture delivery
- Presentations
- Question-discussion
- Analysis of PR campaigns
- Writing exercises
- Mock Press Conferences/ media interview/ speech and presentations in class

Lab/ Practicals details, if applicable: NA

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Attendance	Class Test	Home assignment	Presentation	
Weightage (%)	5	10	10	5	70

Text & References:

- Singer, Melton(ed) Traditions in India: Structure and Change, American Folk society, 1957
- Doctor, Aspi and Farzana Chaze, Mass communication- A Basic Study, Mumbai: Sheth Publisher, 8th Ed, 2004
- Kumar, Keval Kumar: Mass Communication in India, Mumbai, Jaico Publisher
- Malik, Madhu: Traditional Form of Communication and the Mass Media in India, Paris: Unesco 1983
Mukhopadhyay, Durgadas; Lesser known forms of Performing Arts in India New Delhi: Sterling 1978
- Parmar Shyam: Traditional Folk Media in India New Delhi: Geka Books 1975
- Parmar Shyam: Folk Music Mass Media, New Delhi: Communication Publication
- Gargi, Balwant: Folk theater in India, Bombay: Rupa & Co, 1991 - Sri Vastva, Sahab lal, Folk Culture and Oral Tradition New Delhi, Abhinav Publication, 1974

**Course Title: New Media Ecology****Course Code: MJM 301****Credits: 3**

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	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 student will learn to design and create a website.
- (ii) They will learn to create content for websites and curate content.
- (iii) This course will also give an overview of digital marketing content.
- (iv) The course will enable a student to enhance a website visually.

Pre-requisites: The student should have a basic understanding of New Media and its emergence in the world.

Course Contents/Syllabus:

Modules I:	Weightage (%)
Module I Understanding New Media	35%
Definition and nature: cyber culture, new media, media ecology, virtual space, characteristics (archiving, simulating, networking, hyper linking, interface), digital media and virtual reality, new media literacy (basic, specialised, advanced)	
Module II Basic Concepts	35 %
Digital activism (Cute-Cat Theory), Digital Native, Digital novice, Digital Immigrant, Digital identity, Digital dark age, Digital dementia, Cyborg, Search Engine Optimization etc,	
Module III: Applications, laws and Ethics	30 %
Social networking, instant messaging, Digital marketing, freedom of speech and expression [Art 19(1a)] , reasonable restrictions, Art [19(2)], Unethical new media practices (Hate Speech, memes, trolls etc, online privacy and preventive measures), SOPA and PIPA, Mindful Communication	

Pedagogy for Course Delivery:

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

Lab/ Practicals details, if applicable: Not Applicable

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)	CT	HA	Viva	Attendance	
Weightage (%)	10	10	5	5	70

Lab/ Practical/ Studio Assessment: NA

Text & References:

- Briggs Mark., Journalism 2.0: How to Survive and Thrive
- Wardrip Noah -Fruin & Montfort Nick. The New Media Reader
- Bloomstein Margot. Content Strategy At Work: Real World Stories To Strengthen Every Interactive Project
- Rao Srinivas: Web Traffic & Content Strategies



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Advance Film Theory & Practices

Course Code: MJM 302

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objective:

This course focuses on the basics of filmmaking and cinema techniques. Students are introduced to principles and methodology of filmmaking. They will be expected to exercise their creativity and visualize and make short films. Apart from filmmaking, preliminary idea to film appreciation will also be introduced. The ability to analyse and put film studies in proper perspective will be intended during the course. Documentary realism will be pitted against mainstream commercial film genres. An attempt to understand the technical as well as the artistic aspects of film making as a means of human communication will be made and classic films will be viewed and discussed.

Pre-requisites: Nil

Course Contents/syllabus:

Modules	Weightage (%)
Module I Film Production Development stage, Pre-production, Production, Post Production, Distribution, promotion & Release Scriptwriting: Narrative Composition: 3 plot structure, Characterization & Dramatic Structure, Scriptwriting formats, step outline & shot break down Screen Play, Storyboarding & shooting script., Script selection, Writing proposal Production : Key members of film production unit, Role of producer & director, Role of production manager, Budgeting & budgeting formats, Scheduling & Reece, Casting and source of casting	40%
Module II Camera, Lighting and Editing Camera formats, Functions & operations of camera, Camera mounts Lighting equipments, Continuous lighting, Studio lighting, Filters & gel White balance & color temperature, Lighting in films, Linear & Non-Linear editing, Online and offline editing ,Technical Vs Creative editor, Basic transitions, Match cut, jump cut, cut-in & cut-away, Parallel cutting & inter-cutting, Intellectual editing & Montage theory Techniques of editing- Action sequence, comedy sequence, Romantic sequence, conversation sequences, chasing sequence, music video etc, Use of graphics & animation, Basics operations of Final Cut Pro	40%
Module III Documentaries Film Making and Marketing of Film Producing a documentary, Types of documentary films, Scripting documentary film, Post-production techniques of documentaries, Narration and voice-over style, Importance of Research in documentary film, Pitching the producer & distributors, Packaging of final product Marketing and promotion strategies, Exhibition & film festival, Funding agencies and financial issues, Associations and Guilds, Changing audience perceptions and tastes , Strategies to garner profit: Multi theatre or single theatre release	20%

Pedagogy for Course Delivery:

- Lecture delivery
- Presentations
- Question-discussion
- Analysis of Current media scenario.
- Writing exercises

Lab/ Practicals details, if applicable: Studio Required

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Attendance	Class Test	Home assignment	Presentation	
Weightage (%)	5	10	10	5	70

Text and References:

- Television Production Handbook; Zettl, Herbert
- Video production, Belavadi Vasuki
- Writing and Production Television News; Gormly, Eric K.
- Broadcast News Production; Schultz, Brad
- Digital Broadcasting Journalism; Sharma, Jitendra K.
- Broadcast journalism; Boyd, Andrew
- Broadcast journalism; Cohler, David Keith
- Television & Social change in Rural India; Johnson, Kirk
- Producing Public Television, Producing Public Culture; Dornfeld, Barry



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Development Communication

Course Code: MJM 303

Credit Units: 3

L	T	P/S	TOTAL CREDIT UNITS
3	0	0	3

Course Objectives:

- To enhance students understanding in the concept of development & To increase understanding about community and organization
- To increase students knowledge in development communication
- To understand role of different Government and Non-government Organizations in development communication
- To introduce need of different communication approaches for different settings

Prerequisites: NIL

Course Contents/Syllabus:

Modules	Weightage (%)
<p>Module I Concept of Development</p> <p>Definition and process of Development, Key concepts in development - self reliance, dependence, cultural identity, decentralization, participation, Areas of development – politics, social and economic issues, Agriculture, population control, literacy & education, vocational training, farm sector, public and private sector industries, health & family welfare, environment issues, water harvesting and management, pollution, climate change, energy consumption, child labor, trafficking, domestic violence, social justice, issues of inequality, tribal development, issues of women and children, rural development, urbanization and related problems Theories and paradigms of development</p>	20%
<p>Module II Concept of Community, Structure and Organization</p> <p>Concept and characteristics of a community, structure and organization of different types of communities, tribal, rural and urban and urban slums, Meaning and scope of community organization, PRIs, Cooperatives, youth organizations, other organizations for community empowerment, Meaning, characteristics, types and functions of groups, stages and process of group formation, group norms and structure</p>	20%
<p>Module III Development Communication</p> <p>Promotion of Development Communication Role of Government organizations in development communication such as Akashwani, DAVP, IEC Bureau, Resource Centers, Songs and Drama Division, Non-Government Organizations Role of NGOs in development, Corporate Social Responsibility (CSR) Development Communication and Extension Activities (Work)</p>	20%
<p>Module IV: Approaches in Development Communication</p> <p>Communication planning at national, state, regional, district, block and village levels, Communication strategies and action plans, Case studies, Campaigns, Social marketing, Social mobilization, Message design in communication, Role of mass media: Print, Radio, TV, Outdoor publicity and traditional media - music, drama, dance, puppetry, street play, fairs, festivals and their role in development, Cyber media and development: e-governance , digital democracy & e-chaupal, ICT (Information communication technology) & Development, SITE experiment, Participatory Approaches of Communication, Barriers in development communication,</p>	40%

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.

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	CT	HA	Viva	Attendance	
Weightage (%)	10	10	5	5	70

Lab/ Practical/ Studio Assessment: NA**Text:**

1. Narula Uma, Har Anand., 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. Srinivas R. Melkote, Communication for Development in the Third World, Sage, New Delhi
6. Daniel Lerner & Wilbur Schramm., Communication and Changes in Developing Countries, East West Communication Centre, Honolulu
7. Rogers Everett M., Communication and Development: Critical Perspective, Sage, New Delhi
8. Michael P Longman., Economic Development in the Third World, Todaro, New York



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Event and Brand Management

Course Code: MJM 304

Credit: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course objective Objectives

- To initiate the students into the world of corporate communications, public relations and technical writing.
- To pave the way for the students to choose the career of professional corporate Communicators.

Pre-requisites: NA

Course Content/Syllabus:

Modules	Weightage (%)
Module I Introduction To Event Management	25%
Early beginnings- definition of events. Distinction between everyday events and an event per-say, how to make an event out of ordinary activities. Need for management of events. Difference between marketing /advertising and event management. Role of event management in the context of organizational needs. Events as part of PR and Corporate campaigns. Understanding the importance of – meetings, press conferences, conventions, expositions.	
Module II Corporate Identity	25%
Goal settings and objectives, Identifying target groups, situation analyst planning strategies and execution, Pre event and post event activities, Logistics money manpower time and tech support, Measuring success or failure lessons learnt, Case study-One event to be conducted and managed by the students in groups	
Module III: Brand Concepts and Brand Strategies	25%
Evolution of Brands, Brands & Products, Brand Perspective, Brand Differentiation, Brand Positioning, Brand Image, Brand Equity, Brand Extension, Closing Branding Strategies , Product Branding, Line Branding, Range Branding, Umbrella Branding, Source double Branding, Endorsement Branding	
Module IV: Tools of Corporate & Brand Communication	25%
Desktop Publishing (DTP), Corporate Communication through websites, designing of website Annual Reports: Budget, timing and general concepts of the annual report, essentials of designing a report, Types of leaflets, formal and informal invitations, Designing of leaflets, invitations, Blogs, Pod casting, chat rooms, social networking sites and current TV: Impact of citizen journalism and “Transparency” on Corporate communications practice	

Pedagogy for Course Delivery:

1. Class lectures
2. Class Demo of equipments
3. Class discussion
4. Field Assignments

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Project 1	Project2	Attendance	
Weightage (%)	10	5	10	5	70

Text and References

1. Joseph Fernandez, *Corporate Communications A 21st Century Primer*. New Delhi-Response Books.
2. C.S. Rayadu & K.R. Balan, *Principles of Public Relations*. Bangalore-HimalayaPublishing House.
3. CEOs of leading PR Firms. *The Art of Public Relations*. New Delhi, Vision Books.
4. Sharon Gerson, *Technical Writing: Process and Product*, Pearson Education
5. B.N.Ahuja & SS Chhabra, *Advertising & Public Relations*. Delhi, Surjeet Publications.
6. Alison Theaker. *The Public Relations Handbook*. New Delhi-Vikas Publishing House Pvt.Ltd.
7. Scott.M. Cutlip, Allen H.Center. *Effective Public Relations*. New Jersy-Pentice Hall.Books



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Web Designing

Course Code: MJM 305

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
2	0	1	0	3

Course Objectives:

- To study of the entire print reproduction process from idea formulation to designer's drawing board to the printer's finished product.
- To study the history of graphic design to the present era.
- To study the layout theory applied to digital and print production.
- To understand the mechanics, principles, and life cycle of the digital publishing process.
- To understand the print production process.

Prerequisites:

The student should have a understanding of "Media Design" subject from semester one and design principle and elements.

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Story of Design and Introduction of Layout	25%
What is Design, Introduction to design Role of Design in Society, Impact/function of Design Indigenous Design Practices, Role of design in the changing social scenario. Role and responsibility of Designers, Types of Layout.	
Module II Digital Publication	45%
Trends in Digital Publishing, Understanding the basic terms for newspaper: Body, TOC, Masthead, Heads & Titles: Kicker, Deck, Subhead, Running Head, Continuation head, Page Number, Bylines; Continuation line: Jump lines, Continuation Heads; End Sings; Pull-Quotes, Photos/ Illustration: Mug Shots, Caption, Photo Credit Line; Mailing Panel, Setting up In-Design for designing digital documents, Creating a slide presentation, Advanced PDF Presentation. Creating effects for presentation, Creating interactive mood board, Creating Digital Portfolio, Creating a Digital Magazine with In-Design and Flash In-Design to Flash production concept.	
Module III – Print Production Essentials	30%
digital printing and types of digital printing devices, Types of Jobs That Are Appropriate for Digital Printing, Digital consideration, Digital Color, Large-format output, Variable Data	

Teaching Pedagogy

The classes will be theoretical with practical assignments for every theory concept they learn.

Pedagogy for Course Delivery:

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.

Lab/ Practicals details, if applicable: NA

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Assignment	Class test	Project	Attendance	
Weightage (%)	10	10	5	5	70

Text& Reference:

- **Harrower, 2008, *the Newspaper Designer's Handbook*, McGraw-Hill Higher Education**
- **White, 2011, *the Elements of Graphic Design*, Allworth Press**
- **Drucker, McVarish, 2008, *Graphic Design History: A Critical Guide*, Pearson**



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Anchoring and News Room Practices

Course Code: MJM 306

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

- To make the students deliver information in a professional manner
- To make the students prepare anchor scripts of their own
- To enable students handle situations of live
- To understand the challenges and find solutions of working as a media professional

Pre-requisites: Preferably Bachelors in Journalism and mass Communication

- Students should be willing to present themselves on screen with content.

Course Contents/Syllabus:

Modules	Weightage (%)
Module I How to Read	35%
Diction, pronunciation, style, grammar, voice modulation Appearance, Command over language, Understand what you say, Difference between a live and recorded programme anchoring, Challenges of a live bulletin	
Module II Art of Anchoring	30%
Anchoring for various formats: Business, Sports, Entertainment, Crime, Live Programming, News Programming, Anchoring interviews: one to one, news journal, celebrity, political, Reality shows: dance show, talent show, danger shows, award function, Entertainment shows: film review, celebrity, box office review, film gossips Sports or business show match review, player review, post match PC, match analyses, sensex, nifty, real estate, shares, Documentary: on location, description of location, show, News bulletin knowledge of daily news, Talk shows: political, business, entertainment, current affairs	
Module III Newsroom Practices	35%
TV newsroom structure, Process of broadcast of a news report, INGEST: feed, FTP, Recording, 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, 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.	

Pedagogy for Course Delivery: hands on experience. Watching TV shows.explaining through tv shows. studio work.

Lab/Practicals details, if applicable: Studio Required

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	CT	Presentation	HA	Attendance	
Weightage (%)	10	10	5	5	70

Text & References:

- **The ABC of News Anchoring**

By Richa Jain Kalra

The Broadcast Journalism Handbook: A Television News Survival Guide

- By Robert Thompson, Cindy Malone
- News casting in electronic media, by mohan sundara rajan
- On Camera : how to report anchor and interview by Nancy Reardon
- Power Performance: Multimedia Storytelling for Journalism and Public Relations By Tony Silvia, Terry Anzur
- Presenting Magically: Transforming Your Stage Presence With Nlp by [Tad James](#), [David Shephard](#)



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Media Ethics, Laws and Regulations

Course Code: MJM 307

Credits: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

- To introduce students to ethical issues and legal restraints placed upon media
- To discuss the conflicting traditions of a free but regulated mass media
- To describe the various media laws
- To understand the context and framework of media regulation in India
- To discuss the issues arising from regulation of the media
- To locate the role of various stakeholders in content regulation of the media

Pre-requisites: Nil

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Media Ethics	20 %
Ethical framework, Ethics in Journalism ,Press as the fourth Estate, Code of conduct for Journalists, Press Council Guidelines, Confidentiality of Sources. Editorial content & integrity, Trends in commercialization: paid news, advertorials, private treaties, Case studies (National and International)	
Module II Freedom of Press	10 %
Constitutional Provisions of freedom of speech and expression, Restrictions on freedom of speech and expression, Law on Sedition, Morality, Obscenity and Censorship	
Module III Media Laws	40 %
Introduction to the legal system in India, Defamation, Contempt of court Right to Privacy, Intellectual Property Rights (Copyright), Right to Information Cinematograph Act, Indecent Representation of Women Act.	
Module IV Media Regulation	30 %
Regulatory bodies for print, broadcast, Films (PCI, NBA, BCCC, Censor Board) Framework of broadcast regulation in India , Cable Television Regulation Act, 1995, Content Regulation on Television, The role of stakeholders in content regulation , Self Regulation	

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.

Lab/ Practicals details, if applicable: Not Applicable

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)	CT	HA	Viva	Attendance	
Weightage (%)	10	10	5	5	70

Lab/ Practical/ Studio Assessment: NA

Text & References:

- Divan, M.G. (2013). Facets of Media Law A mini encyclopaedia covering multiple dimensions of media law. New Delhi: Eastern Book Company.
- Christians, G.C. et al.(2011). Media Ethics.
- Thakurta, P. G (2012); Truth Fairness Objectivity: Oxford University Press
- Kumar Keval J, Mass Communication in India
- Christians, G.C. et al.(2011). Media Ethics



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Media Economics

Course Code: MJM 308

Credits: 3

Course Objectives:

1. To familiarize students with the concepts of economics being used in media.
2. To enable students to understand the economics of Media production.
3. To enable students to understand the organisational functioning of Media production houses.
4. To familiarize students with relationship of media economics with public policy.

Pre-requisites: Nil

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Basics of Media Economics	40 %
An Introduction to Media Economics Theory and Practice, Economics and Media Regulation, Supply and demand, elasticity of demand and supply. Types of media markets.	
Module II Structure and Change	20 %
Indian media industry : Organisation structure and challenges The Economics of International Media, Global media conglomerate	
Module III Media Ownership	20 %
Media, markets and public spheres, how business strategy shapes media content How media business influences society. Ownership and control. Contemporary Start up Culture in Indian scenario	
Module IV Media Networks, Associations and Guilds	20 %
The Broadcast Television Networks, Contemporary Radio Industry : Revenue generation and challenges Online Media : Concept of online profit making via YouTube and social media. Organic and Inorganic reach Concept of pay per click, Social media advertising. Crypto currency, Online banking practices and limitations	

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.

Lab/ Practicals details, if applicable: Not Applicable

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)	CT	HA	Viva	Attendance	
Weightage (%)	10	10	5	5	70

Lab/ Practical/ Studio Assessment: NA

Text & References:

- Potter, W. J. (2013). *Media literacy*. Sage Publications.
- Doyle, G. (2013). *Understanding media economics*. SAGE Publications Limited.
- Matsaganis, M. D., Katz, V. S., & Ball-Rokeach, S. J. (2010). *Understanding ethnic media: Producers, consumers, and societies*. Sage.
- Kumar Keval J, *Mass Communication in India*
- Albarran, A. B. (2002). *Media economics*. John Wiley & Sons, Ltd.

**Course Title: Film Appreciation****Course Code: MJM 401****Credits: 3**

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

1. To familiarize students with the skills related to critical film appreciation.
2. To discuss cultural impact of different nation over film industries.
3. To enable students to understand history and current scenario of various cinema industries.
4. To familiarize students with film psychology.

Pre-requisites: Nil**Course Contents/Syllabus:**

Modules	Weightage (%)	
Module I Basics of Cinema	30%	
History of Cinema, Language of Cinema, Cinema and Other Traditional Arts, Film Styles and Movements, Film Psychology		
Module II Film Genres	20 %	
Film Genres : types, categories, classifications or groups of films. General Ideas on Art Theory as a Consumer Habit as audience Sound and aesthetics of sound		
Module III International Cinema	40%	
Cinema culture of various countries Indian Cinema Industry Japanese Cinema Industry Chinese Cinema Industry Korean Cinema Industry European Cinema : Poland, Russia, UK, Italy , France etc Iranian Cinema Hollywood (American Film Industry)		
Module IV Film Industry		10 %
Impact of cinema on audience Case studies of various film directors and production houses Auteur theory and its relevance		

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.

Lab/ Practicals details, if applicable: Not Applicable**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)	CT	HA	Viva	Attendance	
Weightage (%)	10	10	5	5	70

Lab/ Practical/ Studio Assessment: NA

Text & References:

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



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Current Affairs and Media Analysis

Course Code: MJM 402

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

The students are now in the brink of entering the job market or pursuing higher studies. Before stepping out, the modules will serve as a refresher course which will comprehensively cover current newsmakers and events in the national and international arenas. Also national and international organization's in-depth analysis will be done so that the students will understand its significance. Students will be introduced to and kept updated on other current issues and affairs, which are high on the world agenda. The students will also get a chance to discuss and debate on contemporary issues.

Prerequisites: Students should have adequate and up to date knowledge of current affairs.

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Overview	25 %
What makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, spiral of silence etc Debate on objectivity (bias) and subjectivity Building News Sources and Credibility of News	
Module II Analysis of National and International News and Current Affairs	25 %
Classroom discussions on national and international news Comparative analysis of news treatment in various news papers and TV channels. Background of important news, Relevance of these reports to India and the world community or why they are considered to be important , Restructuring the UN	
Module III Global Economic Trends and Issues	25 %
Profile of the Indian economy (industry, agriculture, infrastructure, growth rates, world ranking, role of planning, budgets and government policies) The world's top 5 economies and emerging world powers - 2025 Regional economic groupings of the world and their functioning: The World Bank; The European Union and its expansion; The Asian Development Bank; World Economic Forum	
Module IV Indian Topical Issues and Their Backgrounders	25 %
Indian Constitution, Naxalism and Marxism , Criminalization of politics Indian foreign policy: India and issue of permanent seat in the UN	

Pedagogy for Course Delivery:

The class will be taught by giving references of daily news which comes both in the print and broadcast media. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for news analysis. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Their inclination towards research and analysis in the contemporary issues will get a boost. Various nuances of the news analysis will be acquainted to the students so that it will help them understand the intricacies of the media industry in general and news industry in particular.

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Mid-Term Exam	Project	Viva	Attendance	
Weightage (%)	10%	10%	5%	5%	70%

Text & References:

- Lorimer Rowland. Mass Communication
- DeFleur Melvin. Understanding Mass Communication
- Singhal Arvind & Rogers Everett. India's Communication Revolution
- Klapper Joseph. Mass Communication Effects

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**



Course Title: Internship

Course Code: MJM 403

Credits: 9

L	T	P/S	SW/FW	TOTAL CREDIT UNITS
0	0	0	9	9

GUIDELINES FOR INTERNSHIP

There are certain phases of every Intern's professional development that cannot be effectively taught in the academic environment. These facets can only be learned through direct, on-the-job experience working with successful professionals and experts in the field. The internship program can best be described as an attempt to institutionalize efforts to bridge the gap between the professional world and the academic institutions. Entire effort in internship is in terms of extending the program of education and evaluation beyond the classroom of a university or institution. The educational process in the internship course seeks out and focuses attention on many latent attributes, which do not surface in the normal class room situations. These attributes are intellectual ability, professional judgment and decision making ability, inter-disciplinary approach, skills for data handling, ability in written and oral presentation, sense of responsibility etc.

- To provide an out-of-the classroom training environment for the students and provide opportunities for them to apply the knowledge and skills that they have learnt in real life working environment.
- To enable our students to be exposed to more real life work situations and prepare them for their career /working life.
- ASCO would always remain in loop of a students placement and training assignments.

In order to achieve these objectives, each student will maintain a file (**Internship File**). The Internship File aims to encourage students to keep a personal record of their learning and achievement throughout the Programme. It can be used as the basis for lifelong learning and for job applications. Items can be drawn from activities completed in the course modules and from the workplace to demonstrate learning and personal development.

The Internship report will assess the student's analytical skills and ability to present supportive evidence, whilst demonstrating understanding of their organization, its needs and their own personal contribution to the organization.

The **layout guidelines** for the Internship File:

- A4 size Paper
- font: Arial (10 points) or Times New Roman (12 points)
- line spacing: Preferably double space.
- top and bottom margins: 1 inch/ 2.5 cm; left and right margins: 1.25 inches/ 3 cm

The File will include **five sections** in the order described below. The content and comprehensiveness of the main body and appendices of the report should include the following:

1. **The Title Page**--Title - An Internship Experience Report For (Your Name), name of internship organization, name of the Supervisor/Guide and his/her designation, date started and completed, and number of credits for which the report is submitted.
2. **Table of Content**--an outline of the contents by topics and subtopics with the page number and location of each section.
3. **Introduction**--short, but should include how and why you obtained the internship experience position and the relationship it has to your professional and career goals.
4. **Main Body**--should include but not be limited to daily tasks performed. Major projects contributed to, dates, hours on task, observations and feelings, meetings attended and their purposes, listing of tools and materials and their suppliers, and photographs if possible of projects, buildings and co-workers.
5. **Appendices**--include pamphlets, forms, charts, brochures, technical and descriptive literature, graphs and other information related to your Internship experience.

The **Main Body** will have **three sections** and will include the following items which will be evaluated for the final assessment:-

1. An **analysis of the company/organization** in which the student is working
2. A **personal review** of the student's management skills and how they have been developed through the programme.

3. The **research report** that the student has prepared on the project assigned to him by the organization. (Incase a student is not assigned a specific research project in the organization, he has to select any one aspect of the organization and prepare a research report on it).

ASSESSMENT OF THE INTERNSHIP FILE

The student will be provided with the Student Assessment Record (SAR) to be placed in front of the Internship File. Each item in the SAR is ticked off when it is completed successfully. The faculty will also assess each item as it is completed. The SAR will be signed by the student and by the faculty to indicate that the File is the student's own work. It will also ensure regularity and meeting the deadlines.

STUDENT ASSESSMENT RECORD (SAR)

Management File Item	Criteria for successful completion of the item
1. Analysis of organization (1500-2000 words)	<ul style="list-style-type: none"> • Clear presentation of ideas and analysis • Provides an organizational diagram, following organization presentation conventions • Analysis covers the organization's: <ul style="list-style-type: none"> ➤ Business strategy and mission ➤ Structure ➤ Resources and assets ➤ Current financial performance ➤ Leadership/decision-making style ➤ Staffing and skill base ➤ Products/services and customers
2. Personal review of Management skills development (1000-1500 words)	<ul style="list-style-type: none"> • Clear presentation of ideas and analysis • Demonstrate awareness of own management skills • Presents critical analysis of own management effectiveness, supported with examples • Provides evidence of development of specific management skills e.g. strategic, financial, leadership • Explains how new skills and learning have benefited the organization and self
3. Design of Research Project (1500- 2000 words)	<ul style="list-style-type: none"> • Clear presentation of ideas and analysis • Justifies the choice of subject for the research project and why this might be beneficial to the organization • Selects and justifies appropriate research methods for the project • Demonstrate understanding of the key stages in undertaking a research project • Indicates which analytical/statistical tools would be most appropriate and why • The design plan takes account of the resourcing implications of carrying out the research e.g. staffing and other costs

Examination Scheme:

Report by Student (Internship File)

- | | |
|--|-----|
| a. Organization & Presentation/Language and clarity /substance of Contents covered and Comprehensiveness | 20% |
| b. Research Report | 30% |
| Industry Feedback (continuous) | 20% |
| Presentation & Viva (At the end) | 30% |

Total **100%**



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Dissertation/Specialized projects

Course Code: MJM 404

Credit Unit: 9

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
0	0	0	9	9

S.No	Course Title	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: 5-6 WEEKS

GUIDELINES

The procedure for doing a Summer Project is as following:

- Choosing a subject/topic for Summer Project
- Finalization and approval of topic of Summer Project by respective faculty guide on a proper format (Synopsis)
- Online registration by the students
- Allocation of faculty guides on Amizone by the Institution
- Submission of Weekly Progress Report (WPR) to the respective faculty guide.
- Maintenance of Daily diary of work done by the student and submitting the same to the faculty guide.
- Writing the first and second draft of the topic and getting the same duly approved by the faculty guide
- Editing and preparing the final paper with plagiarism report.
- Submission of Final Report

1. Choosing a Subject/ topic for Dissertation

- The subject chosen should not be too general.
- 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. On line 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 sections, 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.	CREDIT UNITS	Pages	No. of Copies	Binding Type
1	6	Upto 60 to 70 Pages	02 copies	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 (CIA = 30)
1	Timely Registration	02
2	Topics & Synopsis Approval	02

3	WPRs (No. of WPR Submitted) (Satisfactory WPR)	05 07
4	1 st Draft on time	02
5	2 nd 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



AMITY UNIVERSITY

MADHYA PRADESH

Syllabus of M.A (Journalism & Mass Communication)

Approved by Board of Studies

2019-2021

Amity School of Communication

AUMP, Gwalior

Amity School of Communication
Programme: Master of Journalism & Mass Communication [MA (J&MC)]

Sr. No.	Course Code	Title of Course	Total Credit: 112 Total Hours: 112	
			Total Credits	Total Hours
1	JMC111	THEORIES OF COMMUNICATION	3	3
2	JMC112	BASICS OF PRINT JOURNALISM	3	3
3	JMC113	MEDIA DESIGNING	3	3
4	JMC114	ADVERTISING PRINCIPLES AND PRACTICES	3	3
5	JMC115	AESTHETICS OF PHOTOGRAPHY	3	3
6	JMC116	INTRODUCTION TO RADIO	3	3
7	JMC117	MASS MEDIA INDUSTRY	3	3
8	JMC118	POLITICAL COMMUNICATION	3	3
9	BSP143	BEHAVIOURAL SCIENCE-I	1	1
10	BCP141	ADVANCED COMMUNICATION-I	1	1
11	FLP144	FRENCH-I	2	2
Total			28	28
Sr. No.	Course Code	Title of Course	Total Credits	Total Hours
1	JMC211	COMMUNICATION RESEARCH	3	3
2	JMC212	TELEVISION JOURNALISM	3	3
3	JMC213	RADIO PRODUCTION	3	3
4	JMC214	VISUAL DESIGNING AND PRODUCTION	3	3
6	JMC215	SPECIALIZED REPORTING	3	3
7	JMC216	FILM THEORY AND PRACTICES	3	3
8	JMC217	PUBLIC RELATIONS AND CORPORATE COMMUNICATION	3	3
9	JMC218	FOLK AND POPULAR MEDIA OF INDIA	3	3
10	BSP243	BEHAVIOURAL SCIENCE-II	1	1
11	BCP241	ADVANCED COMMUNICATION-II	1	1
11	FLP244	FRENCH-II	2	2
Total			28	28
Sr. No.	Course Code	Title of Course	Total Credits	Total Hours
1	JMC311	NEW MEDIA ECOLOGY	3	3
2	JMC312	ADVANCED FILM THEORY AND PRACTICES	3	3
3	JMC313	DEVELOPMENT COMMUNICATION	3	3
4	JMC314	EVENT AND BRAND MANAGEMENT	3	3
5	JMC315	WEB DESIGNING	3	3
6	JMC316	ANCHORING & NEWSROOM PRACTICES	3	3
7	JMC317	MEDIA LAWS AND ETHICS	3	3
8	JMC318	MEDIA ECONOMICS	3	3
9	BSP343	BEHAVIOURAL SCIENCE-III	1	1
10	BCP341	ADVANCED COMMUNICATION-III	1	1
11	FLP344	FRENCH-III	2	2
Total			28	28
Sr. No.	Course Code	Title of Course	Total Credits	Total Hours
1	JMC411	FILM APPRECIATION	3	3

2	JMC412	MEDIA ANALYSIS AND CURRENT AFFAIRS	3	3
3	SIP413	INTERNSHIP	9	9
4	DSA414	DISSERTATION/SPECIALIZED PROJECT	9	9
5	BSP443	BEHAVIOURAL SCIENCE-IV	1	1
6	BCP441	ADVANCED COMMUNICATION-IV	1	1
7	FLP444	FRENCH-IV	2	2
Total			28	28

2018-2020



Semester I

AMITY UNIVERSITY

MADHYA PRADESH

Course Title: THEORIES OF COMMUNICATION

Course Code: JMC111

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

- To understand the flow of information
- To know the concept, definition and purpose of studying communication models and theories
- To get introduced with different models and theories of communication

Prerequisites: NIL

Course Contents/Syllabus:

Modules:	Weightage (%)
Module I Understanding Communication	20%
Origin, Basic Concepts, Definition, Nature, Process and Functions, Types of Communication and Their Contexts, Different Schools of Communication (Semiotics, Process)	
Module II Different Thoughts of Communication	20%
Indian Perspectives - Sadharanikaran And Other Seminal Thoughts. Early European Perspectives - Rhetoric, Aristotle And Sophists. Modern Perspectives - Technological Determinism Media System-Factors and Theories (Authoritarian, Libertarian, Socialistic, Social Responsibility, Development)	
Module III Models of Communication	20%
Linear Models (Laswell, Shannon-Weaver, Barlow's Scar), Circular Model (Schramm- Osgood, Dance Helical Model) Triangular Model (Newcomb's Abx Model), Gerbner Model, Westley & Maclean's Model, Jacobson Model	
Module IV Theories of Mass Communication	40%
Magic Bullet Theory, Propaganda Theory, Two Step Flow Theory, Persuasion Theory, Limited Effects Theory, Play Theory, Uses and Gratifications Approach, Agenda Setting Theory, Dependency Theory, Dissonance Theory (Selective Perception, Selective Exposure, Selective Retention), Cultivation Theory, Dependency Theory, Critical Cultural Theory, Reinforcement Theory, Social Cognitive Theory, Social Network Theory, Spiral of Silence	

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.

Lab/ Practicals details, if applicable: Not Applicable

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	CT	HA	Viva	Attendance	
Weightage (%)	10	10	5	5	70

Text and References

1. Baran, Stanley J. & Davis, Dennis K., *Mass Communication Theory: Foundations, Ferment, and Future*. Thomson Wadsworth. (2006).
2. Cobley, Paul, *The Communication Theory Reader*, Routledge, London and New York (1996)
3. DeFleur, Melvin L. & Ball-Rokeach, Sandra J., *Theories of Mass Communication*. Longman. (1982).
4. Fiske, John, *Introduction to Mass Communication*, Routledge, New York, 1997
5. Inglis, Fred, *Media Theory- An Introduction*, Blackswell, Oxford (UK) & Cambridge (USA), (1996)
6. Melkote, Srinivas R. and Rao, Sandhya, (edited), *Critical Issues in Communication- Looking Inward for Answer*, Sage Publications (2001)
7. Philipson, Gerry & Albrecht, Terrance L., *Developing Communication Theories*. Suny Press. (1997).
8. Severin, Werner Joseph & Tankard, James W., *Communication Theories: Origins, Methods, and Uses in the Mass Media*. Longman. (1997).
9. Sitaram, K. S., *Communication and Culture: A World View*, McGraw Hill, New York, 1999
10. Wood, J.T., *Communication Theories in Action*. Wadsworth Publishing Co., (1997).



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: BASICS OF PRINT JOURNALISM

Course Code: JMC112

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives: The course aims to introduce basic concepts of print journalism and familiarize students with the functioning of a newspaper organization. The students will comprehend the basics of news, news writing and newsgathering to enable them to fulfil journalistic roles. In addition, basic editing and layout planning will be discussed.

Pre-requisites: Students should have an interest in journalism and current affairs. They should keep abreast with the daily news events in order to understand the nuances of newsgathering and reporting.

Course Contents/Syllabus:

Modules	Weightage (%)
Module I: Media History	20 %
Early Efforts of News Papering in India With Special Reference to Hickey, Buckingham And Raja Ram Mohan Roy, The Indian Press and Freedom Movement - Gandhi, Tilak,	
Module II: Anatomy of News	20 %
News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting, Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet	
Module III: News Gathering	30 %
Reporting: Various Types of Reporting (Objective, Interpretative, Investigative,) General Assignment Reporting/Working on A Beat: Political: (Special Problems Related to Political Beats), Crime, Health, Sports, Education, Science, Etc. Reporting for News Agency, Periodicals and Magazines.	
Module IV: Editing & Layout Planning	30 %
Editing Symbols, Editing Desk, (Editor, News Editor, Chief Sub-Editor, Sub- Editor, Proof Reading, Typography, Headline, Photo Selection and Editing - Page Planning and Layout - Importance of Editorial Policies.	

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

Lab/ Practicals details, if applicable: Not Applicable

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)	CT	P	V	A	EE
Weightage (%)	10	10	5	5	70

Text & References:

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



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: MEDIA DESIGNING

Course Code: JMC113

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

This subject will give students a broad knowledge of the computer based graphic design, which mainly using in adverting. Also, they will learn function, meaning and artistic qualities of graphic design, how to work with computers, different design software like Adobe Illustrator, InDesign, Quark Xpress etc. And students will study the design and layout of pages, taking into consideration the choice of typeface and positioning and choice of colour, images and text. Their work will include practical projects as well as investigations into current design and editing practices in a variety of print forms.

Prerequisites:

The student should have undergone the basics of introduction of computer and computer graphic design.

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Basics of Design Introduction of Design Software, Basic Need, Importance, Impact, Future. Design Elements, Design Principles. Application of Design Elements and Principles. Examples of Design Elements Combine to Create an Overall 'Look' To the Publication (Magazine, Newspaper, Leaflet, Poster, Pamphlet Etc). Different Image File Formats, After Creating Graphic Files. Colour Modes, File Formats, Image Resolution Etc. Choice and Usage of Images and Colours in Advertisements.	30%
Module II Typography History of Fonts, Sizes of Fonts, Classification of Fonts, Text: Generation and Preparation for Use, Display, Digital Typesetting, Editing, Creation of Headlines Using Appropriate Font.	25%
Module III Designing Software Graphic Design Packages (E.G. Adobe Illustrator, InDesign, Quark Xpress), Creation of Advertisements, Importation and Movement of Copy and Images, Vector and Raster Graphics, Use of Text Wrap, Anchored Graphics and Rules, Various Palettes, Master Pages, Templates Etc. Corporate Identity: Usage of Types & Fonts, Colour Schemes, Punch Line, Orientation. Corporate Stationary: Logo, Letterhead Design, Business Card, Envelop, Catalogues, Brochures, Digital Posters, Calendar Design. Difference Between Newspaper & Magazine Layouts Creating Layouts for Fashion Feature or Business Articles or News Pages	45%

Pedagogy for Course Delivery:

The teaching of this course, which is a computer lab-based subject, is going to involve encouraging students for graphic design study, understanding of computer designing will help them in future to develop their own creativity and idea of designing.

Lab/ Practical details, if applicable: Not Applicable

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Assignment	Class Test	Project	Attendance	
Weightage (%)	5	10	20	5	70

Text & References:

- Sarkar, N. N-. Art and production
- Daryl & Moen- Newspaper Layout & Design: A Team Approach
- John Cruise and Kelly Kordes Anton- QuarkXPress 8: Essential Skills for Page Layout and Web Design
- David Karlins& Bruce K. Hopkins-Techmedia-BPB Publications - How Tos 100 essential techniques



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: ADVERTISING PRINCIPLES AND PRACTICES

Course Code: JMC114

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

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

- The course introduces the students to concepts of advertising.
- The course will provide them with the knowledge of Indian advertising scenario.
- The course is designed to make students understand the relationship between advertising and marketing.
- The course make student be able to identify advertising mediums, traditional, new and experimental.
- The course shall familiarize the students with the social and ethical issues concerning advertising in society.

Prerequisites: NIL

Module I Understanding Advertising	Weightage
Concept, Nature, Definitions, Evolution and History, Role, Objectives, Functions, And Significance, Types and Classification of Advertising, Factors Determining Advertising Opportunity of a Product/Service/Idea, Types of Appeals and Advertising Messages, Concept of Integrated Marketing Communication (IMC)	30%
Module II Agency Structure and its Roles and Responsibilities	25%
Various Functional Departments and Scope of Their Works (Account Planning, Account Servicing. Creative- Copy & Art, Media, Production, Billing, HR Etc.) Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship, Revenue and Commission Systems	
Module III Account Management	30%
Introduction to Account Management-Scope, Definition, Responsibilities and Implementation Paths, Client Related Issues and The Process: Stages in The Client-Agency Relationship, Factors Affecting Client-Agency Relationship, The Pitching Mechanism-Simulation, Creative and Media Briefing Process (Agency -Media Interface, Agency Revenue Process, Setting and Allocating Budget, Various Methods of Budgeting)	
Module IV Social, Legal and Ethical Aspects of Advertising	15%
Ethical Issues in Advertising Social Criticism of Advertising Laws in Advertising, Statutory Bodies in India, Role of AAA And ASCI and The Study of Various Codes of Conduct	

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

Assessment / Examination Scheme:

Theory Assessment (L&T):

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

Text & References:

- Jaishri Jethwaney and Shruti Jain, 'Advertising Management', Second edition, Oxford University Press, New Delhi, 2013
- Kruti Shah and Alan D'Souza, 'Advertising & promotions an IMC perspective' Tata Mc Graw Hill, New Delhi, 2012



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: AESTHETICS OF PHOTOGRAPHY

Course Code: JMC115

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

In this course students will be introduced to

- The art, and commercial practice, of photography.
- Students will explore the making and editing of work to inform their visual literacy and connectedness to the medium.
- This includes the making of fictional and non-fictional images, artificial lighting, digital editing and photojournalism. Students will also begin to understand critique (or peer review) as a part of the making process.

Prerequisites:

The student should have an aptitude to learn photography

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Introduction to Visuals	20%
Human Eye and Camera. Visual Perception. The Social Definition of Photography-- The Power of Visual Images-- Reinforcing Stereotypes with Images. Light and Colour, Qualities of Light, Characteristics of Light. Demonstration an Understanding of Colour Theory as It Pertains to Photographic Processes, Create Colour Output in Both Digital and Analogy Technologies, Contrast Painting and Photography, Photography as An Art, Photography as Science (EXERCISE ON: A Comparative Study of Painting and Photography)	
Module II Visual Perception	40%
Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc..) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras- Different Parts Of SLR Camera- Film & Digital Technology, Digital SLR Vs. SLR, Advantages Of Digital Photography Vs Conventional Photography, Aperture And Depth Of Field, Shutter And Motion, Film Speed (ISO) And Noise, Lenses – Types & Uses, Focal Length, Focal Plane & Focus, Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of Field, Angle of View, Exposure Compensation & Time of Day)	
Module III Principles of Visual Communication	40%
Rules of Composition – Portraits, Optical Centre and Geometric Centre, Rule of Thirds, Composing Different Subjects, Perspective –Texture – Pattern- Colour- Shape- Contrast-Types of Photography- Landscape –Portrait- Still Documentary (EXERCISES ON: Texture, Pattern, Colour, Contrast, Composition)	

Pedagogy for Course Delivery:

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.

Assessment/ Examination Scheme:

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

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Assignment	Class test	Project	Attendance	
Weightage (%)	10%	10%	5%	5%	70%

Texts:

1. Langford Michael, **Basic Photography**, Plume; 5 edition (August 26, 2003)
2. Peterson, Bryan **Understanding Exposure, Amphoto Books; 3rd Revised edition (10 August 2010)**



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: INTRODUCTION TO RADIO

Course Code: JMC116

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

Students will grasp the structure and history of the radio industry of India, as well as recognize the impact of AIR on nation.

Pre-requisites: Students should have a flair for radio and good auditory skills.

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Radio as a Medium	20%
Strength & Weaknesses, Characteristics & Edge Over Other Media, Types of Broadcast, AM & FM, Short Wave, Analogue & Digital, Studio, Mike, Recording,	
Module II Expansion of Radio	40%
History of Broadcasting: Radio Came to India, Expansion of Radio, Development with Five-Year Plans, Diversification of Broadcast, Education Turned Entertainment, Commercial Attempt, 3-Tiers of Radio Broadcast, Local Reach, Community Broadcast, Different Services.	
Module III Broadcasting Policy	40%
Policies & Principles Radio's Role in Nation Building, Public Broadcast & Commercialization, AIR Code, Commercial Code, News Objective, Guidelines for Election Broadcast, Privatization & Autonomy, Prasar-Bharti, Convergence, Relevance of Radio & Media Policy.	

Pedagogy for Course Delivery:

- Class lectures
- Class Demo of Equipments
- Class discussion
- Field Assignments
- Operations and handling of Audio Equipments in radio stations.
- Students project in the form of radio programme.

Lab/Practicals details: NA

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Project 1	Project2		
Weightage (%)	10	5	10		70

Text & References:

- Chatterjee, P.C.: Broadcasting in India, Sage, New Delhi, 1988.
- Masani, Mehra: Broadcasting and People, National Book Trust, NewDelhi,1997.
- Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.
- Akash Bharti National Broadcast Trust: Publication Division, New Delhi, 1987.

- Report of the Working Group on Television 'software for Doordarshan Vol. I & II, Publication Division, New Delhi, 1985.
- Hellard Robert, writing for television and radio, Words worth Publishing Company, Belmont, 1984.
- White, Tedel al, Broadcast News, writing, reporting and production. Macmillan, NY. 1984.
- Mitchell Stephen, Holt: Broadcast News, Radio Journalism and an introduction to Television., Rinehart & Winston. NY. 1980
- Edger E. Willis & Henary B. Aldrige, Television and Radio, Prentice Hall.
- Stuart W. Hyde, Television and radio announcing, Kanishka Publishers, Delhi.
- Smith E. Leslie, Perspective on radio and TV. Harper & Raw NY.
- Macliesh Robert, Radio Production Techniques. Macmillan. NY.
- Nostrum William J. Van. The Script Writers' Handbook.
- Singhal Arvind, & Rogers Everett, India's Information revolution. Sage. New Delhi.
- Sim Harris & Paul Chantler, Local Radio, Focal press.
- Ash, William, The Way to Write radio Drama, BBC,
- Crook, Tim, Radio Drama; Theory and Practice, London.



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: MASS MEDIA INDUSTRY

Course Code: JMC117

Credits: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objective:

A knowledge of mass media as a corporate enterprise is essential for a complete understanding of mass communication. Today's media is increasingly market driven, and the students will learn about the various branches in the mass media industry and various aspects of the industry such as ownership patterns, legal issues and laws, and organizational structure.

Pre-requisites: Nil

Course Contents/Syllabus:

Modules	Weightage (%)
Module I: Media and Entertainment(M&E)	30%
Four Pillars Of M&E, Key Development: Demonetisation, GST, National IPR Policy e.tc and Its Impact, Evolution of Digital Consumer	
Module II: Contemporary Practices	40%
Digitisation: Digital Advertising Ecosystem, The 4G Dawn, Digital News, Over The Top Video(OTT),The New Genre- Free To Air Channels, Indian Film Industry Performances, Rise Of Biopics Etc, Launch Of New Radio Stations And New Genres, Listenership Trend, FMisation Of The Country(Phase III Etc), Animation (In Film, Advertisement Etc), Language Newspaper,: Penetration And Hyper Localisation, Newspaper Distribution Chain In India, VFX In Domestic Production, Augmented Reality Vs Virtual Reality, Online Streaming (Hotstar, Voot, Netflix Etc), Piracy And Its Impact, UFO	
Module III: Media and Culture	30%
Merger and Acquisition: Case Studies, Hegemony and Cultural Imperialism, Cultural Dependency (Dependency Paradigm), Media Business Amidst Convergence, Mass Media Institutes and Organisation and School of Thoughts. (Frankfurt, Toronto, Etc),	

Pedagogy for Course Delivery:

- Lecture delivery
- Presentations
- Question-discussion
- Analysis of Current media scenario.
- Writing exercises

Lab/ Practicals details, if applicable: NA

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Attendance	Class Test	Home assignment	Presentation	
Weightage (%)	5	10	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



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: POLITICAL COMMUNICATION

Course Code: JMC118

Credits: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objective:

A democracy's success depends upon open and direct communication between its citizens and those who govern them. Therefore, the main goal of the course is to teach students about the role of communication in informing, influencing, and legitimizing decisions in domestic politics. In the constitution was adopted and why not some other, how the institutions grow in the company of actual politics.

This course examines the interaction of media, politics, and public opinion, thus providing a survey of the field of political communication. As a result, the goal of this course is to teach students to be effective observers and participants in the public sphere. We will study political communication in all its forms, genres, and styles in Indian politics. This course examines the practices that have come to constitute political communication. Emphasis will be given to the role of political communication as it is practiced in the media.

Pre-requisites: Nil

Course Contents/Syllabus:

Modules	Weightage (%)
Module I: Political Communication as an emerging Discipline	20 %
Scope and Characteristics, Relationship of Politics with Communication. Theoretical Approaches, The Role of Media in Politics; Mediation, Political Socialization, Political Participation, Political Processes, Public Opinion, Persuasion, Public Policy, Rights and Responsibilities of The Media. Channels of Political Communication	
Module II: International dimensions of Political Communication	20 %
Globalisation of Media, Transnational News, Ideological Promotion and Conflict, International Relations and Propaganda, Emergence of Third World Political Communication. Communication as A Human Right – UNO's Universal Declaration of Human Rights and Communication - International News Agencies and Syndicates, Their Organizational Structure and Functions – A Critique of Western News Values	
Module III: Introduction to identity politics and its relation to nation-building	30 %
Local Assertions and Its Links to Global Assertions, Gender Issues - Country or Region-Specific Gender, Race, Class and Caste Issues from A Post-Colonial Perspective; Racial Profiling, Discrimination, Xenophobia and Cross Border Migration, HDI, Development and Environmental Concerns - Conflict of Interests Between Economic and Environmental Concerns	
Module IV: UNESCO's efforts in removal of Imbalance in News flow	30 %
Debate on New World Information and Communication Order and New International Economic Order, MacBride Commission's Report – Non-Aligned News Agencies Pool – Its Working, Success, Failure. Issues in International Communication – Democratization of Information Flow and Media Systems – Professional Standards; Information – Prompted Cultural Imperialism – Criticisms; Violence Against Media Persons - Effects of Globalization on Media Systems and Their Functions; Transnational Media Ownership and Issues of Sovereignty and Security.	

Pedagogy for Course Delivery:

- Lecture delivery
- Presentations
- Question-discussion
- Analysis of Current scenario of India.
- Writing exercises.

Lab/ Practicals details, if applicable: NA

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Attendance	Class Test	Home assignment	Presentation	
Weightage (%)	5	10	10	5	70

Text & References:

Suggested Readings

1. Thussu, Daya Kishan (2009), International Communication: A Reader
2. Mohammadi, Ali. (1997). International Communication & Globalization, Sage Publications.
3. Edward S. Herman, and Noam Chomsky, (2002) Manufacturing Consent: The Political Economy of the Mass Media, Pantheon Books, New York.
4. Seator, Jean. (1998). Politics and the Media, Blackwell.
5. Gunther, Richard. (2000). Democracy and the Media, Cambridge



SEMESTER II

AMITY UNIVERSITY

MADHYA PRADESH

Course Title: COMMUNICATION RESEARCH

Course Code: JMC211

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

- To introduce the students to the concept of communication research
- To establish relationship between mass communication, journalism & research
- To explain to students the various research designs and approaches to research
- To discuss the media research process and various sampling techniques
- To introduce students to statistical applications in communication research
- To discuss research report writing methods and ethical issues in communication research

Pre-requisites:

Student should know about various forms of media

Course Contents/Syllabus:

Modules	Weightage (%)
Module I – Introduction to Communication Research Definition, Research Methods and Approaches in Social Sciences. Mass Media Research and Scientific Methods. Importance of Communication Research – Indian Scenario. Formulation of Research Problem, Review of Literature, Hypothesis, Research Design.	25%
Module II – Communication Research Process Steps of 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, Policy Implications and Conclusion. Sampling: Meaning, Strategies, Methods and Types Basic Terms of Sampling: Sample Plan, Sample Design, Sample Unit, Sample Frame and Sample Size, Tools of Data Collection	30%
Module III – Statistical application Statistics Applied in Research: Frequencies and Percentages; Measures of Central Tendency: Mean, Median and Mode; Measures of Dispersion: Range, Standard Deviation and Mean Deviation;	20%
Module IV – Report Writing and Ethical Issues in Communication Research Types of Communication Research Reports: Research Articles/Paper, Project Report, Dissertation and Thesis, Significance of Abstract, Proposal, Synopsis, Reference and Bibliography in Research Ethical Issues in Research: Plagiarism, Interviewers Guidelines	25%

Pedagogy for Course Delivery:

- Power-point presentation
- Relevant research papers as examples for explaining the concepts
- Practical exercise for research methods and sampling

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Research Assignment	Presentation	Attendance	
Weightage (%)	10	10	05	05	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.



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: TELEVISION JOURNALISM

Course Code: JMC212

Credits: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

To bring a perception about practice of journalism in broadcast media, to create a conceptual understanding about journalism in the perspective of society and other fields of mass communication. To make them understand the editorial structure and the newsroom functions.

Pre-requisites: Students should have a flair for journalism and a basic idea about broadcast media.

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Television as a Medium Understanding the Medium: Invention and Development; Strengths and Weaknesses of The Medium; Production and Transmission Technology; Working of A TV Camera: Various Camera Shots and Angles for News Coverage, Types of ENG Cameras, Understanding Sound, Light and Colour TV Editing Software: Uses and Limitations	20%
Module II TV News Understanding TV News: News Values, Significance of Timeliness, News as It Happens; Sources of News, Types of News, News Agencies; News Priorities For TV, Comparison with Other News Media, Breaking News: Definition and Practice Working of A News Room: Various Functionaries in A News Room: Reporters, Copy Editors, Input, Editors, Output Editors, News Producers, Cameramen, Video Editors; Backroom Researchers, Reference Library or Archives People, Graphic Artists	20%
Module III TV Reporting TV Reporting: Reporting Skills: Understanding Deadline, Gathering Information, Cultivating, Sources, Planning and Designing A Story, Being Fit and Alert, Presentation Skills: Voice Modulation, Diction, Screen Presence, Body Language; Piece-To-Camera, Phonos, Interview Skills, Instructing Cameraman, Significance of Sound-Bytes, Getting Good Soundbytes;	20%
Module IV TV Editing Writing And Editing TV News: TV Writing Style: Words Vs Visuals, Writing In 'Aural' Style, Content Of News, Anchor Script, Voice Over Script, Writing Headlines, Drafting Of News Scrolls; Updating Information, News Presentation: Structure Of A News Bulletin: Headlines, Individual Stories: Telling A Story Through Visuals, Use Of Graphics, File Shots, Photos Etc., Compilation Of A Bulletin, Live Feed, Anchor's Responsibilities; Skills Required Of A News Anchor: Screen Presence, Presence Of Mind, Interview Skills Etc.	40%

Pedagogy for Course Delivery:

1. Class lectures
2. Class Demo of Equipments
3. Class discussion
4. Field Assignments
5. Operations and handling of Audio & Video Equipments in studio and radio stations.
6. Students project in the form of TV & radio programme.

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Project 1	Project2	Attendance	
Weightage (%)	10	5	10	5	70

Text & References:

- Foundations of Politics Andrew Heywood (Mac Millan Foundation)
- State & Politics in India Edited by Parth Chatterjee (Oxford University Press)
- Betrayal of Indian Democracy M B Chande (Atlantic Publishers)
- Om Heritage Bhartiya Vidya Bhawan's series of Publications
- Robert, Kenny F. Teaching TV Production in a Digital World. Libraries unlimited.
- Pati M.R. Some Aspects of Broadcast Journalism in India. Kalyani Publishers.
- Frank, Lezzi. Understanding Television Production. Prentice-Hall.
- Shrivastava H.O. Broadcasting Technology: A Review. Gyan Publication House.
- Tyrrell, Robert. The Work of a Television Journalist. Focal Press.
- Boretsky, R. A. and Yorovsky A. Television Journalism. International Organisation of Journalists.



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: RADIO PRODUCTION

Course Code: JMC213

Credits: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

To develop on air talent who can produce their own radio broadcasts with fluidity and style, interact with their listeners, and market their radio shows.

Pre-requisites: 1. Introduction of Radio

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Studio Layout	20%
The Radio Studio- Studio Layout, The Studio Desk, Mixer, Control Panel, Console or Board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, Album and Other Discs, Microphones, Stereo, Equipment Faults, Basics of Sound	
Module II Radio Formats and Genres	20%
Radio Formats- Simple Announcements, Radio Talks/Commentaries/Comments, Radio Interviews, Radio Discussions, Radio Features and Documentaries Radio Play, Radio Running Commentaries, Radio Ads/Commercials, Phone ins And Radio Bridges, Music on Radio, Radio News-Radio News Defined Main Characteristics of Radio News as Against News in Other Media	
Module III Writing for Radio	20%
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)	
Module IV Radio Presentation	40%
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, 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)	

Pedagogy for Course Delivery:

1. Class lectures
2. Class Demo of Equipments
3. Class discussion
4. Field Assignments
5. Operations and handling of Audio radio stations.
6. Students project in the form of radio programme.
7. Making knowledge of different types of radio programme.

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Project 1	Project2	Attendance	
Weightage (%)	10	5	10	5	70

Texts & References:

1. Chatterjee, P.C.: Broadcasting in India, Sage, New Delhi, 1988.
2. Masani, Mehra: Broadcasting and People, National Book Trust, New Delhi, 1997.
3. Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.
4. Akash Bharti National Broadcast Trust: Publication Division, New Delhi, 1987.
5. Report of the Working Group on Television 'software for Doordarshan Vol. I & II, Publication Division, New Delhi, 1985.
6. Hellard Robert, writing for television and radio, Words worth Publishing Company, Belmont, 1984.
7. White, Tedel al, Broadcast News, writing, reporting and production. Macmillan, NY. 1984.
8. Mitchell Stephen, Holt: Broadcast News, Radio Journalism and an introduction to Television., Rinehart & Winston. NY. 1980
9. Edger E. Willis & Henary B. Aldrige, Television and Radio, Prentice Hall.
10. Stuart W. Hyde, Television and radio announcing, Kanishka Publishers, Delhi.
11. Smith E. Leslie, Perspective on radio and TV. Harper & Raw NY.
12. Macliesh Robert, Radio Production Techniques. Macmillan. NY.
13. Nostrum William J. Van. The Script Writers' Handbook.
14. Singhal Arvind, & Rogers Everett, India's Information revolution. Sage. New Delhi.
15. Sim Harris & Paul Chantler, Local Radio, Focal press.
16. Ash, William, The Way to Write radio Drama, BBC,
17. Crook, Tim, Radio Drama; Theory and Practice, Landon.



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: VISUAL DESIGNING AND PRODUCTION

Course Code: JMC214

Credit Units: 3

Course Objectives:

The course provides students a broad knowledge of designing of layouts of various mediums, students will be introduced to the art, and commercial practice of advance level of digital graphic designing. Students will explore the making and editing of work to inform their computer graphic designing. Projects will introduce students to the many ways the medium is used in their culture; this includes the making of professional magazines, newspaper layout, and corporate brochure, etc. Students will also learn the terminology used in layouts and designs in indoor medium (newspapers, periodicals, leaflets etc.) as well as outdoor medium (hoardings, posters, banners etc). The students will study the design for advertising layouts, taking into the consideration the choice of typeface and positioning and choice of colours, images and text.

Course Contents/Syllabus:

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Modules	Weightage (%)
Module I House styles	25%
Basic Concept of Style-Sheet and Its Creation, Style Guide: Examples from Newspapers, Magazines; Own Guide Produced for New Publication. Styles: Choice of Typeface and Masthead, Choice and Use of Images and Colour, Positioning of Articles and Images on The Page, Use of Headlines in An Appropriate Font, Point Size, Number of Lines Etc, Text Manipulation, Juxtaposition of Text/Images/Advertising, Typography	
Module II Advertisement Designing	35%
Communicating Through Multiple Media: Digital and Print Produces Integrated Design Solutions. Different Types of Advertising: Press Ad, Magazine Ad, Hoardings, Kiosks, Interior & Exterior Signage, Dangers, And Banners Etc. Choice and Usage of Images and Colours in Advertisements.	
Module III Design Software's	40%
Adobe Photoshop and Coral Draw - Introduction, Interfaces and Various Palettes, Document Setting, About Menus. Different Advertisement Designing Projects – Magazine, Brochure, News Paper, Letter Head, Flex Board Advertisements. Etc, Advertising Campaign: Developing Advertising Campaigns, From Concept to Creation, From Creative to Presentation.	

Pedagogy for Course Delivery:

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.

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop)	Assignment	Class test	Project	Attendance	

down)					
Weightage (%)	10	5	10	5	70

Texts & References:

- Art and production; Sarkar, N.N.
- Newspaper Layout & Design: A Team Approach; Daryl & Moen
- Gary David Bouton - CorelDRAW: The Official Guide
- Steve Schwartz & Phyllis Davis-Pearson Education - Corel Draw for Windows, by



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: SPECIALIZED REPORTING

Course Code: JMC215

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

The aim of the course is to introduce beat reporting and explain the existing beat structure at the local and national level. The coverage of specialized beats pertaining to government, politics, sports & business will be discussed. Students will also be familiarized with investigative reporting.

Pre-requisites: The student must know the basics of print journalism including various aspects of news, news values, news writing and newsgathering. He should have understood the role and responsibilities of a journalist.

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Beat Reporting	25 %
Covering A News Beat, Covering Local Beats, Crime Reporting, Education Reporting, Health Reporting, Civic Issues Reporting, Covering Local Government	
Module II Covering the state and politics	25 %
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)	
Module III Business and Sports Reporting	25 %
Basic Business Knowledge & Business Bodies, Corporate Reporting, Covering Economic Policy (Ministries of Commerce, Finance, Industry, Company Affairs and Other Infrastructure Ministries), How to Develop Good Sports Writing Skills, Covering Local, National and International Level Events	
Module IV Specialized Reporting	25 %
Investigative Reporting: Definition, Elements, Tools, Sting Operations and Latest Trends Investigative Reporting Case Studies: Indian And International, Disaster Reporting Environmental Reporting, Page 3 And Lifestyle Reporting, Gender Reporting, Poverty Reporting, Science & Technology Reporting	

Pedagogy for Course Delivery:

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

Lab/ Practicals details, if applicable: Not Applicable

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment	End Term Examination
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Components (Drop down)	CT	P	V	A	EE
Weightage (%)	10	10	5	5	70

Text & References:

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



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: FILM THEORY AND PRACTICE

Course Code: JMC216

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objective:

This course focuses on the basics of filmmaking and cinema techniques. Students are introduced to principles and methodology of filmmaking. They will be expected to exercise their creativity and visualize and make short films. Apart from filmmaking, preliminary idea to film appreciation will also be introduced. The ability to analyse and put film studies in proper perspective will be intended during the course. Documentary realism will be pitted against mainstream commercial film genres. An attempt to understand the technical as well as the artistic aspects of film making as a means of human communication will be made and classic films will be viewed and discussed.

Pre-requisites: Nil

Course Contents/syllabus:

Modules	Weightage (%)
Module I: Film Theories How to View/Read the Movie, Narrative and Non-Narrative, Film Genre, French New Wave & Italian Neo-Realism, Early Indian Cinema & Golden Era, Evolution of Documentary Films, Auteur Theory, Feminist Film Theory, Avant-Garde & Cinema Verité, Contemporary Indian Cinema, Animation Films, 3-D Cinema and Its Scope	40%
Module II: Language of Cinema World Space and Screen Space, Continuity: Space & Time, Camera Movements, Angles & Shots Different Screen Elements & Mise-En-Scene, Continuous Action, Compression & Expansion of Time and Concepts of Editing, Dimensions of Sound: Onscreen & Off-Screen, Di-Getic & Non-Diegetic, Sync and Non-Sync, Sound Effects, And Silence, Dialogues, Ambient Sound, Background Score & Musical Tracks.	40%
Module III: Case Study of Famous Film Directors Satyajit Ray, Alfred Hitchcock, D.W Griffith, Charlie Chaplin, Guru Dutt, Raj Kapoor, Yash Chopra, Adoor Gopalkrishnan, Rosomon, Citizen Ken, Pather Panchali, Sholay, Charulata, Gone with The Wind Etc	20%

Pedagogy for Course Delivery:

- Lecture delivery
- Presentations
- Question-discussion
- Analysis of Current media scenario.
- Writing exercises

Lab/ Practicals details, if applicable: Studio Required

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Attendance	Class Test	Home assignment	Presentation	
Weightage (%)	5	10	10	5	70

Text and References:

- Television Production Handbook; Zettl, Herbert
- Video production, Belavadi Vasuki
- Writing and Production Television News; Gormly, Eric K.
- Broadcast News Production; Schultz, Brad
- Digital Broadcasting Journalism; Sharma, Jitendra K.
- Broadcast journalism; Boyd, Andrew
- Broadcast journalism; Cohler, David Keith
- Television & Social change in Rural India; Johnson, Kirk
- Producing Public Television, Producing Public Culture; Dornfeld, Barry



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: PUBLIC RELATIONS AND CORPORATE COMMUNICATION

Course Code: JMC217

Credits: 3

L	T	P/ S	SW /F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives: With business & industry growing, there is a clear need for PR persons in every sector. The course acquaints the students with an overview of the discipline, imparts professional knowledge about theories & techniques of Public Relations, provides knowledge of various media available for Public Relations, their functioning & applications as to achieve maximum output from the resources and develops PR skills.

- The main objective of this course is to introduce the basics of PR and its practice to the students
- The course is designed in a manner to reinforce the basic concepts of effective public relations
- The course will make students understand the workings of the media -- and the 'new media' landscape.

Pre-requisites: Nil

Course Contents/Syllabus:

Modules	Weightage (%)
Module I: Understanding PR & CC	25%
PR –Concepts, Definitions And Theory, Brief History Of Public Relations And Emergence Of Corporate Communication - The Historical Links, The Evolution Of PR- The Pioneers And Their Works (Ivy Lee And Edward Burney), Theoretical Underpinnings In PR – JM Gurning’s Model Of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, Viz., PR, Press Agency, Publicity, Propaganda And Advertising, Defining Publics/Stakeholders	
Module II: PR strategies and tools	25%
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) PR And Writing: Press Release Etc, News Releases, Media Alerts and Fact Sheets, Media Kits, Pitch Letters, News Conferences, Radio News Releases and Video News Releases, Media Interviews, Media Tours and Press Parties, Speech and Presentations, Events Lobbying, Crisis Management, Use of New Media by PR Professionals	
Module III Introduction to Corporate Communication	25%
Defining Corporate Communication and Its Importance, 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 IV Corporate Communication Strategies and Tools	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 Relation	

Pedagogy for Course Delivery:

- Lecture delivery
- Presentations
- Question-discussion
- Analysis of PR campaigns
- Writing exercises
- Mock Press Conferences/ media interview/ speech and presentations in class

Lab/ Practicals details, if applicable: NA

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Attendance	Class Test	Home assignment	Presentation	
Weightage (%)	5	10	10	5	70

Text & References:

- Wilcox, Dennis L, Cameron, Glen T., ‘Public Relations Strategies and Tactics’, Ninth Edition Pearson Education
- Seitel, Fraser P., ‘The Practice of Public Relations’ Seventh Edition, Prentice Hall International
- Butterick, Keith ‘Introducing Public Relations: Theory & Practice 1st Edition’, Sage Publication India

Any other Study Material:

- PR Journal
- PR Quarterly
- Vidhura.
- Press releases found on www.pnewswire.com
- Case studies found on www.prsa.org



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: FOLK AND POPULAR MEDIA OF INDIA

Course Code: JMC218

Credits: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

On completion of the course students should be able to:

1. Understand how folk media reflects societal concerns.
2. Describe the scope and characteristics of folk media.
3. Know the roots and type of folk-art form.

Pre-requisites: Nil

Course Contents/Syllabus:

Modules	Weightage (%)
Module I: Folk Media – Definition, Meaning	40%
Folk Media: Meaning & Definition, Nature and Scope of Folk Media, Characteristics of Folk Media, Types of Folk Media: Dance, Theatre & Music, Folk Theatre: Bhavai, Tamasha, Nautanki, Ramlila, Raslila, Jatra And Yakshagana, Folk Music: Bihugeet-Assam, Boul-Bengal, Punjab, Mand-Rajasthan, Kajari-Uttar Pradesh, Bihar, Gujarat & Maharashtra, Folk Dance: Garba, Tamasha & Lavani Etc., Folk Tales & Folklore, Forms of Folk Music: Indian And Western	
Module II: Popular and Traditional Media	20%
Traditional Media as An Effective Communication Tool, Popular and Traditional Media and Their Relation, High Art Versus Low Art, Traditional Media, Popular Media and Cultural Hegemony	
Module III: Folk Media and its Implications	40%
Integrated Use of Folk Media and Mass Media, Role of Folk Media in Nation Building, Use of Folk Media by Government Agencies (Like-DFP, Song And Drama Division, Department of Information and Public Relations), Some Prominent Folk Artists-Habib Tanveer, Shivaram Karanth, Teejanbai, Parvati Boul, Problems and Prospect of Folk Artists, Traditional Media as a Tool of National Integration, Democratization of Communication	

Pedagogy for Course Delivery:

- Lecture delivery
- Presentations
- Question-discussion
- Analysis of PR campaigns
- Writing exercises
- Mock Press Conferences/ media interview/ speech and presentations in class

Lab/ Practicals details, if applicable: NA

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Attendance	Class Test	Home assignment	Presentation	
Weightage (%)	5	10	10	5	70

Text & References:

- Singer, Melton(ed) Traditions in India: Structure and Change, American Folk society, 1957

- Doctor, Aspi and Farzana Chaze, Mass communication- A Basic Study, Mumbai: Sheth Publisher, 8th Ed, 2004
- Kumar, Keval Kumar: Mass Communication in India, Mumbai, Jaico Publisher
- Malik, Madhu: Traditional Form of Communication and the Mass Media in India, Paris: Unesco 1983
- Mukhopadhyay, Durgadas; Lesser known forms of Performing Arts in India New Delhi: Sterling 1978
- Parmar Shyam: Traditional Folk Media in India New Delhi: Geka Books 1975
- Parmar Shyam: Folk Music Mass Media, New Delhi: Communication Publication
- Gargi, Balwant: Folk Theater in India, Bombay: Rupa & Co, 1991 - Sri Vastva, Sahab lal, Folk Culture and Oral Tradition New Delhi, Abhinav Publication, 1974



SEMESTER III

AMITY UNIVERSITY

MADHYA PRADESH

Course Title: NEW MEDIA ECOLOGY
Course Code: JMC311
Credits: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	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 student will learn to design and create a website.
- (ii) They will learn to create content for websites and curate content.
- (iii) This course will also give an overview of digital marketing content.
- (iv) The course will enable a student to enhance a website visually.

Pre-requisites: The student should have a basic understanding of New Media and its emergence in the world.

Course Contents/Syllabus:

Modules I:	Weightage (%)
Module I Understanding New Media	35%
Definition and Nature: Cyber Culture, New Media, Media Ecology, Virtual Space, Characteristics (Archiving, Simulating, Networking, Hyper Linking, Interface), Digital Media and Virtual Reality, New Media Literacy (Basic, Specialised, Advanced)	
Module II Basic Concepts	35 %
Digital Activism (Cute-Cat Theory), Digital Native, Digital Novice, Digital Immigrant, Digital Identity, Digital Dark Age, Digital Dementia, Cyborg, Search Engine Optimization Etc.,	
Module III: Applications, laws and Ethics	30 %
Social Networking, Instant Messaging, Digital Marketing, Freedom of Speech and Expression [Art 19(1a)], Reasonable Restrictions, Art [19(2)], Unethical New Media Practices (Hate Speech, Memes, Trolls Etc, Online Privacy and Preventive Measures), SOPA and PIPA, Mindful Communication	

Pedagogy for Course Delivery:

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

Lab/ Practicals details, if applicable: Not Applicable

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)	CT	HA	Viva	Attendance	
Weightage (%)	10	10	5	5	70

Lab/ Practical/ Studio Assessment: NA

Text & References:

- Briggs Mark., Journalism 2.0: How to Survive and Thrive
- Wardrip Noah -Fruin & Montfort Nick. The New Media Reader
- Bloomstein Margot. Content Strategy at Work: Real World Stories to Strengthen Every Interactive Project
- Rao Srinivas: Web Traffic & Content Strategies



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: ADVANCE FILM THEORY & PRACTICES

Course Code: JMC312

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objective:

This course focuses on the basics of filmmaking and cinema techniques. Students are introduced to principles and methodology of filmmaking. They will be expected to exercise their creativity and visualize and make short films. Apart from filmmaking, preliminary idea to film appreciation will also be introduced. The ability to analyse and put film studies in proper perspective will be intended during the course. Documentary realism will be pitted against mainstream commercial film genres. An attempt to understand the technical as well as the artistic aspects of film making as a means of human communication will be made and classic films will be viewed and discussed.

Pre-requisites: Nil

Course Contents/syllabus:

Modules	Weightage (%)
Module I Film Production Development Stage, Pre-Production, Production, Post Production, Distribution, Promotion & Release Scriptwriting: Narrative Composition: 3 Plot Structure, Characterization & Dramatic Structure, Scriptwriting Formats, Step Outline & Shot Break Down Screen Play, Storyboarding & Shooting Script., Script Selection, Writing Proposal Production: Key Members of Film Production Unit, Role of Producer & Director, Role of Production Manager, Budgeting & Budgeting Formats, Scheduling & Recce, Casting and Source of Casting	40%
Module II Camera, Lighting and Editing Camera Formats, Functions & Operations of Camera, Camera Mounts Lighting Equipments, Continuous Lighting, Studio Lighting, Filters & Gel White Balance & Colour Temperature, Lighting in Films, Linear & Non-Linear Editing, Online and Offline Editing, Technical Vs Creative Editor, Basic Transitions, Match Cut, Jump Cut, Cut-In & Cut-Away, Parallel Cutting & Inter-Cutting, Intellectual Editing & Montage Theory Techniques of Editing- Action Sequence, Comedy Sequence, Romantic Sequence, Conversation Sequences, Chasing Sequence, Music Video Etc, Use of Graphics & Animation, Basics Operations of Final Cut Pro	40%
Module III Documentaries Film Making and Marketing of Film Producing a Documentary, Types of Documentary Films, Scripting Documentary Film, Post-Production Techniques of Documentaries, Narration and Voice-Over Style, Importance of Research in Documentary Film, Pitching the Producer & Distributors, Packaging of Final Product Marketing and Promotion Strategies, Exhibition & Film Festival, Funding Agencies and Financial Issues, Associations and Guilds, Changing Audience Perceptions and Tastes, Strategies to Garner Profit: Multi Theatre or Single Theatre Release	20%

Pedagogy for Course Delivery:

- Lecture delivery
- Presentations
- Question-discussion
- Analysis of Current media scenario.
- Writing exercises

Lab/ Practicals details, if applicable: Studio Required

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Attendance	Class Test	Home assignment	Presentation	
Weightage (%)	5	10	10	5	70

Text and References:

- Television Production Handbook; Zettl, Herbert
- Video production, Belavadi Vasuki
- Writing and Production Television News; Gormly, Eric K.
- Broadcast News Production; Schultz, Brad
- Digital Broadcasting Journalism; Sharma, Jitendra K.
- Broadcast journalism; Boyd, Andrew
- Broadcast journalism; Cohler, David Keith
- Television & Social change in Rural India; Johnson, Kirk
- Producing Public Television, Producing Public Culture; Dornfeld, Barry



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: DEVELOPMENT COMMUNICATION

Course Code: JMC313

Credit Units: 3

L	T	P/S	TOTAL CREDIT UNITS
3	0	0	3

Course Objectives:

- To enhance students understanding in the concept of development & To increase understanding about community and organization
- To increase student's knowledge in development communication
- To understand role of different Government and Non-government Organizations in development communication
- To introduce need of different communication approaches for different settings

Prerequisites: NIL

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Concept of Development Definition and Process of Development, Key Concepts in Development - Self Reliance, Dependence, Cultural Identity, Decentralization, Participation, Areas of Development – Politics, Social And Economic Issues, Agriculture, Population Control, Literacy & Education, Vocational Training, Farm Sector, Public And Private Sector Industries, Health & Family Welfare, Environment Issues, Water Harvesting And Management, Pollution, Climate Change, Energy Consumption, Child Labour, Trafficking, Domestic Violence, Social Justice, Issues Of Inequality, Tribal Development, Issues Of Women And Children, Rural Development, Urbanization And Related Problems Theories and Paradigms of Development	20%
Module II Concept of Community, Structure and Organization Concept and Characteristics of a Community, Structure and Organization of Different Types of Communities, Tribal, Rural and Urban and Urban Slums, Meaning and Scope of Community Organization, Prs, Cooperatives, Youth Organizations, Other Organizations for Community Empowerment, Meaning, Characteristics, Types and Functions of Groups, Stages and Process of Group Formation, Group Norms and Structure	20%
Module III Development Communication Promotion of Development Communication Role of Government Organizations in Development Communication Such as Akashwani, DAVP, IEC Bureau, Resource Centres, Songs and Drama Division, Non-Government Organizations Role of NGOs In Development, Corporate Social Responsibility (CSR) Development Communication and Extension Activities (Work)	20%
Module IV: Approaches in Development Communication Communication Planning at National, State, Regional, District, Block and Village Levels, Communication Strategies and Action Plans, Case Studies, Campaigns, Social Marketing, Social Mobilization, Message Design in Communication, Role of Mass Media: Print, Radio, TV, Outdoor Publicity and Traditional Media - Music, Drama, Dance, Puppetry, Street Play, Fairs, Festivals and Their Role in Development, Cyber Media and Development: E-Governance, Digital Democracy & E-Chaupal, ICT (Information Communication Technology) & Development, SITE Experiment, Participatory Approaches of Communication, Barriers in Development Communication,	40%

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.

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	CT	HA	Viva	Attendance	
Weightage (%)	10	10	5	5	70

Lab/ Practical/ Studio Assessment: NA**Text:**

1. Narula Uma, Har Anand., 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. Srinivas R. Melkote, Communication for Development in the Third World, Sage, New Delhi
6. Daniel Lerner & Wilbur Schramm., Communication and Changes in Developing Countries, East West Communication Centre, Honolulu
7. Rogers Everett M., Communication and Development: Critical Perspective, Sage, New Delhi
8. Michael P Longman., Economic Development in the Third World, Todaro, New York



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: EVENT AND BRAND MANAGEMENT

Course Code: JMC314

Credit: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course objective Objectives

- To initiate the students into the world of corporate communications, public relations and technical writing.
- To pave the way for the students to choose the career of professional corporate Communicators.

Pre-requisites: NA

Course Content/Syllabus:

Modules	Weightage (%)
Module I Introduction to Event Management	25%
Early Beginnings- Definition of Events. Distinction Between Everyday Events and An Event Per-Say, How to Make an Event Out of Ordinary Activities. Need for Management of Events. Difference Between Marketing /Advertising and Event Management. Role of Event Management in The Context of Organizational Needs. Events as Part of PR And Corporate Campaigns. Understanding the Importance Of – Meetings, Press Conferences, Conventions, Expositions.	
Module II Corporate Identity	25%
Goal Settings and Objectives, Identifying Target Groups, Situation Analyst Planning Strategies and Execution, Pre-Event and Post Event Activities, Logistics Money Manpower Time and Tech Support, Measuring Success or Failure Lessons Learnt, Case Study-One Event to Be Conducted and Managed by The Students in Groups	
Module III: Brand Concepts and Brand Strategies	25%
Evolution of Brands, Brands & Products, Brand Perspective, Brand Differentiation, Brand Positioning, Brand Image, Brand Equity, Brand Extension, Closing Branding Strategies, Product Branding, Line Branding, Range Branding, Umbrella Branding, Source Double Branding, Endorsement Branding	
Module IV: Tools of Corporate & Brand Communication	25%
Desktop Publishing (DTP), Corporate Communication Through Websites, Designing of Website Annual Reports: Budget, Timing and General Concepts of The Annual Report, Essentials of Designing A Report, Types of Leaflets, Formal and Informal Invitations, Designing of Leaflets, Invitations, Blogs, Pod Casting, Chat Rooms, Social Networking Sites and Current TV: Impact of Citizen Journalism And “Transparency” On Corporate Communications Practice	

Pedagogy for Course Delivery:

1. Class lectures
2. Class Demo of Equipments
3. Class discussion
4. Field Assignments

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Project 1	Project2	Attendance	

Weightage (%)	10	5	10	5	70
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Text and References

1. Joseph Fernandez, *Corporate Communications A 21st Century Primer*. New Delhi-Response Books.
2. C.S. Rayadu & K.R. Balan, *Principles of Public Relations*. Bangalore-Himalaya Publishing House.
3. CEOs of leading PR Firms. *The Art of Public Relations*. New Delhi, Vision Books.
4. Sharon Gerson, *Technical Writing: Process and Product*, Pearson Education
5. B.N. Ahuja & SS Chhabra, *Advertising & Public Relations*. Delhi, Surjeet Publications.
6. Alison Theaker. *The Public Relations Handbook*. New Delhi-Vikas Publishing House Pvt.Ltd.
7. Scott.M. Cutlip, Allen H. Centre. *Effective Public Relations*. New Jersy-Pentice Hall. Books



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: WEB DESIGNING

Course Code: JMC315

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
2	0	1	0	3

Course Objectives:

- To study of the entire print reproduction process from idea formulation to designer’s drawing board to the printer’s finished product.
- To study the history of graphic design to the present era.
- To study the layout theory applied to digital and print production.
- To understand the mechanics, principles, and life cycle of the digital publishing process.
- To understand the print production process.

Prerequisites:

The student should have an understanding of “Media Design” subject from semester one and design principle and elements.

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Story of Design and Introduction of Layout	25%
What Is Design, Introduction to Design Role of Design in Society, Impact/Function of Design Indigenous Design Practices, Role of Design in The Changing Social Scenario. Role and Responsibility of Designers, Types of Layout.	
Module II Digital Publication	45%
Trends In Digital Publishing, Understanding The Basic Terms For Newspaper: Body, TOC, Masthead, Heads & Titles: Kicker, Deck, Subhead, Running Head, Continuation Head, Page Number, By-Lines; Continuation Line: Jump Lines, Continuation Heads; End Sings; Pull-Quotes, Photos/ Illustration: Mug Shots, Caption, Photo Credit Line; Mailing Panel, Setting Up In-Design For Designing Digital Documents, Creating A Slide Presentation, Advanced PDF Presentation. Creating Effects for Presentation, Creating Interactive Mood Board, Creating Digital Portfolio, Creating A Digital Magazine with In-Design and Flash In-Design to Flash Production Concept.	
Module III – Print Production Essentials	30%
Digital Printing and Types of Digital Printing Devices, Types of Jobs That Are Appropriate for Digital Printing, Digital Consideration, Digital Colour, Large-Format Output, Variable Data	

Teaching Pedagogy

The classes will be theoretical with practical assignments for every theory concept they learn.

Pedagogy for Course Delivery:

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.

Lab/ Practicals details, if applicable: NA

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment	End Term Examination
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Components (Drop down)	Assignment	Class test	Project	Attendance	
Weightage (%)	10	10	5	5	70

Text& Reference:

- **Harrower, 2008, *the Newspaper Designer's Handbook*, McGraw-Hill Higher Education**
- **White, 2011, *the Elements of Graphic Design*, Allworth Press**
- **Drucker, McVarish, 2008, *Graphic Design History: A Critical Guide*, Pearson**



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: ANCHORING AND NEWS ROOM PRACTICES

Course Code: JMC316

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

- To make the students deliver information in a professional manner
- To make the students prepare anchor scripts of their own
- To enable students handle situations of live
- To understand the challenges and find solutions of working as a media professional

Pre-requisites: Preferably Bachelors in Journalism and mass Communication

- Students should be willing to present themselves on screen with content.

Course Contents/Syllabus:

Modules	Weightage (%)
Module I How to Read	35%
Diction, Pronunciation, Style, Grammar, Voice Modulation Appearance, Command Over Language, Understand What You Say, Difference Between A Live and Recorded Programme Anchoring, Challenges of A Live Bulletin	
Module II Art of Anchoring	30%
Anchoring for Various Formats: Business, Sports, Entertainment, Crime, Live Programming, News Programming, Anchoring Interviews: One to One, News Journal, Celebrity, Political, Reality Shows: Dance Show, Talent Show, Danger Shows, Award Function, Entertainment Shows: Film Review, Celebrity, Box Office Review, Film Gossips Sports or Business Show Match Review, Player Review, Post Match PC, Match Analyses, Sensex, Nifty, Real Estate, Shares, Documentary: On Location, Description of Location, Show, News Bulletin Knowledge of Daily News, Talk Shows: Political, Business, Entertainment, Current Affairs	
Module III Newsroom Practices	35%
TV Newsroom Structure, Process of Broadcast of a News Report, INGEST: Feed, FTP, Recording, 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, 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.	

Pedagogy for Course Delivery: hands on experience. Watching TV shows. Explaining through tv shows. studio work.

Lab/Practicals details, if applicable: Studio Required

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	CT	Presentation	HA	Attendance	
Weightage (%)	10	10	5	5	70

Text & References:

- **The ABC of News Anchoring**

By Richa Jain Kalra

The Broadcast Journalism Handbook: A Television News Survival Guide

- By Robert Thompson, Cindy Malone
- News casting in electronic media, by Mohan sundara rajan
- On Camera: how to report anchor and interview by Nancy Reardon
- Power Performance: Multimedia Storytelling for Journalism and Public Relations by Tony Silvia, Terry Anzur
- Presenting Magically: Transforming Your Stage Presence With Nlp by [Tad James](#), [David Shephard](#)



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: MEDIA ETHICS, LAWS AND REGULATIONS

Course Code: JMC317

Credits: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

- To introduce students to ethical issues and legal restraints placed upon media
- To discuss the conflicting traditions of a free but regulated mass media
- To describe the various media laws
- To understand the context and framework of media regulation in India
- To discuss the issues arising from regulation of the media
- To locate the role of various stakeholders in content regulation of the media

Pre-requisites: Nil

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Media Ethics	20 %
Ethical Framework, Ethics in Journalism, Press as The Fourth Estate, Code of Conduct for Journalists, Press Council Guidelines, Confidentiality of Sources. Editorial Content & Integrity, Trends in Commercialization: Paid News, Advertorials, Private Treaties, Case Studies (National and International)	
Module II Freedom of Press	10 %
Constitutional Provisions of Freedom of Speech and Expression, Restrictions on Freedom of Speech and Expression, Law on Sedition, Morality, Obscenity and Censorship	
Module III Media Laws	40 %
Introduction to The Legal System in India, Defamation, Contempt of Court Right to Privacy, Intellectual Property Rights (Copyright), Right to Information Cinematograph Act, Indecent Representation of Women Act.	
Module IV Media Regulation	30 %
Regulatory Bodies for Print, Broadcast, Films (PCI, NBA, BCCC, Censor Board) Framework of Broadcast Regulation in India, Cable Television Regulation Act, 1995, Content Regulation on Television, The Role of Stakeholders in Content Regulation, Self-Regulation	

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.

Lab/ Practicals details, if applicable: Not Applicable

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)	CT	HA	Viva	Attendance	
Weightage (%)	10	10	5	5	70

Lab/ Practical/ Studio Assessment: NA

Text & References:

- Divan, M.G. (2013). Facets of Media Law A mini encyclopaedia covering multiple dimensions of media law. New Delhi: Eastern Book Company.
- Christians, G.C. et al. (2011). Media Ethics.
- Thakurta, P. G (2012); Truth Fairness Objectivity: Oxford University Press
- Kumar Keval J, Mass Communication in India
- Christians, G.C. et al. (2011). Media Ethics



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: MEDIA ECONOMICS

Course Code: JMC318

Credits: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

1. To familiarize students with the concepts of economics being used in media.
2. To enable students to understand the economics of Media production.
3. To enable students to understand the organisational functioning of Media production houses.
4. To familiarize students with relationship of media economics with public policy.

Pre-requisites: Nil

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Basics of Media Economics	40 %
An Introduction to Media Economics Theory and Practice, Economics and Media Regulation, Supply and Demand, Elasticity of Demand and Supply. Types of Media Markets.	
Module II Structure and Change	20 %
Indian Media Industry: Organisation Structure and Challenges The Economics of International Media, Global Media Conglomerate	
Module III Media Ownership	20 %
Media, Markets and Public Spheres, How Business Strategy Shapes Media Content How Media Business Influences Society. Ownership and Control. Contemporary Start Up Culture in Indian Scenario	
Module IV Media Networks, Associations and Guilds	20 %
The Broadcast Television Networks, Contemporary Radio Industry: Revenue Generation and Challenges Online Media: Concept of Online Profit-Making Via YouTube And Social Media. Organic and Inorganic Reach Concept of Pay Per Click, Social Media Advertising. Crypto Currency, Online Banking Practices and Limitations	

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.

Lab/ Practicals details, if applicable: Not Applicable

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)	CT	HA	Viva	Attendance	
Weightage (%)	10	10	5	5	70

Lab/ Practical/ Studio Assessment: NA

Text & References:

- Potter, W. J. (2013). *Media literacy*. Sage Publications.
- Doyle, G. (2013). *Understanding media economics*. SAGE Publications Limited.
- Matsaganis, M. D., Katz, V. S., & Ball-Rokeach, S. J. (2010). *Understanding ethnic media: Producers, consumers, and societies*. Sage.
- Kumar Keval J, *Mass Communication in India*
- Albarran, A. B. (2002). *Media economics*. John Wiley & Sons, Ltd.



SEMESTER IV

AMITY UNIVERSITY

MADHYA PRADESH

Course Title: FILM APPRECIATION

Course Code: JMC411

Credits: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

1. To familiarize students with the skills related to critical film appreciation.
2. To discuss cultural impact of different nation over film industries.
3. To enable students to understand history and current scenario of various cinema industries.
4. To familiarize students with film psychology.

Pre-requisites: Nil

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Basics of Cinema	30%
History of Cinema, Language of Cinema, Cinema and Other Traditional Arts, Film Styles and Movements, Film Psychology	
Module II Film Genres	20 %
Film Genres: Types, Categories, Classifications or Groups of Films. General Ideas on Art Theory as A Consumer Habit as Audience Sound and Aesthetics of Sound	
Module III International Cinema	40%
Cinema Culture of Various Countries Indian Cinema Industry Japanese Cinema Industry Chinese Cinema Industry Korean Cinema Industry European Cinema: Poland, Russia, UK, Italy, France Etc Iranian Cinema Hollywood (American Film Industry)	
Module IV Film Industry	10 %
Impact of Cinema on Audience Case Studies of Various Film Directors and Production Houses Auteur Theory and Its Relevance	

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.

Lab/ Practicals details, if applicable: Not Applicable

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)	CT	HA	Viva	Attendance	
Weightage (%)	10	10	5	5	70

Lab/ Practical/ Studio Assessment: NA

Text & References:

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



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: CURRENT AFFAIRS AND MEDIA ANALYSIS

Course Code: JMC412

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

The students are now in the brink of entering the job market or pursuing higher studies. Before stepping out, the modules will serve as a refresher course which will comprehensively cover current newsmakers and events in the national and international arenas. Also, national and international organization's in-depth analysis will be done so that the students will understand its significance. Students will be introduced to and kept updated on other current issues and affairs, which are high on the world agenda. The students will also get a chance to discuss and debate on contemporary issues.

Prerequisites: Students should have adequate and up to date knowledge of current affairs.

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Overview	25 %
What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	
Module II Analysis of National and International News and Current Affairs	25 %
Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	
Module III Global Economic Trends and Issues	25 %
Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates, World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	
Module IV Indian Topical Issues and Their Backgrounders	25 %
Indian Constitution, Naxalism And Marxism, Criminalization of Politics Indian Foreign Policy: India And Issue of Permanent Seat in The UN	

Pedagogy for Course Delivery:

The class will be taught by giving references of daily news which comes both in the print and broadcast media. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for news analysis. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Their inclination towards research and analysis in the contemporary issues will get a boost. Various nuances of the news analysis will be acquainted to the students so that it will help them understand the intricacies of the media industry in general and news industry in particular.

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
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100%	NA	100%
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Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Mid-Term Exam	Project	Viva	Attendance	
Weightage (%)	10%	10%	5%	5%	70%

Text & References:

- Lorimer Rowland. Mass Communication
- DeFleur Melvin. Understanding Mass Communication
- Singhal Arvind & Rogers Everett. India's Communication Revolution
- Klapper Joseph. Mass Communication Effects

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**



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Internship

Course Code: SIP413

Credits: 9

L	T	P/S	SW/FW	TOTAL CREDIT UNITS
0	0	0	9	9

GUIDELINES FOR INTERNSHIP

There are certain phases of every Intern's professional development that cannot be effectively taught in the academic environment. These facets can only be learned through direct, on-the-job experience working with successful professionals and experts in the field. The internship program can best be described as an attempt to institutionalize efforts to bridge the gap between the professional world and the academic institutions. Entire effort in internship is in terms of extending the program of education and evaluation beyond the classroom of a university or institution. The educational process in the internship course seeks out and focuses attention on many latent attributes, which do not surface in the normal class room situations. These attributes are intellectual ability, professional judgment and decision-making ability, inter-disciplinary approach, skills for data handling, ability in written and oral presentation, sense of responsibility etc.

- To provide an out-of-the classroom training environment for the students and provide opportunities for them to apply the knowledge and skills that they have learnt in real life working environment.
- To enable our students to be exposed to more real-life work situations and prepare them for their career /working life.
- ASCO would always remain in loop of a students' placement and training assignments.

In order to achieve these objectives, each student will maintain a file (**Internship File**). The Internship File aims to encourage students to keep a personal record of their learning and achievement throughout the Programme. It can be used as the basis for lifelong learning and for job applications. Items can be drawn from activities completed in the course modules and from the workplace to demonstrate learning and personal development.

The Internship report will assess the student's analytical skills and ability to present supportive evidence, whilst demonstrating understanding of their organization, its needs and their own personal contribution to the organization.

The **layout guidelines** for the Internship File:

- A4 size Paper
- font: Arial (10 points) or Times New Roman (12 points)
- line spacing: Preferably double space.
- top and bottom margins: 1 inch/ 2.5 cm; left and right margins: 1.25 inches/ 3 cm

The File will include **five sections** in the order described below. The content and comprehensiveness of the main body and appendices of the report should include the following:

1. **The Title Page**--Title - An Internship Experience Report For (Your Name), name of internship organization, name of the Supervisor/Guide and his/her designation, date started and completed, and number of credits for which the report is submitted.
2. **Table of Content**--an outline of the contents by topics and subtopics with the page number and location of each section.
3. **Introduction**--short, but should include how and why you obtained the internship experience position and the relationship it has to your professional and career goals.
4. **Main Body**--should include but not be limited to daily tasks performed. Major projects contributed to, dates, hours on task, observations and feelings, meetings attended and their purposes, listing of tools and materials and their suppliers, and photographs if possible, of projects, buildings and co-workers.
5. **Appendices**--include pamphlets, forms, charts, brochures, technical and descriptive literature, graphs and other information related to your Internship experience.

The **Main Body** will have **three sections** and will include the following items which will be evaluated for the final assessment: -

1. An **analysis of the company/organization** in which the student is working
2. A **personal review** of the student's management skills and how they have been developed through the programme.

3. The **research report** that the student has prepared on the project assigned to him by the organization. (In case a student is not assigned a specific research project in the organization, he has to select any one aspect of the organization and prepare a research report on it).

ASSESSMENT OF THE INTERNSHIP FILE

The student will be provided with the Student Assessment Record (SAR) to be placed in front of the Internship File. Each item in the SAR is ticked off when it is completed successfully. The faculty will also assess each item as it is completed. The SAR will be signed by the student and by the faculty to indicate that the File is the student's own work. It will also ensure regularity and meeting the deadlines.

STUDENT ASSESSMENT RECORD (SAR)

Management File Item	Criteria for successful completion of the item
1. Analysis of organization (1500-2000 words)	<ul style="list-style-type: none"> • Clear presentation of ideas and analysis • Provides an organizational diagram, following organization presentation conventions • Analysis covers the organization's: <ul style="list-style-type: none"> ➤ Business strategy and mission ➤ Structure ➤ Resources and assets ➤ Current financial performance ➤ Leadership/decision-making style ➤ Staffing and skill base ➤ Products/services and customers
2. Personal review of Management skills development (1000-1500 words)	<ul style="list-style-type: none"> • Clear presentation of ideas and analysis • Demonstrate awareness of own management skills • Presents critical analysis of own management effectiveness, supported with examples • Provides evidence of development of specific management skills e.g. strategic, financial, leadership • Explains how new skills and learning have benefited the organization and self
3. Design of Research Project (1500- 2000 words)	<ul style="list-style-type: none"> • Clear presentation of ideas and analysis • Justifies the choice of subject for the research project and why this might be beneficial to the organization • Selects and justifies appropriate research methods for the project • Demonstrate understanding of the key stages in undertaking a research project • Indicates which analytical/statistical tools would be most appropriate and why • The design plan takes account of the resourcing implications of carrying out the research e.g. staffing and other costs

Examination Scheme:

Report by Student (Internship File)

a. Organization & Presentation/Language and clarity /substance of Contents covered and Comprehensiveness	20%
b. Research Report	30%
Industry Feedback (continuous)	20%
Presentation & Viva (At the end)	30%
Total	100%



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: DISSERTATION/SPECIALIZED PROJECTS

Course Code: DSA414

Credit Unit: 9

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
0	0	0	9	9

S. No	Course Title	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: 5-6 WEEKS

GUIDELINES

The procedure for doing a Summer Project is as following:

- Choosing a subject/topic for Summer Project
- Finalization and approval of topic of Summer Project by respective faculty guide on a proper format (Synopsis)
- Online registration by the students
- Allocation of faculty guides on Amizone by the Institution
- Submission of Weekly Progress Report (WPR) to the respective faculty guide.
- Maintenance of Daily diary of work done by the student and submitting the same to the faculty guide.
- Writing the first and second draft of the topic and getting the same duly approved by the faculty guide
- Editing and preparing the final paper with plagiarism report.
- Submission of Final Report

1. Choosing a Subject/ topic for Dissertation

- The subject chosen should not be too general.
- 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 stragglng 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 its "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 10 % 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 sections, 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.	CREDIT UNITS	Pages	No. of Copies	Binding Type
1	6	Up to 60 to 70 Pages	02 copies	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 (CIA = 30)
1	Timely Registration	02
2	Topics & Synopsis Approval	02
3	WPRs (No. of WPR Submitted) (Satisfactory WPR)	05 07
4	1 st Draft on time	02
5	2 nd 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



AMITY UNIVERSITY

MADHYA PRADESH

Syllabus of M.A (Journalism & Mass Communication)

Approved by Board of Studies

2020-2022

Amity School of Communication

AUMP, Gwalior

Amity School of Communication
Programme: Master of Journalism & Mass Communication [MA (J&MC)]

Sr. No.	Course Code	Title of Course	Total Credit: 112 Total Hours: 112	
			Total Credits	Total Hours
1	JMC111	THEORIES OF COMMUNICATION	3	3
2	JMC112	BASICS OF PRINT JOURNALISM	3	3
3	JMC113	MEDIA DESIGNING	3	3
4	JMC114	ADVERTISING PRINCIPLES AND PRACTICES	3	3
5	JMC115	AESTHETICS OF PHOTOGRAPHY	3	3
6	JMC116	INTRODUCTION TO RADIO	3	3
7	JMC117	MASS MEDIA INDUSTRY	3	3
8	JMC118	POLITICAL COMMUNICATION	3	3
9	BSP143	BEHAVIOURAL SCIENCE-I	1	1
10	BCP141	ADVANCED COMMUNICATION-I	1	1
11	FLP144	FRENCH-I	2	2
Total			28	28
Sr. No.	Course Code	Title of Course	Total Credits	Total Hours
1	JMC211	COMMUNICATION RESEARCH	3	3
2	JMC212	TELEVISION JOURNALISM	3	3
3	JMC213	RADIO PRODUCTION	3	3
4	JMC214	VISUAL DESIGNING AND PRODUCTION	3	3
6	JMC215	SPECIALIZED REPORTING	3	3
7	JMC216	FILM THEORY AND PRACTICES	3	3
8	JMC217	PUBLIC RELATIONS AND CORPORATE COMMUNICATION	3	3
9	JMC218	FOLK AND POPULAR MEDIA OF INDIA	3	3
10	BSP243	BEHAVIOURAL SCIENCE-II	1	1
11	BCP241	ADVANCED COMMUNICATION-II	1	1
11	FLP244	FRENCH-II	2	2
Total			28	28
Sr. No.	Course Code	Title of Course	Total Credits	Total Hours
1	JMC311	NEW MEDIA ECOLOGY	3	3
2	JMC312	ADVANCED FILM THEORY AND PRACTICES	3	3
3	JMC313	DEVELOPMENT COMMUNICATION	3	3
4	JMC314	EVENT AND BRAND MANAGEMENT	3	3
5	JMC315	WEB DESIGNING	3	3
6	JMC316	ANCHORING & NEWSROOM PRACTICES	3	3
7	JMC317	MEDIA LAWS AND ETHICS	3	3
8	JMC318	MEDIA ECONOMICS	3	3
9	BSP343	BEHAVIOURAL SCIENCE-III	1	1
10	BCP341	ADVANCED COMMUNICATION-III	1	1
11	FLP344	FRENCH-III	2	2
Total			28	28
Sr. No.	Course Code	Title of Course	Total Credits	Total Hours
1	JMC411	FILM APPRECIATION	3	3

2	JMC412	MEDIA ANALYSIS AND CURRENT AFFAIRS	3	3
3	SIP413	INTERNSHIP	9	9
4	DSA414	DISSERTATION/SPECIALIZED PROJECT	9	9
5	BSP443	BEHAVIOURAL SCIENCE-IV	1	1
6	BCP441	ADVANCED COMMUNICATION-IV	1	1
7	FLP444	FRENCH-IV	2	2
Total			28	28

2018-2020



Semester I

AMITY UNIVERSITY

MADHYA PRADESH

Course Title: THEORIES OF COMMUNICATION

Course Code: JMC111

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

- To understand the flow of information
- To know the concept, definition and purpose of studying communication models and theories
- To get introduced with different models and theories of communication

Prerequisites: NIL

Course Contents/Syllabus:

Modules:	Weightage (%)
Module I Understanding Communication	20%
Origin, Basic Concepts, Definition, Nature, Process and Functions, Types of Communication and Their Contexts, Different Schools of Communication (Semiotics, Process)	
Module II Different Thoughts of Communication	20%
Indian Perspectives - Sadharanikaran And Other Seminal Thoughts. Early European Perspectives - Rhetoric, Aristotle And Sophists. Modern Perspectives - Technological Determinism Media System-Factors and Theories (Authoritarian, Libertarian, Socialistic, Social Responsibility, Development)	
Module III Models of Communication	20%
Linear Models (Laswell, Shannon-Weaver, Barlow's Scar), Circular Model (Schramm- Osgood, Dance Helical Model) Triangular Model (Newcomb's Abx Model), Gerbner Model, Westley & Maclean's Model, Jacobson Model	
Module IV Theories of Mass Communication	40%
Magic Bullet Theory, Propaganda Theory, Two Step Flow Theory, Persuasion Theory, Limited Effects Theory, Play Theory, Uses and Gratifications Approach, Agenda Setting Theory, Dependency Theory, Dissonance Theory (Selective Perception, Selective Exposure, Selective Retention), Cultivation Theory, Dependency Theory, Critical Cultural Theory, Reinforcement Theory, Social Cognitive Theory, Social Network Theory, Spiral of Silence	

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.

Lab/ Practicals details, if applicable: Not Applicable

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	CT	HA	Viva	Attendance	
Weightage (%)	10	10	5	5	70

Text and References

1. Baran, Stanley J. & Davis, Dennis K., *Mass Communication Theory: Foundations, Ferment, and Future*. Thomson Wadsworth. (2006).
2. Cobley, Paul, *The Communication Theory Reader*, Routledge, London and New York (1996)
3. DeFleur, Melvin L. & Ball-Rokeach, Sandra J., *Theories of Mass Communication*. Longman. (1982).
4. Fiske, John, *Introduction to Mass Communication*, Routledge, New York, 1997
5. Inglis, Fred, *Media Theory- An Introduction*, Blackswell, Oxford (UK) & Cambridge (USA), (1996)
6. Melkote, Srinivas R. and Rao, Sandhya, (edited), *Critical Issues in Communication- Looking Inward for Answer*, Sage Publications (2001)
7. Philipson, Gerry & Albrecht, Terrance L., *Developing Communication Theories*. Suny Press. (1997).
8. Severin, Werner Joseph & Tankard, James W., *Communication Theories: Origins, Methods, and Uses in the Mass Media*. Longman. (1997).
9. Sitaram, K. S., *Communication and Culture: A World View*, McGraw Hill, New York, 1999
10. Wood, J.T., *Communication Theories in Action*. Wadsworth Publishing Co., (1997).



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: BASICS OF PRINT JOURNALISM

Course Code: JMC112

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives: The course aims to introduce basic concepts of print journalism and familiarize students with the functioning of a newspaper organization. The students will comprehend the basics of news, news writing and newsgathering to enable them to fulfil journalistic roles. In addition, basic editing and layout planning will be discussed.

Pre-requisites: Students should have an interest in journalism and current affairs. They should keep abreast with the daily news events in order to understand the nuances of newsgathering and reporting.

Course Contents/Syllabus:

Modules	Weightage (%)
Module I: Media History	20 %
Early Efforts of News Papering in India With Special Reference to Hickey, Buckingham And Raja Ram Mohan Roy, The Indian Press and Freedom Movement - Gandhi, Tilak,	
Module II: Anatomy of News	20 %
News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting, Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet	
Module III: News Gathering	30 %
Reporting: Various Types of Reporting (Objective, Interpretative, Investigative,) General Assignment Reporting/Working on A Beat: Political: (Special Problems Related to Political Beats), Crime, Health, Sports, Education, Science, Etc. Reporting for News Agency, Periodicals and Magazines.	
Module IV: Editing & Layout Planning	30 %
Editing Symbols, Editing Desk, (Editor, News Editor, Chief Sub-Editor, Sub- Editor, Proof Reading, Typography, Headline, Photo Selection and Editing - Page Planning and Layout - Importance of Editorial Policies.	

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

Lab/ Practicals details, if applicable: Not Applicable

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)	CT	P	V	A	EE
Weightage (%)	10	10	5	5	70

Text & References:

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



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: MEDIA DESIGNING

Course Code: JMC113

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

This subject will give students a broad knowledge of the computer based graphic design, which mainly using in adverting. Also, they will learn function, meaning and artistic qualities of graphic design, how to work with computers, different design software like Adobe Illustrator, InDesign, Quark Xpress etc. And students will study the design and layout of pages, taking into consideration the choice of typeface and positioning and choice of colour, images and text. Their work will include practical projects as well as investigations into current design and editing practices in a variety of print forms.

Prerequisites:

The student should have undergone the basics of introduction of computer and computer graphic design.

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Basics of Design Introduction of Design Software, Basic Need, Importance, Impact, Future. Design Elements, Design Principles. Application of Design Elements and Principles. Examples of Design Elements Combine to Create an Overall 'Look' To the Publication (Magazine, Newspaper, Leaflet, Poster, Pamphlet Etc). Different Image File Formats, After Creating Graphic Files. Colour Modes, File Formats, Image Resolution Etc. Choice and Usage of Images and Colours in Advertisements.	30%
Module II Typography History of Fonts, Sizes of Fonts, Classification of Fonts, Text: Generation and Preparation for Use, Display, Digital Typesetting, Editing, Creation of Headlines Using Appropriate Font.	25%
Module III Designing Software Graphic Design Packages (E.G. Adobe Illustrator, InDesign, Quark Xpress), Creation of Advertisements, Importation and Movement of Copy and Images, Vector and Raster Graphics, Use of Text Wrap, Anchored Graphics and Rules, Various Palettes, Master Pages, Templates Etc. Corporate Identity: Usage of Types & Fonts, Colour Schemes, Punch Line, Orientation. Corporate Stationary: Logo, Letterhead Design, Business Card, Envelop, Catalogues, Brochures, Digital Posters, Calendar Design. Difference Between Newspaper & Magazine Layouts Creating Layouts for Fashion Feature or Business Articles or News Pages	45%

Pedagogy for Course Delivery:

The teaching of this course, which is a computer lab-based subject, is going to involve encouraging students for graphic design study, understanding of computer designing will help them in future to develop their own creativity and idea of designing.

Lab/ Practical details, if applicable: Not Applicable

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Assignment	Class Test	Project	Attendance	
Weightage (%)	5	10	20	5	70

Text & References:

- Sarkar, N. N-. Art and production
- Daryl & Moen- Newspaper Layout & Design: A Team Approach
- John Cruise and Kelly Kordes Anton- QuarkXPress 8: Essential Skills for Page Layout and Web Design
- David Karlins& Bruce K. Hopkins-Techmedia-BPB Publications - How Tos 100 essential techniques



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: ADVERTISING PRINCIPLES AND PRACTICES

Course Code: JMC114

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

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

- The course introduces the students to concepts of advertising.
- The course will provide them with the knowledge of Indian advertising scenario.
- The course is designed to make students understand the relationship between advertising and marketing.
- The course make student be able to identify advertising mediums, traditional, new and experimental.
- The course shall familiarize the students with the social and ethical issues concerning advertising in society.

Prerequisites: NIL

Module I Understanding Advertising	Weightage
Concept, Nature, Definitions, Evolution and History, Role, Objectives, Functions, And Significance, Types and Classification of Advertising, Factors Determining Advertising Opportunity of a Product/Service/Idea, Types of Appeals and Advertising Messages, Concept of Integrated Marketing Communication (IMC)	30%
Module II Agency Structure and its Roles and Responsibilities	25%
Various Functional Departments and Scope of Their Works (Account Planning, Account Servicing. Creative- Copy & Art, Media, Production, Billing, HR Etc.) Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship, Revenue and Commission Systems	
Module III Account Management	30%
Introduction to Account Management-Scope, Definition, Responsibilities and Implementation Paths, Client Related Issues and The Process: Stages in The Client-Agency Relationship, Factors Affecting Client-Agency Relationship, The Pitching Mechanism-Simulation, Creative and Media Briefing Process (Agency -Media Interface, Agency Revenue Process, Setting and Allocating Budget, Various Methods of Budgeting)	
Module IV Social, Legal and Ethical Aspects of Advertising	15%
Ethical Issues in Advertising Social Criticism of Advertising Laws in Advertising, Statutory Bodies in India, Role of AAA And ASCI and The Study of Various Codes of Conduct	

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

Assessment / Examination Scheme:

Theory Assessment (L&T):

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

Text & References:

- Jaishri Jethwaney and Shruti Jain, 'Advertising Management', Second edition, Oxford University Press, New Delhi, 2013
- Kruti Shah and Alan D'Souza, 'Advertising & promotions an IMC perspective' Tata Mc Graw Hill, New Delhi, 2012



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: AESTHETICS OF PHOTOGRAPHY

Course Code: JMC115

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

In this course students will be introduced to

- The art, and commercial practice, of photography.
- Students will explore the making and editing of work to inform their visual literacy and connectedness to the medium.
- This includes the making of fictional and non-fictional images, artificial lighting, digital editing and photojournalism. Students will also begin to understand critique (or peer review) as a part of the making process.

Prerequisites:

The student should have an aptitude to learn photography

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Introduction to Visuals	20%
Human Eye and Camera. Visual Perception. The Social Definition of Photography-- The Power of Visual Images-- Reinforcing Stereotypes with Images. Light and Colour, Qualities of Light, Characteristics of Light. Demonstration an Understanding of Colour Theory as It Pertains to Photographic Processes, Create Colour Output in Both Digital and Analogy Technologies, Contrast Painting and Photography, Photography as An Art, Photography as Science (EXERCISE ON: A Comparative Study of Painting and Photography)	
Module II Visual Perception	40%
Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc..) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras- Different Parts Of SLR Camera- Film & Digital Technology, Digital SLR Vs. SLR, Advantages Of Digital Photography Vs Conventional Photography, Aperture And Depth Of Field, Shutter And Motion, Film Speed (ISO) And Noise, Lenses – Types & Uses, Focal Length, Focal Plane & Focus, Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of Field, Angle of View, Exposure Compensation & Time of Day)	
Module III Principles of Visual Communication	40%
Rules of Composition – Portraits, Optical Centre and Geometric Centre, Rule of Thirds, Composing Different Subjects, Perspective –Texture – Pattern- Colour- Shape- Contrast-Types of Photography- Landscape –Portrait- Still Documentary (EXERCISES ON: Texture, Pattern, Colour, Contrast, Composition)	

Pedagogy for Course Delivery:

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.

Assessment/ Examination Scheme:

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

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Assignment	Class test	Project	Attendance	
Weightage (%)	10%	10%	5%	5%	70%

Texts:

1. Langford Michael, **Basic Photography**, Plume; 5 edition (August 26, 2003)
2. Peterson, Bryan **Understanding Exposure, Amphoto Books; 3rd Revised edition (10 August 2010)**



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: INTRODUCTION TO RADIO

Course Code: JMC116

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

Students will grasp the structure and history of the radio industry of India, as well as recognize the impact of AIR on nation.

Pre-requisites: Students should have a flair for radio and good auditory skills.

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Radio as a Medium	20%
Strength & Weaknesses, Characteristics & Edge Over Other Media, Types of Broadcast, AM & FM, Short Wave, Analogue & Digital, Studio, Mike, Recording,	
Module II Expansion of Radio	40%
History of Broadcasting: Radio Came to India, Expansion of Radio, Development with Five-Year Plans, Diversification of Broadcast, Education Turned Entertainment, Commercial Attempt, 3-Tiers of Radio Broadcast, Local Reach, Community Broadcast, Different Services.	
Module III Broadcasting Policy	40%
Policies & Principles Radio's Role in Nation Building, Public Broadcast & Commercialization, AIR Code, Commercial Code, News Objective, Guidelines for Election Broadcast, Privatization & Autonomy, Prasar-Bharti, Convergence, Relevance of Radio & Media Policy.	

Pedagogy for Course Delivery:

- Class lectures
- Class Demo of Equipments
- Class discussion
- Field Assignments
- Operations and handling of Audio Equipments in radio stations.
- Students project in the form of radio programme.

Lab/Practicals details: NA

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Project 1	Project2		
Weightage (%)	10	5	10		70

Text & References:

- Chatterjee, P.C.: Broadcasting in India, Sage, New Delhi, 1988.
- Masani, Mehra: Broadcasting and People, National Book Trust, NewDelhi,1997.
- Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.
- Akash Bharti National Broadcast Trust: Publication Division, New Delhi, 1987.

- Report of the Working Group on Television 'software for Doordarshan Vol. I & II, Publication Division, New Delhi, 1985.
- Hellard Robert, writing for television and radio, Words worth Publishing Company, Belmont, 1984.
- White, Tedel al, Broadcast News, writing, reporting and production. Macmillan, NY. 1984.
- Mitchell Stephen, Holt: Broadcast News, Radio Journalism and an introduction to Television., Rinehart & Winston. NY. 1980
- Edger E. Willis & Henary B. Aldrige, Television and Radio, Prentice Hall.
- Stuart W. Hyde, Television and radio announcing, Kanishka Publishers, Delhi.
- Smith E. Leslie, Perspective on radio and TV. Harper & Raw NY.
- Macliesh Robert, Radio Production Techniques. Macmillan. NY.
- Nostrum William J. Van. The Script Writers' Handbook.
- Singhal Arvind, & Rogers Everett, India's Information revolution. Sage. New Delhi.
- Sim Harris & Paul Chantler, Local Radio, Focal press.
- Ash, William, The Way to Write radio Drama, BBC,
- Crook, Tim, Radio Drama; Theory and Practice, London.



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: MASS MEDIA INDUSTRY

Course Code: JMC117

Credits: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objective:

A knowledge of mass media as a corporate enterprise is essential for a complete understanding of mass communication. Today's media is increasingly market driven, and the students will learn about the various branches in the mass media industry and various aspects of the industry such as ownership patterns, legal issues and laws, and organizational structure.

Pre-requisites: Nil

Course Contents/Syllabus:

Modules	Weightage (%)
Module I: Media and Entertainment(M&E)	30%
Four Pillars Of M&E, Key Development: Demonetisation, GST, National IPR Policy e.tc and Its Impact, Evolution of Digital Consumer	
Module II: Contemporary Practices	40%
Digitisation: Digital Advertising Ecosystem, The 4G Dawn, Digital News, Over The Top Video(OTT),The New Genre- Free To Air Channels, Indian Film Industry Performances, Rise Of Biopics Etc, Launch Of New Radio Stations And New Genres, Listenership Trend, FMisation Of The Country(Phase III Etc), Animation (In Film, Advertisement Etc), Language Newspaper,: Penetration And Hyper Localisation, Newspaper Distribution Chain In India, VFX In Domestic Production, Augmented Reality Vs Virtual Reality, Online Streaming (Hotstar, Voot, Netflix Etc), Piracy And Its Impact, UFO	
Module III: Media and Culture	30%
Merger and Acquisition: Case Studies, Hegemony and Cultural Imperialism, Cultural Dependency (Dependency Paradigm), Media Business Amidst Convergence, Mass Media Institutes and Organisation and School of Thoughts. (Frankfurt, Toronto, Etc),	

Pedagogy for Course Delivery:

- Lecture delivery
- Presentations
- Question-discussion
- Analysis of Current media scenario.
- Writing exercises

Lab/ Practicals details, if applicable: NA

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Attendance	Class Test	Home assignment	Presentation	
Weightage (%)	5	10	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



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: POLITICAL COMMUNICATION

Course Code: JMC118

Credits: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objective:

A democracy's success depends upon open and direct communication between its citizens and those who govern them. Therefore, the main goal of the course is to teach students about the role of communication in informing, influencing, and legitimizing decisions in domestic politics. In the constitution was adopted and why not some other, how the institutions grow in the company of actual politics.

This course examines the interaction of media, politics, and public opinion, thus providing a survey of the field of political communication. As a result, the goal of this course is to teach students to be effective observers and participants in the public sphere. We will study political communication in all its forms, genres, and styles in Indian politics. This course examines the practices that have come to constitute political communication. Emphasis will be given to the role of political communication as it is practiced in the media.

Pre-requisites: Nil

Course Contents/Syllabus:

Modules	Weightage (%)
Module I: Political Communication as an emerging Discipline	20 %
Scope and Characteristics, Relationship of Politics with Communication. Theoretical Approaches, The Role of Media in Politics; Mediation, Political Socialization, Political Participation, Political Processes, Public Opinion, Persuasion, Public Policy, Rights and Responsibilities of The Media. Channels of Political Communication	
Module II: International dimensions of Political Communication	20 %
Globalisation of Media, Transnational News, Ideological Promotion and Conflict, International Relations and Propaganda, Emergence of Third World Political Communication. Communication as A Human Right – UNO's Universal Declaration of Human Rights and Communication - International News Agencies and Syndicates, Their Organizational Structure and Functions – A Critique of Western News Values	
Module III: Introduction to identity politics and its relation to nation-building	30 %
Local Assertions and Its Links to Global Assertions, Gender Issues - Country or Region-Specific Gender, Race, Class and Caste Issues from A Post-Colonial Perspective; Racial Profiling, Discrimination, Xenophobia and Cross Border Migration, HDI, Development and Environmental Concerns - Conflict of Interests Between Economic and Environmental Concerns	
Module IV: UNESCO's efforts in removal of Imbalance in News flow	30 %
Debate on New World Information and Communication Order and New International Economic Order, MacBride Commission's Report – Non-Aligned News Agencies Pool – Its Working, Success, Failure. Issues in International Communication – Democratization of Information Flow and Media Systems – Professional Standards; Information – Prompted Cultural Imperialism – Criticisms; Violence Against Media Persons - Effects of Globalization on Media Systems and Their Functions; Transnational Media Ownership and Issues of Sovereignty and Security.	

Pedagogy for Course Delivery:

- Lecture delivery
- Presentations
- Question-discussion
- Analysis of Current scenario of India.
- Writing exercises.

Lab/ Practicals details, if applicable: NA

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Attendance	Class Test	Home assignment	Presentation	
Weightage (%)	5	10	10	5	70

Text & References:

Suggested Readings

1. Thussu, Daya Kishan (2009), International Communication: A Reader
2. Mohammadi, Ali. (1997). International Communication & Globalization, Sage Publications.
3. Edward S. Herman, and Noam Chomsky, (2002) Manufacturing Consent: The Political Economy of the Mass Media, Pantheon Books, New York.
4. Seator, Jean. (1998). Politics and the Media, Blackwell.
5. Gunther, Richard. (2000). Democracy and the Media, Cambridge



SEMESTER II

AMITY UNIVERSITY

MADHYA PRADESH

Course Title: COMMUNICATION RESEARCH

Course Code: JMC211

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

- To introduce the students to the concept of communication research
- To establish relationship between mass communication, journalism & research
- To explain to students the various research designs and approaches to research
- To discuss the media research process and various sampling techniques
- To introduce students to statistical applications in communication research
- To discuss research report writing methods and ethical issues in communication research

Pre-requisites:

Student should know about various forms of media

Course Contents/Syllabus:

Modules	Weightage (%)
Module I – Introduction to Communication Research Definition, Research Methods and Approaches in Social Sciences. Mass Media Research and Scientific Methods. Importance of Communication Research – Indian Scenario. Formulation of Research Problem, Review of Literature, Hypothesis, Research Design.	25%
Module II – Communication Research Process Steps of 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, Policy Implications and Conclusion. Sampling: Meaning, Strategies, Methods and Types Basic Terms of Sampling: Sample Plan, Sample Design, Sample Unit, Sample Frame and Sample Size, Tools of Data Collection	30%
Module III – Statistical application Statistics Applied in Research: Frequencies and Percentages; Measures of Central Tendency: Mean, Median and Mode; Measures of Dispersion: Range, Standard Deviation and Mean Deviation;	20%
Module IV – Report Writing and Ethical Issues in Communication Research Types of Communication Research Reports: Research Articles/Paper, Project Report, Dissertation and Thesis, Significance of Abstract, Proposal, Synopsis, Reference and Bibliography in Research Ethical Issues in Research: Plagiarism, Interviewers Guidelines	25%

Pedagogy for Course Delivery:

- Power-point presentation
- Relevant research papers as examples for explaining the concepts
- Practical exercise for research methods and sampling

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Research Assignment	Presentation	Attendance	
Weightage (%)	10	10	05	05	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.



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: TELEVISION JOURNALISM

Course Code: JMC212

Credits: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

To bring a perception about practice of journalism in broadcast media, to create a conceptual understanding about journalism in the perspective of society and other fields of mass communication. To make them understand the editorial structure and the newsroom functions.

Pre-requisites: Students should have a flair for journalism and a basic idea about broadcast media.

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Television as a Medium Understanding the Medium: Invention and Development; Strengths and Weaknesses of The Medium; Production and Transmission Technology; Working of A TV Camera: Various Camera Shots and Angles for News Coverage, Types of ENG Cameras, Understanding Sound, Light and Colour TV Editing Software: Uses and Limitations	20%
Module II TV News Understanding TV News: News Values, Significance of Timeliness, News as It Happens; Sources of News, Types of News, News Agencies; News Priorities For TV, Comparison with Other News Media, Breaking News: Definition and Practice Working of A News Room: Various Functionaries in A News Room: Reporters, Copy Editors, Input, Editors, Output Editors, News Producers, Cameramen, Video Editors; Backroom Researchers, Reference Library or Archives People, Graphic Artists	20%
Module III TV Reporting TV Reporting: Reporting Skills: Understanding Deadline, Gathering Information, Cultivating, Sources, Planning and Designing A Story, Being Fit and Alert, Presentation Skills: Voice Modulation, Diction, Screen Presence, Body Language; Piece-To-Camera, Phonos, Interview Skills, Instructing Cameraman, Significance of Sound-Bytes, Getting Good Soundbytes;	20%
Module IV TV Editing Writing And Editing TV News: TV Writing Style: Words Vs Visuals, Writing In 'Aural' Style, Content Of News, Anchor Script, Voice Over Script, Writing Headlines, Drafting Of News Scrolls; Updating Information, News Presentation: Structure Of A News Bulletin: Headlines, Individual Stories: Telling A Story Through Visuals, Use Of Graphics, File Shots, Photos Etc., Compilation Of A Bulletin, Live Feed, Anchor's Responsibilities; Skills Required Of A News Anchor: Screen Presence, Presence Of Mind, Interview Skills Etc.	40%

Pedagogy for Course Delivery:

1. Class lectures
2. Class Demo of Equipments
3. Class discussion
4. Field Assignments
5. Operations and handling of Audio & Video Equipments in studio and radio stations.
6. Students project in the form of TV & radio programme.

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Project 1	Project2	Attendance	
Weightage (%)	10	5	10	5	70

Text & References:

- Foundations of Politics Andrew Heywood (Mac Millan Foundation)
- State & Politics in India Edited by Parth Chatterjee (Oxford University Press)
- Betrayal of Indian Democracy M B Chande (Atlantic Publishers)
- Om Heritage Bhartiya Vidya Bhawan's series of Publications
- Robert, Kenny F. Teaching TV Production in a Digital World. Libraries unlimited.
- Pati M.R. Some Aspects of Broadcast Journalism in India. Kalyani Publishers.
- Frank, Lezzi. Understanding Television Production. Prentice-Hall.
- Shrivastava H.O. Broadcasting Technology: A Review. Gyan Publication House.
- Tyrrell, Robert. The Work of a Television Journalist. Focal Press.
- Boretsky, R. A. and Yorovsky A. Television Journalism. International Organisation of Journalists.



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: RADIO PRODUCTION

Course Code: JMC213

Credits: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

To develop on air talent who can produce their own radio broadcasts with fluidity and style, interact with their listeners, and market their radio shows.

Pre-requisites: 1. Introduction of Radio

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Studio Layout	20%
The Radio Studio- Studio Layout, The Studio Desk, Mixer, Control Panel, Console or Board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, Album and Other Discs, Microphones, Stereo, Equipment Faults, Basics of Sound	
Module II Radio Formats and Genres	20%
Radio Formats- Simple Announcements, Radio Talks/Commentaries/Comments, Radio Interviews, Radio Discussions, Radio Features and Documentaries Radio Play, Radio Running Commentaries, Radio Ads/Commercials, Phone ins And Radio Bridges, Music on Radio, Radio News-Radio News Defined Main Characteristics of Radio News as Against News in Other Media	
Module III Writing for Radio	20%
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)	
Module IV Radio Presentation	40%
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, 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)	

Pedagogy for Course Delivery:

1. Class lectures
2. Class Demo of Equipments
3. Class discussion
4. Field Assignments
5. Operations and handling of Audio radio stations.
6. Students project in the form of radio programme.
7. Making knowledge of different types of radio programme.

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Project 1	Project2	Attendance	
Weightage (%)	10	5	10	5	70

Texts & References:

1. Chatterjee, P.C.: Broadcasting in India, Sage, New Delhi, 1988.
2. Masani, Mehra: Broadcasting and People, National Book Trust, New Delhi, 1997.
3. Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.
4. Akash Bharti National Broadcast Trust: Publication Division, New Delhi, 1987.
5. Report of the Working Group on Television 'software for Doordarshan Vol. I & II, Publication Division, New Delhi, 1985.
6. Hellard Robert, writing for television and radio, Words worth Publishing Company, Belmont, 1984.
7. White, Tedel al, Broadcast News, writing, reporting and production. Macmillan, NY. 1984.
8. Mitchell Stephen, Holt: Broadcast News, Radio Journalism and an introduction to Television., Rinehart & Winston. NY. 1980
9. Edger E. Willis & Henary B. Aldrige, Television and Radio, Prentice Hall.
10. Stuart W. Hyde, Television and radio announcing, Kanishka Publishers, Delhi.
11. Smith E. Leslie, Perspective on radio and TV. Harper & Raw NY.
12. Macliesh Robert, Radio Production Techniques. Macmillan. NY.
13. Nostrum William J. Van. The Script Writers' Handbook.
14. Singhal Arvind, & Rogers Everett, India's Information revolution. Sage. New Delhi.
15. Sim Harris & Paul Chantler, Local Radio, Focal press.
16. Ash, William, The Way to Write radio Drama, BBC,
17. Crook, Tim, Radio Drama; Theory and Practice, Landon.



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: VISUAL DESIGNING AND PRODUCTION

Course Code: JMC214

Credit Units: 3

Course Objectives:

The course provides students a broad knowledge of designing of layouts of various mediums, students will be introduced to the art, and commercial practice of advance level of digital graphic designing. Students will explore the making and editing of work to inform their computer graphic designing. Projects will introduce students to the many ways the medium is used in their culture; this includes the making of professional magazines, newspaper layout, and corporate brochure, etc. Students will also learn the terminology used in layouts and designs in indoor medium (newspapers, periodicals, leaflets etc.) as well as outdoor medium (hoardings, posters, banners etc). The students will study the design for advertising layouts, taking into the consideration the choice of typeface and positioning and choice of colours, images and text.

Course Contents/Syllabus:

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Modules	Weightage (%)
Module I House styles	25%
Basic Concept of Style-Sheet and Its Creation, Style Guide: Examples from Newspapers, Magazines; Own Guide Produced for New Publication. Styles: Choice of Typeface and Masthead, Choice and Use of Images and Colour, Positioning of Articles and Images on The Page, Use of Headlines in An Appropriate Font, Point Size, Number of Lines Etc, Text Manipulation, Juxtaposition of Text/Images/Advertising, Typography	
Module II Advertisement Designing	35%
Communicating Through Multiple Media: Digital and Print Produces Integrated Design Solutions. Different Types of Advertising: Press Ad, Magazine Ad, Hoardings, Kiosks, Interior & Exterior Signage, Dangers, And Banners Etc. Choice and Usage of Images and Colours in Advertisements.	
Module III Design Software's	40%
Adobe Photoshop and Coral Draw - Introduction, Interfaces and Various Palettes, Document Setting, About Menus. Different Advertisement Designing Projects – Magazine, Brochure, News Paper, Letter Head, Flex Board Advertisements. Etc, Advertising Campaign: Developing Advertising Campaigns, From Concept to Creation, From Creative to Presentation.	

Pedagogy for Course Delivery:

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.

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop)	Assignment	Class test	Project	Attendance	

down)					
Weightage (%)	10	5	10	5	70

Texts & References:

- Art and production; Sarkar, N.N.
- Newspaper Layout & Design: A Team Approach; Daryl & Moen
- Gary David Bouton - CorelDRAW: The Official Guide
- Steve Schwartz & Phyllis Davis-Pearson Education - Corel Draw for Windows, by



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: SPECIALIZED REPORTING

Course Code: JMC215

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

The aim of the course is to introduce beat reporting and explain the existing beat structure at the local and national level. The coverage of specialized beats pertaining to government, politics, sports & business will be discussed. Students will also be familiarized with investigative reporting.

Pre-requisites: The student must know the basics of print journalism including various aspects of news, news values, news writing and newsgathering. He should have understood the role and responsibilities of a journalist.

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Beat Reporting	25 %
Covering A News Beat, Covering Local Beats, Crime Reporting, Education Reporting, Health Reporting, Civic Issues Reporting, Covering Local Government	
Module II Covering the state and politics	25 %
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)	
Module III Business and Sports Reporting	25 %
Basic Business Knowledge & Business Bodies, Corporate Reporting, Covering Economic Policy (Ministries of Commerce, Finance, Industry, Company Affairs and Other Infrastructure Ministries), How to Develop Good Sports Writing Skills, Covering Local, National and International Level Events	
Module IV Specialized Reporting	25 %
Investigative Reporting: Definition, Elements, Tools, Sting Operations and Latest Trends Investigative Reporting Case Studies: Indian And International, Disaster Reporting Environmental Reporting, Page 3 And Lifestyle Reporting, Gender Reporting, Poverty Reporting, Science & Technology Reporting	

Pedagogy for Course Delivery:

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

Lab/ Practicals details, if applicable: Not Applicable

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment	End Term Examination
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Components (Drop down)	CT	P	V	A	EE
Weightage (%)	10	10	5	5	70

Text & References:

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



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: FILM THEORY AND PRACTICE

Course Code: JMC216

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objective:

This course focuses on the basics of filmmaking and cinema techniques. Students are introduced to principles and methodology of filmmaking. They will be expected to exercise their creativity and visualize and make short films. Apart from filmmaking, preliminary idea to film appreciation will also be introduced. The ability to analyse and put film studies in proper perspective will be intended during the course. Documentary realism will be pitted against mainstream commercial film genres. An attempt to understand the technical as well as the artistic aspects of film making as a means of human communication will be made and classic films will be viewed and discussed.

Pre-requisites: Nil

Course Contents/syllabus:

Modules	Weightage (%)
Module I: Film Theories How to View/Read the Movie, Narrative and Non-Narrative, Film Genre, French New Wave & Italian Neo-Realism, Early Indian Cinema & Golden Era, Evolution of Documentary Films, Auteur Theory, Feminist Film Theory, Avant-Garde & Cinema Verité, Contemporary Indian Cinema, Animation Films, 3-D Cinema and Its Scope	40%
Module II: Language of Cinema World Space and Screen Space, Continuity: Space & Time, Camera Movements, Angles & Shots Different Screen Elements & Mise-En-Scene, Continuous Action, Compression & Expansion of Time and Concepts of Editing, Dimensions of Sound: Onscreen & Off-Screen, Di-Getic & Non-Diegetic, Sync and Non-Sync, Sound Effects, And Silence, Dialogues, Ambient Sound, Background Score & Musical Tracks.	40%
Module III: Case Study of Famous Film Directors Satyajit Ray, Alfred Hitchcock, D.W Griffith, Charlie Chaplin, Guru Dutt, Raj Kapoor, Yash Chopra, Adoor Gopalkrishnan, Rosomon, Citizen Ken, Pather Panchali, Sholay, Charulata, Gone with The Wind Etc	20%

Pedagogy for Course Delivery:

- Lecture delivery
- Presentations
- Question-discussion
- Analysis of Current media scenario.
- Writing exercises

Lab/ Practicals details, if applicable: Studio Required

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Attendance	Class Test	Home assignment	Presentation	
Weightage (%)	5	10	10	5	70

Text and References:

- Television Production Handbook; Zettl, Herbert
- Video production, Belavadi Vasuki
- Writing and Production Television News; Gormly, Eric K.
- Broadcast News Production; Schultz, Brad
- Digital Broadcasting Journalism; Sharma, Jitendra K.
- Broadcast journalism; Boyd, Andrew
- Broadcast journalism; Cohler, David Keith
- Television & Social change in Rural India; Johnson, Kirk
- Producing Public Television, Producing Public Culture; Dornfeld, Barry



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: PUBLIC RELATIONS AND CORPORATE COMMUNICATION

Course Code: JMC217

Credits: 3

L	T	P/ S	SW /F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives: With business & industry growing, there is a clear need for PR persons in every sector. The course acquaints the students with an overview of the discipline, imparts professional knowledge about theories & techniques of Public Relations, provides knowledge of various media available for Public Relations, their functioning & applications as to achieve maximum output from the resources and develops PR skills.

- The main objective of this course is to introduce the basics of PR and its practice to the students
- The course is designed in a manner to reinforce the basic concepts of effective public relations
- The course will make students understand the workings of the media -- and the 'new media' landscape.

Pre-requisites: Nil

Course Contents/Syllabus:

Modules	Weightage (%)
Module I: Understanding PR & CC	25%
PR –Concepts, Definitions And Theory, Brief History Of Public Relations And Emergence Of Corporate Communication - The Historical Links, The Evolution Of PR- The Pioneers And Their Works (Ivy Lee And Edward Burney), Theoretical Underpinnings In PR – JM Gurning’s Model Of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, Viz., PR, Press Agency, Publicity, Propaganda And Advertising, Defining Publics/Stakeholders	
Module II: PR strategies and tools	25%
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) PR And Writing: Press Release Etc, News Releases, Media Alerts and Fact Sheets, Media Kits, Pitch Letters, News Conferences, Radio News Releases and Video News Releases, Media Interviews, Media Tours and Press Parties, Speech and Presentations, Events Lobbying, Crisis Management, Use of New Media by PR Professionals	
Module III Introduction to Corporate Communication	25%
Defining Corporate Communication and Its Importance, 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 IV Corporate Communication Strategies and Tools	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 Relation	

Pedagogy for Course Delivery:

- Lecture delivery
- Presentations
- Question-discussion
- Analysis of PR campaigns
- Writing exercises
- Mock Press Conferences/ media interview/ speech and presentations in class

Lab/ Practicals details, if applicable: NA

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Attendance	Class Test	Home assignment	Presentation	
Weightage (%)	5	10	10	5	70

Text & References:

- Wilcox, Dennis L, Cameron, Glen T., 'Public Relations Strategies and Tactics', Ninth Edition Pearson Education
- Seitel, Fraser P., 'The Practice of Public Relations' Seventh Edition, Prentice Hall International
- Butterick, Keith 'Introducing Public Relations: Theory & Practice 1st Edition', Sage Publication India

Any other Study Material:

- PR Journal
- PR Quarterly
- Vidhura.
- Press releases found on www.pnewswire.com
- Case studies found on www.prsa.org



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: FOLK AND POPULAR MEDIA OF INDIA

Course Code: JMC218

Credits: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

On completion of the course students should be able to:

1. Understand how folk media reflects societal concerns.
2. Describe the scope and characteristics of folk media.
3. Know the roots and type of folk-art form.

Pre-requisites: Nil

Course Contents/Syllabus:

Modules	Weightage (%)
Module I: Folk Media – Definition, Meaning	40%
Folk Media: Meaning & Definition, Nature and Scope of Folk Media, Characteristics of Folk Media, Types of Folk Media: Dance, Theatre & Music, Folk Theatre: Bhavai, Tamasha, Nautanki, Ramlila, Raslila, Jatra And Yakshagana, Folk Music: Bihugeet-Assam, Boul-Bengal, Punjab, Mand-Rajasthan, Kajari-Uttar Pradesh, Bihar, Gujarat & Maharashtra, Folk Dance: Garba, Tamasha & Lavani Etc., Folk Tales & Folklore, Forms of Folk Music: Indian And Western	
Module II: Popular and Traditional Media	20%
Traditional Media as An Effective Communication Tool, Popular and Traditional Media and Their Relation, High Art Versus Low Art, Traditional Media, Popular Media and Cultural Hegemony	
Module III: Folk Media and its Implications	40%
Integrated Use of Folk Media and Mass Media, Role of Folk Media in Nation Building, Use of Folk Media by Government Agencies (Like-DFP, Song And Drama Division, Department of Information and Public Relations), Some Prominent Folk Artists-Habib Tanveer, Shivaram Karanth, Teejanbai, Parvati Boul, Problems and Prospect of Folk Artists, Traditional Media as a Tool of National Integration, Democratization of Communication	

Pedagogy for Course Delivery:

- Lecture delivery
- Presentations
- Question-discussion
- Analysis of PR campaigns
- Writing exercises
- Mock Press Conferences/ media interview/ speech and presentations in class

Lab/ Practicals details, if applicable: NA

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Attendance	Class Test	Home assignment	Presentation	
Weightage (%)	5	10	10	5	70

Text & References:

- Singer, Melton(ed) Traditions in India: Structure and Change, American Folk society, 1957

- Doctor, Aspi and Farzana Chaze, Mass communication- A Basic Study, Mumbai: Sheth Publisher, 8th Ed, 2004
- Kumar, Keval Kumar: Mass Communication in India, Mumbai, Jaico Publisher
- Malik, Madhu: Traditional Form of Communication and the Mass Media in India, Paris: Unesco 1983
- Mukhopadhyay, Durgadas; Lesser known forms of Performing Arts in India New Delhi: Sterling 1978
- Parmar Shyam: Traditional Folk Media in India New Delhi: Geka Books 1975
- Parmar Shyam: Folk Music Mass Media, New Delhi: Communication Publication
- Gargi, Balwant: Folk Theater in India, Bombay: Rupa & Co, 1991 - Sri Vastva, Sahab lal, Folk Culture and Oral Tradition New Delhi, Abhinav Publication, 1974



SEMESTER III

AMITY UNIVERSITY

MADHYA PRADESH

Course Title: NEW MEDIA ECOLOGY

Course Code: JMC311

Credits: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	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 student will learn to design and create a website.
- (ii) They will learn to create content for websites and curate content.
- (iii) This course will also give an overview of digital marketing content.
- (iv) The course will enable a student to enhance a website visually.

Pre-requisites: The student should have a basic understanding of New Media and its emergence in the world.

Course Contents/Syllabus:

Modules I:	Weightage (%)
Module I Understanding New Media	35%
Definition and Nature: Cyber Culture, New Media, Media Ecology, Virtual Space, Characteristics (Archiving, Simulating, Networking, Hyper Linking, Interface), Digital Media and Virtual Reality, New Media Literacy (Basic, Specialised, Advanced)	
Module II Basic Concepts	35 %
Digital Activism (Cute-Cat Theory), Digital Native, Digital Novice, Digital Immigrant, Digital Identity, Digital Dark Age, Digital Dementia, Cyborg, Search Engine Optimization Etc.,	
Module III: Applications, laws and Ethics	30 %
Social Networking, Instant Messaging, Digital Marketing, Freedom of Speech and Expression [Art 19(1a)], Reasonable Restrictions, Art [19(2)], Unethical New Media Practices (Hate Speech, Memes, Trolls Etc, Online Privacy and Preventive Measures), SOPA and PIPA, Mindful Communication	

Pedagogy for Course Delivery:

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

Lab/ Practicals details, if applicable: Not Applicable

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)	CT	HA	Viva	Attendance	
Weightage (%)	10	10	5	5	70

Lab/ Practical/ Studio Assessment: NA

Text & References:

- Briggs Mark., Journalism 2.0: How to Survive and Thrive
- Wardrip Noah -Fruin & Montfort Nick. The New Media Reader
- Bloomstein Margot. Content Strategy at Work: Real World Stories to Strengthen Every Interactive Project
- Rao Srinivas: Web Traffic & Content Strategies



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: ADVANCE FILM THEORY & PRACTICES

Course Code: JMC312

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objective:

This course focuses on the basics of filmmaking and cinema techniques. Students are introduced to principles and methodology of filmmaking. They will be expected to exercise their creativity and visualize and make short films. Apart from filmmaking, preliminary idea to film appreciation will also be introduced. The ability to analyse and put film studies in proper perspective will be intended during the course. Documentary realism will be pitted against mainstream commercial film genres. An attempt to understand the technical as well as the artistic aspects of film making as a means of human communication will be made and classic films will be viewed and discussed.

Pre-requisites: Nil

Course Contents/syllabus:

Modules	Weightage (%)
Module I Film Production Development Stage, Pre-Production, Production, Post Production, Distribution, Promotion & Release Scriptwriting: Narrative Composition: 3 Plot Structure, Characterization & Dramatic Structure, Scriptwriting Formats, Step Outline & Shot Break Down Screen Play, Storyboarding & Shooting Script., Script Selection, Writing Proposal Production: Key Members of Film Production Unit, Role of Producer & Director, Role of Production Manager, Budgeting & Budgeting Formats, Scheduling & Recce, Casting and Source of Casting	40%
Module II Camera, Lighting and Editing Camera Formats, Functions & Operations of Camera, Camera Mounts Lighting Equipments, Continuous Lighting, Studio Lighting, Filters & Gel White Balance & Colour Temperature, Lighting in Films, Linear & Non-Linear Editing, Online and Offline Editing, Technical Vs Creative Editor, Basic Transitions, Match Cut, Jump Cut, Cut-In & Cut-Away, Parallel Cutting & Inter-Cutting, Intellectual Editing & Montage Theory Techniques of Editing- Action Sequence, Comedy Sequence, Romantic Sequence, Conversation Sequences, Chasing Sequence, Music Video Etc, Use of Graphics & Animation, Basics Operations of Final Cut Pro	40%
Module III Documentaries Film Making and Marketing of Film Producing a Documentary, Types of Documentary Films, Scripting Documentary Film, Post-Production Techniques of Documentaries, Narration and Voice-Over Style, Importance of Research in Documentary Film, Pitching the Producer & Distributors, Packaging of Final Product Marketing and Promotion Strategies, Exhibition & Film Festival, Funding Agencies and Financial Issues, Associations and Guilds, Changing Audience Perceptions and Tastes, Strategies to Garner Profit: Multi Theatre or Single Theatre Release	20%

Pedagogy for Course Delivery:

- Lecture delivery
- Presentations
- Question-discussion
- Analysis of Current media scenario.
- Writing exercises

Lab/ Practicals details, if applicable: Studio Required

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Attendance	Class Test	Home assignment	Presentation	
Weightage (%)	5	10	10	5	70

Text and References:

- Television Production Handbook; Zettl, Herbert
- Video production, Belavadi Vasuki
- Writing and Production Television News; Gormly, Eric K.
- Broadcast News Production; Schultz, Brad
- Digital Broadcasting Journalism; Sharma, Jitendra K.
- Broadcast journalism; Boyd, Andrew
- Broadcast journalism; Cohler, David Keith
- Television & Social change in Rural India; Johnson, Kirk
- Producing Public Television, Producing Public Culture; Dornfeld, Barry



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: DEVELOPMENT COMMUNICATION

Course Code: JMC313

Credit Units: 3

L	T	P/S	TOTAL CREDIT UNITS
3	0	0	3

Course Objectives:

- To enhance students understanding in the concept of development & To increase understanding about community and organization
- To increase student's knowledge in development communication
- To understand role of different Government and Non-government Organizations in development communication
- To introduce need of different communication approaches for different settings

Prerequisites: NIL

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Concept of Development Definition and Process of Development, Key Concepts in Development - Self Reliance, Dependence, Cultural Identity, Decentralization, Participation, Areas of Development – Politics, Social And Economic Issues, Agriculture, Population Control, Literacy & Education, Vocational Training, Farm Sector, Public And Private Sector Industries, Health & Family Welfare, Environment Issues, Water Harvesting And Management, Pollution, Climate Change, Energy Consumption, Child Labour, Trafficking, Domestic Violence, Social Justice, Issues Of Inequality, Tribal Development, Issues Of Women And Children, Rural Development, Urbanization And Related Problems Theories and Paradigms of Development	20%
Module II Concept of Community, Structure and Organization Concept and Characteristics of a Community, Structure and Organization of Different Types of Communities, Tribal, Rural and Urban and Urban Slums, Meaning and Scope of Community Organization, Prs, Cooperatives, Youth Organizations, Other Organizations for Community Empowerment, Meaning, Characteristics, Types and Functions of Groups, Stages and Process of Group Formation, Group Norms and Structure	20%
Module III Development Communication Promotion of Development Communication Role of Government Organizations in Development Communication Such as Akashwani, DAVP, IEC Bureau, Resource Centres, Songs and Drama Division, Non-Government Organizations Role of NGOs In Development, Corporate Social Responsibility (CSR) Development Communication and Extension Activities (Work)	20%
Module IV: Approaches in Development Communication Communication Planning at National, State, Regional, District, Block and Village Levels, Communication Strategies and Action Plans, Case Studies, Campaigns, Social Marketing, Social Mobilization, Message Design in Communication, Role of Mass Media: Print, Radio, TV, Outdoor Publicity and Traditional Media - Music, Drama, Dance, Puppetry, Street Play, Fairs, Festivals and Their Role in Development, Cyber Media and Development: E-Governance, Digital Democracy & E-Chaupal, ICT (Information Communication Technology) & Development, SITE Experiment, Participatory Approaches of Communication, Barriers in Development Communication,	40%

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.

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	CT	HA	Viva	Attendance	
Weightage (%)	10	10	5	5	70

Lab/ Practical/ Studio Assessment: NA**Text:**

1. Narula Uma, Har Anand., 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. Srinivas R. Melkote, Communication for Development in the Third World, Sage, New Delhi
6. Daniel Lerner & Wilbur Schramm., Communication and Changes in Developing Countries, East West Communication Centre, Honolulu
7. Rogers Everett M., Communication and Development: Critical Perspective, Sage, New Delhi
8. Michael P Longman., Economic Development in the Third World, Todaro, New York



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: EVENT AND BRAND MANAGEMENT

Course Code: JMC314

Credit: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course objective Objectives

- To initiate the students into the world of corporate communications, public relations and technical writing.
- To pave the way for the students to choose the career of professional corporate Communicators.

Pre-requisites: NA

Course Content/Syllabus:

Modules	Weightage (%)
Module I Introduction to Event Management	25%
Early Beginnings- Definition of Events. Distinction Between Everyday Events and An Event Per-Say, How to Make an Event Out of Ordinary Activities. Need for Management of Events. Difference Between Marketing /Advertising and Event Management. Role of Event Management in The Context of Organizational Needs. Events as Part of PR And Corporate Campaigns. Understanding the Importance Of – Meetings, Press Conferences, Conventions, Expositions.	
Module II Corporate Identity	25%
Goal Settings and Objectives, Identifying Target Groups, Situation Analyst Planning Strategies and Execution, Pre-Event and Post Event Activities, Logistics Money Manpower Time and Tech Support, Measuring Success or Failure Lessons Learnt, Case Study-One Event to Be Conducted and Managed by The Students in Groups	
Module III: Brand Concepts and Brand Strategies	25%
Evolution of Brands, Brands & Products, Brand Perspective, Brand Differentiation, Brand Positioning, Brand Image, Brand Equity, Brand Extension, Closing Branding Strategies, Product Branding, Line Branding, Range Branding, Umbrella Branding, Source Double Branding, Endorsement Branding	
Module IV: Tools of Corporate & Brand Communication	25%
Desktop Publishing (DTP), Corporate Communication Through Websites, Designing of Website Annual Reports: Budget, Timing and General Concepts of The Annual Report, Essentials of Designing A Report, Types of Leaflets, Formal and Informal Invitations, Designing of Leaflets, Invitations, Blogs, Pod Casting, Chat Rooms, Social Networking Sites and Current TV: Impact of Citizen Journalism And “Transparency” On Corporate Communications Practice	

Pedagogy for Course Delivery:

1. Class lectures
2. Class Demo of Equipments
3. Class discussion
4. Field Assignments

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Project 1	Project2	Attendance	

Weightage (%)	10	5	10	5	70
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Text and References

1. Joseph Fernandez, *Corporate Communications A 21st Century Primer*. New Delhi-Response Books.
2. C.S. Rayadu & K.R. Balan, *Principles of Public Relations*. Bangalore-Himalaya Publishing House.
3. CEOs of leading PR Firms. *The Art of Public Relations*. New Delhi, Vision Books.
4. Sharon Gerson, *Technical Writing: Process and Product*, Pearson Education
5. B.N. Ahuja & SS Chhabra, *Advertising & Public Relations*. Delhi, Surjeet Publications.
6. Alison Theaker. *The Public Relations Handbook*. New Delhi-Vikas Publishing House Pvt.Ltd.
7. Scott.M. Cutlip, Allen H. Centre. *Effective Public Relations*. New Jersy-Pentice Hall. Books



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: WEB DESIGNING

Course Code: JMC315

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
2	0	1	0	3

Course Objectives:

- To study of the entire print reproduction process from idea formulation to designer’s drawing board to the printer’s finished product.
- To study the history of graphic design to the present era.
- To study the layout theory applied to digital and print production.
- To understand the mechanics, principles, and life cycle of the digital publishing process.
- To understand the print production process.

Prerequisites:

The student should have an understanding of “Media Design” subject from semester one and design principle and elements.

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Story of Design and Introduction of Layout	25%
What Is Design, Introduction to Design Role of Design in Society, Impact/Function of Design Indigenous Design Practices, Role of Design in The Changing Social Scenario. Role and Responsibility of Designers, Types of Layout.	
Module II Digital Publication	45%
Trends In Digital Publishing, Understanding The Basic Terms For Newspaper: Body, TOC, Masthead, Heads & Titles: Kicker, Deck, Subhead, Running Head, Continuation Head, Page Number, By-Lines; Continuation Line: Jump Lines, Continuation Heads; End Sings; Pull-Quotes, Photos/ Illustration: Mug Shots, Caption, Photo Credit Line; Mailing Panel, Setting Up In-Design For Designing Digital Documents, Creating A Slide Presentation, Advanced PDF Presentation. Creating Effects for Presentation, Creating Interactive Mood Board, Creating Digital Portfolio, Creating A Digital Magazine with In-Design and Flash In-Design to Flash Production Concept.	
Module III – Print Production Essentials	30%
Digital Printing and Types of Digital Printing Devices, Types of Jobs That Are Appropriate for Digital Printing, Digital Consideration, Digital Colour, Large-Format Output, Variable Data	

Teaching Pedagogy

The classes will be theoretical with practical assignments for every theory concept they learn.

Pedagogy for Course Delivery:

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.

Lab/ Practicals details, if applicable: NA

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment	End Term Examination
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Components (Drop down)	Assignment	Class test	Project	Attendance	
Weightage (%)	10	10	5	5	70

Text& Reference:

- **Harrower, 2008, *the Newspaper Designer's Handbook*, McGraw-Hill Higher Education**
- **White, 2011, *the Elements of Graphic Design*, Allworth Press**
- **Drucker, McVarish, 2008, *Graphic Design History: A Critical Guide*, Pearson**



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: ANCHORING AND NEWS ROOM PRACTICES

Course Code: JMC316

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

- To make the students deliver information in a professional manner
- To make the students prepare anchor scripts of their own
- To enable students handle situations of live
- To understand the challenges and find solutions of working as a media professional

Pre-requisites: Preferably Bachelors in Journalism and mass Communication

- Students should be willing to present themselves on screen with content.

Course Contents/Syllabus:

Modules	Weightage (%)
Module I How to Read	35%
Diction, Pronunciation, Style, Grammar, Voice Modulation Appearance, Command Over Language, Understand What You Say, Difference Between A Live and Recorded Programme Anchoring, Challenges of A Live Bulletin	
Module II Art of Anchoring	30%
Anchoring for Various Formats: Business, Sports, Entertainment, Crime, Live Programming, News Programming, Anchoring Interviews: One to One, News Journal, Celebrity, Political, Reality Shows: Dance Show, Talent Show, Danger Shows, Award Function, Entertainment Shows: Film Review, Celebrity, Box Office Review, Film Gossips Sports or Business Show Match Review, Player Review, Post Match PC, Match Analyses, Sensex, Nifty, Real Estate, Shares, Documentary: On Location, Description of Location, Show, News Bulletin Knowledge of Daily News, Talk Shows: Political, Business, Entertainment, Current Affairs	
Module III Newsroom Practices	35%
TV Newsroom Structure, Process of Broadcast of a News Report, INGEST: Feed, FTP, Recording, 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, 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.	

Pedagogy for Course Delivery: hands on experience. Watching TV shows. Explaining through tv shows. studio work.

Lab/Practicals details, if applicable: Studio Required

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	CT	Presentation	HA	Attendance	
Weightage (%)	10	10	5	5	70

Text & References:

- **The ABC of News Anchoring**

By Richa Jain Kalra

The Broadcast Journalism Handbook: A Television News Survival Guide

- By Robert Thompson, Cindy Malone
- News casting in electronic media, by Mohan sundara rajan
- On Camera: how to report anchor and interview by Nancy Reardon
- Power Performance: Multimedia Storytelling for Journalism and Public Relations by Tony Silvia, Terry Anzur
- Presenting Magically: Transforming Your Stage Presence With Nlp by [Tad James](#), [David Shephard](#)



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: MEDIA ETHICS, LAWS AND REGULATIONS

Course Code: JMC317

Credits: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

- To introduce students to ethical issues and legal restraints placed upon media
- To discuss the conflicting traditions of a free but regulated mass media
- To describe the various media laws
- To understand the context and framework of media regulation in India
- To discuss the issues arising from regulation of the media
- To locate the role of various stakeholders in content regulation of the media

Pre-requisites: Nil

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Media Ethics	20 %
Ethical Framework, Ethics in Journalism, Press as The Fourth Estate, Code of Conduct for Journalists, Press Council Guidelines, Confidentiality of Sources. Editorial Content & Integrity, Trends in Commercialization: Paid News, Advertorials, Private Treaties, Case Studies (National and International)	
Module II Freedom of Press	10 %
Constitutional Provisions of Freedom of Speech and Expression, Restrictions on Freedom of Speech and Expression, Law on Sedition, Morality, Obscenity and Censorship	
Module III Media Laws	40 %
Introduction to The Legal System in India, Defamation, Contempt of Court Right to Privacy, Intellectual Property Rights (Copyright), Right to Information Cinematograph Act, Indecent Representation of Women Act.	
Module IV Media Regulation	30 %
Regulatory Bodies for Print, Broadcast, Films (PCI, NBA, BCCC, Censor Board) Framework of Broadcast Regulation in India, Cable Television Regulation Act, 1995, Content Regulation on Television, The Role of Stakeholders in Content Regulation, Self-Regulation	

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.

Lab/ Practicals details, if applicable: Not Applicable

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)	CT	HA	Viva	Attendance	
Weightage (%)	10	10	5	5	70

Lab/ Practical/ Studio Assessment: NA

Text & References:

- Divan, M.G. (2013). Facets of Media Law A mini encyclopaedia covering multiple dimensions of media law. New Delhi: Eastern Book Company.
- Christians, G.C. et al. (2011). Media Ethics.
- Thakurta, P. G (2012); Truth Fairness Objectivity: Oxford University Press
- Kumar Keval J, Mass Communication in India
- Christians, G.C. et al. (2011). Media Ethics



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: MEDIA ECONOMICS

Course Code: JMC318

Credits: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

1. To familiarize students with the concepts of economics being used in media.
2. To enable students to understand the economics of Media production.
3. To enable students to understand the organisational functioning of Media production houses.
4. To familiarize students with relationship of media economics with public policy.

Pre-requisites: Nil

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Basics of Media Economics	40 %
An Introduction to Media Economics Theory and Practice, Economics and Media Regulation, Supply and Demand, Elasticity of Demand and Supply. Types of Media Markets.	
Module II Structure and Change	20 %
Indian Media Industry: Organisation Structure and Challenges The Economics of International Media, Global Media Conglomerate	
Module III Media Ownership	20 %
Media, Markets and Public Spheres, How Business Strategy Shapes Media Content How Media Business Influences Society. Ownership and Control. Contemporary Start Up Culture in Indian Scenario	
Module IV Media Networks, Associations and Guilds	20 %
The Broadcast Television Networks, Contemporary Radio Industry: Revenue Generation and Challenges Online Media: Concept of Online Profit-Making Via YouTube And Social Media. Organic and Inorganic Reach Concept of Pay Per Click, Social Media Advertising. Crypto Currency, Online Banking Practices and Limitations	

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.

Lab/ Practicals details, if applicable: Not Applicable

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)	CT	HA	Viva	Attendance	
Weightage (%)	10	10	5	5	70

Lab/ Practical/ Studio Assessment: NA

Text & References:

- Potter, W. J. (2013). *Media literacy*. Sage Publications.
- Doyle, G. (2013). *Understanding media economics*. SAGE Publications Limited.
- Matsaganis, M. D., Katz, V. S., & Ball-Rokeach, S. J. (2010). *Understanding ethnic media: Producers, consumers, and societies*. Sage.
- Kumar Keval J, *Mass Communication in India*
- Albarran, A. B. (2002). *Media economics*. John Wiley & Sons, Ltd.



SEMESTER IV

AMITY UNIVERSITY

MADHYA PRADESH

Course Title: FILM APPRECIATION

Course Code: JMC411

Credits: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

1. To familiarize students with the skills related to critical film appreciation.
2. To discuss cultural impact of different nation over film industries.
3. To enable students to understand history and current scenario of various cinema industries.
4. To familiarize students with film psychology.

Pre-requisites: Nil

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Basics of Cinema	30%
History of Cinema, Language of Cinema, Cinema and Other Traditional Arts, Film Styles and Movements, Film Psychology	
Module II Film Genres	20 %
Film Genres: Types, Categories, Classifications or Groups of Films. General Ideas on Art Theory as A Consumer Habit as Audience Sound and Aesthetics of Sound	
Module III International Cinema	40%
Cinema Culture of Various Countries Indian Cinema Industry Japanese Cinema Industry Chinese Cinema Industry Korean Cinema Industry European Cinema: Poland, Russia, UK, Italy, France Etc Iranian Cinema Hollywood (American Film Industry)	
Module IV Film Industry	10 %
Impact of Cinema on Audience Case Studies of Various Film Directors and Production Houses Auteur Theory and Its Relevance	

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.

Lab/ Practicals details, if applicable: Not Applicable

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)	CT	HA	Viva	Attendance	
Weightage (%)	10	10	5	5	70

Lab/ Practical/ Studio Assessment: NA

Text & References:

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



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: CURRENT AFFAIRS AND MEDIA ANALYSIS

Course Code: JMC412

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

The students are now in the brink of entering the job market or pursuing higher studies. Before stepping out, the modules will serve as a refresher course which will comprehensively cover current newsmakers and events in the national and international arenas. Also, national and international organization's in-depth analysis will be done so that the students will understand its significance. Students will be introduced to and kept updated on other current issues and affairs, which are high on the world agenda. The students will also get a chance to discuss and debate on contemporary issues.

Prerequisites: Students should have adequate and up to date knowledge of current affairs.

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Overview	25 %
What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	
Module II Analysis of National and International News and Current Affairs	25 %
Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	
Module III Global Economic Trends and Issues	25 %
Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates, World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	
Module IV Indian Topical Issues and Their Backgrounders	25 %
Indian Constitution, Naxalism And Marxism, Criminalization of Politics Indian Foreign Policy: India And Issue of Permanent Seat in The UN	

Pedagogy for Course Delivery:

The class will be taught by giving references of daily news which comes both in the print and broadcast media. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for news analysis. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Their inclination towards research and analysis in the contemporary issues will get a boost. Various nuances of the news analysis will be acquainted to the students so that it will help them understand the intricacies of the media industry in general and news industry in particular.

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
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100%	NA	100%
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Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Mid-Term Exam	Project	Viva	Attendance	
Weightage (%)	10%	10%	5%	5%	70%

Text & References:

- Lorimer Rowland. Mass Communication
- DeFleur Melvin. Understanding Mass Communication
- Singhal Arvind & Rogers Everett. India's Communication Revolution
- Klapper Joseph. Mass Communication Effects

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**



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Internship

Course Code: SIP413

Credits: 9

L	T	P/S	SW/FW	TOTAL CREDIT UNITS
0	0	0	9	9

GUIDELINES FOR INTERNSHIP

There are certain phases of every Intern's professional development that cannot be effectively taught in the academic environment. These facets can only be learned through direct, on-the-job experience working with successful professionals and experts in the field. The internship program can best be described as an attempt to institutionalize efforts to bridge the gap between the professional world and the academic institutions. Entire effort in internship is in terms of extending the program of education and evaluation beyond the classroom of a university or institution. The educational process in the internship course seeks out and focuses attention on many latent attributes, which do not surface in the normal class room situations. These attributes are intellectual ability, professional judgment and decision-making ability, inter-disciplinary approach, skills for data handling, ability in written and oral presentation, sense of responsibility etc.

- To provide an out-of-the classroom training environment for the students and provide opportunities for them to apply the knowledge and skills that they have learnt in real life working environment.
- To enable our students to be exposed to more real-life work situations and prepare them for their career /working life.
- ASCO would always remain in loop of a students' placement and training assignments.

In order to achieve these objectives, each student will maintain a file (**Internship File**). The Internship File aims to encourage students to keep a personal record of their learning and achievement throughout the Programme. It can be used as the basis for lifelong learning and for job applications. Items can be drawn from activities completed in the course modules and from the workplace to demonstrate learning and personal development.

The Internship report will assess the student's analytical skills and ability to present supportive evidence, whilst demonstrating understanding of their organization, its needs and their own personal contribution to the organization.

The **layout guidelines** for the Internship File:

- A4 size Paper
- font: Arial (10 points) or Times New Roman (12 points)
- line spacing: Preferably double space.
- top and bottom margins: 1 inch/ 2.5 cm; left and right margins: 1.25 inches/ 3 cm

The File will include **five sections** in the order described below. The content and comprehensiveness of the main body and appendices of the report should include the following:

1. **The Title Page**--Title - An Internship Experience Report For (Your Name), name of internship organization, name of the Supervisor/Guide and his/her designation, date started and completed, and number of credits for which the report is submitted.
2. **Table of Content**--an outline of the contents by topics and subtopics with the page number and location of each section.
3. **Introduction**--short, but should include how and why you obtained the internship experience position and the relationship it has to your professional and career goals.
4. **Main Body**--should include but not be limited to daily tasks performed. Major projects contributed to, dates, hours on task, observations and feelings, meetings attended and their purposes, listing of tools and materials and their suppliers, and photographs if possible, of projects, buildings and co-workers.
5. **Appendices**--include pamphlets, forms, charts, brochures, technical and descriptive literature, graphs and other information related to your Internship experience.

The **Main Body** will have **three sections** and will include the following items which will be evaluated for the final assessment: -

1. An **analysis of the company/organization** in which the student is working
2. A **personal review** of the student's management skills and how they have been developed through the programme.

3. The **research report** that the student has prepared on the project assigned to him by the organization. (In case a student is not assigned a specific research project in the organization, he has to select any one aspect of the organization and prepare a research report on it).

ASSESSMENT OF THE INTERNSHIP FILE

The student will be provided with the Student Assessment Record (SAR) to be placed in front of the Internship File. Each item in the SAR is ticked off when it is completed successfully. The faculty will also assess each item as it is completed. The SAR will be signed by the student and by the faculty to indicate that the File is the student's own work. It will also ensure regularity and meeting the deadlines.

STUDENT ASSESSMENT RECORD (SAR)

Management File Item	Criteria for successful completion of the item
1. Analysis of organization (1500-2000 words)	<ul style="list-style-type: none"> • Clear presentation of ideas and analysis • Provides an organizational diagram, following organization presentation conventions • Analysis covers the organization's: <ul style="list-style-type: none"> ➤ Business strategy and mission ➤ Structure ➤ Resources and assets ➤ Current financial performance ➤ Leadership/decision-making style ➤ Staffing and skill base ➤ Products/services and customers
2. Personal review of Management skills development (1000-1500 words)	<ul style="list-style-type: none"> • Clear presentation of ideas and analysis • Demonstrate awareness of own management skills • Presents critical analysis of own management effectiveness, supported with examples • Provides evidence of development of specific management skills e.g. strategic, financial, leadership • Explains how new skills and learning have benefited the organization and self
3. Design of Research Project (1500- 2000 words)	<ul style="list-style-type: none"> • Clear presentation of ideas and analysis • Justifies the choice of subject for the research project and why this might be beneficial to the organization • Selects and justifies appropriate research methods for the project • Demonstrate understanding of the key stages in undertaking a research project • Indicates which analytical/statistical tools would be most appropriate and why • The design plan takes account of the resourcing implications of carrying out the research e.g. staffing and other costs

Examination Scheme:

Report by Student (Internship File)

a. Organization & Presentation/Language and clarity /substance of Contents covered and Comprehensiveness	20%
b. Research Report	30%
Industry Feedback (continuous)	20%
Presentation & Viva (At the end)	30%
Total	100%



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: DISSERTATION/SPECIALIZED PROJECTS

Course Code: DSA414

Credit Unit: 9

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
0	0	0	9	9

S. No	Course Title	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: 5-6 WEEKS

GUIDELINES

The procedure for doing a Summer Project is as following:

- Choosing a subject/topic for Summer Project
- Finalization and approval of topic of Summer Project by respective faculty guide on a proper format (Synopsis)
- Online registration by the students
- Allocation of faculty guides on Amizone by the Institution
- Submission of Weekly Progress Report (WPR) to the respective faculty guide.
- Maintenance of Daily diary of work done by the student and submitting the same to the faculty guide.
- Writing the first and second draft of the topic and getting the same duly approved by the faculty guide
- Editing and preparing the final paper with plagiarism report.
- Submission of Final Report

1. Choosing a Subject/ topic for Dissertation

- The subject chosen should not be too general.
- 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 stragglng 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 its "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 10 % 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 sections, 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.	CREDIT UNITS	Pages	No. of Copies	Binding Type
1	6	Up to 60 to 70 Pages	02 copies	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 (CIA = 30)
1	Timely Registration	02
2	Topics & Synopsis Approval	02
3	WPRs (No. of WPR Submitted) (Satisfactory WPR)	05 07
4	1 st Draft on time	02
5	2 nd 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



AMITY UNIVERSITY

MADHYA PRADESH

Syllabus of M.A (Journalism & Mass Communication)

Approved by Board of Studies

2021-2023

Amity School of Communication

AUMP, Gwalior

Amity School of Communication
Programme: Master of Journalism & Mass Communication [MA (J&MC)]

Sr. No.	Course Code	Title of Course	Total Credit: 112 Total Hours: 112	
			Total Credits	Total Hours
1	JMC111	THEORIES OF COMMUNICATION	3	3
2	JMC112	BASICS OF PRINT JOURNALISM	3	3
3	JMC113	MEDIA DESIGNING	3	3
4	JMC114	ADVERTISING PRINCIPLES AND PRACTICES	3	3
5	JMC115	AESTHETICS OF PHOTOGRAPHY	3	3
6	JMC116	INTRODUCTION TO RADIO	3	3
7	JMC117	MASS MEDIA INDUSTRY	3	3
8	JMC118	POLITICAL COMMUNICATION	3	3
9	BSP143	BEHAVIOURAL SCIENCE-I	1	1
10	BCP141	ADVANCED COMMUNICATION-I	1	1
11	FLP144	FRENCH-I	2	2
Total			28	28
Sr. No.	Course Code	Title of Course	Total Credits	Total Hours
1	JMC211	COMMUNICATION RESEARCH	3	3
2	JMC212	TELEVISION JOURNALISM	3	3
3	JMC213	RADIO PRODUCTION	3	3
4	JMC214	VISUAL DESIGNING AND PRODUCTION	3	3
6	JMC215	SPECIALIZED REPORTING	3	3
7	JMC216	FILM THEORY AND PRACTICES	3	3
8	JMC217	PUBLIC RELATIONS AND CORPORATE COMMUNICATION	3	3
9	JMC218	FOLK AND POPULAR MEDIA OF INDIA	3	3
10	BSP243	BEHAVIOURAL SCIENCE-II	1	1
11	BCP241	ADVANCED COMMUNICATION-II	1	1
11	FLP244	FRENCH-II	2	2
Total			28	28
Sr. No.	Course Code	Title of Course	Total Credits	Total Hours
1	JMC311	NEW MEDIA ECOLOGY	3	3
2	JMC312	ADVANCED FILM THEORY AND PRACTICES	3	3
3	JMC313	DEVELOPMENT COMMUNICATION	3	3
4	JMC314	EVENT AND BRAND MANAGEMENT	3	3
5	JMC315	WEB DESIGNING	3	3
6	JMC316	ANCHORING & NEWSROOM PRACTICES	3	3
7	JMC317	MEDIA LAWS AND ETHICS	3	3
8	JMC318	MEDIA ECONOMICS	3	3
9	BSP343	BEHAVIOURAL SCIENCE-III	1	1
10	BCP341	ADVANCED COMMUNICATION-III	1	1
11	FLP344	FRENCH-III	2	2
Total			28	28
Sr. No.	Course Code	Title of Course	Total Credits	Total Hours
1	JMC411	FILM APPRECIATION	3	3

2	JMC412	MEDIA ANALYSIS AND CURRENT AFFAIRS	3	3
3	SIP413	INTERNSHIP	9	9
4	DSA414	DISSERTATION/SPECIALIZED PROJECT	9	9
5	BSP443	BEHAVIOURAL SCIENCE-IV	1	1
6	BCP441	ADVANCED COMMUNICATION-IV	1	1
7	FLP444	FRENCH-IV	2	2
Total			28	28

2018-2020



Semester I

AMITY UNIVERSITY

MADHYA PRADESH

Course Title: THEORIES OF COMMUNICATION

Course Code: JMC111

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

- To understand the flow of information
- To know the concept, definition and purpose of studying communication models and theories
- To get introduced with different models and theories of communication

Prerequisites: NIL

Course Contents/Syllabus:

Modules:	Weightage (%)
Module I Understanding Communication	20%
Origin, Basic Concepts, Definition, Nature, Process and Functions, Types of Communication and Their Contexts, Different Schools of Communication (Semiotics, Process)	
Module II Different Thoughts of Communication	20%
Indian Perspectives - Sadharanikaran And Other Seminal Thoughts. Early European Perspectives - Rhetoric, Aristotle And Sophists. Modern Perspectives - Technological Determinism Media System-Factors and Theories (Authoritarian, Libertarian, Socialistic, Social Responsibility, Development)	
Module III Models of Communication	20%
Linear Models (Laswell, Shannon-Weaver, Barlow's Scar), Circular Model (Schramm- Osgood, Dance Helical Model) Triangular Model (Newcomb's Abx Model), Gerbner Model, Westley & Maclean's Model, Jacobson Model	
Module IV Theories of Mass Communication	40%
Magic Bullet Theory, Propaganda Theory, Two Step Flow Theory, Persuasion Theory, Limited Effects Theory, Play Theory, Uses and Gratifications Approach, Agenda Setting Theory, Dependency Theory, Dissonance Theory (Selective Perception, Selective Exposure, Selective Retention), Cultivation Theory, Dependency Theory, Critical Cultural Theory, Reinforcement Theory, Social Cognitive Theory, Social Network Theory, Spiral of Silence	

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.

Lab/ Practicals details, if applicable: Not Applicable

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	CT	HA	Viva	Attendance	
Weightage (%)	10	10	5	5	70

Text and References

1. Baran, Stanley J. & Davis, Dennis K., *Mass Communication Theory: Foundations, Ferment, and Future*. Thomson Wadsworth. (2006).
2. Cobley, Paul, *The Communication Theory Reader*, Routledge, London and New York (1996)
3. DeFleur, Melvin L. & Ball-Rokeach, Sandra J., *Theories of Mass Communication*. Longman. (1982).
4. Fiske, John, *Introduction to Mass Communication*, Routledge, New York, 1997
5. Inglis, Fred, *Media Theory- An Introduction*, Blackswell, Oxford (UK) & Cambridge (USA), (1996)
6. Melkote, Srinivas R. and Rao, Sandhya, (edited), *Critical Issues in Communication- Looking Inward for Answer*, Sage Publications (2001)
7. Philipson, Gerry & Albrecht, Terrance L., *Developing Communication Theories*. Suny Press. (1997).
8. Severin, Werner Joseph & Tankard, James W., *Communication Theories: Origins, Methods, and Uses in the Mass Media*. Longman. (1997).
9. Sitaram, K. S., *Communication and Culture: A World View*, McGraw Hill, New York, 1999
10. Wood, J.T., *Communication Theories in Action*. Wadsworth Publishing Co., (1997).



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: BASICS OF PRINT JOURNALISM

Course Code: JMC112

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives: The course aims to introduce basic concepts of print journalism and familiarize students with the functioning of a newspaper organization. The students will comprehend the basics of news, news writing and newsgathering to enable them to fulfil journalistic roles. In addition, basic editing and layout planning will be discussed.

Pre-requisites: Students should have an interest in journalism and current affairs. They should keep abreast with the daily news events in order to understand the nuances of newsgathering and reporting.

Course Contents/Syllabus:

Modules	Weightage (%)
Module I: Media History	20 %
Early Efforts of News Papering in India With Special Reference to Hickey, Buckingham And Raja Ram Mohan Roy, The Indian Press and Freedom Movement - Gandhi, Tilak,	
Module II: Anatomy of News	20 %
News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting, Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet	
Module III: News Gathering	30 %
Reporting: Various Types of Reporting (Objective, Interpretative, Investigative,) General Assignment Reporting/Working on A Beat: Political: (Special Problems Related to Political Beats), Crime, Health, Sports, Education, Science, Etc. Reporting for News Agency, Periodicals and Magazines.	
Module IV: Editing & Layout Planning	30 %
Editing Symbols, Editing Desk, (Editor, News Editor, Chief Sub-Editor, Sub- Editor, Proof Reading, Typography, Headline, Photo Selection and Editing - Page Planning and Layout - Importance of Editorial Policies.	

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

Lab/ Practicals details, if applicable: Not Applicable

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)	CT	P	V	A	EE
Weightage (%)	10	10	5	5	70

Text & References:

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



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: MEDIA DESIGNING

Course Code: JMC113

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

This subject will give students a broad knowledge of the computer based graphic design, which mainly using in adverting. Also, they will learn function, meaning and artistic qualities of graphic design, how to work with computers, different design software like Adobe Illustrator, InDesign, Quark Xpress etc. And students will study the design and layout of pages, taking into consideration the choice of typeface and positioning and choice of colour, images and text. Their work will include practical projects as well as investigations into current design and editing practices in a variety of print forms.

Prerequisites:

The student should have undergone the basics of introduction of computer and computer graphic design.

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Basics of Design Introduction of Design Software, Basic Need, Importance, Impact, Future. Design Elements, Design Principles. Application of Design Elements and Principles. Examples of Design Elements Combine to Create an Overall 'Look' To the Publication (Magazine, Newspaper, Leaflet, Poster, Pamphlet Etc). Different Image File Formats, After Creating Graphic Files. Colour Modes, File Formats, Image Resolution Etc. Choice and Usage of Images and Colours in Advertisements.	30%
Module II Typography History of Fonts, Sizes of Fonts, Classification of Fonts, Text: Generation and Preparation for Use, Display, Digital Typesetting, Editing, Creation of Headlines Using Appropriate Font.	25%
Module III Designing Software Graphic Design Packages (E.G. Adobe Illustrator, InDesign, Quark Xpress), Creation of Advertisements, Importation and Movement of Copy and Images, Vector and Raster Graphics, Use of Text Wrap, Anchored Graphics and Rules, Various Palettes, Master Pages, Templates Etc. Corporate Identity: Usage of Types & Fonts, Colour Schemes, Punch Line, Orientation. Corporate Stationary: Logo, Letterhead Design, Business Card, Envelop, Catalogues, Brochures, Digital Posters, Calendar Design. Difference Between Newspaper & Magazine Layouts Creating Layouts for Fashion Feature or Business Articles or News Pages	45%

Pedagogy for Course Delivery:

The teaching of this course, which is a computer lab-based subject, is going to involve encouraging students for graphic design study, understanding of computer designing will help them in future to develop their own creativity and idea of designing.

Lab/ Practical details, if applicable: Not Applicable

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Assignment	Class Test	Project	Attendance	
Weightage (%)	5	10	20	5	70

Text & References:

- Sarkar, N. N-. Art and production
- Daryl & Moen- Newspaper Layout & Design: A Team Approach
- John Cruise and Kelly Kordes Anton- QuarkXPress 8: Essential Skills for Page Layout and Web Design
- David Karlins& Bruce K. Hopkins-Techmedia-BPB Publications - How Tos 100 essential techniques



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: ADVERTISING PRINCIPLES AND PRACTICES

Course Code: JMC114

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

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

- The course introduces the students to concepts of advertising.
- The course will provide them with the knowledge of Indian advertising scenario.
- The course is designed to make students understand the relationship between advertising and marketing.
- The course make student be able to identify advertising mediums, traditional, new and experimental.
- The course shall familiarize the students with the social and ethical issues concerning advertising in society.

Prerequisites: NIL

Module I Understanding Advertising	Weightage
Concept, Nature, Definitions, Evolution and History, Role, Objectives, Functions, And Significance, Types and Classification of Advertising, Factors Determining Advertising Opportunity of a Product/Service/Idea, Types of Appeals and Advertising Messages, Concept of Integrated Marketing Communication (IMC)	30%
Module II Agency Structure and its Roles and Responsibilities	25%
Various Functional Departments and Scope of Their Works (Account Planning, Account Servicing. Creative- Copy & Art, Media, Production, Billing, HR Etc.) Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship, Revenue and Commission Systems	
Module III Account Management	30%
Introduction to Account Management-Scope, Definition, Responsibilities and Implementation Paths, Client Related Issues and The Process: Stages in The Client-Agency Relationship, Factors Affecting Client-Agency Relationship, The Pitching Mechanism-Simulation, Creative and Media Briefing Process (Agency -Media Interface, Agency Revenue Process, Setting and Allocating Budget, Various Methods of Budgeting)	
Module IV Social, Legal and Ethical Aspects of Advertising	15%
Ethical Issues in Advertising Social Criticism of Advertising Laws in Advertising, Statutory Bodies in India, Role of AAA And ASCI and The Study of Various Codes of Conduct	

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

Assessment / Examination Scheme:

Theory Assessment (L&T):

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

Text & References:

- Jaishri Jethwaney and Shruti Jain, 'Advertising Management', Second edition, Oxford University Press, New Delhi, 2013
- Kruti Shah and Alan D'Souza, 'Advertising & promotions an IMC perspective' Tata Mc Graw Hill, New Delhi, 2012



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: AESTHETICS OF PHOTOGRAPHY

Course Code: JMC115

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

In this course students will be introduced to

- The art, and commercial practice, of photography.
- Students will explore the making and editing of work to inform their visual literacy and connectedness to the medium.
- This includes the making of fictional and non-fictional images, artificial lighting, digital editing and photojournalism. Students will also begin to understand critique (or peer review) as a part of the making process.

Prerequisites:

The student should have an aptitude to learn photography

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Introduction to Visuals	20%
Human Eye and Camera. Visual Perception. The Social Definition of Photography-- The Power of Visual Images-- Reinforcing Stereotypes with Images. Light and Colour, Qualities of Light, Characteristics of Light. Demonstration an Understanding of Colour Theory as It Pertains to Photographic Processes, Create Colour Output in Both Digital and Analogy Technologies, Contrast Painting and Photography, Photography as An Art, Photography as Science (EXERCISE ON: A Comparative Study of Painting and Photography)	
Module II Visual Perception	40%
Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc..) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras- Different Parts Of SLR Camera- Film & Digital Technology, Digital SLR Vs. SLR, Advantages Of Digital Photography Vs Conventional Photography, Aperture And Depth Of Field, Shutter And Motion, Film Speed (ISO) And Noise, Lenses – Types & Uses, Focal Length, Focal Plane & Focus, Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of Field, Angle of View, Exposure Compensation & Time of Day)	
Module III Principles of Visual Communication	40%
Rules of Composition – Portraits, Optical Centre and Geometric Centre, Rule of Thirds, Composing Different Subjects, Perspective –Texture – Pattern- Colour- Shape- Contrast-Types of Photography- Landscape –Portrait- Still Documentary (EXERCISES ON: Texture, Pattern, Colour, Contrast, Composition)	

Pedagogy for Course Delivery:

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.

Assessment/ Examination Scheme:

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

100	0	100
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Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Assignment	Class test	Project	Attendance	
Weightage (%)	10%	10%	5%	5%	70%

Texts:

1. Langford Michael, **Basic Photography**, Plume; 5 edition (August 26, 2003)
2. Peterson, Bryan **Understanding Exposure, Amphoto Books; 3rd Revised edition (10 August 2010)**



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: INTRODUCTION TO RADIO

Course Code: JMC116

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

Students will grasp the structure and history of the radio industry of India, as well as recognize the impact of AIR on nation.

Pre-requisites: Students should have a flair for radio and good auditory skills.

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Radio as a Medium	20%
Strength & Weaknesses, Characteristics & Edge Over Other Media, Types of Broadcast, AM & FM, Short Wave, Analogue & Digital, Studio, Mike, Recording,	
Module II Expansion of Radio	40%
History of Broadcasting: Radio Came to India, Expansion of Radio, Development with Five-Year Plans, Diversification of Broadcast, Education Turned Entertainment, Commercial Attempt, 3-Tiers of Radio Broadcast, Local Reach, Community Broadcast, Different Services.	
Module III Broadcasting Policy	40%
Policies & Principles Radio's Role in Nation Building, Public Broadcast & Commercialization, AIR Code, Commercial Code, News Objective, Guidelines for Election Broadcast, Privatization & Autonomy, Prasar-Bharti, Convergence, Relevance of Radio & Media Policy.	

Pedagogy for Course Delivery:

- Class lectures
- Class Demo of Equipments
- Class discussion
- Field Assignments
- Operations and handling of Audio Equipments in radio stations.
- Students project in the form of radio programme.

Lab/Practicals details: NA

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Project 1	Project2		
Weightage (%)	10	5	10		70

Text & References:

- Chatterjee, P.C.: Broadcasting in India, Sage, New Delhi, 1988.
- Masani, Mehra: Broadcasting and People, National Book Trust, NewDelhi,1997.
- Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.
- Akash Bharti National Broadcast Trust: Publication Division, New Delhi, 1987.

- Report of the Working Group on Television 'software for Doordarshan Vol. I & II, Publication Division, New Delhi, 1985.
- Hellard Robert, writing for television and radio, Words worth Publishing Company, Belmont, 1984.
- White, Tedel al, Broadcast News, writing, reporting and production. Macmillan, NY. 1984.
- Mitchell Stephen, Holt: Broadcast News, Radio Journalism and an introduction to Television., Rinehart & Winston. NY. 1980
- Edger E. Willis & Henary B. Aldrige, Television and Radio, Prentice Hall.
- Stuart W. Hyde, Television and radio announcing, Kanishka Publishers, Delhi.
- Smith E. Leslie, Perspective on radio and TV. Harper & Raw NY.
- Macliesh Robert, Radio Production Techniques. Macmillan. NY.
- Nostrum William J. Van. The Script Writers' Handbook.
- Singhal Arvind, & Rogers Everett, India's Information revolution. Sage. New Delhi.
- Sim Harris & Paul Chantler, Local Radio, Focal press.
- Ash, William, The Way to Write radio Drama, BBC,
- Crook, Tim, Radio Drama; Theory and Practice, London.



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: MASS MEDIA INDUSTRY

Course Code: JMC117

Credits: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objective:

A knowledge of mass media as a corporate enterprise is essential for a complete understanding of mass communication. Today's media is increasingly market driven, and the students will learn about the various branches in the mass media industry and various aspects of the industry such as ownership patterns, legal issues and laws, and organizational structure.

Pre-requisites: Nil

Course Contents/Syllabus:

Modules	Weightage (%)
Module I: Media and Entertainment(M&E)	30%
Four Pillars Of M&E, Key Development: Demonetisation, GST, National IPR Policy e.tc and Its Impact, Evolution of Digital Consumer	
Module II: Contemporary Practices	40%
Digitisation: Digital Advertising Ecosystem, The 4G Dawn, Digital News, Over The Top Video(OTT),The New Genre- Free To Air Channels, Indian Film Industry Performances, Rise Of Biopics Etc, Launch Of New Radio Stations And New Genres, Listenership Trend, FMisation Of The Country(Phase III Etc), Animation (In Film, Advertisement Etc), Language Newspaper,: Penetration And Hyper Localisation, Newspaper Distribution Chain In India, VFX In Domestic Production, Augmented Reality Vs Virtual Reality, Online Streaming (Hotstar, Voot, Netflix Etc), Piracy And Its Impact, UFO	
Module III: Media and Culture	30%
Merger and Acquisition: Case Studies, Hegemony and Cultural Imperialism, Cultural Dependency (Dependency Paradigm), Media Business Amidst Convergence, Mass Media Institutes and Organisation and School of Thoughts. (Frankfurt, Toronto, Etc),	

Pedagogy for Course Delivery:

- Lecture delivery
- Presentations
- Question-discussion
- Analysis of Current media scenario.
- Writing exercises

Lab/ Practicals details, if applicable: NA

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Attendance	Class Test	Home assignment	Presentation	
Weightage (%)	5	10	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



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: POLITICAL COMMUNICATION

Course Code: JMC118

Credits: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objective:

A democracy's success depends upon open and direct communication between its citizens and those who govern them. Therefore, the main goal of the course is to teach students about the role of communication in informing, influencing, and legitimizing decisions in domestic politics. In the constitution was adopted and why not some other, how the institutions grow in the company of actual politics.

This course examines the interaction of media, politics, and public opinion, thus providing a survey of the field of political communication. As a result, the goal of this course is to teach students to be effective observers and participants in the public sphere. We will study political communication in all its forms, genres, and styles in Indian politics. This course examines the practices that have come to constitute political communication. Emphasis will be given to the role of political communication as it is practiced in the media.

Pre-requisites: Nil

Course Contents/Syllabus:

Modules	Weightage (%)
Module I: Political Communication as an emerging Discipline	20 %
Scope and Characteristics, Relationship of Politics with Communication. Theoretical Approaches, The Role of Media in Politics; Mediation, Political Socialization, Political Participation, Political Processes, Public Opinion, Persuasion, Public Policy, Rights and Responsibilities of The Media. Channels of Political Communication	
Module II: International dimensions of Political Communication	20 %
Globalisation of Media, Transnational News, Ideological Promotion and Conflict, International Relations and Propaganda, Emergence of Third World Political Communication. Communication as A Human Right – UNO's Universal Declaration of Human Rights and Communication - International News Agencies and Syndicates, Their Organizational Structure and Functions – A Critique of Western News Values	
Module III: Introduction to identity politics and its relation to nation-building	30 %
Local Assertions and Its Links to Global Assertions, Gender Issues - Country or Region-Specific Gender, Race, Class and Caste Issues from A Post-Colonial Perspective; Racial Profiling, Discrimination, Xenophobia and Cross Border Migration, HDI, Development and Environmental Concerns - Conflict of Interests Between Economic and Environmental Concerns	
Module IV: UNESCO's efforts in removal of Imbalance in News flow	30 %
Debate on New World Information and Communication Order and New International Economic Order, MacBride Commission's Report – Non-Aligned News Agencies Pool – Its Working, Success, Failure. Issues in International Communication – Democratization of Information Flow and Media Systems – Professional Standards; Information – Prompted Cultural Imperialism – Criticisms; Violence Against Media Persons - Effects of Globalization on Media Systems and Their Functions; Transnational Media Ownership and Issues of Sovereignty and Security.	

Pedagogy for Course Delivery:

- Lecture delivery
- Presentations
- Question-discussion
- Analysis of Current scenario of India.
- Writing exercises.

Lab/ Practicals details, if applicable: NA

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Attendance	Class Test	Home assignment	Presentation	
Weightage (%)	5	10	10	5	70

Text & References:

Suggested Readings

1. Thussu, Daya Kishan (2009), International Communication: A Reader
2. Mohammadi, Ali. (1997). International Communication & Globalization, Sage Publications.
3. Edward S. Herman, and Noam Chomsky, (2002) Manufacturing Consent: The Political Economy of the Mass Media, Pantheon Books, New York.
4. Seator, Jean. (1998). Politics and the Media, Blackwell.
5. Gunther, Richard. (2000). Democracy and the Media, Cambridge



SEMESTER II

AMITY UNIVERSITY

MADHYA PRADESH

Course Title: COMMUNICATION RESEARCH

Course Code: JMC211

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

- To introduce the students to the concept of communication research
- To establish relationship between mass communication, journalism & research
- To explain to students the various research designs and approaches to research
- To discuss the media research process and various sampling techniques
- To introduce students to statistical applications in communication research
- To discuss research report writing methods and ethical issues in communication research

Pre-requisites:

Student should know about various forms of media

Course Contents/Syllabus:

Modules	Weightage (%)
Module I – Introduction to Communication Research Definition, Research Methods and Approaches in Social Sciences. Mass Media Research and Scientific Methods. Importance of Communication Research – Indian Scenario. Formulation of Research Problem, Review of Literature, Hypothesis, Research Design.	25%
Module II – Communication Research Process Steps of 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, Policy Implications and Conclusion. Sampling: Meaning, Strategies, Methods and Types Basic Terms of Sampling: Sample Plan, Sample Design, Sample Unit, Sample Frame and Sample Size, Tools of Data Collection	30%
Module III – Statistical application Statistics Applied in Research: Frequencies and Percentages; Measures of Central Tendency: Mean, Median and Mode; Measures of Dispersion: Range, Standard Deviation and Mean Deviation;	20%
Module IV – Report Writing and Ethical Issues in Communication Research Types of Communication Research Reports: Research Articles/Paper, Project Report, Dissertation and Thesis, Significance of Abstract, Proposal, Synopsis, Reference and Bibliography in Research Ethical Issues in Research: Plagiarism, Interviewers Guidelines	25%

Pedagogy for Course Delivery:

- Power-point presentation
- Relevant research papers as examples for explaining the concepts
- Practical exercise for research methods and sampling

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Research Assignment	Presentation	Attendance	
Weightage (%)	10	10	05	05	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.



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: TELEVISION JOURNALISM

Course Code: JMC212

Credits: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

To bring a perception about practice of journalism in broadcast media, to create a conceptual understanding about journalism in the perspective of society and other fields of mass communication. To make them understand the editorial structure and the newsroom functions.

Pre-requisites: Students should have a flair for journalism and a basic idea about broadcast media.

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Television as a Medium Understanding the Medium: Invention and Development; Strengths and Weaknesses of The Medium; Production and Transmission Technology; Working of A TV Camera: Various Camera Shots and Angles for News Coverage, Types of ENG Cameras, Understanding Sound, Light and Colour TV Editing Software: Uses and Limitations	20%
Module II TV News Understanding TV News: News Values, Significance of Timeliness, News as It Happens; Sources of News, Types of News, News Agencies; News Priorities For TV, Comparison with Other News Media, Breaking News: Definition and Practice Working of A News Room: Various Functionaries in A News Room: Reporters, Copy Editors, Input, Editors, Output Editors, News Producers, Cameramen, Video Editors; Backroom Researchers, Reference Library or Archives People, Graphic Artists	20%
Module III TV Reporting TV Reporting: Reporting Skills: Understanding Deadline, Gathering Information, Cultivating, Sources, Planning and Designing A Story, Being Fit and Alert, Presentation Skills: Voice Modulation, Diction, Screen Presence, Body Language; Piece-To-Camera, Phonos, Interview Skills, Instructing Cameraman, Significance of Sound-Bytes, Getting Good Soundbytes;	20%
Module IV TV Editing Writing And Editing TV News: TV Writing Style: Words Vs Visuals, Writing In 'Aural' Style, Content Of News, Anchor Script, Voice Over Script, Writing Headlines, Drafting Of News Scrolls; Updating Information, News Presentation: Structure Of A News Bulletin: Headlines, Individual Stories: Telling A Story Through Visuals, Use Of Graphics, File Shots, Photos Etc., Compilation Of A Bulletin, Live Feed, Anchor's Responsibilities; Skills Required Of A News Anchor: Screen Presence, Presence Of Mind, Interview Skills Etc.	40%

Pedagogy for Course Delivery:

1. Class lectures
2. Class Demo of Equipments
3. Class discussion
4. Field Assignments
5. Operations and handling of Audio & Video Equipments in studio and radio stations.
6. Students project in the form of TV & radio programme.

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Project 1	Project2	Attendance	
Weightage (%)	10	5	10	5	70

Text & References:

- Foundations of Politics Andrew Heywood (Mac Millan Foundation)
- State & Politics in India Edited by Parth Chatterjee (Oxford University Press)
- Betrayal of Indian Democracy M B Chande (Atlantic Publishers)
- Om Heritage Bhartiya Vidya Bhawan's series of Publications
- Robert, Kenny F. Teaching TV Production in a Digital World. Libraries unlimited.
- Pati M.R. Some Aspects of Broadcast Journalism in India. Kalyani Publishers.
- Frank, Lezzi. Understanding Television Production. Prentice-Hall.
- Shrivastava H.O. Broadcasting Technology: A Review. Gyan Publication House.
- Tyrrell, Robert. The Work of a Television Journalist. Focal Press.
- Boretsky, R. A. and Yorovsky A. Television Journalism. International Organisation of Journalists.



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: RADIO PRODUCTION

Course Code: JMC213

Credits: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

To develop on air talent who can produce their own radio broadcasts with fluidity and style, interact with their listeners, and market their radio shows.

Pre-requisites: 1. Introduction of Radio

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Studio Layout	20%
The Radio Studio- Studio Layout, The Studio Desk, Mixer, Control Panel, Console or Board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, Album and Other Discs, Microphones, Stereo, Equipment Faults, Basics of Sound	
Module II Radio Formats and Genres	20%
Radio Formats- Simple Announcements, Radio Talks/Commentaries/Comments, Radio Interviews, Radio Discussions, Radio Features and Documentaries Radio Play, Radio Running Commentaries, Radio Ads/Commercials, Phone ins And Radio Bridges, Music on Radio, Radio News-Radio News Defined Main Characteristics of Radio News as Against News in Other Media	
Module III Writing for Radio	20%
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)	
Module IV Radio Presentation	40%
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, 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)	

Pedagogy for Course Delivery:

1. Class lectures
2. Class Demo of Equipments
3. Class discussion
4. Field Assignments
5. Operations and handling of Audio radio stations.
6. Students project in the form of radio programme.
7. Making knowledge of different types of radio programme.

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Project 1	Project2	Attendance	
Weightage (%)	10	5	10	5	70

Texts & References:

1. Chatterjee, P.C.: Broadcasting in India, Sage, New Delhi, 1988.
2. Masani, Mehra: Broadcasting and People, National Book Trust, New Delhi, 1997.
3. Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.
4. Akash Bharti National Broadcast Trust: Publication Division, New Delhi, 1987.
5. Report of the Working Group on Television 'software for Doordarshan Vol. I & II, Publication Division, New Delhi, 1985.
6. Hellard Robert, writing for television and radio, Words worth Publishing Company, Belmont, 1984.
7. White, Tedel al, Broadcast News, writing, reporting and production. Macmillan, NY. 1984.
8. Mitchell Stephen, Holt: Broadcast News, Radio Journalism and an introduction to Television., Rinehart & Winston. NY. 1980
9. Edger E. Willis & Henary B. Aldrige, Television and Radio, Prentice Hall.
10. Stuart W. Hyde, Television and radio announcing, Kanishka Publishers, Delhi.
11. Smith E. Leslie, Perspective on radio and TV. Harper & Raw NY.
12. Macliesh Robert, Radio Production Techniques. Macmillan. NY.
13. Nostrum William J. Van. The Script Writers' Handbook.
14. Singhal Arvind, & Rogers Everett, India's Information revolution. Sage. New Delhi.
15. Sim Harris & Paul Chantler, Local Radio, Focal press.
16. Ash, William, The Way to Write radio Drama, BBC,
17. Crook, Tim, Radio Drama; Theory and Practice, Landon.



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: VISUAL DESIGNING AND PRODUCTION

Course Code: JMC214

Credit Units: 3

Course Objectives:

The course provides students a broad knowledge of designing of layouts of various mediums, students will be introduced to the art, and commercial practice of advance level of digital graphic designing. Students will explore the making and editing of work to inform their computer graphic designing. Projects will introduce students to the many ways the medium is used in their culture; this includes the making of professional magazines, newspaper layout, and corporate brochure, etc. Students will also learn the terminology used in layouts and designs in indoor medium (newspapers, periodicals, leaflets etc.) as well as outdoor medium (hoardings, posters, banners etc). The students will study the design for advertising layouts, taking into the consideration the choice of typeface and positioning and choice of colours, images and text.

Course Contents/Syllabus:

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Modules	Weightage (%)
Module I House styles	25%
Basic Concept of Style-Sheet and Its Creation, Style Guide: Examples from Newspapers, Magazines; Own Guide Produced for New Publication. Styles: Choice of Typeface and Masthead, Choice and Use of Images and Colour, Positioning of Articles and Images on The Page, Use of Headlines in An Appropriate Font, Point Size, Number of Lines Etc, Text Manipulation, Juxtaposition of Text/Images/Advertising, Typography	
Module II Advertisement Designing	35%
Communicating Through Multiple Media: Digital and Print Produces Integrated Design Solutions. Different Types of Advertising: Press Ad, Magazine Ad, Hoardings, Kiosks, Interior & Exterior Signage, Dangers, And Banners Etc. Choice and Usage of Images and Colours in Advertisements.	
Module III Design Software's	40%
Adobe Photoshop and Coral Draw - Introduction, Interfaces and Various Palettes, Document Setting, About Menus. Different Advertisement Designing Projects – Magazine, Brochure, News Paper, Letter Head, Flex Board Advertisements. Etc, Advertising Campaign: Developing Advertising Campaigns, From Concept to Creation, From Creative to Presentation.	

Pedagogy for Course Delivery:

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.

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop)	Assignment	Class test	Project	Attendance	

down)					
Weightage (%)	10	5	10	5	70

Texts & References:

- Art and production; Sarkar, N.N.
- Newspaper Layout & Design: A Team Approach; Daryl & Moen
- Gary David Bouton - CorelDRAW: The Official Guide
- Steve Schwartz & Phyllis Davis-Pearson Education - Corel Draw for Windows, by



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: SPECIALIZED REPORTING

Course Code: JMC215

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

The aim of the course is to introduce beat reporting and explain the existing beat structure at the local and national level. The coverage of specialized beats pertaining to government, politics, sports & business will be discussed. Students will also be familiarized with investigative reporting.

Pre-requisites: The student must know the basics of print journalism including various aspects of news, news values, news writing and newsgathering. He should have understood the role and responsibilities of a journalist.

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Beat Reporting	25 %
Covering A News Beat, Covering Local Beats, Crime Reporting, Education Reporting, Health Reporting, Civic Issues Reporting, Covering Local Government	
Module II Covering the state and politics	25 %
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)	
Module III Business and Sports Reporting	25 %
Basic Business Knowledge & Business Bodies, Corporate Reporting, Covering Economic Policy (Ministries of Commerce, Finance, Industry, Company Affairs and Other Infrastructure Ministries), How to Develop Good Sports Writing Skills, Covering Local, National and International Level Events	
Module IV Specialized Reporting	25 %
Investigative Reporting: Definition, Elements, Tools, Sting Operations and Latest Trends Investigative Reporting Case Studies: Indian And International, Disaster Reporting Environmental Reporting, Page 3 And Lifestyle Reporting, Gender Reporting, Poverty Reporting, Science & Technology Reporting	

Pedagogy for Course Delivery:

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

Lab/ Practicals details, if applicable: Not Applicable

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment	End Term Examination
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Components (Drop down)	CT	P	V	A	EE
Weightage (%)	10	10	5	5	70

Text & References:

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



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: FILM THEORY AND PRACTICE

Course Code: JMC216

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objective:

This course focuses on the basics of filmmaking and cinema techniques. Students are introduced to principles and methodology of filmmaking. They will be expected to exercise their creativity and visualize and make short films. Apart from filmmaking, preliminary idea to film appreciation will also be introduced. The ability to analyse and put film studies in proper perspective will be intended during the course. Documentary realism will be pitted against mainstream commercial film genres. An attempt to understand the technical as well as the artistic aspects of film making as a means of human communication will be made and classic films will be viewed and discussed.

Pre-requisites: Nil

Course Contents/syllabus:

Modules	Weightage (%)
Module I: Film Theories How to View/Read the Movie, Narrative and Non-Narrative, Film Genre, French New Wave & Italian Neo-Realism, Early Indian Cinema & Golden Era, Evolution of Documentary Films, Auteur Theory, Feminist Film Theory, Avant-Garde & Cinema Verité, Contemporary Indian Cinema, Animation Films, 3-D Cinema and Its Scope	40%
Module II: Language of Cinema World Space and Screen Space, Continuity: Space & Time, Camera Movements, Angles & Shots Different Screen Elements & Mise-En-Scene, Continuous Action, Compression & Expansion of Time and Concepts of Editing, Dimensions of Sound: Onscreen & Off-Screen, Di-Getic & Non-Diegetic, Sync and Non-Sync, Sound Effects, And Silence, Dialogues, Ambient Sound, Background Score & Musical Tracks.	40%
Module III: Case Study of Famous Film Directors Satyajit Ray, Alfred Hitchcock, D.W Griffith, Charlie Chaplin, Guru Dutt, Raj Kapoor, Yash Chopra, Adoor Gopalkrishnan, Rosomon, Citizen Ken, Pather Panchali, Sholay, Charulata, Gone with The Wind Etc	20%

Pedagogy for Course Delivery:

- Lecture delivery
- Presentations
- Question-discussion
- Analysis of Current media scenario.
- Writing exercises

Lab/ Practicals details, if applicable: Studio Required

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Attendance	Class Test	Home assignment	Presentation	
Weightage (%)	5	10	10	5	70

Text and References:

- Television Production Handbook; Zettl, Herbert
- Video production, Belavadi Vasuki
- Writing and Production Television News; Gormly, Eric K.
- Broadcast News Production; Schultz, Brad
- Digital Broadcasting Journalism; Sharma, Jitendra K.
- Broadcast journalism; Boyd, Andrew
- Broadcast journalism; Cohler, David Keith
- Television & Social change in Rural India; Johnson, Kirk
- Producing Public Television, Producing Public Culture; Dornfeld, Barry



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: PUBLIC RELATIONS AND CORPORATE COMMUNICATION

Course Code: JMC217

Credits: 3

L	T	P/ S	SW /F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives: With business & industry growing, there is a clear need for PR persons in every sector. The course acquaints the students with an overview of the discipline, imparts professional knowledge about theories & techniques of Public Relations, provides knowledge of various media available for Public Relations, their functioning & applications as to achieve maximum output from the resources and develops PR skills.

- The main objective of this course is to introduce the basics of PR and its practice to the students
- The course is designed in a manner to reinforce the basic concepts of effective public relations
- The course will make students understand the workings of the media -- and the 'new media' landscape.

Pre-requisites: Nil

Course Contents/Syllabus:

Modules	Weightage (%)
Module I: Understanding PR & CC	25%
PR –Concepts, Definitions And Theory, Brief History Of Public Relations And Emergence Of Corporate Communication - The Historical Links, The Evolution Of PR- The Pioneers And Their Works (Ivy Lee And Edward Burney), Theoretical Underpinnings In PR – JM Gurning’s Model Of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, Viz., PR, Press Agency, Publicity, Propaganda And Advertising, Defining Publics/Stakeholders	
Module II: PR strategies and tools	25%
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) PR And Writing: Press Release Etc, News Releases, Media Alerts and Fact Sheets, Media Kits, Pitch Letters, News Conferences, Radio News Releases and Video News Releases, Media Interviews, Media Tours and Press Parties, Speech and Presentations, Events Lobbying, Crisis Management, Use of New Media by PR Professionals	
Module III Introduction to Corporate Communication	25%
Defining Corporate Communication and Its Importance, 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 IV Corporate Communication Strategies and Tools	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 Relation	

Pedagogy for Course Delivery:

- Lecture delivery
- Presentations
- Question-discussion
- Analysis of PR campaigns
- Writing exercises
- Mock Press Conferences/ media interview/ speech and presentations in class

Lab/ Practicals details, if applicable: NA

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Attendance	Class Test	Home assignment	Presentation	
Weightage (%)	5	10	10	5	70

Text & References:

- Wilcox, Dennis L, Cameron, Glen T., 'Public Relations Strategies and Tactics', Ninth Edition Pearson Education
- Seitel, Fraser P., 'The Practice of Public Relations' Seventh Edition, Prentice Hall International
- Butterick, Keith 'Introducing Public Relations: Theory & Practice 1st Edition', Sage Publication India

Any other Study Material:

- PR Journal
- PR Quarterly
- Vidhura.
- Press releases found on www.pnewswire.com
- Case studies found on www.prsa.org



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: FOLK AND POPULAR MEDIA OF INDIA

Course Code: JMC218

Credits: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

On completion of the course students should be able to:

1. Understand how folk media reflects societal concerns.
2. Describe the scope and characteristics of folk media.
3. Know the roots and type of folk-art form.

Pre-requisites: Nil

Course Contents/Syllabus:

Modules	Weightage (%)
Module I: Folk Media – Definition, Meaning	40%
Folk Media: Meaning & Definition, Nature and Scope of Folk Media, Characteristics of Folk Media, Types of Folk Media: Dance, Theatre & Music, Folk Theatre: Bhavai, Tamasha, Nautanki, Ramlila, Raslila, Jatra And Yakshagana, Folk Music: Bihugeet-Assam, Boul-Bengal, Punjab, Mand-Rajasthan, Kajari-Uttar Pradesh, Bihar, Gujarat & Maharashtra, Folk Dance: Garba, Tamasha & Lavani Etc., Folk Tales & Folklore, Forms of Folk Music: Indian And Western	
Module II: Popular and Traditional Media	20%
Traditional Media as An Effective Communication Tool, Popular and Traditional Media and Their Relation, High Art Versus Low Art, Traditional Media, Popular Media and Cultural Hegemony	
Module III: Folk Media and its Implications	40%
Integrated Use of Folk Media and Mass Media, Role of Folk Media in Nation Building, Use of Folk Media by Government Agencies (Like-DFP, Song And Drama Division, Department of Information and Public Relations), Some Prominent Folk Artists-Habib Tanveer, Shivaram Karanth, Teejanbai, Parvati Boul, Problems and Prospect of Folk Artists, Traditional Media as a Tool of National Integration, Democratization of Communication	

Pedagogy for Course Delivery:

- Lecture delivery
- Presentations
- Question-discussion
- Analysis of PR campaigns
- Writing exercises
- Mock Press Conferences/ media interview/ speech and presentations in class

Lab/ Practicals details, if applicable: NA

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Attendance	Class Test	Home assignment	Presentation	
Weightage (%)	5	10	10	5	70

Text & References:

- Singer, Melton(ed) Traditions in India: Structure and Change, American Folk society, 1957

- Doctor, Aspi and Farzana Chaze, Mass communication- A Basic Study, Mumbai: Sheth Publisher, 8th Ed, 2004
- Kumar, Keval Kumar: Mass Communication in India, Mumbai, Jaico Publisher
- Malik, Madhu: Traditional Form of Communication and the Mass Media in India, Paris: Unesco 1983
- Mukhopadhyay, Durgadas; Lesser known forms of Performing Arts in India New Delhi: Sterling 1978
- Parmar Shyam: Traditional Folk Media in India New Delhi: Geka Books 1975
- Parmar Shyam: Folk Music Mass Media, New Delhi: Communication Publication
- Gargi, Balwant: Folk Theater in India, Bombay: Rupa & Co, 1991 - Sri Vastva, Sahab lal, Folk Culture and Oral Tradition New Delhi, Abhinav Publication, 1974



SEMESTER III

AMITY UNIVERSITY

MADHYA PRADESH

Course Title: NEW MEDIA ECOLOGY

Course Code: JMC311

Credits: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	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 student will learn to design and create a website.

(ii) They will learn to create content for websites and curate content.

(iii) This course will also give an overview of digital marketing content.

(iv) The course will enable a student to enhance a website visually.

Pre-requisites: The student should have a basic understanding of New Media and its emergence in the world.

Course Contents/Syllabus:

Modules I:	Weightage (%)
Module I Understanding New Media	35%
Definition and Nature: Cyber Culture, New Media, Media Ecology, Virtual Space, Characteristics (Archiving, Simulating, Networking, Hyper Linking, Interface), Digital Media and Virtual Reality, New Media Literacy (Basic, Specialised, Advanced)	
Module II Basic Concepts	35 %
Digital Activism (Cute-Cat Theory), Digital Native, Digital Novice, Digital Immigrant, Digital Identity, Digital Dark Age, Digital Dementia, Cyborg, Search Engine Optimization Etc.,	
Module III: Applications, laws and Ethics	30 %
Social Networking, Instant Messaging, Digital Marketing, Freedom of Speech and Expression [Art 19(1a)], Reasonable Restrictions, Art [19(2)], Unethical New Media Practices (Hate Speech, Memes, Trolls Etc, Online Privacy and Preventive Measures), SOPA and PIPA, Mindful Communication	

Pedagogy for Course Delivery:

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

Lab/ Practicals details, if applicable: Not Applicable

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)	CT	HA	Viva	Attendance	
Weightage (%)	10	10	5	5	70

Lab/ Practical/ Studio Assessment: NA

Text & References:

- Briggs Mark., Journalism 2.0: How to Survive and Thrive
- Wardrip Noah -Fruin & Montfort Nick. The New Media Reader
- Bloomstein Margot. Content Strategy at Work: Real World Stories to Strengthen Every Interactive Project
- Rao Srinivas: Web Traffic & Content Strategies



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: ADVANCE FILM THEORY & PRACTICES

Course Code: JMC312

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objective:

This course focuses on the basics of filmmaking and cinema techniques. Students are introduced to principles and methodology of filmmaking. They will be expected to exercise their creativity and visualize and make short films. Apart from filmmaking, preliminary idea to film appreciation will also be introduced. The ability to analyse and put film studies in proper perspective will be intended during the course. Documentary realism will be pitted against mainstream commercial film genres. An attempt to understand the technical as well as the artistic aspects of film making as a means of human communication will be made and classic films will be viewed and discussed.

Pre-requisites: Nil

Course Contents/syllabus:

Modules	Weightage (%)
Module I Film Production Development Stage, Pre-Production, Production, Post Production, Distribution, Promotion & Release Scriptwriting: Narrative Composition: 3 Plot Structure, Characterization & Dramatic Structure, Scriptwriting Formats, Step Outline & Shot Break Down Screen Play, Storyboarding & Shooting Script., Script Selection, Writing Proposal Production: Key Members of Film Production Unit, Role of Producer & Director, Role of Production Manager, Budgeting & Budgeting Formats, Scheduling & Recce, Casting and Source of Casting	40%
Module II Camera, Lighting and Editing Camera Formats, Functions & Operations of Camera, Camera Mounts Lighting Equipments, Continuous Lighting, Studio Lighting, Filters & Gel White Balance & Colour Temperature, Lighting in Films, Linear & Non-Linear Editing, Online and Offline Editing, Technical Vs Creative Editor, Basic Transitions, Match Cut, Jump Cut, Cut-In & Cut-Away, Parallel Cutting & Inter-Cutting, Intellectual Editing & Montage Theory Techniques of Editing- Action Sequence, Comedy Sequence, Romantic Sequence, Conversation Sequences, Chasing Sequence, Music Video Etc, Use of Graphics & Animation, Basics Operations of Final Cut Pro	40%
Module III Documentaries Film Making and Marketing of Film Producing a Documentary, Types of Documentary Films, Scripting Documentary Film, Post-Production Techniques of Documentaries, Narration and Voice-Over Style, Importance of Research in Documentary Film, Pitching the Producer & Distributors, Packaging of Final Product Marketing and Promotion Strategies, Exhibition & Film Festival, Funding Agencies and Financial Issues, Associations and Guilds, Changing Audience Perceptions and Tastes, Strategies to Garner Profit: Multi Theatre or Single Theatre Release	20%

Pedagogy for Course Delivery:

- Lecture delivery
- Presentations
- Question-discussion
- Analysis of Current media scenario.
- Writing exercises

Lab/ Practicals details, if applicable: Studio Required

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Attendance	Class Test	Home assignment	Presentation	
Weightage (%)	5	10	10	5	70

Text and References:

- Television Production Handbook; Zettl, Herbert
- Video production, Belavadi Vasuki
- Writing and Production Television News; Gormly, Eric K.
- Broadcast News Production; Schultz, Brad
- Digital Broadcasting Journalism; Sharma, Jitendra K.
- Broadcast journalism; Boyd, Andrew
- Broadcast journalism; Cohler, David Keith
- Television & Social change in Rural India; Johnson, Kirk
- Producing Public Television, Producing Public Culture; Dornfeld, Barry



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: DEVELOPMENT COMMUNICATION

Course Code: JMC313

Credit Units: 3

L	T	P/S	TOTAL CREDIT UNITS
3	0	0	3

Course Objectives:

- To enhance students understanding in the concept of development & To increase understanding about community and organization
- To increase student's knowledge in development communication
- To understand role of different Government and Non-government Organizations in development communication
- To introduce need of different communication approaches for different settings

Prerequisites: NIL

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Concept of Development Definition and Process of Development, Key Concepts in Development - Self Reliance, Dependence, Cultural Identity, Decentralization, Participation, Areas of Development – Politics, Social And Economic Issues, Agriculture, Population Control, Literacy & Education, Vocational Training, Farm Sector, Public And Private Sector Industries, Health & Family Welfare, Environment Issues, Water Harvesting And Management, Pollution, Climate Change, Energy Consumption, Child Labour, Trafficking, Domestic Violence, Social Justice, Issues Of Inequality, Tribal Development, Issues Of Women And Children, Rural Development, Urbanization And Related Problems Theories and Paradigms of Development	20%
Module II Concept of Community, Structure and Organization Concept and Characteristics of a Community, Structure and Organization of Different Types of Communities, Tribal, Rural and Urban and Urban Slums, Meaning and Scope of Community Organization, Prs, Cooperatives, Youth Organizations, Other Organizations for Community Empowerment, Meaning, Characteristics, Types and Functions of Groups, Stages and Process of Group Formation, Group Norms and Structure	20%
Module III Development Communication Promotion of Development Communication Role of Government Organizations in Development Communication Such as Akashwani, DAVP, IEC Bureau, Resource Centres, Songs and Drama Division, Non-Government Organizations Role of NGOs In Development, Corporate Social Responsibility (CSR) Development Communication and Extension Activities (Work)	20%
Module IV: Approaches in Development Communication Communication Planning at National, State, Regional, District, Block and Village Levels, Communication Strategies and Action Plans, Case Studies, Campaigns, Social Marketing, Social Mobilization, Message Design in Communication, Role of Mass Media: Print, Radio, TV, Outdoor Publicity and Traditional Media - Music, Drama, Dance, Puppetry, Street Play, Fairs, Festivals and Their Role in Development, Cyber Media and Development: E-Governance, Digital Democracy & E-Chaupal, ICT (Information Communication Technology) & Development, SITE Experiment, Participatory Approaches of Communication, Barriers in Development Communication,	40%

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.

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	CT	HA	Viva	Attendance	
Weightage (%)	10	10	5	5	70

Lab/ Practical/ Studio Assessment: NA**Text:**

1. Narula Uma, Har Anand., 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. Srinivas R. Melkote, Communication for Development in the Third World, Sage, New Delhi
6. Daniel Lerner & Wilbur Schramm., Communication and Changes in Developing Countries, East West Communication Centre, Honolulu
7. Rogers Everett M., Communication and Development: Critical Perspective, Sage, New Delhi
8. Michael P Longman., Economic Development in the Third World, Todaro, New York



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: EVENT AND BRAND MANAGEMENT

Course Code: JMC314

Credit: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course objective Objectives

- To initiate the students into the world of corporate communications, public relations and technical writing.
- To pave the way for the students to choose the career of professional corporate Communicators.

Pre-requisites: NA

Course Content/Syllabus:

Modules	Weightage (%)
Module I Introduction to Event Management	25%
Early Beginnings- Definition of Events. Distinction Between Everyday Events and An Event Per-Say, How to Make an Event Out of Ordinary Activities. Need for Management of Events. Difference Between Marketing /Advertising and Event Management. Role of Event Management in The Context of Organizational Needs. Events as Part of PR And Corporate Campaigns. Understanding the Importance Of – Meetings, Press Conferences, Conventions, Expositions.	
Module II Corporate Identity	25%
Goal Settings and Objectives, Identifying Target Groups, Situation Analyst Planning Strategies and Execution, Pre-Event and Post Event Activities, Logistics Money Manpower Time and Tech Support, Measuring Success or Failure Lessons Learnt, Case Study-One Event to Be Conducted and Managed by The Students in Groups	
Module III: Brand Concepts and Brand Strategies	25%
Evolution of Brands, Brands & Products, Brand Perspective, Brand Differentiation, Brand Positioning, Brand Image, Brand Equity, Brand Extension, Closing Branding Strategies, Product Branding, Line Branding, Range Branding, Umbrella Branding, Source Double Branding, Endorsement Branding	
Module IV: Tools of Corporate & Brand Communication	25%
Desktop Publishing (DTP), Corporate Communication Through Websites, Designing of Website Annual Reports: Budget, Timing and General Concepts of The Annual Report, Essentials of Designing A Report, Types of Leaflets, Formal and Informal Invitations, Designing of Leaflets, Invitations, Blogs, Pod Casting, Chat Rooms, Social Networking Sites and Current TV: Impact of Citizen Journalism And “Transparency” On Corporate Communications Practice	

Pedagogy for Course Delivery:

1. Class lectures
2. Class Demo of Equipments
3. Class discussion
4. Field Assignments

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Project 1	Project2	Attendance	

Weightage (%)	10	5	10	5	70
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Text and References

1. Joseph Fernandez, *Corporate Communications A 21st Century Primer*. New Delhi-Response Books.
2. C.S. Rayadu & K.R. Balan, *Principles of Public Relations*. Bangalore-Himalaya Publishing House.
3. CEOs of leading PR Firms. *The Art of Public Relations*. New Delhi, Vision Books.
4. Sharon Gerson, *Technical Writing: Process and Product*, Pearson Education
5. B.N. Ahuja & SS Chhabra, *Advertising & Public Relations*. Delhi, Surjeet Publications.
6. Alison Theaker. *The Public Relations Handbook*. New Delhi-Vikas Publishing House Pvt.Ltd.
7. Scott.M. Cutlip, Allen H. Centre. *Effective Public Relations*. New Jersy-Pentice Hall. Books



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: WEB DESIGNING

Course Code: JMC315

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
2	0	1	0	3

Course Objectives:

- To study of the entire print reproduction process from idea formulation to designer’s drawing board to the printer’s finished product.
- To study the history of graphic design to the present era.
- To study the layout theory applied to digital and print production.
- To understand the mechanics, principles, and life cycle of the digital publishing process.
- To understand the print production process.

Prerequisites:

The student should have an understanding of “Media Design” subject from semester one and design principle and elements.

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Story of Design and Introduction of Layout	25%
What Is Design, Introduction to Design Role of Design in Society, Impact/Function of Design Indigenous Design Practices, Role of Design in The Changing Social Scenario. Role and Responsibility of Designers, Types of Layout.	
Module II Digital Publication	45%
Trends In Digital Publishing, Understanding The Basic Terms For Newspaper: Body, TOC, Masthead, Heads & Titles: Kicker, Deck, Subhead, Running Head, Continuation Head, Page Number, By-Lines; Continuation Line: Jump Lines, Continuation Heads; End Sings; Pull-Quotes, Photos/ Illustration: Mug Shots, Caption, Photo Credit Line; Mailing Panel, Setting Up In-Design For Designing Digital Documents, Creating A Slide Presentation, Advanced PDF Presentation. Creating Effects for Presentation, Creating Interactive Mood Board, Creating Digital Portfolio, Creating A Digital Magazine with In-Design and Flash In-Design to Flash Production Concept.	
Module III – Print Production Essentials	30%
Digital Printing and Types of Digital Printing Devices, Types of Jobs That Are Appropriate for Digital Printing, Digital Consideration, Digital Colour, Large-Format Output, Variable Data	

Teaching Pedagogy

The classes will be theoretical with practical assignments for every theory concept they learn.

Pedagogy for Course Delivery:

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.

Lab/ Practicals details, if applicable: NA

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment	End Term Examination
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Components (Drop down)	Assignment	Class test	Project	Attendance	
Weightage (%)	10	10	5	5	70

Text& Reference:

- **Harrower, 2008, *the Newspaper Designer's Handbook*, McGraw-Hill Higher Education**
- **White, 2011, *the Elements of Graphic Design*, Allworth Press**
- **Drucker, McVarish, 2008, *Graphic Design History: A Critical Guide*, Pearson**



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: ANCHORING AND NEWS ROOM PRACTICES

Course Code: JMC316

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

- To make the students deliver information in a professional manner
- To make the students prepare anchor scripts of their own
- To enable students handle situations of live
- To understand the challenges and find solutions of working as a media professional

Pre-requisites: Preferably Bachelors in Journalism and mass Communication

- Students should be willing to present themselves on screen with content.

Course Contents/Syllabus:

Modules	Weightage (%)
Module I How to Read	35%
Diction, Pronunciation, Style, Grammar, Voice Modulation Appearance, Command Over Language, Understand What You Say, Difference Between A Live and Recorded Programme Anchoring, Challenges of A Live Bulletin	
Module II Art of Anchoring	30%
Anchoring for Various Formats: Business, Sports, Entertainment, Crime, Live Programming, News Programming, Anchoring Interviews: One to One, News Journal, Celebrity, Political, Reality Shows: Dance Show, Talent Show, Danger Shows, Award Function, Entertainment Shows: Film Review, Celebrity, Box Office Review, Film Gossips Sports or Business Show Match Review, Player Review, Post Match PC, Match Analyses, Sensex, Nifty, Real Estate, Shares, Documentary: On Location, Description of Location, Show, News Bulletin Knowledge of Daily News, Talk Shows: Political, Business, Entertainment, Current Affairs	
Module III Newsroom Practices	35%
TV Newsroom Structure, Process of Broadcast of a News Report, INGEST: Feed, FTP, Recording, 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, 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.	

Pedagogy for Course Delivery: hands on experience. Watching TV shows. Explaining through tv shows. studio work.

Lab/Practicals details, if applicable: Studio Required

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	CT	Presentation	HA	Attendance	
Weightage (%)	10	10	5	5	70

Text & References:

- **The ABC of News Anchoring**

By Richa Jain Kalra

The Broadcast Journalism Handbook: A Television News Survival Guide

- By Robert Thompson, Cindy Malone
- News casting in electronic media, by Mohan sundara rajan
- On Camera: how to report anchor and interview by Nancy Reardon
- Power Performance: Multimedia Storytelling for Journalism and Public Relations by Tony Silvia, Terry Anzur
- Presenting Magically: Transforming Your Stage Presence With Nlp by [Tad James](#), [David Shephard](#)



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: MEDIA ETHICS, LAWS AND REGULATIONS

Course Code: JMC317

Credits: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

- To introduce students to ethical issues and legal restraints placed upon media
- To discuss the conflicting traditions of a free but regulated mass media
- To describe the various media laws
- To understand the context and framework of media regulation in India
- To discuss the issues arising from regulation of the media
- To locate the role of various stakeholders in content regulation of the media

Pre-requisites: Nil

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Media Ethics	20 %
Ethical Framework, Ethics in Journalism, Press as The Fourth Estate, Code of Conduct for Journalists, Press Council Guidelines, Confidentiality of Sources. Editorial Content & Integrity, Trends in Commercialization: Paid News, Advertorials, Private Treaties, Case Studies (National and International)	
Module II Freedom of Press	10 %
Constitutional Provisions of Freedom of Speech and Expression, Restrictions on Freedom of Speech and Expression, Law on Sedition, Morality, Obscenity and Censorship	
Module III Media Laws	40 %
Introduction to The Legal System in India, Defamation, Contempt of Court Right to Privacy, Intellectual Property Rights (Copyright), Right to Information Cinematograph Act, Indecent Representation of Women Act.	
Module IV Media Regulation	30 %
Regulatory Bodies for Print, Broadcast, Films (PCI, NBA, BCCC, Censor Board) Framework of Broadcast Regulation in India, Cable Television Regulation Act, 1995, Content Regulation on Television, The Role of Stakeholders in Content Regulation, Self-Regulation	

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.

Lab/ Practicals details, if applicable: Not Applicable

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)	CT	HA	Viva	Attendance	
Weightage (%)	10	10	5	5	70

Lab/ Practical/ Studio Assessment: NA

Text & References:

- Divan, M.G. (2013). Facets of Media Law A mini encyclopaedia covering multiple dimensions of media law. New Delhi: Eastern Book Company.
- Christians, G.C. et al. (2011). Media Ethics.
- Thakurta, P. G (2012); Truth Fairness Objectivity: Oxford University Press
- Kumar Keval J, Mass Communication in India
- Christians, G.C. et al. (2011). Media Ethics



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: MEDIA ECONOMICS

Course Code: JMC318

Credits: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

1. To familiarize students with the concepts of economics being used in media.
2. To enable students to understand the economics of Media production.
3. To enable students to understand the organisational functioning of Media production houses.
4. To familiarize students with relationship of media economics with public policy.

Pre-requisites: Nil

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Basics of Media Economics	40 %
An Introduction to Media Economics Theory and Practice, Economics and Media Regulation, Supply and Demand, Elasticity of Demand and Supply. Types of Media Markets.	
Module II Structure and Change	20 %
Indian Media Industry: Organisation Structure and Challenges The Economics of International Media, Global Media Conglomerate	
Module III Media Ownership	20 %
Media, Markets and Public Spheres, How Business Strategy Shapes Media Content How Media Business Influences Society. Ownership and Control. Contemporary Start Up Culture in Indian Scenario	
Module IV Media Networks, Associations and Guilds	20 %
The Broadcast Television Networks, Contemporary Radio Industry: Revenue Generation and Challenges Online Media: Concept of Online Profit-Making Via YouTube And Social Media. Organic and Inorganic Reach Concept of Pay Per Click, Social Media Advertising. Crypto Currency, Online Banking Practices and Limitations	

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.

Lab/ Practicals details, if applicable: Not Applicable

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)	CT	HA	Viva	Attendance	
Weightage (%)	10	10	5	5	70

Lab/ Practical/ Studio Assessment: NA

Text & References:

- Potter, W. J. (2013). *Media literacy*. Sage Publications.
- Doyle, G. (2013). *Understanding media economics*. SAGE Publications Limited.
- Matsaganis, M. D., Katz, V. S., & Ball-Rokeach, S. J. (2010). *Understanding ethnic media: Producers, consumers, and societies*. Sage.
- Kumar Keval J, *Mass Communication in India*
- Albarran, A. B. (2002). *Media economics*. John Wiley & Sons, Ltd.



SEMESTER IV

AMITY UNIVERSITY

MADHYA PRADESH

Course Title: FILM APPRECIATION

Course Code: JMC411

Credits: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

1. To familiarize students with the skills related to critical film appreciation.
2. To discuss cultural impact of different nation over film industries.
3. To enable students to understand history and current scenario of various cinema industries.
4. To familiarize students with film psychology.

Pre-requisites: Nil

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Basics of Cinema	30%
History of Cinema, Language of Cinema, Cinema and Other Traditional Arts, Film Styles and Movements, Film Psychology	
Module II Film Genres	20 %
Film Genres: Types, Categories, Classifications or Groups of Films. General Ideas on Art Theory as A Consumer Habit as Audience Sound and Aesthetics of Sound	
Module III International Cinema	40%
Cinema Culture of Various Countries Indian Cinema Industry Japanese Cinema Industry Chinese Cinema Industry Korean Cinema Industry European Cinema: Poland, Russia, UK, Italy, France Etc Iranian Cinema Hollywood (American Film Industry)	
Module IV Film Industry	10 %
Impact of Cinema on Audience Case Studies of Various Film Directors and Production Houses Auteur Theory and Its Relevance	

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.

Lab/ Practicals details, if applicable: Not Applicable

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)	CT	HA	Viva	Attendance	
Weightage (%)	10	10	5	5	70

Lab/ Practical/ Studio Assessment: NA

Text & References:

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



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: CURRENT AFFAIRS AND MEDIA ANALYSIS

Course Code: JMC412

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

The students are now in the brink of entering the job market or pursuing higher studies. Before stepping out, the modules will serve as a refresher course which will comprehensively cover current newsmakers and events in the national and international arenas. Also, national and international organization's in-depth analysis will be done so that the students will understand its significance. Students will be introduced to and kept updated on other current issues and affairs, which are high on the world agenda. The students will also get a chance to discuss and debate on contemporary issues.

Prerequisites: Students should have adequate and up to date knowledge of current affairs.

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Overview	25 %
What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	
Module II Analysis of National and International News and Current Affairs	25 %
Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	
Module III Global Economic Trends and Issues	25 %
Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates, World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	
Module IV Indian Topical Issues and Their Backgrounders	25 %
Indian Constitution, Naxalism And Marxism, Criminalization of Politics Indian Foreign Policy: India And Issue of Permanent Seat in The UN	

Pedagogy for Course Delivery:

The class will be taught by giving references of daily news which comes both in the print and broadcast media. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for news analysis. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Their inclination towards research and analysis in the contemporary issues will get a boost. Various nuances of the news analysis will be acquainted to the students so that it will help them understand the intricacies of the media industry in general and news industry in particular.

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
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100%	NA	100%
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Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Mid-Term Exam	Project	Viva	Attendance	
Weightage (%)	10%	10%	5%	5%	70%

Text & References:

- Lorimer Rowland. Mass Communication
- DeFleur Melvin. Understanding Mass Communication
- Singhal Arvind & Rogers Everett. India's Communication Revolution
- Klapper Joseph. Mass Communication Effects

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**



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: Internship

Course Code: SIP413

Credits: 9

L	T	P/S	SW/FW	TOTAL CREDIT UNITS
0	0	0	9	9

GUIDELINES FOR INTERNSHIP

There are certain phases of every Intern's professional development that cannot be effectively taught in the academic environment. These facets can only be learned through direct, on-the-job experience working with successful professionals and experts in the field. The internship program can best be described as an attempt to institutionalize efforts to bridge the gap between the professional world and the academic institutions. Entire effort in internship is in terms of extending the program of education and evaluation beyond the classroom of a university or institution. The educational process in the internship course seeks out and focuses attention on many latent attributes, which do not surface in the normal class room situations. These attributes are intellectual ability, professional judgment and decision-making ability, inter-disciplinary approach, skills for data handling, ability in written and oral presentation, sense of responsibility etc.

- To provide an out-of-the classroom training environment for the students and provide opportunities for them to apply the knowledge and skills that they have learnt in real life working environment.
- To enable our students to be exposed to more real-life work situations and prepare them for their career /working life.
- ASCO would always remain in loop of a students' placement and training assignments.

In order to achieve these objectives, each student will maintain a file (**Internship File**). The Internship File aims to encourage students to keep a personal record of their learning and achievement throughout the Programme. It can be used as the basis for lifelong learning and for job applications. Items can be drawn from activities completed in the course modules and from the workplace to demonstrate learning and personal development.

The Internship report will assess the student's analytical skills and ability to present supportive evidence, whilst demonstrating understanding of their organization, its needs and their own personal contribution to the organization.

The **layout guidelines** for the Internship File:

- A4 size Paper
- font: Arial (10 points) or Times New Roman (12 points)
- line spacing: Preferably double space.
- top and bottom margins: 1 inch/ 2.5 cm; left and right margins: 1.25 inches/ 3 cm

The File will include **five sections** in the order described below. The content and comprehensiveness of the main body and appendices of the report should include the following:

1. **The Title Page**--Title - An Internship Experience Report For (Your Name), name of internship organization, name of the Supervisor/Guide and his/her designation, date started and completed, and number of credits for which the report is submitted.
2. **Table of Content**--an outline of the contents by topics and subtopics with the page number and location of each section.
3. **Introduction**--short, but should include how and why you obtained the internship experience position and the relationship it has to your professional and career goals.
4. **Main Body**--should include but not be limited to daily tasks performed. Major projects contributed to, dates, hours on task, observations and feelings, meetings attended and their purposes, listing of tools and materials and their suppliers, and photographs if possible, of projects, buildings and co-workers.
5. **Appendices**--include pamphlets, forms, charts, brochures, technical and descriptive literature, graphs and other information related to your Internship experience.

The **Main Body** will have **three sections** and will include the following items which will be evaluated for the final assessment: -

1. An **analysis of the company/organization** in which the student is working
2. A **personal review** of the student's management skills and how they have been developed through the programme.

3. The **research report** that the student has prepared on the project assigned to him by the organization. (In case a student is not assigned a specific research project in the organization, he has to select any one aspect of the organization and prepare a research report on it).

ASSESSMENT OF THE INTERNSHIP FILE

The student will be provided with the Student Assessment Record (SAR) to be placed in front of the Internship File. Each item in the SAR is ticked off when it is completed successfully. The faculty will also assess each item as it is completed. The SAR will be signed by the student and by the faculty to indicate that the File is the student's own work. It will also ensure regularity and meeting the deadlines.

STUDENT ASSESSMENT RECORD (SAR)

Management File Item	Criteria for successful completion of the item
1. Analysis of organization (1500-2000 words)	<ul style="list-style-type: none"> • Clear presentation of ideas and analysis • Provides an organizational diagram, following organization presentation conventions • Analysis covers the organization's: <ul style="list-style-type: none"> ➤ Business strategy and mission ➤ Structure ➤ Resources and assets ➤ Current financial performance ➤ Leadership/decision-making style ➤ Staffing and skill base ➤ Products/services and customers
2. Personal review of Management skills development (1000-1500 words)	<ul style="list-style-type: none"> • Clear presentation of ideas and analysis • Demonstrate awareness of own management skills • Presents critical analysis of own management effectiveness, supported with examples • Provides evidence of development of specific management skills e.g. strategic, financial, leadership • Explains how new skills and learning have benefited the organization and self
3. Design of Research Project (1500- 2000 words)	<ul style="list-style-type: none"> • Clear presentation of ideas and analysis • Justifies the choice of subject for the research project and why this might be beneficial to the organization • Selects and justifies appropriate research methods for the project • Demonstrate understanding of the key stages in undertaking a research project • Indicates which analytical/statistical tools would be most appropriate and why • The design plan takes account of the resourcing implications of carrying out the research e.g. staffing and other costs

Examination Scheme:

Report by Student (Internship File)

a. Organization & Presentation/Language and clarity /substance of Contents covered and Comprehensiveness	20%
b. Research Report	30%
Industry Feedback (continuous)	20%
Presentation & Viva (At the end)	30%
Total	100%



AMITY UNIVERSITY

MADHYA PRADESH

Course Title: DISSERTATION/SPECIALIZED PROJECTS

Course Code: DSA414

Credit Unit: 9

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
0	0	0	9	9

S. No	Course Title	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: 5-6 WEEKS

GUIDELINES

The procedure for doing a Summer Project is as following:

- Choosing a subject/topic for Summer Project
- Finalization and approval of topic of Summer Project by respective faculty guide on a proper format (Synopsis)
- Online registration by the students
- Allocation of faculty guides on Amizone by the Institution
- Submission of Weekly Progress Report (WPR) to the respective faculty guide.
- Maintenance of Daily diary of work done by the student and submitting the same to the faculty guide.
- Writing the first and second draft of the topic and getting the same duly approved by the faculty guide
- Editing and preparing the final paper with plagiarism report.
- Submission of Final Report

1. Choosing a Subject/ topic for Dissertation

- The subject chosen should not be too general.
- 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 stragglng 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 its "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 10 % 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 sections, 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.	CREDIT UNITS	Pages	No. of Copies	Binding Type
1	6	Up to 60 to 70 Pages	02 copies	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 (CIA = 30)
1	Timely Registration	02
2	Topics & Synopsis Approval	02
3	WPRs (No. of WPR Submitted) (Satisfactory WPR)	05 07
4	1 st Draft on time	02
5	2 nd 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