



AMITY UNIVERSITY

MADHYA PRADESH

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

Amity School of Communication

Crosscutting issues relevant to Professional Ethics, gender, Human Values, Environment and Sustainability into the Curriculum

B.A J&MC SEM-I

Course Code	Course name
JMC 104	Fundamentals of Print Journalism
JMC-105	Introduction to Visual Communication
JMC -107	Digital Skills for Media-I
EVS-142	Environmental Studies-I

B.A J&MC SEM-II

Course Code	Course name
JMC-205	Indian Economy & Foreign Relations
JMC-206	Digital Skills for Media –II
EVS-242	Environmental Studies-II

B.A J&MC SEM-III

Course Code	Course name
JMC-301	Basics of Media Research
JMC-304	Media Laws and Ethics
JMC-306	Development Communication
JMC-307	Digital Skills for Media –III

B.A J&MC SEM-IV

Course Code	Course name
JMC-401	Applied Research in Media Studies
JMC-404	Introduction to New Media
JMC-405	Fake News and Media Literacy


Dr. Sumit Narula
Director
Amity School of Communication

JMC-406	Digital Skills for Media –IV
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B.A J&MC SEM-V

Course Code	Course name
JMC-501	Advanced Research in Media Studies
JMC-505	Media Conflict and Peace Building
JMC-507	Digital Skills for Media -V
JMC-508	Short Film/Documentary Production

B.A J&MC SEM-VI

Course Code	Course name
JMC-601	Media and Society
SPP 607	Short Film/Documentary Production



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

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	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,	
Module III: Power, Visual Representation & Society	30%
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	

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.



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

Course Title: Digital Skills for Media-I

Credit Units: 2

**Course Level: UG Level
JMC 107**

Course Code:

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
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	40%
Module II: Introduction to Photoshop	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.	
Module III: Introduction to Adobe In Design	30%
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.	

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.



ENVIRONMENTAL STUDIES-I

Course Code: EVS – 142

Credit Units: 02

Course Contents:

Module I: The Multidisciplinary Nature of Environmental studies and Environment

Environmental Education: Definition, scope, and importance, Need for public awareness, Environmental Agencies, Organisation and NGOs, Environment: Definition, importance, Segments. Case Studies related to environmental protection and role of teachers and students.

Module II: Natural Resources

Renewable and non-renewable resources:

Natural resources and associated problems

Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.

Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.

Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.

Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.

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

Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

Role of an individual in conservation of natural resources.

Equitable use of resources for sustainable lifestyles.

Module III: Ecosystems

Concept of an ecosystem, Structure and function of an ecosystem, Producers, consumers and decomposers, Energy flow in the ecosystem, Ecological succession

Food chains, food webs and ecological pyramids

Introduction, types, characteristic features, structure and function of the following ecosystem:

- Forest ecosystem
- Grassland ecosystem
- Desert ecosystem
- Aquatic ecosystems (ponds, streams, lakes, rivers, ocean estuaries)

Module IV: Biodiversity and its conservation

Introduction – Definition: genetic, species and ecosystem diversity

Biogeographical classification of India

Value of biodiversity: consumptive use, productive use, social, ethical aesthetic and option values

Biodiversity at global, national and local levels

India as a mega-diversity nation, Hot spots of biodiversity

Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts, Endangered and endemic species of India

Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity

Examination Scheme:

Components	CT	HA	S/V/Q	A	ESE
Weightage (%)	15	5	5	5	70

- Chauhan B. S. 2009: Environmental Studies, University Science Press New Delhi.
- Dhameja S.K., 2010; Environmental Studies, Katson Publisher, New Delhi.
- Smriti Srivastava, 2011: Energy Environment Ecology and Society, Katson Publisher, New Delhi.
- Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
- Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad 380 013, India.
- Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p Clark R.S., Marine Pollution, Clanderson Press Oxford (TB)
- Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopaedia, Jaico Publ. House, Mumbai, 1196p
- De A.K., Environmental Chemistry, Wiley Eastern Ltd. Down to Earth, Centre for Science and Environment (R)
- Gleick, H.P. 1993. Water in Crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford Univ. Press. 473p
- Hawkins R.E., Encyclopaedia of Indian Natural History, Bombay Natural History Society, Bombay (R) Heywood, V.H & Waston, R.T. 1995. Global Biodiversity Assessment. Cambridge Univ. Press 1140p.
- Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284 p. Mckinney, M.L. & School, R.M. 1996. Environmental Science Systems & Solutions, Web enhanced edition. 639p.
- Mhaskar A.K., Matter Hazardous, Techno-Science Publication (TB) Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. (TB)
- Odum, E.P. 1971. Fundamentals of Ecology. W.B. Saunders Co. USA, 574p
- Rao MN. & Datta, A.K. 1987. Wastewater treatment. Oxford & IBH Publ. Co. Pvt. Ltd. 345p. Sharma B.K., 2001. Environmental Chemistry. Geol Publ. House, Meerut
- Survey of the Environment, The Hindu (M)
- Townsend C., Harper J, and Michael Begon, Essentials of Ecology, Blackwell Science
- Trivedi R.K., Handbook of Environmental Laws, Rules Guidelines, Compliances and Standards, Vol I and II, Enviro Media (R)
- Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication (TB) Wanger K.D., 1998 Environmental Management. W.B. Saunders Co. Philadelphia, USA 499p



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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; <u>inequality and unemployment. International Comparisons.</u>	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; labor 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	

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.	20%
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.	

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



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

Course Title: Digital Skills for Media-II

Credit Units: 2

**Course Level: UG Level
206**

Course Code: JMC

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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ENVIRONMENTAL STUDIES-II

Course Code: EVS– 242

Credit Units: 02

Course Contents:

Module I: Environmental Pollution

Definition, causes, effects and control measures of:

- a. Air pollution
- b. Water pollution
- c. Soil pollution
- d. Marine pollution
- e. Noise pollution
- f. Thermal pollution
- g. Nuclear pollution

Solid waste management: Causes, effects, and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies. Disaster management: floods, earthquake, cyclone and landslides.

Module II: Social Issues and the Environment

From unsustainable to sustainable development, Urban problems and related to energy, Water conservation, rainwater harvesting, watershed management

Resettlement and rehabilitation of people; its problems and concerns Case studies. Environmental ethics: Issues and possible solutions

Climate change, Global warming, Acid rain, Ozone layer depletion, Nuclear Accidents and Holocaust case studies.

Fireworks/Crackers – Introduction, ill effects on environment and humans.

Wasteland reclamation, Consumerism and waste products, Environmental Protection Act, Air (Prevention and Control of Pollution) Act, Water (Prevention and control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act

Issues involved in enforcement of environmental legislation public awareness

Module III: Human Population and the Environment

Population growth, variation among nations Population explosion – Family Welfare Programmes
Environment and human health

Human Rights

Value Education HIV / AIDS

Women and Child Welfare

Role of Information Technology in Environment and Human Health Case Studies

Module IV: Field Work

Visit to a local area to document environmental assets-river / forest/ grassland/ hill/ mountain. Visit to a local polluted site – Urban / Rural / Industrial / Agricultural. Study of common plants, insects, birds. Study of simple ecosystems-pond, river, hill slopes, etc (Field work equal to 5 lecture hours)

Examination Scheme:

Components	CT	HA	S/V/Q	A	ESE
Weightage (%)	15	5	5	5	70

- Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
- Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad 380 013, India
- Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p Clark R.S., Marine Pollution, Clarendon Press Oxford (TB)
- Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopaedia, Jaico Publ. House, Mumbai, 1196p
- De A.K., Environmental Chemistry, Wiley Eastern Ltd. Down to Earth, Centre for Science and Environment (R)
- Gleick, H.P. 1993. Water in Crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford Univ. Press. 473p
- Hawkins R.E., Encyclopaedia of Indian Natural History, Bombay Natural History Society, Bombay (R) Heywood, V.H & Waston, R.T. 1995. Global Biodiversity Assessment. Cambridge Univ. Press 1140p.
- Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284 p. McKinney, M.L. & School, R.M. 1996. Environmental Science Systems & Solutions, Web enhanced edition. 639p.
- Mhaskar A.K., Matter Hazardous, Techno-Science Publication (TB) Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. (TB)
- Odum, E.P. 1971. Fundamentals of Ecology. W.B. Saunders Co. USA, 574p
- Rao M N. & Datta, A.K. 1987. Wastewater treatment. Oxford & IBH Publ. Co. Pvt. Ltd. 345p. Sharma B.K., 2001. Environmental Chemistry. Geol Publ. House, Meerut

- Survey of the Environment, The Hindu (M)
- Townsend C., Harper J, and Michael Begon, Essentials of Ecology, Blackwell Science
- Trivedi R.K., Handbook of Environmental Laws, Rules Guidelines, Compliances and Standards, Vol I and II, Enviro Media (R)
- Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication (TB) Wanger K.D., 1998 Environmental Management. W.B. Saunders Co. Philadelphia, USA 499p



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 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 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 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%

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 Examination	Term
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 – Thanjavur
- An Introduction to Research Procedure in Social Sciences – Gopal M. A. – Asia Publishing House – Bombay



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	Attendance	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: Development Communication - JMC 306


Dr. Sumit Narula
Director

Course Title: Development Communication
Course Level: UG Level

Credit Units: 3
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
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Director

Weightage (%)	15	10	5	70
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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



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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

Credit Units: 2

Course Level: UG Level

Course Code: JMC 307

Course Objectives:

- To know about the broad knowledge of the video Editing Software's,


Dr. Sumit Narula
Director

- 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	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.	

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



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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
Course Level: UG Level

Credit Units: 3
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	

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Source Analysis; Message Analysis; Channel Analysis; Audience Analysis; Process, Effect and Impact Research	20%
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 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	

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.



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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	


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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	30 %
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 the 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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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 %


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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


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Director

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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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	25%
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 Multicollinearity 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	
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	


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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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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:

- To develop an understanding of how this media content influences us and how we in turn can influence others
- Use these media skills to critique the media with the media perspectives.


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Director

(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):

Components	Continuous Assessment/Internal Assessment			End Term Examination
	Mid Term Exam	Assignment	Attendance	
Weightage (%)	15	10	5	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.



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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	30%
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 Designs	
Module IV: Web Publishing or Hosting	20 %
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	

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	

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,	20 %
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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	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.



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


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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

Amity School of Communication

Crosscutting issues relevant to Professional Ethics, gender, Human Values, Environment and Sustainability into the Curriculum

M.A J&MC SEM-I

Course Code	Course name
JMC112	BASICS OF PRINT JOURNALISM
JMC117	MASS MEDIA INDUSTRY

M.A J&MC SEM-II

Course Code	Course name
JMC211	COMMUNICATION RESEARCH
JMC215	SPECIALIZED REPORTING
JMC 218	FOLK AND POPULAR MEDIA OF INDIA

M.A J&MC SEM-III

Course Code	Course name
JMC311	NEW MEDIA ECOLOGY
JMC313	DEVELOPMENT COMMUNICATION
JMC317	MEDIA LAWS AND ETHICS

M.A J&MC SEM-IV

Course Code	Course name
JMC412	MEDIA ANALYSIS AND CURRENT AFFAIRS
DSA414	DISSERTATION/SPECIALIZED PROJECT


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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 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,	20 %
Module II: Anatomy of News 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	20 %
Module III: News Gathering 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.	30 %
Module IV: Editing & Layout Planning 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.	30 %

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:


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Director

- 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: 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


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Text & References:

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



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	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):


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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: 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.

- 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

(Signature)
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- 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

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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: 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, 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 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.

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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: 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:

Dr. Sumit Narula
Director

- 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: 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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Dr. Sumit Narula
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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: DISSERTATION/SPECIALIZED PROJECTS

Course Code: DSA414Credit

Unit: 9

L	T	P/S	SW/FW	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.


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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 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

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

Amity School of Communication

Crosscutting issues relevant to Professional Ethics, gender, Human Values, Environment and Sustainability into the Curriculum

MBA SEM-I

Course Code	Course name
MBM 106	Principles of Public Relations Management
MBM 108	Building Organizational Culture and Communication

MBA SEM-II

Course Code	Course name
MBM 201	Public Relation and Advertising Research
MBM 203	Strategic Communication Management
MBM 205	Communicating Corporate Social Responsibility
MBM 207	Campaign Designing

MBA SEM-III

Course Code	Course name
MBM 301	Quantitative Techniques and Media Statistics
MBM 304	Marketing in Digital World


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Director



Course Structure: Principles of Public Relations Management- MBM-106

Course Title: Principles of Public Relationship Management

Credit Units: 3

Course Level: PG Level

Course Code: MBM 106

Course Objectives:

- Help students to understand the essence of PR as a practical discipline within the organization; be aware of its functions, strategies and particular technique.
- Understand how public relations theory and practice developed and how public relations are practiced in different countries.

Pre-requisites: The students must possess fair understanding of public relations and adequate knowledge of different medium of communication.

Course Contents/Syllabus:

	Weightage (%)
Module I: Principle of Public Relations	25%
Definition – Meaning – Importance – Objectives – Scope and Functions – Organization of Public Relations of Corporate Bodies – Internal Organization – Seeking Consultancy Service -Role of Public Relations for Corporate Internal Security in Managing Delegates and Visitors – Qualities of Good Public Relations Personnel – Selection, Training and Development of Public Relations Staff	
Module II: Public Relation and Strategy	25%
Descriptors/Topics Meaning – Importance – Strategy for Marketing – Tangible & Service Products, Marketing Strategy for Creating Corporate Image – Strategy for Promoting Social Awareness & Public Education for National Integrity, Social Reforms, Health & Education – Strategy for Damage Control – Meaning and Importance – Case Study of Corporates in India – Public Relation Activities Before, During & After General Meetings of Corporate Bodies – Public Meetings – Event Management	
Module III: Public Relations Communications	25%
Descriptors/Topics Meaning – Importance – Process for Customer Care & Complaint Handling – Process to Collect Dues & keep the Customer – Communication with Aids to Trade =- Bankers, Insurance Agents and Local Bodies, Pubic Relations Materials & its Importance – Organizing Press Conferences – Electronic Media Coverage, Sales Promotion Campaign, Participation in Trade Fairs & Trade Exhibitions – Essentials in Presentations in Seminars / Conferences – Dress code – Audio Visual Aids – Communication Skills – Contents of Presentation – Time Management – Feedback Analysis – Information Management – Sources – Importance in Public Relations Management	
Module IV: Public Relations Management – Ethics	25%
Descriptors/Topics Do’s & Don’ts in Public Relations Management – Customers & Investors Education – Selection & Importance of Brand Ambassadors – Public Relations Functions in the light of : Right to Information – Consumerism – NGO Activism – Code of Conduct in Advertisement – Outsourcing of Public Relations – Importance, Selection, Control	



Course Structure: Building Organizational Culture and Communication-MBM 108

Course Title: Building Organizational Culture and Communication

Credit Units: 3

Course Level: PG Level

Course Code: MBM 108

Course Objectives:

- To enable students to demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.
- Help students in learning the complexities associated with management of individual behavior in the organization.
- To help students in analyzing the complexities associated with management of the group behavior in the organization.

Pre-requisites: The student must possess a fair understanding of the hierarchy and the working structure of an organization and also adequate knowledge of different types of communication.

Course Contents/Syllabus:

	Weightage (%)
Module I: Introduction to Organizational Behaviour	15%
Descriptors/Topics Definition & meaning of Organizational Behaviour, Why to Study Organizational Behaviour, Organizational Behaviour model, New Challenges for Organizational Behaviour Manager Learning: Nature of Learning, How Learning Occurs, Learning & Organizational Behaviour Case Study Analysis	
Module II: Individual Personality	25%
Descriptors/Topics Meaning & Definition, Determinants of Personality, Personality Traits, Personality & Organizational Behaviour Perception: Meaning & Definition, Perceptual Process, Importance Of Perception In Organizational Behaviour Motivation: Nature & Importance, Herzberg's Two Factor Theory, Maslow's Need Hierarchy Theory, Alderfer's Erg Theory Case Study Analysis	
Module III: Importance of Communication	35%
Descriptors/Topics Communication as a Tool for Improving Interpersonal Effectiveness Groups in Organisation: Nature, Types, Why Do People Join Groups, Group Cohesiveness & Group Decision Making, Managerial Implications, Effective Team Building Leadership: Leadership & Management, Theories of Leadership: Trait Theory, Behavioral Theory, Contingency Theory, Leadership & Followership, How To Be An Effective Leader Conflict: Nature of Conflict & Conflict Resolution Analysis: An Introduction To Transactional Analysis and Case Study Analysis	
Module IV: Organisational Culture	

Descriptors/Topics

25%

Organizational Culture and Climate – Factors Affecting Organizational Climate – Importance, Job Satisfaction – Determinants – Measurements – Influence on Behavior, Organizational Change – Importance – Stability Vs Change – Proactive Vs Reaction change – the change process – Resistance to Change – Managing change, Stress – Work Stressors – Prevention and Management of Stress – Balancing work and Life, Organizational development – Characteristics – Objectives – Organizational Effectiveness

Student Learning Outcomes:

- Understand the concept of communication in the organization.
- To familiarize with the working culture of different departments.
- To identify the importance of communication to develop strategies for positive image of the organization.

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, tutorials and discussion exercises. It will also include case studies and workshops along with group discussion.

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

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

Text Reading:

- The Blackwell Handbook of Cross-Cultural Management by Martin J. Gannon (Editor); Karen L. Newman (Editor)
- Handbook of Human Factors Testing and Evaluation by Samuel G. Charlton
- Handbook of Industrial and Organizational Psychology by Marvin D. Dunnette
- Handbook of Organizational Performance: behavior analysis and management by C Merle Johnson (Editor); William K. Redmon (Editor); Thomas C. Mawhinney (Editor)

References

- Martins, E. C., & Terblanche, F. (2003). Building organisational culture that stimulates creativity and innovation. *European journal of innovation management*.
- Sinclair, A. (1993). Approaches to organisational culture and ethics. *Journal of Business ethics*, 12(1), 63-73.
- Understand and use different types of stakeholders involved in private and public organizations that use public relations strategies.
- Understand, recognize, and examine the phenomenon of media transparency and its application for the public relations profession and practice in a global world.
- Identify, analyze, and discuss actual case studies and/or strategic communication and PR campaigns.

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

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

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

Text Reading:

- Fraser P. Seitel, Practice of Public Relations, 1980 Columbus, Charles, E. Merrill Pub
- H. Frazier Moore, Public Relations: Principles, Cases and Problems, 1981, Illinois
- Scott, M. Cutlip and Allen H. Center, Effective Public Relations, 1982, Prentice Hall.
- Cutlip Scott M. & Center Allen H. -Effective Public Relation (Prentice-Hall) 1982
- Seitel Fraser P. Practice of Public Relations, Columbus-Charles E. Merrill Pub.
- Kaul J.M. -Public Relations in India, Naya Prakash, 1988

References

- Agrawal, R. K. (2018). *Principle of Management Accounting*. Educreation Publishing.
- Arya, A., Glover, J., & Sunder, S. (1998). Earnings management and the revelation principle. *Review of Accounting Studies*, 3(1-2), 7-34



Course Structure: Public Relations and Advertising Research- MBM 201

Course Title: Public Relations and Advertising Research

Credit Units: 3

Course Level: PG Level

Course Code: MBM 201

Course Objectives:

- Enable the students to understand the Advertising, PR and Marketing Research as the process that links the producers, customers, and end users to the marketer.
- Define Marketing Opportunities and Problems.
- Help students to monitor Marketing Performance; and Improve Understanding of is being Consumed in the Emerging Networked World.

Pre-requisites. The students must possess fair understanding of advertising as a process and adequate knowledge related to public relations is also desired.

Course Contents/Syllabus:

	Weightage (%)
Module I: Marketing Research: Introduction & Overview	35%
Descriptors/Topics Nature and Scope of Marketing Research, Types of Research/Data Sources, (Primary, Secondary and Tertiary) Qualitative & Quantitative Methodologies, Introduction to Web Analytics, Overview of MR Industry, Introduction to some top Marketing and Advertising research firms, Use of Marketing Research to support Marketing Strategy, Introduction to some Statistical Concepts used in MR: Universe, Representative Sample, Projection, Significance, Test of Significance, Variance, Co-variance Sampling, Sampling Techniques, Preparation of Research Design, Sequential Stages of a Marketing Project., Data Collection Methods and Tools, Case Studies	
Module II: Advertising Research -Role, Scope and Use	35%
Descriptors/Topics The Nature of Advertising Research, Contribution of Research to Communication Planning and Other Agency Functions, The Process of Advertising Research, Various kinds of Advertising Research, Positioning Research, Audience Research /Target Market Research/Audience Tracking, Ad Effectiveness Studies: Recall, Awareness, Comprehension, Likeability and Empathy Ad-tests (print/audio-visual): Concept Testing/ Story Board Tests/Copy Testing/TVC Testing, Media Efficacy Studies: Reach, Visibility, Notice ability, Positioning/Branding Research, Audience Research/Audience Tracking/Ad-spend Tracking and Modeling, Advertising Content Analysis, The role of research in brand management	
Module III: PR Research and Evaluation	30%
Descriptors/Topics Role of Research in Public Relations, Research Methodology and Techniques., Various areas of Research in PR (Opinion Surveys, Benchmark Research Communication Audits etc.), Attitude Research/ Usage Research, Software Learning, SPSS Software Learning, Google Analytics	

Student Learning Outcomes:

- Understand the concept of research using different software.
- Analyzing the importance of research in advertising.
- Identifying the suitable strategy for marketing.

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

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

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

Text Reading:

- Bagazzi Richard: Advanced methods of Marketing Research (US: Blackwell, 1994)
- Blankenship Ab & Breen George Edward : State of the Art Marketing Research (American Marketing Association 1995)
- Cooper R Donald & Shind Ler S Pamela: Business Research Methods (Tata McGraw Hill 2004)
- David J Luck & Ronald S Rubin: Marketing Research (Pentioce Hall of India 2001)
- Fletcher Alan ET AL: Fundamentals of Advertising Research (USA: Wadsworth 1991)
- Frey James: Survey Research by Telephone (London: Sage, 1991)
- Jensen Klaus Bruhn: A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies (London: L Routledge, 2002)
- Jugenheimer, Donald W: Advertising and public relations research (New Delhi: PHI Learning, 2010)

References

- Miller Delbert C: Handbook of Research design and social measurement (London: Sage, 1991)
- Maanen Jv: Qualitative Methodology (New Delhi: Sage, 1985)
- Monippally Mmand Pawar A S: Academic Writing- A Guide For Management Students And Researchers (New Delhi: Response Books) 2010
- Morrison A. Margaret ET.AL: Using Qualitative Research In Advertising, Strategies, Techniques and Applications (Sage Publications INC. US, 201



Course Structure: Strategic Communication Management- MBM 203

Course Title: Strategic Communication Management

Credit Units: 3

Course Level: PG Level

Course Code: MBM 203

Course Objectives:

- Explain the students about the concept of strategy management and how it works.
- Help students in describing the scope and characteristics of strategy formulation

Pre-requisites: Nil

Course Contents/Syllabus:

	Weightage (%)
Module I: Introduction of Strategy Management	35%
Descriptors/Topics Nature of Strategic Management: Concept of Strategy, Strategic Management Process, Vision, Mission, Goals and Objectives, External Environmental Analysis, Analyzing Companies Resource in Competitive Position, Mintzberg’s 5Ps of Strategy, Levels of strategy Functional-Level Strategy, Business-Level Strategy, Corporate-Level Strategy, Strategic Goals and Objectives—Features –Roles-Critical Success Factors	
Module II: Strategy Formulation	35%
Descriptors/Topics Strategy Formulation: Concept of Industry, Strategic Groups, Industry Lifecycle Analysis, Macro Environment, SWOT analysis– Internal & External Environmental Analysis, Analyzing Companies Resource in Competitive Position- Concept of Stretch, Leverage and Fit; Strategic Analysis and Choice, Porter’s Five Forces Model, Concept of Value Chain, Grand Strategies; Porter’s Generic Strategies; Strategies for Competing in Global Markets	
Module III: Strategy Implementation	30%
Descriptors/Topics Corporate-Level Strategies: Diversification Strategies: Creating Corporate Value and the Issue of Relatedness, Vertical Integration: Coordinating the Value Chain, The Growth of the Firm: Internal Development, Mergers & Acquisitions, and Strategic Alliances Restructuring Strategies: Reducing the Scope of the Firm, Analyze PR Models and apply to Real World situations	

Student Learning Outcomes:

- Understand the concept of strategy management process in various aspects of market.
- Identify the different types of strategies and where to use them.

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

essional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

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

Text Reading:

- Thomas L. Wheelen, J. David Hunger (2010). Strategic Management and Business Policy, Pearson/Prentice Hall
- Arthur, A, Thomson and Strickland, A. J. (2002).
- Strategic Management – Concept and Cases. Tata McGraw Hill, New Delhi
- F. Cherunilam, Strategic Management, Himalaya Publishing.
- Strategic Management: A Stakeholder Approach - R. Edward Freeman
- Strategic Management: Theory and Application - Adrian Haberberg, Alison Rieple

References

- Bütschi, G., & Steyn, B. (2006). Theory on strategic communication management is the key to unlocking the boardroom. *Journal of communication management*.



Course Structure: Communicating Corporate Social Responsibility- MBM 205

Course Title: Communicating Corporate Social Responsibility

Credit Units: 3

Course Level: PG Level

Course Code: MBM 205

Course Objectives:

- Understand the roots of CSR.
- Understand the critical elements of a CSR initiative.
- Understand the CSR communication paradox.
- Understand the implementation issues of a CSR initiative.

Pre-requisites: Nil

Course Contents/Syllabus:

	Weightage (%)
Module I: Introduction to CSR	20%
Descriptors/Topics Meaning & Definition of CSR, History & Evolution of CSR. Concept of Charity, Corporate Philanthropy, Corporate Citizenship, CSR-an Overlapping Concept, Concept of Sustainability & Stakeholder Management, CSR through Triple Bottom Line and Sustainable Business, Relation between CSR and Corporate Governance; Environmental Aspect of CSR, Chronological Evolution of CSR in India; Models of CSR in India, Carroll's model, Drivers of CSR; Major Codes on CSR, Initiatives in India	
Module II: Framework of CSR	20%
Descriptors/Topics International Framework for Corporate Social Responsibility, Millennium Development Goals, Sustainable Development Goals, Relationship between CSR and MDGs United Nations (UN) Global Compact 2011. UN guiding principles on business and human rights, OECD CSR policy tool	
Module III: CSR & Development	30%
Descriptors/Topics CSR activities–Nature, Types, Impact on Development Programmes- CSR & Development Organisations– Relationships, Functioning & Impact on Organisational Functioning Stakeholders' Participation & Perspectives about CSR	
Module IV	30%
Descriptors/Topics Prioritizing Stakeholders & CSR Issues, The CSR Communication Dilemma, CSR Communication Framework, CSR Message Management, CSR Reports, & Stakeholder Engagement, Implementing CSR, Employee Engagement in CSR	

Student Learning Outcomes:

- Understand the concept of CSR and its application.
- Analyze the CSR uses and policy with respect to India.
- Understand to how to implement CSR from scratch.

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

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

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

Text Reading:

- Corporate Social Responsibility: An Ethical Approach - Mark S. Schwartz
- Mallin, Christine A., Corporate Governance (Indian Edition), Oxford University Press, New Delhi
- Blowfield, Michael, and Alan Murray, Corporate Responsibility, Oxford University Press
- Francesco Perrini, Stefano, and Antonio Tencati, Developing Corporate Social Responsibility-AEuropean Perspective, Edward Elgar. University of Delhi.
- Sharma, J.P., Corporate Governance, Business Ethics & CSR, Ane Books Pvt Ltd, New Delhi

References

- Arora, B., & Puranik, R. (2004). A review of corporate social responsibility in India. *Development*, 47(3), 93-100.



Course Structure: Campaign Designing MBM -207

Course Title: Production: Campaign Designing Credits: 2

Course Level: PG Level

Course Code: MBM-207

Objectives: To access the knowledge of student regarding Campaign Designing. Students will produce Print, Radio or TV advertisement as well as Detailed PR or Advertising Campaign as per their choice.

Student 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.

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

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%	100

Practical (P) Assessment

Continuous Assessment/Internal Assessment			Viva+Practical Project
Components (Drop down)	Internal Assignment	Attendance	
Weightage (%)	25	5	70



Course Structure: Quantitative Techniques and Media Statistics- MBM-301

Course Title: Quantitative Techniques and Media Statistics

Credit Units: 3

Course Level: PG Level

Course Code: MBM-301

Course Objectives:

- Understand statistical applications in Media Research
- Comprehend how and why statistics has developed as a tool of the scientific process

Pre- requisites: The student understands the appropriate application and interpretation of various inferential statistical procedures

Course Contents/Syllabus:

Modules	Weight age (%)
Module I – Correlation 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-co linearity and Multiple Correlation	20%
Module II – Test of Significance	
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	20%
Module III – Analysis of Variance (ANOVA) and Time	
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	20%
Module IV – Factor Analysis Methods	
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	20%
Module V – Regression	
Descriptors/Topics Meaning, Application and Interpretation of Regression and its Terms-R, R ² , Alpha-Coefficient, Beta-Coefficient, T-value in Regression Analysis, Linear Regression Analysis, Multiple Regression Analysis and Types: Simple, Hierarchical and Stepwise, Concept and Application of Multiple Correlation and Regression, Relationship between Correlation Coefficient and Regression Coefficient, Advantage and Assumption and Uses of Regression Analysis in Research Paper	20%

Student Learning Outcomes:

- Understand the concept required for Quantitative Methods.
- Analyze various dimensions of Media agency and Correlation.
- Learn SPSS.
- Responsibilities of account management and dealing with client.

Pedagogy for Course Delivery:

This class will be taught using the theory method. Students will learn to appreciate this complex discipline with the help of various teaching aids.

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	Research Assignment	Attendance	
Weightage (%)	15	10	05	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.
- 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.

References:

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)



Course Structure: Marketing in Digital World MBM-304

Course Title: Marketing in Digital World

Credit Units: 3

Course Level: PG Level

Course Code: MBM-304

Course Objective:

At the end of this course, the students will be able to

- Understand Digital Marketing in detail
- Comprehend about Social Media Marketing to promote a product or service.

Pre- requisites: The students must have understanding of Digital Marketing

Course Contents/Syllabus:

Modules	Weightage (%)
Module I: Introduction to Digital Marketing and SEO	
Descriptors/Topics Strategies in Digital Marketing - Aligning Internet with Business Objectives - User Behaviour & Navigation - Branding & User Experience - Stakeholders in Search Customer Insights - On & off-page Optimization - Meta Tags, Layout, Content Updates - Inbound Links & Link Building	25%
Module II: Digital Publication	
Descriptors/Topics 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.	40%
Module III: Search Marketing And Web Site Analytics	
Descriptors/Topics Campaign Management - Conversion Tracking - Targeting & Analytics - Keyword Selection - Conversion Metrics: CPA, CTR - Goal Configuration & Funnels - Intelligence Reporting - Conversions, Bounce Rate, Traffic Sources, Scheduling etc. User Behaviour - Market Segmentation, Key Metrics - Best Practice Case Studies - Split Testing - Campaign Process Optimisation - SMS Strategy - Mobile Advertising - Mobile Optimized Websites - 7 Step Process for Mobile Apps - Proximity Marketing - Strategic Steps - Review & Testing.	35%

Student Learning Outcomes:

- Understand the concept required for Digital Marketing.
- Analyze various dimensions of Digital Publication.
- Learn important aspects of digital marketing.

Pedagogy for Course Delivery:


Dr. Sumit Narula
Director

This class will be taught using the theory method. Students will learn to appreciate this complex discipline with the help of various teaching aids.

Lab/ Practicals
details, if applicable:

NA 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	Assignment/Class Test	Attendance	
Weightage (%)	15	10	5	70

Text Reading:

- Harrower, 2008, Digital World Handbook, McGraw-Hill Higher Education
- White, 2011, the Elements of Social Media marketing, Allworth Press

Reference:

- Drucker, McVarish, 2008, Digital Marketing History: A Critical Guide, Pearson