Central University of Punjab

M.A. (Journalism and Mass Communication)

Session: 2021-23

Department of Mass Communication and Media Studies

Programme Graduate Attributes

1. Graduates will be well-trained media professionals who can work in highly competitive world.
2. Graduates will be able to lead media industry having in-depth subject knowledge as well as professional skills.
3. Graduates will be able to do research and bring in innovation in media being a global and socially responsible citizen.
4. Graduates will be equipped to practice lifelong learning and honing their skills as per the needs of the changing media industry.
5. Graduates will be aware of ethical values related to media profession and will be able to apply them in their professional lives.

Course Structure of the Programme
Semester-I

Course Code	Course Name	Course Type	Credit Hours			Total Credits
			L	T	P	
JMC.516	Communication Theory-I	Compulsory Foundation	4	0	0	4
JMC.517	Research in Communication -I	Compulsory Foundation	4	0	0	4
JMC.518	Basics of Print Media-I	Core	3	0	0	3
JMC.519	Basics of Print Media Practical-I	Skill-based	0	0	2	1
JMC.520	Basics of Electronic Media	Core	3	0	0	3
JMC.606	Basics of Electronic Media Practical	Skill-based	0	0	2	1
JMC.XXX	One to be chosen	Elective	3	0	2	4
XXXX	To be selected from other disciplines	IDC	2	0	0	2
					Total	**22**
Discipline Electives (Choose any one)						
JMC.512	Media Management	Elective	3	0	0	4
JMC.607	Media Management Practical	Skill-based	0	0	2	
JMC.608	Political Communication	Elective	3	0	0	4
JMC.609	Political Communication Practical	Skill-based	0	0	2	
JMC.610	Photography	Elective	3	0	0	4
JMC.611	Photography Practical	Skill-based	0	0	2	
Interdisciplinary Courses (Offered by the department)						
JMC.514	Basics of Photography	IDC	2	0	0	2
JMC.515	Combating Fake News	IDC	2	0	0	2
JMC.529	Introduction to Journalism	IDC	2	0	0	2
JMC.530	Communication Skills	IDC	2	0	0	2

Semester-II

Course Code	Course Name	Course Type	Credit Hours L	T	P	Total Credits
JMC.531	Communication Theory-II	Compulsory Foundation	4	0	0	4
JMC.532	Research in Communication -II	Compulsory Foundation	4	0	0	4
JMC.533	Basics of Print Media-II	Core	3	0	0	3
JMC.534	Basics of Print Media Practical-II	Skill-based	0	0	2	1
JMC.535	Digital Media Production	Core	3	0	0	3
JMC.536	Digital Media Production Practical	Skill-based	0	0	2	1
JMC.551	Development Communication	Core	3	0	0	3
JMC.XXX	One to be chosen	Elective	3	0	2	4
XXXX	VAC		2	0	0	2
					Total	**25**
Discipline Electives (Choose any one)						
JMC.537	Public Relations	Elective	3	0	0	4
JMC.538	Public Relations Practical	Skill-based	0	0	2	
JMC.539	Film Studies	Elective	3	0	0	4
JMC.540	Film Studies Practical	Skill-based	0	0	2	
JMC.621	Fake News & Media Literacy	Elective	3	0	0	4
JMC.622	Fake News & Media Literacy Practical	Skill-based	0	0	2	
Value Added Course (Offered by the department)						
JMC.505	Fake News and Media Literacy	VAC	2	0	0	2

Semester-III

Course Code	Course Name	Course Type	Credit Hours			Total Credits
			L	T	P	
JMC.572	Media Laws and Ethics	Compulsory Foundation	4	0	0	4
JMC.559	Research and Publication Ethics	Core	3	0	0	3
JMC.600	Dissertation Proposal	Compulsory Foundation	0	0	8	4
JMC.561	Entrepreneurship in Media	Skill-based	1	0	0	1
JMC.562	Comprehensive View of Mass Communication	Discipline Enrichment Course	2	0	0	2
JMC.563	Internship proposal	Skill-based	0	0	2	2
JMC.XXX	One to be chosen	Discipline Elective	3	0	2	4
					Total	**20**
Discipline Electives (Choose any one)						
JMC.564	Advertising	Elective	3	0	0	4
JMC.565	Advertising Practical	Skill-based	0	0	2	
JMC.566	Documentary Production	Elective	3	0	0	4
JMC.567	Documentary Production Practical	Skill-based	0	0	2	
JMC.568	Visual Communication	Elective	3	0	2	4
JMC.569	Visual Communication Practical	Skill-based	0	0	2	

Semester-IV

Course Code	Course Name	Course Type	Credit Hours			Total Credits
			L	T	P	
JMC.600	Dissertation-II	Skill-based	0	0	0	20
JMC.571	Internship	Skill-based	0	0	0	6
					Total	26

Examination pattern

Core, Discipline Elective, Compulsory Foundation, Value Added and Interdisciplinary Courses			Discipline Enrichment Course		Entrepreneurship Course	
	Marks	Evaluation	Marks	Evaluation	Marks	Evaluation
Internal Assessment	25	Various	-	-	-	-
Mid-semester test (MST)	25	Subjective	50	Objective	25	Objective
End-semester test (EST)	50	Subjective (70%) Objective (30%)	50	Objective	25	Subjective

Dissertation Proposal (Third Semester)			Dissertation (Fourth Semester)		
	Marks	Evaluation		Marks	Evaluation
Supervisor	50	Dissertation proposal and presentation	Supervisor	50	Continuous assessment (regularity in work, mid-term evaluation) dissertation report, presentation, final viva-voce
HoD and senior-most faculty of the department	50	Dissertation proposal and presentation	External expert, HoD and senior-most faculty of the department	50	Dissertation report (30), presentation (10), final viva-voce (10)

Evaluation pattern similar to fourth semester dissertation will apply for internship where supervisor will award 50% marks and external co-supervisor, HoD and senior-most faculty will award 50% marks.

L	T	P	C
4	0	0	4

Course Code: JMC.516
Course Title: Communication Theory-I

Total Hours: 60

Learning outcome of the course:
➢ Learners will be able to
  • Analyze the communication, its concepts, origin and development.
  • Explain elements, types, functions and process of communication.
  • Evaluate various communication theories and models.
  • Compile and compare differences between western and eastern perspectives of communication.

Unit I Introduction of Communication (14 hours)
  • Communication, concept nature and types
  • Elements and functions of communication
  • Various levels and forms of communication
  • Communication barriers, seven Cs of communication
Reflection: Compare the various of forms of communication

Unit II Models of Communication (16 hours)
  • Aristotle's model, SMCR model, Lasswell's model (1948),Extension of Lasswell's model- Braddock's model (1958)
  • Shannon and Weaver's model (1949), Berlo's model (1960),
  • Newcomb's model (1953), Gerbner's model (1956),
  • Westley MacLean's model (1957),Schramm & Osgood's model (1954), Dance's model (1967).
Reflection: Compare the various of models of communication

Unit III Theories of Communication (16 hours)
  • Selective Exposure, Selective Attention, Selective Perception and Selective Retention
  • Bullet theory, Two-step flow theory and Multi-step flow theory
  • Cultivation theory, Agenda Setting theory, Diffusion of Innovation
  • The Uses and Gratification theory, Dependency theory, Critical theory, Behavioural Theory
Reflection: Compare the various of Theories of communication

Unit IV Asian Perspectives of Communication (14 hours)
  • Concepts of communication in ancient Indian texts
  • The concept of Sadharanikaran
  • Modern Indian thoughts on communication
  • Asian perspectives of communication
Reflection: Compare the various of perspectives of communication

Suggested Readings:

- Berger, A. A. (1995). Essentials of mass communication theory. Sage Publications.
- Dominick, J. R. (2010). The dynamics of mass communication: Media in the digital age, Tata McGraw-Hill Education, New York.
- Lorimer, R., & Scannell, P. (1994). Mass communications: a comparative introduction, Manchester University Press, Manchester.
- McQuail, D. (2010). McQuail's mass communication theory. Sage publications, London.
- Narula, U. (2006). Dynamics Of Mass Communication Theory And Practice. Atlantic Publishers, New Delhi.
- Somasundaram, V. (2005). Principles of Communication. Authors press, New Delhi.
- सुष्मिताबाला, (2007), समकालीनसंचारसिद्धांत, डीपीएसपब्लिशिंगहाउस, नईदिल्ली
- प्रो. रमेशजैन, (2007), जनसंचारविश्वकोष, नेशनलपब्लिशिंगहाउस, नईदिल्ली
- जवरीमल्लपारख, (2000), जनसंचारमाध्यमोंकावैचारिकपरिपेक्ष, ग्रंथशिल्पी, नईदिल्ली

Web Resources:

- www.zeepedia.com
- www.manage.gov.in

Transaction Mode: Lectures, PPT, YouTube, Group Discussion, Dialogue Mode

Course Code: JMC.517
Course Title: Research in Communication-I

L	T	P	C
4	0	0	4

Total Hours: 60

Learning outcomes of the course:-
 ➢ Learners will be able to:
  • Explain different areas of research in communication
  • Discuss various steps in research
  • Compare and contrast different research approaches and designs
  • Compare different sampling methods various research methods and tools.

Unit I (15 hours)
  • Schools of thought in research
  • Research – meaning, definition and elements
  • Evolution of research in communication
  • Areas of research in communication research
Reflection: Trace the history of research in communication and discuss various areas in communication research

Unit II (15 hours)
  • Steps in research process
  • Different research approaches
  • Research Designs
Reflection: List steps in research process and compare different research approaches

Unit III (15 hours)
  • Overview / Formulation of research problem
  • Review of literature—types and relevance
  • Research objectives and questions
  • Hypothesis : Formulation and its types
Reflection: practice making research questions and hypothesis

Unit IV (15 hours)
  • Concepts, Constructs and Variables
  • Levels of measurement
  • Population and Sampling
  • Types of data
Reflection:- Distinguish between different types of sampling

Suggested Readings:-

- Berger, A.A. (2013). Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches. Sage.
- Bryman, A. (2018). Social Research Methods. Oxford Publication, London.
- Creswell, J. W. (2011). Research design: Qualitative, quantitative, and mixed methods approaches. Sage.
- Flick, U. (2017). An Introduction to Qualitative Research. Sage.
- Kerlinger, F. (2019).Foundations of Behavioural Research. Surjeet Publications.
- Kothari, C.A. (2019). Research Methodology: Methods and Techniques. New Age International.
- Neuman, W.L. (2010). Social Research Methods: Qualitative and Quantitative Approaches.
- Singh, A.K. (2019) .Tests, Measurements and Research Methods in Behavioural Sciences. Bharati Bhawan.
- Wimmer, R.D. & Dominick, J.R. (2015). Mass Media Research : An Introduction. Cengage Learning.

Web sources:-
https://epgp.inflibnet.ac.in/
http://www.wimmerdominick.com/

Transaction Mode: Lecture, PPT, Self-Learning, Brainstorming, Group Discussion, Tutorial, Seminar, Case Study, E-content

Course Code: JMC.518
Course Title: Basic of Print Media-I

L	T	P	C
3	0	0	3

Total Hours: 45

Learning outcomes of the course:-
➢ **Learners will be able to**
- Explain and discuss the history of press in India
- Compare and contrast different forms of newspaper writing
- Compose or write different forms of newspaper writing
- Discuss principles of reporting and journalism

Unit I: (11 hours)
- Origin and growth of newspapers in India - pre and post-independence era
- Introduction to main newspapers and pioneers of Indian journalism
- Development of Indian and global news agencies
- Growth of magazines in India
- Important events in print media of other countries

Reflection: Trace the journey of print media in India

Unit-II: (12 hours)
- Pages of a newspaper: front page, editorial, business, sports; Pullouts, Supplements & Special edition etc.
- News: Elements, Types, Writing styles for newspaper
- Sources of news
- Reporting beats – politics, crime, sports, business, life style, health, education, legal, Administration, rural, science etc.

Reflection: - Compare different beats

Unit-III: (11 hours)
- Basic concepts and principles of reporting
- Lead: Importance and types
- Other forms of newspaper writing: Articles, Features and Editorials
- Reporting and Journalism

Reflection: Comparison among different forms of newspaper writings

Unit-IV: (11 hours)
- Interview – types and process
- Covering press conference and press briefing
- Writing for mass communication
- Essentials of good writings

Reflection:- Take an interview and write a story on it

Suggested Readings:-

- Carole, F., Moore, G., Welford, D., & Hemmingway, E. (2006). An introduction to journalism. Vistaar Publication (A Division of Sage Publication India Pvt. Limited), New Delhi.
- Harriss, J., Leiter, K., & Johnson, S. P. (1985). The complete reporter: fundamentals of news gathering, writing, and editing, complete with exercises. Pearson, Boston.
- Hilliard, R.L. (2008). Writing for Television, Radio and New Media. Wadsworth Publications, New York.
- Kamath, M. V. (2009). Professional journalism. Vikas Publishing House, New Delhi.
- Mencher, M. (1989). Basic news writing. WC Brown, Dubuque.
- Natarajan, J. (2017). History of Indian Journalism, Publication Division, New Delhi.
- Parthsarathi, R. (2011). Journalism in India, Sterling Publishers, New Delhi.
- Raman, U. (2010). Writing for the Media. Oxford University Press.
- Spark, D., & Harris, G. (1997). Practical newspaper reporting. Routledge, London.
- Stovall, J. G. (2005). Journalism: who, what, when, where, why, and how. Pearson/Allyn & Bacon, Boston.

Web sources:-
https://epgp.inflibnet.ac.in/
www.americanpressinstitute.org
www.cjr.org

Transaction Mode: Lecture, PPT, Self-Learning, Brainstorming, Group Discussion, Tutorial, Seminar, Case Study, E-content

L	T	P	C
0	0	2	1

Course Code: JMC.519
Course Title: Basics of Print Media Practical-I

Total Hours: 30

Learning outcomes of the course:-
 - ➤ Learners will be able to:
   - • Develop or compose different forms of newspaper writing

1. Writing Letters to editor
2. Writing news stories
3. Writing articles
4. Writing features
5. Writing editorials
6. Writing various types of leads
7. Conducting interviews and writing stories on it.

Evaluation Criteria
1) Continuous Assessment-
    - • Submission of different forms of newspaper writing - 40
2) End Term Assessment
    - • Practical File   -   30
    - • Written Exam   -   20
    - • Viva   -   10

Suggested Readings :-

 - • Carole, F., Moore, G., Welford, D., & Hemmingway, E. (2006). An introduction to journalism. Vistaar Publication (A Division of Sage Publication India Pvt. Limited), New Delhi.
 - • Harriss, J., Leiter, K., & Johnson, S. P. (1985). The complete reporter: fundamentals of news gathering, writing, and editing, complete with exercises. Pearson, Boston.
 - • Hilliard, R.L. (2008). Writing for Television, Radio and New Media. Wadsworth Publications, New York.
 - • Kamath, M. V. (2009). Professional journalism. Vikas Publishing House, New Delhi.
 - • Mencher, M. (1989). Basic news writing. WC Brown, Dubuque.
 - • Natarajan, J. (2017). History of Indian Journalism, Publication Division, New Delhi.
 - • Parthsarathi, R. (2011). Journalism in India, Sterling Publishers, New Delhi.
 - • Raman, U. (2010). Writing for the Media. Oxford University Press.

- Spark, D., & Harris, G. (1997). Practical newspaper reporting. Routledge, London.
- Stovall, J. G. (2005). Journalism: who, what, when, where, why, and how. Pearson/Allyn & Bacon, Boston.

Web sources:-
https://epgp.inflibnet.ac.in/
www.americanpressinstitute.org

Transaction Mode: Self-Learning, Brainstorming, Group Discussion, Tutorial, Seminar, Case Study, E-content

Course Code: JMC.520
Course Title: Basics of Electronic Media Production

L	T	P	C
3	0	0	3

Total Hours: 45

Learning outcomes of the course:
  ➢ **Learners will be able to**
  - Classify the various stages of radio program production
  - Evaluate various radio program formats
  - Compile the qualities of radio jockey
  - Evaluate radio as a medium of communication

Unit-I Basics of Radio Production   (11 Hours)
  - Radio as a medium of communication
  - Process of radio production
  - Classification of Radio; Formats of Radio Programs
  - Art of Radio Programs presentation
Reflection: Analyze the various Radio Programs and Practice radio jockeying

Unit-II Technical aspect of Radio Production   (11 hours)
  - Radio Studio- structure, functioning and equipment
  - Microphone- types, placement and precautions
  - Sound recording- types, techniques and aesthetics
  - Audio Editing – process and techniques
    ❖ Draw structure of Radio Studio
    ❖ Practice of handling and usages of microphones, Sound Recording
    ❖ Practice of Audio Editing

Unit-III Basics of Television Production   (11 Hours)
  - Process of television production- pre production, production, post production
  - Television programme formats
  - Production team members and their responsibility
  - Outdoor and indoor production, Studio for television production
    ❖ Analyze various television programs
    ❖ Draw a chart of television production team
    ❖ Draw the structure of Television Studio

Unit-IV Television Production Aesthetics   (12 hours)
  - Equipment for television production- CCU, Vision mixer, audio console, recorders, talk-back system, CG generator, cables & connectors, OB Van
  - Videography: Camera Handling, Camera Shots, Angles and Movements
  - Single and multi-camera set-up, Set designing for studio and outdoor shoot, Virtual studio, Lighting Techniques, Make-up techniques for television
  - Basics of audio-video editing: Process, Types and Aesthetics
    ❖ Practice of Camera Handling
    ❖ Practice of Single and Multi-Camera Set-up

- ❖ Practice of setting up the lights for indoor and outdoor television production
- ❖ Practice of make-up for television programs
- ❖ Practice of Video Editing

Suggested Readings:

- Sabin, A. (2009). You are On! How to develop great media skills for TV, radio and the internet. New Delhi, India: Viva Books Pvt. Ltd.
- Boyd, A. (2008). Broadcast Journalism- Techniques for radio and television news. New York, NY: Focal Press.
- Bartlett, B. & Bartlett, J. (2013). Practical recording techniques. New York, NY: Press.
- David, J. (2007). Radio broadcast journalism. New Delhi, India: Cyber Tech Publication.
- Talbot, M. (2002). Sound engineering explained. New York, NY: Focal Press.
- McLeish, R. (2005). Radio production. New York, NY: Focal Press.
- Fraser, C. & Restrepo- Estrada, S. (2001). Community radio handbook. New Delhi: UNESCO.
- Nancy Reardon, Tom Flynn, (2013), On Camera: How to report, Anchor and Interview, Focal Press, Burlington.
- Gretchen Davis & Mindy Hall, (2012), The Makeup Artist Handbook, Focal Press, Burlington.
- Tomlinson Holman, (2012), Sound for digital video, Elsevier Publication
- Catherine Kellison, (2013), Producing for TV and New Media, Focal Press
- Andrew H. Utterback, (2015), Studio Television Production and Directing, Focal Press, Waltham.
- Frederick Shook, (2008), Television Field Production and Reporting, Pearson Publication, Boston.
- Herbert Zettl, (2012), Television Production Handbook, Thompson Wadsworth Pub, New York.
- Michael Hughes, (2012), Digital Filmmaking for beginner- A practical guide to video production, Focal Press, Waltham.
- Michael Rabiger (2013), Directing: Film Techniques and Aesthetics, Focal Press, Burlington.
- Nalin Mehta, (2009), India on Television, Harper Collins, New Delhi
- Vasuki Belavadi, (2013), Video Production, Oxford Publication, Noida.
- राकेश व प्रज्ञा, (2010), रेडियो जोकिंग, डायमंड बुक डिस्ट्रीब्युटर, नई दिल्ली
- परमवीर सिंह, (2017), रेडियो प्रोडक्शन, कल्पना प्रकाशन
- सिद्धार्थ कुमार, (2004), नाथ रेडियो नाटक की कला, राधाकृष्ण प्रकाशन, नई दिल्ली
- परमवीर सिंह, (2016),वीडियो प्रोडक्शन, कल्पना प्रकाशन, नई दिल्ली

Web Resources:
- www.cengagebrain.com.mx/content/zettl
- www.zeepedia.com

- www.cybercollege.com
- www.nos.org
- www.aboutvideoediting.com
- http://www.radioiloveit.com
- www.slideshare.net

Transaction Mode: Lectures, PPT, Self-Learning, Tutorials, E-Content, Video, Demonstration, Brain Storming, Multimedia Packages

Course Code: JMC.606
Course Title: Basics of Electronic Media Practical

L	T	P	C
0	0	2	1

Total Hours: 30

Learning outcomes of the course:-
- ➢ Learners will be able to:
  - Produce various program formats for electronic media

1. News
2. News Reels
3. Interviews
4. Discussions
5. Vox-Pops

Evaluation Criteria
1. Continuous Assessment-
   - Submission of different forms of audio-video programs - 40
2. End Term Assessment
   - Practical File   -   30
   - Written Exam   -   20
   - Viva   -   10

Transaction Mode: Self-Learning, Brainstorming, Group Discussion, Tutorial, Seminar, Case Study, E-content

L	T	P	C
3	0	0	3

Course Code: JMC.512
Course Title: Media Management

Total Hours: 45

Learning outcomes of the course:
 ➢ **Learners will be able to**
  • List various Indian media companies
  • Classify various ownership patterns in media industry.
  • Compare structure of different media companies.
  • Discuss media evaluation tools
  • Develop media marketing strategies.

Unit I: Introduction   (11 hours)
  • Media management – nature and characteristics
  • Overview of media as an industry
  • Ownership patterns, foreign equity in media and government policies
  • Major Indian media companies: The Times Group, Zee Group, Star Group, Network 18 Group, HT Media, Living Media Group, Sony Corporation, Prasar Bharti Corporation, Sun Network, Dainik Bhaskar Group, Deccan Chronicle, Jagran Group, Hind Samachar Group, The Hindu Group, Enadu Group, Patrika Group, NDTV Group.
    ❖ Draw a chart of Media Industry in India
    ❖ Draw a chart of various media organization in India

Unit II: Media Business   (12 hours)
  • Print media business in India-problems and prospects
  • Film business in India – problems and prospects
  • Radio and music business in India – problems and prospects
  • Television and Digital media business in India – problems and prospects
    ❖ Analyze the problems and prospects of various media in India

Unit-III Media Structure   (11 hours)
  • Management patterns and internal functioning in media companies
  • Entrepreneurship– meaning and skills required
  • Major heads of revenue in newspaper, cinema, radio, television and web
  • Recruitment, hiring, training, service conditions and work environment in media
    ❖ Plan a media organization
    ❖ Draw a chart of chart on major revenue heads of various media

Unit-IV Media Marketing   (11 hours)
  • Readership Survey, television ratings, listenership surveys, measuring web media, Vox Pop
  • Understanding media markets and handling media competitions
  • Media marketing – space and time selling, advertising rates
  • Targeting audience and designing marketing strategies
    ❖ Compare the media competitions,

❖ Analyze the TRP Reports, Listenership Surveys and Readership surveys

Suggested Readings:
- Kohli-Khandekar, V. (2014). The Indian Media Business, Sage Publications, New Delhi.
- Susan Tyler Eastman/ Douglas A. Ferguson, (2006). Media Programming: Strategies and Practice, Wadsworth Publishing Co., Belmont.
- Gulab Kothari (1995), Newspaper Management in India, Intercultural Open University, Netherlands.
- Virbala Aggarwal, V.S. Gupta, (2002). Handbook of Journalism & Mass Communication, Concept Publication, New Delhi.
- B.K. Chaturvedi (2009), Media Management, Global Vision Publishing House, New Delhi.
- Alan B. Albarran, (2012), Management of Electronic and Digital Media, Cengage Learning, New Delhi.
- Gillian Doyle, (2013), Understanding Media Economics, Sage Publication, Thousand Oaks.
- Singh P, (2021), Indian Silver Screen, KK Publications, New Delhi
- दिलीप मंडल, (2011), कॉर्पोरेट मीडिया– दलाल स्ट्रीट, राजकमल प्रकाशन
- परमवीर सिंह (2021), भारतीय टेलीविजन, कल्पना प्रकाशन, नई दिल्ली

Web Resources:
- www.forbes.com/management
- www.zeepedia.com
- www.mediajournal.org

Transaction Mode: Lecture, PPT, Tutorials, E-Content, Video, Demonstration, Mobile Teaching, Case Study

L	T	P	C
0	0	2	1

Course Code: JMC.607
Course Title: Media Management Practical

(30 hours)

Learning outcomes of the course:
➢ **Learners will be able to**
- Evaluate Media Management trends in India
- Design a Media Organization
- Develop media marketing strategies

1. Student will design a media organization
2. They will plan to launch a media organization
3. Student will analyze various media ownership developments

Evaluation Criteria
1. Continuous Assessment-
   - Submission of layout of media organization - 20
   - Submission of complete plan for launching a media organization-20
2. End Term Assessment
   - Practical File   -   30
   - Written Exam   -   20
   - Viva   -   10

Suggested Readings:
- Vanita Kohli-Khandekar, (2014). The Indian Media Business, Sage Publications, New Delhi.
- Susan Tyler Eastman/ Douglas A. Ferguson, (2006). Media Programming: Strategies and Practice, Wadsworth Publishing Co., Belmont.
- Gulab Kothari (1995), Newspaper Management in India, Intercultural Open University, Netherlands.
- Virbala Aggarwal, V.S. Gupta, (2002). Handbook of Journalism & Mass Communication, Concept Publication, New Delhi.
- B.K. Chaturvedi (2009), Media Management, Global Vision Publishing House, New Delhi.
- Alan B. Albarran, (2012), Management of Electronic and Digital Media, Cengage Learning, New Delhi.
- Gillian Doyle, (2013), Understanding Media Economics, Sage Publication, Thousand Oaks.
- Singh P, (2020), Indian Silver Screen, KK Publications, New Delhi
- दिलीप मंडल, (2011), कॉरपोरेट मीडिया– दलाल स्ट्रीट, राजकमल प्रकाशन

Web Resources:
- www.forbes.com/management
- www.zeepedia.com
- www.mediajournal.org

Transaction Mode: Lecture, PPT, Tutorials, E-Content, Video, Demonstration, Mobile Teaching, Case Study

L	T	P	C
3	0	0	3

Course Code: JMC.608
Course Title: Political Communication

Total Hours: 45

Learning outcomes of the course:
- **Learners will be able to**
  - List and compare national and regional political parties.
  - Interpreting coverage of parliamentary and state assembly elections.
  - Evaluate exit and opinion polls.
  - Compile promotional strategies of political parties.

Unit-I: National Politics (12 hours)
- Introduction to the national politics: Interplay of three pillars of Indian democracy; Executive, Legislative and Judiciary, covering parliament
- Introduction to national parties-I: Bhartiya Janta Party (BJP), Indian National Congress (INC) and Communist Party of India (Marxist) CPI-M.
- Introduction to national parties-II: Communist Party of India (CPI), BahujanSamaj Party (BSP) and National Congress Party (NCP)
- Writing skills required for covering national politics and parties.
Reflection: Compare the various of national political parties

Unit-II: State Politics (11 hours)
- Introduction to the state politics: key issues in Vidhan Parishad and Vidhan Parishad
- Introduction to state parties I: Aam Aadmi Party (AAP), All India Anna Dravida Munnetra Kazhagam (AIDMK), All India Trinamool Congress (AITC), BijuJanta Dal (BJD), Dravida Munnetra Kazhagam (DMK), Indian National Lok Dal (INLD), Janata Dal (Secular) JD(S), Janata Dal (United) JD (U).
- Introduction to state parties II: Samajwadi Party (SP), Jharkhand Mukti Morcha (JMM), Lok Janshakti Party (LJP), Maharashtra Navnirman Sena (MNS), Shiv Sena, Rashtriya Janata Dal (RJD), Telangan Rashtra Samiti (TRS), Telugu Desam Party (TDP)
- Writing skills required for covering national politics and parties.
Reflection: Compare the various of state political parties.

Unit-III: Local Politics (11 hours)
- Introduction to local politics: key issues in Panchayati Raj and Municipal Corporation
- Introduction to municipal corporations and councils
- Covering press conference and briefing
- Writing skills required for covering local politics. Dos and Don'ts for political reporter, designing a campaign for a political party.
Reflection: Compare the several local governance system.

Unit-IV: Specialized Political Communication   **(11 hours)**

- Covering and Designing a campaign for parliamentary elections, political rallies and for a MP Candidate
- Covering and Designing a campaign for legislative elections, public meetings and for a MLA Candidate
- Covering and Designing local bodies' elections
- Conducting an Exit poll, opinion poll, creating spins doctors, narrative building and lobbying.

Reflection: Conduct the press conference and design a campaign.

Note: List of national, state and regional parties to be updated as per criteria in the course curriculum time to time.

Suggested Readings:
- Bagdikian, B. H. (1977). Bagdikian on political reporting, newspaper economics, law and ethics: lectures. Christian University Press, Texas.
- DeSouza, P. R. (2006). India's political parties. SAGE Publishing, New Delhi.
- Gauba, O. P. (2003). An introduction to political theory. Macmillan, New York.
- Kothari, R. (1970). Politics in India. Orient Blackswan, Hyderabad.
- Rao, U. (2010). News as culture: Journalistic practices and the remaking of Indian leadership traditions (Vol. 3). Berghahn Books.
- Weiner, M. (2015). Party Politics in India. Princeton University Press, New Jersey.

Transaction Mode: Group Discussion, Self-Learning, Case Study, Vimeo, Tutorials, E-Content, Video, Brain Storming, Panel Discussion

Course Code: JMC.609
Course Title: Political Communication Practical

L	T	P	C
0	0	2	1

Total Hours: 30

Learning outcomes of the course:
➢ **Learners will be able to**
- Plan a campaign for a political party and candidate.
- Preparing a social media strategy for publicity of a MP or MLA candidate.
- Evaluate the image building campaign of a political party, MPs or MLA and other political candidates.

Practical:-
1. Practice of preparing a social media campaign
2. Practice on writing speeches for political parties and candidates
3. Prepare one synopsis of the social media campaign
4. Conducting a Press Conference for the political party and candidate
5. Evaluating the impact study and social media campaign of a candidate etc.

Evaluation Criteria
1. Continuous Assessment-
   - Synopsis and Media Plan for a campaign   -   40
2. End Term Assessment
   - Preparing a PR campaign and case study review   -   30
   - Viva   -   30

Suggested Readings:
- Bagdikian, B. H. (1977). Bagdikian on political reporting, newspaper economics, law and ethics: lectures. Christian University Press, Texas.
- DeSouza, P. R. (2006). India's political parties. SAGE Publishing, New Delhi.
- Gauba, O. P. (2003). An introduction to political theory. Macmillan, New York.
- Kothari, R. (1970). Politics in India. Orient Blackswan, Hyderabad.
- Rao, U. (2010). News as culture: Journalistic practices and the remaking of Indian leadership traditions (Vol. 3). Berghahn Books.
- Weiner, M. (2015). Party Politics in India. Princeton University Press, New Jersey.

Transaction Mode: Group Discussion, Self-Learning, Case Study, Vimeo, Tutorials, E-Content, Video, Brain Storming, Panel Discussion

L	T	P	C
3	0	0	3

Course Code: JMC.510
Course Title: Photography   **Total Hours:45**

Learning outcomes of the course: -
  ➢ **Learners will be able to**
      • Handling various types of photography cameras.
      • Understanding lights for photography.
      • Learn the photography as an expression of art.
      • Developing skills for media industry.

Unit-I Introduction to Photography   (11 hours)
  • Brief history of photography
  • Introduction to visual semiotics
  • Visual Communication: visual perception, cognition and conceptualization
  • Use of photography in media industry and its genres
  • Movement in art and photography

Reflection: This unit will make students to understand the photography history, visual semiotics, perception, conceptualization of image and the use of photography in media industry. It also elaborates different art and photography movement in the world.

Unit-II DSLR (Digital Single Lens Reflex Camera)   (12 hours)
  • Various parts and types of DSLR camera and Digital camera,
  • Key components of DSLR- light path, lens elements, mirror, viewfinder, sensor, resolution, memory cards, How the digital camera works?
  • Mechanism of Light controls- aperture, shutter, exposure,
  • Types of Lenses- zoom, telephoto, and wide-angle, Prime etc
  • Using of camera accessories – Using flashlight, Filter, reflector, lens hood, tripod, Care and maintenance of camera equipment.

Reflection: In this unit students will learn applications and uses of DSLR cameras. It will also introduces the functions, accessories and lens

Unit-III Grammar of photography   (11 hours)
  • Picture Composition- Rule of Thirds, Symmetry, Geometry, Shape, and Colour.
  • Classification of shot, camera angle, camera movement, Frame, lens angle.
  • Principles of visual grammar- headroom, nose room, film vs video, 180-degree rule, reverse sequence.
  • Depth of field techniques. Exposure modes, light, and Colour temperature.

Reflection: Students in this unit will learn the picture composition rules, types of shots, camera angles, movement, framing, angle, visual grammar, the techniques of depth of field, mode of camera and color temperature.

Unit-IV Technical Aspects   (11 hours)
  • Exposure triangle, focus, depth of field, reciprocity and exposure metering

- Lighting techniques – sources, tools and types; Intensity Direction and Quality
- Working with image format – Digital Negative or RAW
- Introduction to Photo Editing: Basics of Photoshop and Lightroom

Reflection: This unit will make students familiar with technical aspects of photography, setting up the lights for various type of photography, an understanding of working with digital negative images and some hands on practical exposure on photo editing software.

Suggested Readings:
- Ang, T. (2018). Digital Photography: An Introduction, 5th Edition (5th ed.). DK.
- Bavister, S. (2000). Digital Photography: A No-Nonsense, Jargon-Free Guide for Beginners. Collins & Brown.
- Bergstrom, B. (2021). Essentials of Visual Communication (1st Paperback Edition). Laurence King Publishing.
- Busch, D. D. (2014). David Busch's Mastering Digital SLR Photography, Fourth Edition (4th ed.). Cengage Learning PTR.
- Freeman, M. (2001). The Complete Guide to Digital Photography. Thames and Hudson Ltd.
- Hirsch, R. (2010). Exploring Color Photography Fifth Edition: From Film to Pixels (5th ed.). Focal Press.
- Lancaster, K. (2010). DSLR Cinema: Crafting the Film Look with Video (1st ed.). Focal Press.
- Langford, M., Fox, A., & Smith, S. R. (2007). Langford's Basic Photography, Eighth Edition: The guide for serious photographers (8th ed.). Focal Press.
- Bergström, B. (2008). Essentials of visual communication. Laurence King Publishing, London.
- Hirsch, R. (2015). Exploring color photography: from film to pixels. Focal Press, Burlington.
- Kobre, K. (2008). Photojournalism: The professionals' approach. Routledge.
- Lester, P. M. (2015). Photojournalism: An ethical approach. Routledge.
- Singh, P. (2016). Video production. Kalpana Publications, New Delhi.
- Tuck, K. (2009). Commercial Photography Handbook: Business Techniques for Professional. Amherst Media, Massachusetts.
- परमवीर सिंह, (2016). वीडियो प्रोडक्शन, कल्पना प्रकाशन, नई दिल्ली

Web Resources:
- www.bestphotolessons.com
- www.cambridgeincolour.com
- https://photographylife.com/what-is-photography
- https://www.adorama.com/alc/17-types-of-photography-which-niche-is-right-for-you/
- https://www.exposureguide.com/top-10-digital-photography-tips/

Transaction Mode: Lecture, PPT, Tutorials, E-Content, Video, Demonstration, Mobile Teaching

L	T	P	C
0	0	2	1

Course Code: JMC.611
Course Title: Photography Practical   **Total Hours: 30**

Learning outcomes of the course:-

➢ **Learners will be able to**
- Compose various camera shots, angles and camera movements.
- Design various application of Photography.

Practical: -
1. Developing a sense of using aperture, shutter speed and ISO
2. Understanding the light and its importance in photography by experimenting various shutter speed and aperture etc.
3. Understanding the working of various parts of a camera and its accessories.
4. Handling camera.
5. Prepare a photo magazine – Print and digital
6. Experiment in indoor and outdoor lightings
7. Experiment on various types of shots and angle.
8. Experiment on various genres of photography.

Evaluation Criteria
1) Safety, handling and understanding of the working of Camera   25
2) Knowledge of various shots, angle and lightings   25
3) Photo Magazine   25
4) Viva   25

Suggested Readings:

- Ang, T. (2018). Digital Photography: An Introduction, 5th Edition (5th ed.). DK.
- Bavister, S. (2000). Digital Photography: A No-Nonsense, Jargon-Free Guide for Beginners. Collins & Brown.
- Bergstrom, B. (2021). Essentials of Visual Communication (1st Paperback Edition). Laurence King Publishing.
- Busch, D. D. (2014). David Busch's Mastering Digital SLR Photography, Fourth Edition (4th ed.). Cengage Learning PTR.
- Freeman, M. (2001). The Complete Guide to Digital Photography. Thames and Hudson Ltd.
- Hirsch, R. (2010). Exploring Color Photography Fifth Edition: From Film to Pixels (5th ed.). Focal Press.
- Lancaster, K. (2010). DSLR Cinema: Crafting the Film Look with Video (1st ed.). Focal Press.
- Langford, M., Fox, A., & Smith, S. R. (2007). Langford's Basic Photography, Eighth Edition: The guide for serious photographers (8th ed.). Focal Press.
- Bergström, B. (2008). Essentials of visual communication. Laurence King Publishing, London.
- Hirsch, R. (2015). Exploring color photography: from film to pixels. Focal Press, Burlington.

- Kobre, K. (2008). Photojournalism: The professionals' approach. Routledge.
- Lester, P. M. (2015). Photojournalism: An ethical approach. Routledge.
- Singh, P. (2016). Video production. Kalpana Publications, New Delhi.
- Tuck, K. (2009). Commercial Photography Handbook: Business Techniques for Professional. Amherst Media, Massachusetts.
- परमवीर सिंह, (2016). वीडियो प्रोडक्शन, कल्पना प्रकाशन, नई दिल्ली

Web Resources:
- www.bestphotolessons.com
- www.cambridgeincolour.com
- https://photographylife.com/what-is-photography
- https://www.adorama.com/alc/17-types-of-photography-which-niche-is-right-for-you/
- https://www.exposureguide.com/top-10-digital-photography-tips/

Transaction Mode: Tutorials, E-Content, Video, Demonstration, Mobile Teaching

L	T	P	C
2	0	0	2

Course Code: JMC.514
Course Title: Basics of Photography

Total Hours: 30

Learning outcomes of the course:-
➢ **Learners will be able to**
- Summarize basics of photography
- Identify types of camera, lens, camera shots, angles and movements
- Compose a professional photograph.
- Discuss various genres of Photography.
- Evaluate visual communication

Unit-I Introduction to Photography (8 hours)
- Visual Communication: visual perception, cognition and conceptualization
- Introduction to visual semiotics
- Brief history of photography
- Use of photography in media

Reflection: This unit will make students to understand the various aspects of visual communication, semiotics, history and uses of photography.

Unit-II Basics of Photography (7 hours)
- Photography-elements, principles and rules of composition
- Types of photographic cameras and their structure
- Lenses: types and their perspective
- Camera movements: shots and angles

Reflection: Student will learn the basics of photography elements, principle, composition rules, types of camera, lens, and shot sizes.

Unit-III Technical Aspects (8 hours)
- Exposure triangle, focus, depth of field, reciprocity and exposure metering
- Sensor: sizes, formats and storage
- Understanding light and shadow: natural &artificial, direct light, soft light, hard light, directional light, three point lighting technique
- Introduction to Photo Editing: Basics of Photoshop and Lightroom

Reflection: This unit will make students familiar with technical aspects of photography, setting up the lights for various type of photography, an understanding of working with digital negative images and some hands on practical exposure on photo editing software.

Unit-IV Photography Genres and Photojournalism (7 hours)
- Portrait, nature, food, street, wildlife, night, product and fashion photography
- Brief history of photojournalism - global & Indian
- Famous photojournalists and their approaches to documenting reality
- Ethical aspects in photojournalism: NPPA code, Associated Press code of ethics

Reflection: In this unit students will learn the various genres of photography, history of photojournalism, famous photojournalist and ethical aspects of photography.

Suggested Readings:

- Bergström, B. (2008). Essentials of visual communication. Laurence King Publishing, London.
- Hirsch, R. (2015). Exploring color photography: from film to pixels. Focal Press, Burlington.
- Kobre, K. (2008). Photojournalism: The professionals' approach. Routledge.
- Lester, P. M. (2015). Photojournalism: An ethical approach. Routledge.
- Singh, P. (2016). Video production. Kalpana Publications, New Delhi.
- Tuck, K. (2009). Commercial Photography Handbook: Business Techniques for Professional. Amherst Media, Massachusetts.
- परमवीरसिंह, (2016).वीडियोप्रोडक्शन, कल्पनाप्रकाशन, नईदिल्ली

Web Resources:

- www.bestphotolessons.com
- www.cambridgeincolour.com
- https://photographylife.com/what-is-photography
- https://www.adorama.com/alc/17-types-of-photography-which-niche-is-right-for-you/
- https://www.exposureguide.com/top-10-digital-photography-tips/

Transaction Mode: Lecture, PPT, Tutorials, E-Content, Video, Demonstration, Mobile Teaching

L	T	P	C
2	0	0	2

Course Code: JMC.515
Course Title: Combating Fake News

Total Hours: 30

Learning outcomes of the course:
➢ **Learners will be able to**
- Compare various media.
- Explain the ethical issues related to the media.
- Identify different techniques for combating fake news.
- Evaluate various techniques for combating fake news

Unit-I Introduction to Journalism & Ethical Issues   (8 hours)
- Introduction to Social Media Platforms: Facebook, Twitter, YouTube, Instagram etc.
- Journalism: Accountability, Ethics of Journalism and Principles of Journalism
- Journalism: relationship of trust with the public, credibility, independence, accuracy, professional ethics, transparency and pluralism.

Reflection: Compare various social media platforms

Unit-II Fake News and Media Information Literacy   (7 hours)
- The rise of fake news, types of fake news: satire and parody, false connection, misleading content, false context, imposter content, manipulated content, fabricated content
- Information Disorder: formats of Misinformation, Disinformation and Mal-Information.
- Combating Disinformation and Misinformation through MIL (Media Information Literacy): Inquisitiveness, critical thinking, reasoning and alternative judgements and opinions and participation.

Reflection: Compare various types of fake news and misinformation

Unit-III Hyper-information, Post Truth and Hate   (8hours)
- Hyper-information, News Industry Transformation: Digital Technology, Social Platforms. Health Misinformation
- Post Truth, rise of hate speech/hate spin, manufacturing the consent, polarization and threat to democracy. Construction of Imagery.
- Economic and Commercial Exploitation: Artificial inflation of thoughts, Fake Reviews/Manufacturing reviews.
- Virality: Digital Army, Social Media Followers' Cult, Social Media Parasite The rise of the audience, social media, social platforms and users-generated content.

Reflection: Understand post truth, theories of conspiracy etc.

Unit-IV Using digital tool to debunk fake news   (7 hours)
- Debunking fake news: observation, critical thinking and reasoning, smart keywords search and authenticity, Fact Checking and Verification. Vertical and Horizontal Comparison of Media. Credibility of websites and social media pages and fact checking software.

- How to verify photos: searching image by uploading on google, searching image or news by using time, crop pic, using google reverse image, RevEye-Reverse image search, TinEye search, Cydral search, Yandex Search, Baidu Search and hands on practices
- How to verify videos: Using smart keyword search on google, using InVid EU, Screen grab, extract key frames, magnifier tools, twitter search. Reverse video search- YouTube Data Viewer. Use frame-by-frame analysis and visuals cues etc.
- Source uploaders and social media audits.
- Google News Initiative, First Draft, Factcheck.org, Alt News, SM Hoax slyer.

Reflection: Fluent use of various tools and technologies to debunk misinformation

Suggested readings:
- Carole, F. (2006). An Introduction to Journalism. Los Angeles, CA: Sage.
- George, C. (2016). Hate Spin: The manufacture of religious offence and its threat. Cambridge, MA: The MIT Press.
- Dice, M. (2017). The True Story of Fake News: How mainstream media manipulate millions. Resistance Manifesto.
- McDougall, J. (2019). Fake News vs Media Studies: Travels in a False Binary. London, England: Springer Nature.
- Chomsky, N., & Herman, E. S. (1988). Manufacturing Consent: The Political Economy of the mass media. New York, NY: Pantheon Books
- Sinha, P. (2019). India Misinformed: The True Story. New Delhi, India: Harper Collins
- UNESCO. (2018). Fake News and Media Literacy.

Transaction Mode: Lecture, PPT, Self-Learning, Brainstorming, Group Discussion, Tutorial, Seminar, Case Study, E-content, Multimedia Package

L	T	P	C
2	0	0	2

Course Code: JMC.529
Course Title: Introduction to Journalism

Total Hours: 30

Learning outcomes of the course:-
➤ **Learners will be able to**
- Explain the concept of news values.
- Compare different formats of media writings
- Explain the process of editing
- Distinguish and analyze various forms of media writing

Unit I Basics of News (8 hours)
- News-meaning, definition and nature; Hard and Soft News
- News values and sources
- Writing a news story: 5Ws and 1 H
- Newspaper jargon

Reflection: Discuss newspaper jargon

Unit II Basics of Reporting (7 hours)
- Covering different beats—education, crime, sports, health etc.
- Interview: types and techniques
- Covering press conference and press briefing
- Role and responsibilities of reporter

Reflection: Compare different beats for news stories

Unit III Forms of Media Writing (8 hours)
- Features- meaning, definition and types
- Articles- meaning and definition
- Editorials: types and Importance
- Writing for audio-visual media

Reflection:- Distinguish among various forms of newspaper writings

Unit IV Basics of Editing (7 hours)
- Editing: meaning, principles and process
- Structure and functioning of a newsroom
- Headlines and its types; Leads and its types
- Importance of pictures, selection of news pictures

Reflection:- practice writing leads and headlines

Suggested Readings:

- Carole, F., Moore, G., Welford, D., & Hemmingway, E. (2006). An introduction to journalism. Vistaar Publication (A Division of Sage Publication India Pvt. Limited), New Delhi.
- Harriss, J., Leiter, K., & Johnson, S. P. (1985). The complete reporter: fundamentals of news gathering, writing, and editing, complete with exercises. Pearson, Boston.
- Hilliard, R.L. (2008). Writing for Television, Radio and New Media. Wadsworth Publications, New York.
- Kamath, M. V. (2009). Professional journalism. Vikas Publishing House, New Delhi.
- Mencher, M. (1989). Basic news writing. WC Brown, Dubuque.
- Natarajan, J. (2017). History of Indian Journalism, Publication Division, New Delhi.
- Parthsarathi, R. (2011). Journalism in India, Sterling Publishers, New Delhi.
- Raman, U. (2010). Writing for the Media. Oxford University Press.
- Spark, D., & Harris, G. (1997). Practical newspaper reporting. Routledge, London.
- Stovall, J. G. (2005). Journalism: who, what, when, where, why, and how. Pearson/Allyn & Bacon, Boston.

Web sources:-
https://epgp.inflibnet.ac.in/
www.americanpressinstitute.org

Transaction Mode: Lecture, PPT, Group Discussion, Tutorial, Case Study, E-content, Multimedia Packages, Video, Facebook

L	T	P	C
2	0	0	2

Course Code: JMC.530
Course Title: Communication Skills

Total Hours: 30

Learning outcomes of the course:-
  - ➢ **Learners will be able to**
    - Compile various formats of writing
    - List various types of communication
    - Distinguish between various types of writing
    - Compose different styles of writing

Unit I Communication (8 hours)
  - Communication: Meaning, process and elements
  - Levels of Communication
  - Types of Communication
  - Barriers to Communication

Reflection: Compare types and levels of communication

Unit II Reading and Writing (7 hours)
  - Basic Communication Skills: Thinking, Reading, Writing, Listening and Speaking
  - Reading : strategies and models ; Comprehension
  - Writing : Basics of Writing, Principles of Good Writing; Writing letters, emails, resume and report

Reflection:- Discuss basic communication skills

Unit III Listening and Non-verbal Communication (8 hours)
  - Listening : types, strategies and barriers
  - Non-verbal Communication
  - Visual Communication

Reflection:- Discuss Non-verbal communication

Unit IV Speaking (7 hours)
  - Speaking ; Presentation Skills ; group discussions
  - Conversations and Role plays ; Working in Groups

Reflection: Practice role plays

Suggested Readings:
  - Butterfield, J. (2017). Soft Skills for Everyone. Cengage.
  - Bhatia, R.C. (2018). Business Communication. Ane Books Pvt. Ltd: New Delhi.

- Bovee, C.L., Thill, J.V. & Chatterjee, A. (2016). Business Communication Today. Pearson.
- Kaul, A. (2015). Effective Business Communication. PHI.
- Kumar, S. & Lata, P. (2012). Communication Skills. Oxford University Press.

Web resources:-
https://onlinecourses.swayam2.ac.in/nou21_lb11/preview
https://epgp.inflibnet.ac.in/

Transaction Mode: Lecture, PPT, Brainstorming, Group Discussion, Tutorial, Seminar, Case Study, E-content, Demonstration, E-content

Semester-II

Course Code: JMC.531
Course Title: Communication Theory-II

L	T	P	C
4	0	0	4

Total Hours: 60

Learning outcomes of the course:
➢ **Learners will be able to**
- Explain various paradigms of communication research.
- Compare various schools of thought of communication and research.
- Interpret different approaches of communication research.
- Evaluate applied research in various media.

Unit I: Historical Perspectives   **(15 hours)**
- Changing paradigms of communication research in the world and Media Literacy
- Major Research traditions in communication discipline
- Understanding various schools of thoughts of Mass Communication Research- Frankfurt School and American Empirical School etc.
- Medium is the message, Hot and Cold Media and Manufacturing consent

Reflection: Compare various school of thought in media research

Unit II: Advanced theories of Communication   **(15 hours)**
- Psychoanalysis-Social learning theory, Cognitive Dissonance
- Normative theories- Authoritarian, Libertarian, Social responsibility and Soviet Media Theory.
- Theory of logical positivism, functionalism and functionalist theory in the age of media.
- Post modernism, Post Structuralism, Feminist approach and communication research

Reflection: Compare various advance theories in media research

Unit III: New Trends in Communication Research   **(15 hours)**
- Hate Spin, Spin Doctrine and Post Truth
- Effects theory and Media Research Payne Fund Studies and Psychology of panic
- Semiotic Analysis, Rhetoric Analysis, Textual Analysis
- Structuralism: ownership, power and hegemony and political economy of media

Reflection: Implement new trends of communication research.

Unit IV: Applied Research in Media Studies   **(15 hours)**
- Research in Newspaper and Magazines.
- Research in Electronic Media
- Research in Advertising and Public Relations
- Research in Cinema and New Media

Reflection: Implement Applied Knowledge of Media Research in various domains

Suggested Readings:

- Davis, D. & Baran, S. J. (2011). Mass communication theory: Foundations, ferment, and future. Belmont, CA: CENGAGE Learning.
- George, C. (2016). Hate spin: The manufacture of religious offense and its threat to democracy. Cambridge, MA: MIT Press.
- Herman, E. S., & Chomsky, N. (2010). Manufacturing consent: The political economy of the mass media. New York, NY: Random House.
- Powers, B. R., & McLuhan, M. (1989). The global village: Transformations in world life and media in the 21st century. New York, NY: Oxford University Press.
- Priest, S. H. (2010). Doing media research: An introduction. Los Angeles, CA: Sage.
- Wimmer, R. D., & Dominick, J. R. (2013). Mass media research. Belmont, CA: Cengage learning.

Web Resources:
- www.wimmerdominick.com
- www.cengagebrain.com

Transaction Mode: Lectures, PPT, Self-Learning, Case Study, Tutorials, E-Content, Video, Demonstration, Brain Storming

L	T	P	C
4	0	0	4

Course Code: JMC.532
Course Title: Research in Communication-II

Total Hours: 60

Learning outcomes of the course:-
➢ **Learners will be able to**
- Explain different data collection methods areas of research in communication
- Compare and contrast different data collection methods and statistical tools
- Compose or write a research proposal/synopsis

Unit I **(15 hours)**
- Data Collection methods
- Research tools; Validity and Reliability of tools
- Data processing & analysis: coding, classification & tabulation
- Statistical techniques: measures; mean median, mode, standard deviation, correlation, chi square test, t-test, f-test, MANOVA, ANCOVA; Regression; parametric and non-parametric testing, differential and non-differential techniques ; Hypothesis testing, level of significance , type I and type II errors

Reflection: Compare various data collection methods and statistical tools

Unit II **(15 hours)**
- Use of SPSS and other softwares in Data Analysis
- Presentation and interpretation of data;
- Qualitative approach
- Mixed-Methods approach
- Ethnography ; Interviews; Focus-Group Discussions

Reflection: Discuss Qualitative and Mixed-methods approach of research

Unit III **(15 hours)**
- Experimental Research Design
- Content Analysis, Rhetorical Analysis, Textual Analysis, Discourses Analysis
- Writing research proposal/synopsis

Reflection:- Discuss experimental research design

Unit IV **(15 hours)**
- Report writing process, format and planning for report writing
- Referencing styles
- Plagiarism
- Ethical considerations in communication research

Reflection:- Discuss ethical considerations in communication research

Suggested readings:-

- Berger, A.A. (2013). Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches. Sage.
- Bryman, A. (2018). Social Research Methods. Oxford Publication, London.
- Creswell, J. W. (2011). Research design: Qualitative, quantitative, and mixed methods approaches. Sage.
- Flick, U. (2017). An Introduction to Qualitative Research. Sage.
- Kerlinger, F. (2019).Foundations of Behavioural Research. Surjeet Publications.
- Kothari, C.A. (2019). Research Methodology: Methods and Techniques. New Age International.
- Neuman, W.L. (2010). Social Research Methods: Qualitative and Quantitative Approaches.
- Singh, A.K. (2019) .Tests, Measurements and Research Methods in Behavioural Sciences. Bharati Bhawan.
- Wimmer, R.D. & Dominick, J.R. (2015). Mass Media Research: An Introduction. Cengage Learning.

Web sources:-
https://epgp.inflibnet.ac.in/
http://www.wimmerdominick.com/

Transaction Mode: Lecture, PPT, Self-Learning, Brainstorming, Group Discussion, Tutorial, Seminar, Case Study, E-content

L	T	P	C
3	0	0	3

Course Code: JMC.533
Course Title: Basics of Print Media-II

Total Hours: 45

Learning outcomes of the course:-
  - ➢ **Learners will be able to**
    - Explain editing process
    - List and distinguish role and responsibility of reporting and editing staff
    - Compare different levels of reporting
    - Discuss Alternative media

Unit-I: Editing (12 hours)
  - Editing – meaning, principles and process; style-sheet and computer based editing
  - Structure and functioning of a newsroom
  - Role, responsibilities and qualities of editor, news editor, bureau chief, chief reporter, chief sub-editor, reporter, Chief photographer, photojournalist, chief sub-editor, sub-editor, freelancer, stringer, proof-readers etc.

Reflection:- Compare the role of different news personnel

Unit-II (11 hours)
  - Headline – meaning, significance, types, writing effective headlines
  - Use and importance of photographs, pictures and illustrations
  - Use of other design elements; info-graphic
  - Special pages/supplements

Reflection:- Practice writing different types of headlines and use different design elements.

Unit-III (11 hours)
  - Reporting and writing for magazines
  - In-depth reporting/Specialized/reporting/Interpretative Reporting/Investigative Reporting
  - Exploring online sources/databases for information

Reflection: - Discuss the role of different types/levels of reporting

Unit-IV   **(11 hours)**

- E-papers and online newspapers/websites ; Alternative media
- Media Convergence and Print Media
- Data Journalism

Reflection:- Discuss the emergence and role of alternative media

Suggested readings-

- Carole, F., Moore, G., Welford, D., & Hemmingway, E. (2006). An introduction to journalism. Vistaar Publication (A Division of Sage Publication India Pvt. Limited), New Delhi.
- Harriss, J., Leiter, K., & Johnson, S. P. (1985). The complete reporter: fundamentals of news gathering, writing, and editing, complete with exercises. Pearson, Boston.
- Hilliard, R.L. (2008). Writing for Television, Radio and New Media. Wadsworth Publications, New York.
- Hodgson, F. W. (1996). Modern Newspaper Practice. Focal Press.
- Kamath, M. V. (2009). Professional journalism. Vikas Publishing House, New Delhi.
- Mencher, M. (1989). Basic news writing. WC Brown, Dubuque.
- Natarajan, J. (2017). History of Indian Journalism, Publication Division, New Delhi.
- Parthsarathi, R. (2011). Journalism in India, Sterling Publishers, New Delhi.
- Raman, U. (2010). Writing for the Media. Oxford University Press.
- Spark, D., & Harris, G. (1997). Practical newspaper reporting. Routledge, London.
- Stovall, J. G. (2005). Journalism: who, what, when, where, why, and how. Pearson/Allyn & Bacon, Boston.

Web sources:-

- https://epgp.inflibnet.ac.in/
- **www.americanpressinstitute.org**
- www.cjr.org

Transaction Mode: Lecture, PPT, Self-Learning, Brainstorming, Group Discussion, Tutorial, Seminar, Case Study, E-content

L	T	P	C
0	0	2	1

Course Code: JMC.534
Course Title: Basics of Print Media Practical-II

Total Hours: 30

Learning outcomes of the course:-
  ➢ **Learners will be able to**
    • Compose different types of writings for newspapers

Practical
  • Editing copies
  • Writing interpretative news stories
  • Writing research based articles
  • Analysis of current affairs
  • Analyzing and writing investigative news stories
  • Bringing out a newsletter

Evaluation Criteria
  1) Continuous Assessment-
    • Contribution to newsletter   -   50
  2) End Term Assessment
    • Practical File   -   20
    • Written Exam   -   20
    • Viva   -   10

Suggested readings-
  • Carole, F., Moore, G., Welford, D., & Hemmingway, E. (2006). An introduction to journalism. Vistaar Publication (A Division of Sage Publication India Pvt. Limited), New Delhi.
  • Harriss, J., Leiter, K., & Johnson, S. P. (1985). The complete reporter: fundamentals of news gathering, writing, and editing, complete with exercises. Pearson, Boston.
  • Hilliard, R.L. (2008). Writing for Television, Radio and New Media. Wadsworth Publications, New York.
  • Hodgson, F. W. (1996). Modern Newspaper Practice. Focal Press.
  • Kamath, M. V. (2009). Professional journalism. Vikas Publishing House, New Delhi.

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- Mencher, M. (1989). Basic news writing. WC Brown, Dubuque.
- Natarajan, J. (2017). History of Indian Journalism, Publication Division, New Delhi.
- Parthsarathi, R. (2011). Journalism in India, Sterling Publishers, New Delhi.
- Raman, U. (2010). Writing for the Media. Oxford University Press.
- Spark, D., & Harris, G. (1997). Practical newspaper reporting. Routledge, London.
- Stovall, J. G. (2005). Journalism: who, what, when, where, why, and how. Pearson/Allyn & Bacon, Boston.

Web sources:-
- https://epgp.inflibnet.ac.in/
- **www.americanpressinstitute.org**
- www.cjr.org

Transaction Mode: Self-Learning, Brainstorming, Group Discussion, Tutorial, Seminar, Case Study, E-content

L	T	P	C
3	0	0	3

Course Code: JMC.535
Course Title: Digital Media Production   **Total Hours: 45**

Learning outcomes of the course:
 ➢ **Learners will be able to**
  • Analyze Digital media
  • Produce various programs for digital media
  • Distribute various programs on digital media

Unit I Basics of Digital Media   (15 hours)
  • Online media- online television, online radio, e-newspaper and e-zine,
  • Web journalism- concept, practices and principles
  • Set-up for Digital Media Production: Equipment, Studio and Sets
  • Mobile Journalism, Citizen journalism
       ❖ Analyze various online media websites
       ❖ Practice of Mobile Journalism
       ❖ Draw a chart of Digital Media Production Set-up

Unit II: Basics of Media Production   (10 hours)
  • Program formats for digital media
  • Process of digital content generation
  • Research and Recce for digital media production
  • Web team members: Roles and Responsibilities
       ❖ Analyze various program formats of digital media
       ❖ Draw a chart of web team members

Unit III Reporting and Writing for Web   (10 hours)
  • Web reporting- features and skills
  • Content writing and editing for various program formats
  • Writing for multimedia: photograph, graphics, slides, video and audio
  • Editing of Digital media Content
       ❖ Analyze Web Reporting
       ❖ Practice content writing for various program formats
       ❖ Practice of Editing

Unit IV Webcasting   (10 hours)
    Webcasting - technique, types and future
  • Webcasting software
  • Various mobile apps
  • Web Rating techniques
       ❖ Practice of Webcasting through software

❖ Practice of Webcasting through smartphone

Suggested Readings:
- Bull, A. (2010). Multimedia journalism. London, England: Routledge Publication
- Kellison, C. (2012). Producing for TV and New Media. New York, NY: Focal Press.
- Hall, J. (2001). Online journalism: A critical primer. London, England: Pluto Press.
- Kellison, C., Morrow, D., & Morrow, K. (2013). Producing for TV and new media: a real-world approach for producers. London, England: Routledge.
- Kress, G. (2003). Literacy in the new media age. London, England: Routledge.
- Noam, E. M., Groebel, J., & Gerbarg, D. (Eds.). (2003). Internet television. London, England: Routledge.
- Paterson, C. A., & Domingo, D. (Eds.). (2008). Making online news: The ethnography of new media production (Vol. 49). New York, NY: Peter Lang.
- शालिनी जोशी व शिवप्रसाद जोशी, (2012), वेब पत्रकारिता– नये मीडिया नये रुझान, राधाकृष्ण प्रकाशन, नई दिल्ली

Web Resources:
- www.timesofindia.indiatimes.com
- www.jagran.com
- www.bhaskar.com.
- www.mib.nic.in
- www.digitalindia.gov.in

Transaction Mode: Lecture, PPT, Case Study, Tutorials, E-Content, Video, Demonstration, Brain Storming, Multimedia Packages, Vimeo, Blog

L	T	P	C
0	0	2	1

Course Code: JMC.536
Course Title: Digital Media Production Practical   **Total Hours: 30**

Learning outcomes of the course:-
> **Learners will be able to**
>   - Handle the Video Camera
>   - Produce various Shot, Angles and Movements
>   - Write Script for Audio-Video Programs
>   - Editing of Audio Video Programs for Digital Media
1. Student will produce three Audio-video programs for digital media
2. Student will upload their production on digital media

Evaluation Criteria
   3) Continuous Assessment-
      - Production and distribution of programs   -   50
   4) End Term Assessment
      - Practical File   -   20
      - Written Exam   -   20
      - Viva   -   10

Transaction Mode: Self-Learning, Brainstorming, Group Discussion, Tutorial, Seminar, Case Study, E-content

L	T	P	C
3	0	0	3

Course Code: JMC.551
Course Title: Development Communication   **Total Hours: 45**

Learning outcomes of the course:
  ➢ **Learners will be able to**
     • Explain the concept of development and development communication
     • Discuss different approaches to Development Communication
     • Analyse the use of media in Development Communication
     • Discuss the role of Development agencies at national and international levels

Unit I: Understanding Development   **(11 hours)**
  • Development: meaning, concept and approaches
  • Theories and models of development: Dominant Paradigm, Dependency Paradigm and Alternative Paradigms
  • Modernization; Diffusion of Innovations
  • Development indicators, Millennium Development Goals and Sustainable Development Goals
Reflection:- Compare different models of development

Unit II: Development Communication   **(12 hours)**
  • Development communication – meaning, importance and philosophies
  • Development support communication; C4D with special reference to Science and Health Communication
  • Present state of Development Journalism in India
  • Change agents: NGO, SHG, Community Radio, RTI and opinion leader
Reflection: Compare different approaches to development communication

Unit III: Development Message and Implementation   **(11 hours)**
  • Creation of development messages and evaluation
  • Mass Media and development: Print media, SITE and Kheda project, Gyandoot Project, SWAN Projects, DD Kisan Channel, Sansad TV (Lok sabha and Rajya Sabha TV)
  • ICT and development, e-governance, e-democracy
  • Folk media and development
Reflection: discuss various development communication projects undertaken in India

Unit IV: Development Planning in India   **(11 hours)**
  • Development Communication and Development agencies at national and international levels
  • Planning in India and government schemes for development

- Issues of development in India – Health, Education, Poverty, unemployment, agriculture, corruption etc.

Reflection:- List different development agencies working at national and international levels and compare their work.

References:

- Lerner, D. (1958). The passing of traditional society: Modernizing the Middle East. New York, NY: Free Press.
- Manyozo, L. (2012). Media, Communication and Development: Three Approaches. Los Angeles, CA: Sage Publications.
- Melkote, S. (2015). Communication for Development in the Third World: Theory and Practice. Los Angeles, CA: Sage Publications.
- Mody. B. (1992).Designing Messages for Development Communication: An Audience Participation-Based Approach. New Delhi, India: Sage Publications.
- Mody. B. (2003). International and Development Communication: A 21st Century Perspective. Thousand Oaks, CA: Sage Publications.
- Sainath, P. (2000). Everybody Loves a Good Drought. Gurgaon, India: Penguin.
- Servaes, J. (2020). Handbook of Communication for Development and Social Change. Singapore: Springer.
- Rogers, E. (2003). Diffusion of Innovations. New York, NY: Free Press.

Web sources:-
- https://epgp.inflibnet.ac.in/
- http://www.wimmerdominick.com/
- https://ruralindiaonline.org/en/

Transaction Mode: Lecture, PPT, Self-Learning, Brainstorming, Group Discussion, Tutorial, Seminar, Case Study, E-content

L	T	P	C
3	0	0	3

Course Code: JMC.537
Course Title: Public Relations   **Total Hours: 45**

Learning outcomes of the course:-
   ➢ **Learners will be able to**
      • Classify and compare various types of Public Relations.
      • Categorize and compare various public relations tools.
      • Propose a public relations plan.

Unit I: Introduction to Public Relations   **(12 hours)**
   • Public Relations – meaning, definition, functions, and history
   • Tools of Public Relations
   • Concept and types of publics, public opinion, Persuasion and Negotiation
   • Models of Public Relations
      ❖ Analyze PR Tools
      ❖ Compare PR models

Unit II: Process of Public Relations   **(11 hours)**
   • PR and various media, importance of media relations
   • Writing for Public Relations; Corporate Social Responsibility
   • PR as a profession; qualities required for PRO
   • Crisis management; PR strategy and campaign
      ❖ Practice writing for PR
      ❖ Analyze crisis management and PR strategy
      ❖ Draw a chart on qualities of PRO

Unit-III Public Relations in Various Sectors   **(11 hours)**
   • PR and publicity, propaganda,
   • PR and lobbying, advertising
   • PR in government and public Sector
   • PR in private and NGO sector
      ❖ Compare PR for various sectors

Unit-IV Public Relations Campaign   **(11 hours)**
      Basics of Public Relations Campaign: meaning, Types
   • Designing of PR Campaign
   • Process of PR Campaign
   • Evaluation of PR Campaign
      ❖ Design a PR Campaign

Suggested Readings:

- Bernays, E. (2015). The Biography of an Idea: Founding Principles of Public Relations. Open Road Media.
- Cutlip, S.M., Center, A.H. & Broom, G.H. (2003). Effective Public Relations. Pearson, Boston.
- Jethwaney. J. (2013). Corporate Communication. Oxford University Press, London.
- Jethwaney. J. & Sarkar, N. N (2009). Public Relations Management. Oxford University Press, London.

Web Resources
- Ogilvy & Mather; www.ogilvy.com.
- Campaign India; www.campaignindia.in.
- www.isanet.org.in
- www.prsi.co.in
- www.prcai.org
- www.ipra.org

Transaction Mode: Lecture, Group Discussion, Case analysis, Seminar, Debates, PPT, Videos

L	T	P	C
0	0	2	1

Course Code: JMC.538
Course Title: Public Relations Practical   **Total Hours: 30**

➢ **Learners will be able to**
- Classify and compare various types of Public Relations.
- Categorize and compare various public relations tools.
- Propose a public relations plan.

1. Students will design a Public Relations Campaign
2. Students will organize a mock press conference
3. Students will write at least 10 press releases on various occasions

Evaluation Criteria
1. Continuous Assessment-
   - Writing of press releases   -   40
2. End Term Assessment
   - Planning of PR campaign   -   15
   - Press conference   -   15
   - Viva and Personal Interview   -   30

Suggested Readings:
- Bernays, E. (2015). The Biography of an Idea: Founding Principles of Public Relations. Open Road Media.
- Cutlip, S.M., Center, A.H. & Broom, G.H. (2003). Effective Public Relations. Pearson, Boston.
- Jethwaney. J. (2013). Corporate Communication. Oxford University Press, London.
- Jethwaney. J.& Sarkar, N.N (2009). Public Relations Management. Oxford University Press, London.

Web Resources
- Ogilvy & Mather; www.ogilvy.com.
- Campaign India; www.campaignindia.in.
- www.isanet.org.in
- www.prsi.co.in
- www.prcai.org
- www.ipra.org

Transaction Mode: Lecture, Group Discussion, Case analysis, Seminar, Debates, PPT, Videos

L	T	P	C
3	0	0	3

Course Code: JMC.539
Course Title: Film Studies   **Total Hours: 45**

Learning outcomes of the course
  ➢ **Learners will be able to**
    • List and analyze major film movements in the world.
    • Explain film language
    • Compare different film theories.
    • Evaluate contemporary trends in Film industry.
    • Cultivating skill for film production

Unit-I: History of Cinema   **(12 hours)**
• History and origin of cinema
• Development of cinema- Silent cinema
• World Cinema – Schools of world cinema
• Indian cinema- Pioneers of Indian cinema; Parallel Cinema
Reflection: This unit emphases on history, how cinema is developed and formation of world cinema including the Indian cinema.

Unit -II: Film Language   **(11 hours)**
• Film language as an art form – signs and syntax
• Narrative, Time, Space, sound, color, image and technology
• Film Forms -Silent comedy, Avant-Garde, and Modern
• Films in digital age
Reflection: In this unit student will learn about the film as an language. This unit make them to understand the film forms and the impact of digitalisation.

Unit-III: Film Theories   **(11 hours)**
• Realism, Montage, and Semiotics
• Post-Neorealist Italian Cinema
• Auteur Theory, Feminist, Formalist, Psychoanalysis Theory
• Montage, mise-en-scene and Queer Cinema
Reflection: The student will learn different film theories, which will help them to understand them how cinematic movement develop the some theoretical exploration in various film production industries.

Unit-IV: Film Production   **(12 hours)**
• Introduction to stages of film production
• Film Scripting- treatment, screenplay, storyboards
• Production: planning and shooting
• Editing and exhibition

Reflection: This unit is cater to cultivate the hands of practice of film production. The students will learn the overall film production technicalities.

Suggested Readings:
- Barnwell, J. (2008). The Fundamentals of Film Making (0 ed.). AVA Publishing.
- Bordwell, D., Thompson, K., & Smith, J. (2016). Film Art: An Introduction (11th ed.). McGraw-Hill Education.
- Braudy, L., & Cohen, M. (2016). Film Theory and Criticism: Introductory Readings (8th ed.). Oxford University Press.
- Cook, D. A. (2016). A History of Narrative Film (Fifth ed.). W. W. Norton & Company.
- First Day First Show: Writings from the Bollywood Trenches by Shahrukh Khan (Foreword), Anupama Chopra (15-Apr-2011) Paperback. (2021). Penguin Books India (15 April 2011).
- Hayward, S. (2017). Cinema Studies: The Key Concepts (Routledge Key Guides) (5th ed.). Routledge.
- Hughes, M. (2012). Digital Filmmaking for Beginners A Practical Guide to Video Production (1st ed.). McGraw-Hill Education TAB.
- Kabir, N. M. (2006). Guru Dutt: A Life in Cinema (New ed.). Oxford University Press.
- Mayer, J. P. (2011). Sociology of Film - Studies and Documents. Stokowski Press.
- Nelmes, J. (2011). Introduction to Film Studies (5th ed.). Routledge.
- Nowell-Smith, G. (2018). The History of Cinema: A Very Short Introduction (Very Short Introductions) (1st ed.). Oxford University Press.
- Proferes, N. (2008). Film Directing Fundamentals, Third Edition: See Your Film Before Shooting (3rd ed.). Focal Press.
- Thoraval, Y. (2001). Cinemas of India (1996–2000). South Asia Books.
- Villarejo, A. (2013). Film Studies: The Basics (2nd ed.). Routledge.

Web Resources:
- Film | Cinema | Movies – Telegraph; http://www.telegraph.co.uk/culture/film/.
- Film - The Guardian; http://www.theguardian.com/film.
- Film and Television Institute of India; www.ftiindia.com/.
- British Film Institute; www.bfi.org.uk/.
- http://www.arthousecinema.in/2013/04/uski-roti-1970/

Transaction Mode: Lecture, PPT, Self-Learning, Brainstorming, Group Discussion, Case Study, Video, Mobile Learning, Tutorial

L	T	P	C
0	0	2	1

Course Code: JMC.540
Course Title: Film Studies Practical   **Total Hours: 30**

Learning outcomes of the course:

➢ **Learners will be able to**
- Develop idea and research for filmmaking.
- Learn the basic film production techniques.
- Understanding film analysis.

Practical:-
1. Practice writing script
2. Practice for direction
3. Prepare one short film in group
4. Watching various films
5. Doing analysis of films

Evaluation Criteria
1. Continuous Assessment-
   - Film analysis and Script Writing for short film   -   40
2. End Term Assessment
   - Production of a short film   -   30
   - Viva and Personal Interview   -   30

Suggested Readings:
- Barnwell, J. (2008). The Fundamentals of Film Making (0 ed.). AVA Publishing.
- Bordwell, D., Thompson, K., & Smith, J. (2016). Film Art: An Introduction (11th ed.). McGraw-Hill Education.
- Braudy, L., & Cohen, M. (2016). Film Theory and Criticism: Introductory Readings (8th ed.). Oxford University Press.
- Cook, D. A. (2016). A History of Narrative Film (Fifth ed.). W. W. Norton & Company.
- First Day First Show: Writings from the Bollywood Trenches by Shahrukh Khan (Foreword), Anupama Chopra (15-Apr-2011) Paperback. (2021). Penguin Books India (15 April 2011).
- Hayward, S. (2017). Cinema Studies: The Key Concepts (Routledge Key Guides) (5th ed.). Routledge.
- Hughes, M. (2012). Digital Filmmaking for Beginners A Practical Guide to Video Production (1st ed.). McGraw-Hill Education TAB.
- Kabir, N. M. (2006). Guru Dutt: A Life in Cinema (New ed.). Oxford University Press.
- Mayer, J. P. (2011). Sociology of Film - Studies and Documents. Stokowski Press.
- Nelmes, J. (2011). Introduction to Film Studies (5th ed.). Routledge.

- Nowell-Smith, G. (2018). The History of Cinema: A Very Short Introduction (Very Short Introductions) (1st ed.). Oxford University Press.
- Proferes, N. (2008). Film Directing Fundamentals, Third Edition: See Your Film Before Shooting (3rd ed.). Focal Press.
- Thoraval, Y. (2001). Cinemas of India (1996–2000). South Asia Books.
- Villarejo, A. (2013). Film Studies: The Basics (2nd ed.). Routledge

Web Resources:
- https://www.studiobinder.com/
- www.slideshare.net
- https://nofilmschool.com/

Transaction Mode: Self-Learning, Case Study, Tutorials, E-Content, Video, Demonstration, Brain Storming

L	T	P	C
3	0	0	3

Course Code: JMC.621
Course Title: Fake News and Media Literacy

Total Hours: 45

Learning outcomes of the course:
  ➢ **Learners will be able to**
    • Compare various media.
    • Explain the ethical issues related to the media.
    • Identify different techniques for combating fake news.
    • Evaluate various techniques for combating fake news

Unit-I Introduction to Journalism & Ethical Issues   (10 hours)
  • Introduction to Social Media Platforms: Facebook, Twitter, YouTube, Instagram etc.
  • Journalism: Accountability, Ethics of Journalism and Principles of Journalism
  • Journalism: relationship of trust with the public, credibility, independence, accuracy, professional ethics, transparency and pluralism.
Reflection: Compare various social media platforms

Unit-II Fake News and Media Information Literacy   (13 hours)
  • The rise of fake news, types of fake news: satire and parody, false connection, misleading content, false context, imposter content, manipulated content, fabricated content
  • Information Disorder: formats of Misinformation, Disinformation and Mal-Information.
  • Combating Disinformation and Misinformation through MIL (Media Information Literacy): Inquisitiveness, critical thinking, reasoning and alternative judgements and opinions and participation.
Reflection: Compare various types of fake news and misinformation

Unit-III Hyper-information, Post Truth and Hate   (10 hours)
  • Hyper-information, News Industry Transformation: Digital Technology, Social Platforms. Health Misinformation
  • Post Truth, rise of hate speech/hate spin, manufacturing the consent, polarization and threat to democracy. Construction of Imagery.
  • Economic and Commercial Exploitation: Artificial inflation of thoughts, Fake Reviews/Manufacturing reviews.
  • Virality: Digital Army, Social Media Followers' Cult, Social Media Parasite The rise of the audience, social media, social platforms and users-generated content.
Reflection: Understand post truth, theories of conspiracy etc.

Unit-IV Using digital tool to debunk fake news   (12 hours)
  • Debunking fake news: observation, critical thinking and reasoning, smart keywords search and authenticity, Fact Checking and Verification. Vertical and

Horizontal Comparison of Media. Credibility of websites and social media pages and fact checking software.
- How to verify photos: searching image by uploading on google, searching image or news by using time, crop pic, using google reverse image, RevEye-Reverse image search, TinEye search, Cydral search, Yandex Search, Baidu Search and hands on practices
- How to verify videos: Using smart keyword search on google, using InVid EU, Screen grab, extract key frames, magnifier tools, twitter search. Reverse video search- YouTube Data Viewer. Use frame-by-frame analysis and visuals cues etc.
- Source uploaders and social media audits.
- Google News Initiative, First Draft, Factcheck.org, Alt News, SM Hoax slyer.

Reflection: Fluent use of various tools and technologies to debunk misinformation

Suggested readings:
- Carole, F. (2006). An Introduction to Journalism. Los Angeles, CA: Sage.
- George, C. (2016). Hate Spin: The manufacture of religious offence and its threat. Cambridge, MA: The MIT Press.
- Dice, M. (2017). The True Story of Fake News: How mainstream media manipulate millions. Resistance Manifesto.
- McDougall, J. (2019). Fake News vs Media Studies: Travels in a False Binary. London, England: Springer Nature.
- Chomsky, N., & Herman, E. S. (1988). Manufacturing Consent: The Political Economy of the mass media. New York, NY: Pantheon Books
- Sinha, P. (2019). India Misinformed: The True Story. New Delhi, India: Harper Collins
- UNESCO. (2018). Fake News and Media Literacy.

Transaction Mode: Lecture, PPT, Self-Learning, Brainstorming, Group Discussion, Tutorial, Seminar, Case Study, E-content, Multimedia Packages

L	T	P	C
0	0	2	1

Course Code: JMC.622
Course Title: Fake News and Media Literacy Practical

Total Hours: 30

Learning outcomes of the course:
➢ **Learners will be able to**
- Compare various media.
- Explain the ethical issues related to the media.
- Identify different techniques for combating fake news.
- Evaluate various techniques for combating fake news

Practical:-
1. Practice of debunking fake photos and photo verification
2. Practice debunking fake videos and video verification
3. Practice of creating screen grab from a video and preparing them for photo verification
4. Prepare thematic analysis of various fake news.
5. Conducting a fact checking session.

Evaluation Criteria
Continuous Assessment-
- Thematic Analysis and Fact Checking of Fake News   -   40
End Term Assessment
- Preparing case study or case review of various types of misinformation
    -    30
- Viva   -   30

Suggested readings:
- Carole, F. (2006). An Introduction to Journalism. Los Angeles, CA: Sage.
- George, C. (2016). Hate Spin: The manufacture of religious offence and its threat. Cambridge, MA: The MIT Press.
- Dice, M. (2017). The True Story of Fake News: How mainstream media manipulate millions. Resistance Manifesto.
- McDougall, J. (2019). Fake News vs Media Studies: Travels in a False Binary. London, England: Springer Nature.
- Chomsky, N., & Herman, E. S. (1988). Manufacturing Consent: The Political Economy of the mass media. New York, NY: Pantheon Books
- Sinha, P. (2019). India Misinformed: The True Story. New Delhi, India: Harper Collins
- UNESCO. (2018). Fake News and Media Literacy.

Transaction Mode: Lecture, PPT, Self-Learning, Brainstorming, Group Discussion, Tutorial, Seminar, Case Study, E-content, Multimedia Packages

L	T	P	C
2	0	0	2

Course Code: JMC.505
Course Title: Fake News and Media Literacy

Total Hours: 30

Learning outcomes of the course:
➢ **Learners will be able to**
- Compare various media.
- Explain the ethical issues related to the media.
- Identify different techniques for combating fake news.
- Evaluate various techniques for combating fake news

Unit-I Introduction to Journalism & Ethical Issues **(8 hours)**
- Social Media Platforms: Facebook, Twitter, YouTube etc.
- Journalism: relationship of trust with the public,
- Credibility, independence, accuracy, professional ethics.
Reflection: Compare various social media platforms

Unit-II Fake News and Media Information Literacy **(7 hours)**
- The spread of fake news
- types of fake news: satire and parody, false connection, misleading content, false context, imposter content, manipulated content, fabricated content.
- Deep Fake
- Misinformation through MIL (Media Information Literacy): Inquisitiveness, critical thinking, reasoning and alternative judgements and opinions and participation.
Reflection: Compare various types of fake news and misinformation

Unit-III Hyper-information, Post Truth and Hate **(7 hours)**
- Hyper-information,
- Post Truth, rise of hate speech/hate spin, manufacturing the consent, polarization and threat to democracy. Construction of Imagery.
- Fake Reviews/Manufacturing reviews.
- Virality: Digital Army, Social Media Followers, users-generated content.
Reflection: Understand post truth, theories of conspiracy etc.

Unit-IV Using digital tool to debunk fake news **(8 hours)**
- Debunking fake news: observation, critical thinking and reasoning, smart keywords search and authenticity, Fact Checking and Verification. Credibility of websites and social media pages and fact checking software.
- How to verify photos: searching image by uploading on google, searching image or news by using time, crop pic, using google reverse image, RevEye-Reverse image search, TinEye search, Cydral search, Yandex Search, Baidu Search and hands on practices
- How to verify videos: Using smart keyword search on google, using InVid EU, Screen grab, extract key frames, magnifier tools, twitter search. Reverse video

search- YouTube Data Viewer. Use frame-by-frame analysis and visuals cues etc.

- Google News Initiative, First Draft, Factcheck.org, Alt News, SM Hoax slyer.

Reflection: Fluent use of various tools and technologies to debunk misinformation

Suggested readings:
- Carole, F. (2006). An Introduction to Journalism. Los Angeles, CA: Sage.
- George, C. (2016). Hate Spin: The manufacture of religious offence and its threat. Cambridge, MA: The MIT Press.
- Dice, M. (2017). The True Story of Fake News: How mainstream media manipulate millions. Resistance Manifesto.
- McDougall, J. (2019). Fake News vs Media Studies: Travels in a False Binary. London, England: Springer Nature.
- Chomsky, N., & Herman, E. S. (1988). Manufacturing Consent: The Political Economy of the mass media. New York, NY: Pantheon Books
- Sinha, P. (2019). India Misinformed: The True Story. New Delhi, India: Harper Collins
- UNESCO. (2018). Fake News and Media Literacy.

Transaction Mode: Lecture, PPT, Self-Learning, Multimedia Packages, Brainstorming, Group Discussion, Tutorial, Case Study, E-content

L	T	P	C
4	0	0	4

Course Code: JMC.572
Course Title: Media Laws & Ethics

Total Hours: 60

Learning outcomes of the course:-
  ➢ **Learners will be able to**
    • Explain various laws related to media.
    • List ethical practices in media.
    • Evaluate cases under various media laws.

Unit-I Constitution and Other laws   **(14 hours)**
  • Constitution and freedom of speech and expression
  • Laws related to Defamation, obscenity and sedition
  • Right to Information Act 2005
  • Contempt of court and legislature,

Reflection: Compare various provisions given by the constitution of India in context of Freedom of Speech and Expression

Unit-II Media Laws-I   **(16 hours)**
  • Press and Registration of Books Act 1867
  • Working Journalists Act 1955
  • Copyright act 1957,
  • Press Council Act 1978
Reflection: Compare various acts related to journalists rights

Unit-III Media Laws-II   **(13 hours)**
  • Cinematography Act 1952, Prasar Bharti Act 1990
  • Cable Television Networks (Regulations) Act 1995
  • Information Technology Act 2000
  • Public Interest Litigations
Reflection: Compare various acts related to televisions and films industry.

Unit-IV Media Ethics   **(17 hours)**
  • Fundamentals of Journalistic ethics: objectivity, balance, accuracy and fairness,
  • Invasion of privacy, plagiarism, vulgarity, bias, portrayal of violence and sex
  • Gifts and payments for news, ethics of 'sting operations' and fairness in editing
  • Various ethical codes & Guidelines – Advertising, Public Relations, Print Media & electronic Media
Reflection: Implement various ethical aspects of media laws and ethics in all the domains of media.

Suggested Readings:

- Day, L. A. (2005). Ethics in media communications: Cases and controversies. Belmont, CA: Cengage Learning.
- Basu, D. D. (2010). Law of the Press. Gurgaon, India: Lexis Nexis Butterworth Wadhawa.
- Neelamalar, M. (2009). Media Law and Ethics. New Delhi, India: PHI.
- Singh, P. (2020). Indian Silver Screen. New Delhi, India: KK Publications.
- Thakurta, P. G. (2011). Media Ethics. New Delhi, India: Oxford University Press.
- Jethmalani, R., &Chopra, D. S. (2012). Cases and Material on Media Law. New Delhi, India: Thomson Reuters South Asia Pvt. Ltd.
- कमलेशजैन, (2008),कॉपीराइट, राजकमलप्रकाशन, नईदिल्ली
- रमेशजैन, (2009),भारतमेंमीडियाकानून, हिन्दीबुकसेन्टर
- मधुसुदनत्रिपाठी, (2010),भारतमेंप्रेसकानून, हिन्दीबुकसेन्टर
- दिलीपमंडल, (2011), मीडियाकाअन्डरवर्ल्ड, हिन्दीबुकसेन्टर
- परमवीरसिंह, (2020), भारतीयटेलीविजन, कल्पनाप्रकाशन, नईदिल्ली

Web Resources:

- www.indiankanoon.org
- www.indiacode.nic.in
- www.constitution.org
- www.cablequest.org
- www.cofiindia.org

Transaction Mode: Lecture, PPT, Group Discussion, Self-Learning, Case Study, Tutorials, E-Content, Video, Demonstration, Brain Storming, Multimedia Packages

L	T	P	C
3	0	0	3

Course Code: JMC.559
Course Title: Research and Publication Ethics

Total Hours: 45

Learning outcomes of the course:
  ➢ Learners will be able to:-
   • Interpret intellectual honesty and research integrity.
   • Use various open access publications
   • Evaluate predatory publications and journals.

Unit I **(11 hours)**
Ethics with respect to science and research; Intellectual honesty and research integrity
• Scientific misconducts: Falsification, Fabrication, and Plagiarism (FFP)
• Selective reporting and misrepresentation of data
Reflection:- Discuss ethics vis-à-vis science and research

Unit II **(11 hours)**
Publication ethics: definition, introduction and importance
• Best practices/ standards setting initiatives and guidelines: COPE, WAME, etc.
• Conflicts of interest
• Publication misconduct: definition, concept, problems that lead to unethical behaviour and vice versa, types
Reflection:- Discuss publication ethics and publication misconduct

Unit III: **(11 hours)**
Violation of publication ethics, authorship and contributorship
• Identification of publication misconduct, complaints and appeals Predatory publishers and journals
Open access publications and initiatives
• Software tools: Use of plagiarism software like Turnitin, Urkund and other open source software tools
Reflection:- Practice using different plagiarism software.

Unit-IV **(12 hours)**
Databases: Indexing databases; Citation database: Web of Science, Scopus etc.
• Research Metrics: Impact Factor of journal as per Journal Citation Report, SNIP, SJR, IPP, Cite Score; Metrics : h-index, g-index, i10 index, Almetrics
Reflection:- Compare different research metrics.

Suggested Readings:
• Ian, G. (2003). Textbook of Research Ethics- Theory and Practice, Continuum, London.
• Paul, O. (2003). The student's guide to research ethics, Open University Press.
• Shamoo, A. E. & Resnik, D. B. (2003). Responsible conduct of research. Oxford University Press.

• Stanley, B. H., Sieber, J.E., & Melton, G. B. (1996). Research Ethics: A Psychological approach. University of Nebraska.

Web sources:-
- https://epgp.inflibnet.ac.in/
- http://www.wimmerdominick.com/
- https://ruralindiaonline.org/en/

Transaction Mode: Lecture, PPT, Group Discussion, Self-Learning, Case Study, Tutorials, E-Content, Brain Storming

L	T	P	C
0	0	8	4

Course Code: JMC.600
Course Title: Dissertation Proposal

Total Hours: 120

Learning outcomes of the course:
- ➢ **Learners will be able to**
  - Identify a research problem related to media or communication.
  - Formulate research questions.
  - Plan research design.
  - Develop a research synopsis.

Introduction
After having the orientation about communication research in the first two semesters, students will take up small individual research projects on the topics related to media and communication. S/he will come up with following in this semester:
- Introduction (including aim and objectives)
- Review of Literature
- Research Methodology (including fully developed instruments)

Selection of Topic
In the beginning, each student will develop some topics of her/his interest, out of which one will be finalized by the concerned supervisor. The synopsis of the research topic would also be presented before the faculty for further feedback and opinion.

Evaluation of Research Proposal will be done on the following criteria:-
1. Choice of topic
2. Synopsis
3. Presentation and Defense

Suggested Readings
- Anderson, J.A. (2012). Media research methods: Understanding metric and interpretive approaches. New Delhi: Sage.
- Burn, A. & Parker, D. (2005). Analysing media texts. London, England: Continuum.
- Bryman, A. (2018). Social research methods. Oxford, England: Oxford Publication.
- Kerlinger, F. (2017).Foundations of Behavioral Research. New Delhi, India: Surjeet Publications.
- Kothari, C.A. (2019). Research Methodology: Methods and Techniques. New Delhi, India: New Age International.
- Singh, A. K. (2019).Tests, Measurements and Research Methods in Behavioural Sciences. New Delhi, India: Bharati Bhawan.
- Wimmer, R.D. & Dominick, J.R. (2015). Mass media research: An introduction. Belmont, CA: Cengage Learning.

- Kumar, R. (2011).Research Methodology- A step by stepguide for beginners. London, England: Sage Publications.
- Guhrie, G. (2010). Basic Research Methods: An entry to social science research. Los Angeles, CA: SAGE.
- Priest, S. H. (2010). Doing media research: An introduction. Los Angeles, CA: Sage

Web Resources:
- www.wimmerdominick.com
- www.cengagebrain.com

Transaction Mode: Group Discussion, Seminar, Case Study, Field Visit, Presentation

L	T	P	C
1	0	0	1

Course Code: JMC.561
Course Title: Entrepreneurship in Media   **Total Hours: 15**

Learning Outcomes: On the completion of this course, students will be able
   a. To understand the basic concepts of entrepreneur, entrepreneurship and its importance.
   b. Develop capabilities of preparing proposals for starting small businesses related to communication and media
   c. Know the availability of various institutional supports for making a new start-up related to communication and media

UNIT I   **(4 Hours)**
   • Introduction to entrepreneur and entrepreneurship; Characteristics of an entrepreneur; Characteristics of entrepreneurship
   • Entrepreneurial traits and skills; innovation and entrepreneurship;
   • Types of entrepreneurial ventures;
   • Entrepreneurship- prospects and problems in India ;
   • Importance of women entrepreneurship
Reflection: Discuss prospects of entrepreneurship with special reference to India

UNIT II   **(4 Hours)**
   • Promotion of a venture – Why to start a small business; How to start a small business;
   • Opportunity analysis, external environmental analysis, legal requirements for establishing a new unit, raising of funds, and establishing the venture
   • Project report preparation – format for a preliminary project report, format for a detailed/final project report.
Reflection:- Analyse various requirements of establishing a venture

Unit – III   **(3 Hours)**
   • Requirements for setting up a start-up related to Media
Reflection:- Discuss requirements of setting up a start-up in media

Unit – IV
   • Analysis of recent successful media start-ups   **(4 Hours)**
Reflection:- Analyse recent successful media start-ups

Suggested Readings:
   • Arora, Renu (2008). Entrepreneurship and Small Business, Dhanpat Rai & Sons Publications.
   • Chandra, Prasaaan (2018). Project Preparation, Appraisal, Implementation, Tata Mc-Graw Hills.

- Desai, Vasant (2019). Management of a Small Scale Industry, Himalaya Publishing House.
- Jain, P. C. (2015). Handbook of New Entrepreneurs, Oxford University Press.
- Srivastava, S. B. (2009). A Practical Guide to Industrial Entrepreneurs, Sultan Chand & Sons.

Transaction Mode: Lecture, Group Discussion, Seminar, Case Study, Field Visit, Presentation

L	T	P	C
2	0	0	2

Course Code: JMC.562
Course Title: Comprehensive View of Mass Communication

Total Hours: 30

Learning outcomes of the course:-
➢ **Learners will be able to**
- List and analyze major developments in history of media
- Explain and analyze approaches of development communication.
- List and analyze major developments in advertising and public relations/corporate communication
- Discuss major media laws and ethical issues.
- Explain production techniques for radio and television.
- Evaluate latest trends of ICT in media.
- Discuss various approaches to communication research.

Unit-I: (7 hours)
- Communication models and theories
- History of media
- Communication for Development and Social Change
- Reporting and Editing

Reflection: Discuss various communication theories and history of media

Unit-II (8 hours)
- Advertising scenario in India and abroad
- Marketing Communication
- Public Relations/Corporate Communication

Reflection:- Compare the role and function of advertising and public relations

Unit-III (7 hours)
- Media Laws and Ethics
- Media Management
- Production Techniques for Radio
- Production Techniques for TV

Reflection: Discuss various media laws in India and production techniques of Radio and TV.

Unit-IV (8 hours)
- Latest trends of ICT in Media
- Production for Web
- Understanding Visual Communication & Cinema Studies
- Advanced Communication Research

Reflection: List and compare latest trends of ICT in media and research

Suggested Readings:-

- Berger, A.A. (2013). Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches. Sage.
- Bryman, A. (2018). Social Research Methods. Oxford Publication, London.
- Creswell, J. W. (2011). Research design: Qualitative, quantitative, and mixed methods approaches. Sage.
- Flick, U. (2017). An Introduction to Qualitative Research. Sage.
- Kerlinger, F. (2019).Foundations of Behavioural Research. Surjeet Publications.
- Kothari, C.A. (2019). Research Methodology: Methods and Techniques. New Age International.
- Neuman, W.L. (2010). Social Research Methods: Qualitative and Quantitative Approaches.
- Singh, A.K. (2019) .Tests, Measurements and Research Methods in Behavioural Sciences. Bharati Bhawan.
- Wimmer, R.D. & Dominick, J.R. (2015). Mass Media Research : An Introduction. Cengage Learning.

Web sources:-
https://epgp.inflibnet.ac.in/
http://www.wimmerdominick.com

Transaction Mode: Lecture, PPT, Self-Learning, Brainstorming, Group Discussion, Tutorial, Seminar, Case Study, E-content

L	T	P	C
0	0	0	2

Course Code: JMC.563
Course Title: Internship proposal   **Total Hours - 30**

Learning Objectives of the course
- **Learners will be able to**
  - Evaluate the functioning of media organization.
  - Determine the skill required for media profession

Choice of Internship
Students in this semester will present a proposal regarding the stream of media, they want to intern in. They will explain that in what area they are looking for options in internship and will also report that which media organizations they have approached for internship. Internship can be carried out in any national or regional i.e. newspaper, radio or television channel, new media company, advertising agency, public relations firm/ department, NGO, government organization, corporate house etc. with consent of the head of the department.

Students will have to go for internship in the beginning of the fourth semester. They will have to complete the internship for minimum of 4 weeks by 7 February.

L	T	P	C
3	0	0	3

Course Code: JMC.564
Course Title: Advertising

Total Hours: 45

Learning outcomes of the course:-
➢ **Learners will be able to**
  - Classify and compare different types of advertisements
  - Analyze and discuss various advertisements and advertising campaign
  - Make different types of advertisements
  - Design an advertising campaign

Unit I (11 hours)
  - Advertising – definition, functions and classification
  - History of advertising; various media for advertising
  - National and global advertising scene; socio-economic effects of advertising
Reflection:- Trace the history of advertising.

Unit II (11 hours)
  - Advertising Theories and Models- Maslow's Hierarchy of Needs, AIDA Model, DAGMAR, Model, ELM
  - Various Associations and professional bodies of Advertising
  - Ethics and Advertising
  - Branding and Advertising
Reflection: Discuss advertising theories and models

Unit III (12 hours)
  - Segmentation of the consumer; Positioning of the product; USP and Ad appeals
  - Product life cycle; Advertising spiral
  - Copy Writing: Elements & types
  - Advertising layout and designing
Reflection:- Practice making different types of advertising copy.

Unit-IV (11 hours)
  - Structure and functioning of Ad agency
  - Client related issues and the process, business development; pitching for accounts
  - Advertising campaign
  - Popular names in Advertising: John Hopkins, David Ogilvy, Alyque Padamsee
Reflection:- Discuss role and functioning of advertising agency.

Suggested Readings:
  - Hopkins. C. H. (2014). Scientific Advertising. Merchant Books.
  - Jethwaney. J. (2013). Corporate Communication. Oxford University Press, London.

- Jethwaney. J. & Jain, S. (2013). Advertising Management. Oxford University Press, London.
- Jethwaney. J. & Sarkar, N.N (2009). Public Relations Management. Oxford University Press, London.
- Lane, W. R., King, K. W., & Russell, J. T. (2012). Kleppner's Advertising Procedure. Pearson.
- Ogilvy, D. (1985). Ogilvy on Advertising. Vintage.
- Ogilvy, D. (2011). Confessions of an Advertising Man. South Bank Publishing, London.
- Padamsee, A. (2020). A Double Life: My Exciting Years in Theatre and Advertising. Penguin Books, London.
- Semenik, R.J., Allen, C.T., O' Guinn, T.C., & Kaufmann, H.R. (2012). Advertising and Promotions: An Integrated Brand Approach. Cengage Learning.

Web resources:-
www.aaaa.org
www.ibfindia.com/advertising-standards-council-india-asci
www.ogilvy.comfd

Transaction Mode: Lecture, PPT, Self-Learning, Brainstorming, Group Discussion, Tutorial, Seminar, Case Study, E-content

L	T	P	C
0	0	2	1

Course Code: JMC.565
Course Title: Advertising Practical   **Total Hours: 30**

Learning outcomes of the course:-
  ➢ **Learners will be able to**
    • Develop or compose different forms of advertising
    • Making different types of advertisements
    • Making advertisements for different types of media
    • Analyzing advertisements
    • Designing an advertising campaign
    • Making advertisements in different types of copy

Evaluation Criteria
Continuous Assessment-
    • Designing different types of advertisements and advertising campaign - 40
End Term Assessment
    • Practical File   -   30
    • Written Exam   -   20
    • Viva   -   10

Suggested Reading:
  • Jethwaney. J. (2013). Corporate Communication. Oxford University Press, London.
  • Jethwaney. J. & Jain, S. (2013). Advertising Management. Oxford University Press, London.
  • Jethwaney. J. & Sarkar, N.N (2009). Public Relations Management. Oxford University Press, London.
  • Lane, W. R., King, K. W., & Russell, J. T. (2012). Kleppner's Advertising Procedure. Pearson.
  • Ogilvy, D. (1985). Ogilvy on Advertising. Vintage.
  • Ogilvy, D. (2011). Confessions of an Advertising Man. South Bank Publishing, London.
  • Padamsee, A. (2020). A Double Life: My Exciting Years in Theatre and Advertising. Penguin Books, London.
  • Semenik, R.J., Allen, C.T., O' Guinn, T.C., & Kaufmann, H.R.(2012). Advertising and Promotions: An Integrated Brand Approach. Cengage Learning.

Web resources:-
www.aaaa.org
www.ibfindia.com/advertising-standards-council-india-asci
www.ogilvy.com

Transaction Mode: Self-Learning, Brainstorming, Group Discussion, Tutorial, Seminar, Case Study.

L	T	P	C
3	0	0	3

Course Code: JMC.566
Course Title: Documentary Production

Total Hours: 45

Learning outcomes of the course:
> **Learners will be able to**
>   - Explain various approaches of documentary production.
>   - Classify and compare various stages of documentary and film production.
>   - Distinguish various documentary genres.
>   - Evaluate documentary as medium of Mass Communication
>   - Produce documentary

Unit I Basics of Documentary Production   **(12 hours)**
- Documentary- meaning, types and significance
- Approaches of documentary production
- Film, Society and Culture
- Cinema-Verite and Observational Cinema

Reflection: Analyze various documentary production approaches

Unit II Writing and Producing Documentary   **(11 hours)**
- Research and recce in documentary
- Concept and Synopsis Writing
- Story Board and Shooting Script Writing
- Process of documentary production

Reflection: Practice writing concept, Synopsis and Shooting Script; Draw Storyboard

Unit IV: Art of Documentary Direction   **(11 hours)**
- Introduction to Direction
- Role and Responsibilities of Director
- Visual Conceptualization and Cinematography
- Post Production and Director: Rough Cut, Final Cut and Promo

Reflection: Direct a Documentary

Unit-IV Basics of Documentary Screening   **(11 hours)**
- Documentary distribution- types and issues
- Promotion and Marketing of Documentary
- Film Festivals: Regional, National and International
- Film Appreciation and Discussion

Reflection: Analyze various distribution techniques; Make a plan to promote a documentary; Compare various film Festivals; Practice Film Appreciation

Suggested Readings:

- Bordwell, D., & Thompson, K. (2004). Film Art: An Introduction. Boston, MA: Mc Graw Hill.
- Chopra, A. (2011) First Day First Show: Writings from the Bollywood Trenches. New Delhi, India: Penguin Books.
- Zettl, H. (2012). Television Production Handbook. Belmont, CA: Thompson Wadsworth Pub.
- Hughes, M. (2012). Digital Filmmaking for beginner- A practical guide to video production. New York, NY: Focal Press.
- Rabiger, M. (2013). Directing: Film Techniques and Aesthetics. New York, NY: Focal Press.
- James, M. (2009). How to read a film. New York, NY: Focal Press.
- Mehta, N. (2009). India on Television. New Delhi, India: Harper Collins.
- Belavadi, V. (2013). Video Production. New Delhi, India: Oxford University Press

Web Resources:
- www.thehoot.org
- www.indiantelevision.com
- www.cybercollege.com

Transaction Mode: Lecture, PPT, Self-Learning, Brainstorming, Group Discussion, Case Study, Field Visit

L	T	P	C
0	0	2	1

Course Code: JMC.567
Course Title: Documentary Production Practical

Total Hours: 30

Learning outcomes of the course:-
- ➢ **Learners will be able to**
  - Evaluate various documentary formats
  - Design a synopsis for a documentary.
  - Develop various formats of documentary.

Practical:-
1. Record Various Types of Shots
2. Record videos by using various camera movements and Angles
3. Write a synopsis for a fictional or Non-fictional video program
4. Practice on any non-linear editing software
5. Produce a documentary of 5 to 10 minutes in group and edit it with basic graphics

Evaluation Criteria
1. Continuous Assessment-
   - Synopsis and Script Writing for program   40
2. End Term Assessment
   - Production of Program   30
   - Viva   30

Suggested Readings:
- Bordwell, D., & Thompson, K. (2004). Film Art: An Introduction. Boston, MA: Mc Graw Hill.
- Chopra, A. (2011) First Day First Show: Writings from the Bollywood Trenches. New Delhi, India: Penguin Books.
- Zettl, H. (2012). Television Production Handbook. Belmont, CA: Thompson Wadsworth Pub.
- Hughes, M. (2012). Digital Filmmaking for beginner- A practical guide to video production. New York, NY: Focal Press.
- Rabiger, M. (2013). Directing: Film Techniques and Aesthetics. New York, NY: Focal Press.
- James, M. (2009). How to read a film. New York, NY: Focal Press.
- Mehta, N. (2009). India on Television. New Delhi, India: Harper Collins.
- Belavadi, V. (2013). Video Production. New Delhi, India: Oxford University Press

Transaction Mode: Self-Learning, Case Study, Vimeo, Tutorials, E-Content, Video, Demonstration, Mobile Teaching, Brain Storming

	L	T	P	C
	3	0	0	3

Course Code: JMC.568
Course Title: Visual Communication

Total Hours: 45

Learning outcomes of the course:-

➢ **Learners will be able to**
- Develop understanding visual communication
- Understanding the power of visual images
- Study of photograph, paintings, and audio-visual elements
- Leaning skills and tools for visual communication

Unit-I Communication, Meaning and Sign   **(11 hours)**
- Introduction to semiotics
- Meaning of signs and symbol
- Codes and its types
- Syntagmatic and paradigmatic relations
- Denotation and connotation

Reflection: This unit will elaborate the basics of semiotics and it will develop an understanding among students to know image construction through codes and meaning generated through codes in society.

Unit-II Image, Myth and Power   **(12 hours)**
- Understanding visual culture
- Image construction
- Consumer culture and aspects
- Interpretation of advert image
- Photography analysis

Reflection: This unit will explain how images created and the role of myth, power

structure and cultural aspects of visual image consumption in society.

Unit-III Reading and Looking Image   **(11 hours)**

- Ways of seeing
- Understanding the types of gaze
- Panopticon
- Effects of visual images
- Representing the body visual cultural

Reflection: This unit will make students learn about the practice of looking in to images and will make them to understand visual production.

Unit-IV Digital Visual Communication   **(11 hours)**
- Simulacra and Simulation
- Cyberspace
- Digital image and aesthetics

- Virtual reality and everyday life

Reflection: The students in this unit will understand the digital communication, they will learn how digital images are created and shared among digital platform and what kind of meaning they imparting society.

Suggested Readings:

- Sturken, M., & Cartwright, L. (2017). Practices of Looking: An Introduction to Visual Culture (3rd ed.). Oxford University Press.
- Hall, S., Hobson, D., Lowe, A., & Willis, P. (1991). Culture, Media, Language: Working Papers in Cultural Studies, 1972–79 (Cultural Studies Birmingham) (1st ed.). Routledge.
- Chandler, D. (2017). Semiotics: The Basics (3rd ed.). Routledge.
- Barthes, R., Lavers, A., & Smith, C. (1977). Elements of Semiology (Reissue ed.). Hill and Wang.
- Berger, A. A. (2018). Media Analysis Techniques (6th ed.). SAGE Publications, Inc
- Fiske, J. (2010). Introduction to Communication Studies (Studies in Culture and Communication) (3rd ed.). Routledge.
- Evans, J., & Hall, S. (1999). Visual Culture: The Reader (Published in association with The Open University) (1st ed.). SAGE Publications Ltd.
- Barthes, R. (1985). BARTHES READER (Illustrated ed.). Hill and Wang.
- Bazin, A., Gray, H., Renoir, J., & Andrew, D. (2004). What Is Cinema? Vol. 1 (Second ed.). University of California Press.
- Berger, J. (1990). Ways of Seeing: Based on the BBC Television Series (Penguin Books for Art) (1st ed.). Penguin Books.

Web Resources

https://www.historyofvisualcommunication.com/
https://www.medialit.org/reading-room/power-images-creating-myths-our-time
https://criticallegalthinking.com/keyconcepts/
https://www.studiobinder.com/blog/what-is-the-male-gaze-definition/

Transaction Mode: Lecture, PPT, Tutorials, E-Content, Video, Demonstration, Mobile Teaching, Case Study, Self-Learning, Co-operative Learning, Brain Storming, Field Visit

L	T	P	C
0	0	2	1

Course Code: JMC.569
Course Title: Visual Communication Practical   **Total Hours: 30**

Learning outcomes of the course: -
  ➢ **Learners will be able to**
    • Understanding of visual imagery and media
    • Explore the construction of visual images.
    • Analysis of visual texts .

Practical:-
1. Analyze visual images – photographs, paintings, and films
2. Syntagmatic and paradigmatic analysis of adverts
3. Reading visual texts:
    o Monteiro and Jayasankar, Identity: The Construction of Selfhood, 21 mins, 1994
    o Ranjini Majumdar and Shikha Jhingan, The Power of the Image series: The Villain in Melodrama, 30 mins, 1997
    o Sut Jhally, Slim Hopes, 30 mins, 1995
    o Kitchen Stories, 95 mins, 2003
    o Avinash Deshpande, The Great Indian School Show
    o Reena Mohan, Skin Deep, 83 mins, 1998
    o Pravin Kumar, Naina Jogin: The Ascetic Eye,59 mins, 2006
    o Ranjini Majumdar and Shikha Jhingan, The Power of the Image series: Whatever Happened to the Vamp, 30 mins, 1997
    o Alfred Hitchcock, Rear Window, 112 mins, 1954
    o Sabeena Gadihoke, Three Women and a Camera, 56 mins
    o Nishta Jain, City of Photos, 60 mins, 2005.
4. Presentation of various topics
5. Write a small project on any topics in syllabus

Evaluation Criteria
    Continuous Assessment-
    • Presentation and group discussion   40
    End Term Assessment
    • Project   30
    • Viva   30

Suggested Readings:
  • Chandler, D. (2017). Semiotics: The Basics (3rd ed.). Routledge.
  • Barthes, R., Lavers, A., & Smith, C. (1977). Elements of Semiology (Reissue ed.). Hill and Wang.
  • Berger, A. A. (2018). Media Analysis Techniques (6th ed.). SAGE Publications, Inc.

- Sturken, M., & Cartwright, L. (2017). Practices of Looking: An Introduction to Visual Culture (3rd ed.). Oxford University Press.
- Hall, S., Hobson, D., Lowe, A., & Willis, P. (1991). Culture, Media, Language: Working Papers in Cultural Studies, 1972–79 (Cultural Studies Birmingham) (1st ed.). Routledge.
- Fiske, J. (2010). Introduction to Communication Studies (Studies in Culture and Communication) (3rd ed.). Routledge.
- Evans, J., & Hall, S. (1999). Visual Culture: The Reader (Published in association with The Open University) (1st ed.). SAGE Publications Ltd.
- Barthes, R. (1985). BARTHES READER (Illustrated ed.). Hill and Wang.
- Bazin, A., Gray, H., Renoir, J., & Andrew, D. (2004). What Is Cinema? Vol. 1 (Second ed.). University of California Press.
- Berger, J. (1990). Ways of Seeing: Based on the BBC Television Series (Penguin Books for Art) (1st ed.). Penguin Books.

Web Resources
- https://www.historyofvisualcommunication.com/
- https://www.medialit.org/reading-room/power-images-creating-myths-our-time
- https://criticallegalthinking.com/keyconcepts/
- https://www.studiobinder.com/blog/what-is-the-male-gaze-definition/

Transaction Mode: Self-Learning, Case Study, Vimeo, Tutorials, E-Content, Video, Demonstration, Mobile Teaching, Brain Storming

<div align="center">**Semester-IV**</div>

L	T	P	C
0	0	40	20

Course Code: JMC.600
Course Title: Dissertation

Learning outcomes of the course:
  ➢ **Learners will be able to**
- Construct a research tool.
- Apply and test a media theory.
- Write a report.
- Propose a solution to research problem.

Dissertation-II
As the synopsis of the research study was completed in the third semester, in this semester, students will conduct the research study and submit the final report towards the end of the semester for evaluation.

Suggested Readings:-
- Anderson, J.A. (2012). Media research methods: Understanding metric and interpretive approaches. New Delhi: Sage.
- Berger, A.A. (2013). Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches. Sage.
- Bryman, A. (2018). Social Research Methods. Oxford Publication, London.
- Creswell, J. W. (2011). Research design: Qualitative, quantitative, and mixed methods approaches. Sage.
- Flick, U. (2017). An Introduction to Qualitative Research. Sage.
- Kerlinger, F. (2019).Foundations of Behavioural Research. Surjeet Publications.
- Kothari, C.A. (2019). Research Methodology: Methods and Techniques. New Age International.
- Neuman, W.L. (2010). Social Research Methods: Qualitative and Quantitative Approaches.
- Singh, A.K. (2019) .Tests, Measurements and Research Methods in Behavioural Sciences. Bharati Bhawan.
- Wimmer, R.D. & Dominick, J.R. (2015). Mass Media Research: An Introduction. Cengage Learning.

Web sources:-
- https://epgp.inflibnet.ac.in/
- http://www.wimmerdominick.com/

Transaction Mode: Group Discussion, Seminar, Case Study, Field Visit

L	T	P	C
0	0	12	6

Course Code: JMC.571
Course Title: Internship   **180 hours**

Learning Objectives of the course
- **Learners will be able to**
  - Evaluate the functioning of media organization.
  - Determine the skill required for media profession

Place of Internship

Internship can be carried out in any national or regional i.e. newspaper, radio or television channel, new media company, advertising agency, public relations firm/ department, NGO, government organization, corporate house etc. with consent of the head of the department.

Duration

Students will have to go for internship in the beginning of the fourth semester. They will have to complete the internship for minimum of 4 weeks by 7 February.

A weekly-report Performa will be given to every student, which the student will have get filled from his/her supervisor in the organization other than the certificate of internship completion (with specified time duration). Student will also submit a detailed report and give a presentation on the work done during internship.