

Central University of Punjab



M.A. (Journalism & Mass Communication)

Batch: 2022

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 conduct 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.612 | Communication: Concepts and Process | Compulsory Foundation | 4 | 0 | 0 | 4 |
| JMC.613 | Journalism | Compulsory Foundation | 4 | 0 | 0 | 4 |
| JMC.614 | Print Media | Core | 3 | 0 | 0 | 3 |
| JMC.615 | Print Media Practical | Skill-based | 0 | 0 | 2 | 1 |
| JMC.616 | Advertising and Public Relations | Core | 3 | 0 | 0 | 3 |
| JMC.617 | Advertising and Public Relations 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 with respective practical course) | | | | | | |
| JMC.568 | Visual Communication | Elective | 3 | 0 | 0 | 4 |
| JMC.569 | Visual Communication 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 | | | Total Credits |
|---|---|-----------------------|--------------|---|---|---------------|
| | | | L | T | P | |
| JMC.624 | Communication Research | Compulsory Foundation | 4 | 0 | 0 | 4 |
| JMC.551 | Development Communication | Compulsory Foundation | 4 | 0 | 0 | 4 |
| JMC.625 | Radio Broadcasting | Core | 3 | 0 | 0 | 3 |
| JMC.626 | Radio Production Practical | Skill-based | 0 | 0 | 2 | 1 |
| JMC.627 | Television Broadcasting | Core | 3 | 0 | 0 | 3 |
| JMC.628 | Television Production Practical | Skill-based | 0 | 0 | 2 | 1 |
| JMC.XXX | One to be chosen | Elective | 3 | 0 | 2 | 4 |
| XXXX | VAC | | 2 | 0 | 0 | 2 |
| Total | | | | | | 22 |
| Discipline Electives (Choose any one with respective practical course) | | | | | | |
| JMC.629 | Video Production | Elective | 3 | 0 | 0 | 4 |
| JMC.630 | Video Production Practical | Skill-based | 0 | 0 | 2 | |
| JMC.631 | Audio-Video Editing | Elective | 3 | 0 | 0 | 4 |
| JMC.632 | Audio-Video Editing 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.631 | Understanding Misinformation and Media Literacy | VAC | 2 | 0 | 0 | 2 |
| JMC.623 | Writing Skills | 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.570 | Media Industry Management | Core | 3 | 0 | 0 | 3 |
| JMC.535 | Digital Media Production | Core | 3 | 0 | 0 | 3 |
| JMC.536 | Digital Media Production Practical | Skill-based | 0 | 0 | 2 | 1 |
| JMC.600 | Research 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.XXX | One to be chosen | Discipline Elective | 3 | 0 | 2 | 4 |
| Total | | | | | | 22 |
| Discipline Electives (Choose any one with respective practical course) | | | | | | |
| JMC.539 | Film Studies | Elective | 3 | 0 | 0 | 4 |
| JMC.540 | Film Studies 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 | |

Semester-IV

| Course Code | Course Name | Course Type | Credit Hours | | | Total Credits |
|--------------|--------------|-------------|--------------|---|----|---------------|
| | | | L | T | P | |
| JMC.600 | Dissertation | Skill-based | 0 | 0 | 40 | 20 |
| JMC.571 | Internship | Skill-based | 0 | 0 | 12 | 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 |

Various--- Surprise Tests, in-depth interview, unstructured interview, Jigsaw method, Think-Pair Share, Students Teams Achievement Division (STAD), Rubrics, portfolios, case based evaluation, video based evaluation, Kahoot, Padlet, Directed paraphrasing, Approximate analogies, one sentence summary, Pro and con grid, student generated questions, case analysis, simulated problem solving, media assisted evaluation, Application cards, Minute paper, open book techniques, classroom assignments, home work assignments and Term-paper.

| 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.

Semester-I

Course Name: Communication: Concepts and Process

Course Code: JMC.612

Course type: Compulsory Foundation

Total Hours: 60

| L | T | P | C |
|---|---|---|---|
| 4 | 0 | 0 | 4 |

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: Analyze the communication, its concepts, origin and development.

CLO2: Explain elements, types, functions and process of communication.

CLO3: Evaluate various communication theories and models.

CLO4: Compile and compare differences between western and eastern perspectives of communication.

| Units/Hours | Contents | Mapping with CLOs |
|-----------------|---|-------------------|
| I 14 Hours | Communication: Concept, nature and types, Various elements and functions of communication Different levels and forms of communication Communication barriers and seven Cs of communication Reflection: Compare the various of forms of communication | CLO1& CLO2 |
| II 16 Hours | Aristotle's 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 | CLO3 |
| III 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 | CLO3 |
| IV 14 Hours | Medium is the message Normative Theories, Mass Society Theory and Propaganda Hate Spin, Spin Doctrine and Post Truth Asian perspectives of communication; Indian perspective on Communication Reflection: Compare the various of perspectives of Communication | CLO4 |

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

Suggested Readings:

- Berger, A. A. (1995). Essentials of mass communication theory. Sage Publications.
- Berlo, D. (1960). *Process of Communication: Introduction to Theory and Practice*. Holt, Rinehart & Winston of Canada Ltd.
- 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.
- Romer, D. (2012). *Advanced Macroeconomics*, (4th edition), McGraw-Hill.
- Schramm, W. (2012). *Communications in Modern Society: Fifteen Studies of The Mass Media*. Literary Licensing, LLC.
- Schramm, W. (1972). *Process and Effects of Mass Communication*. University of Illinois Press.
- Severin, W. & Tankard, J. (2013). *Communication Theories: Origins, Methods & Uses in the Mass Media*. Pearson.
- Shapiro, Edward. (2015). *Macroeconomic analysis*, (5th edition), New Delhi, Galgotia publication Pvt. Ltd.
- 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

Course Name: Journalism
Course Code: JMC.613
Course type: Compulsory Foundation
Total Hours: 60

| L | T | P | C |
|---|---|---|---|
| 4 | 0 | 0 | 4 |

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: Explain the concept of news and news values.

CLO2: Compare and contrast the process of reporting and editing

CLO3: Distinguish between mainstream and alternative media

| Units/Hours | Contents | Mapping with CLOs |
|-----------------|---|-------------------|
| I 15 Hours | Journalism : Definition, concepts, functions and types Print journalism, Radio Journalism, TV Journalism and Digital Journalism Role of Journalism in Democracy News-meaning, definition and nature; Hard and Soft News News values and sources Writing a news story: 5Ws and 1 H Journalistic jargon Reflection: Discuss newspaper jargon. | CLO1 |
| II 16 Hours | Reporting -- Covering different beats, education, crime, sports, health etc.; Covering press conferences Interview: types and techniques Role and responsibilities of a reporter and journalist Reporting and Journalism Reflection: Compare different beats for news stories. | CLO2 |
| III 14 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. | CLO2 |
| IV 15 Hours | E-papers and online newspapers/websites Mainstream media; Alternative media Media Convergence Data Journalism Reflection: Discuss the emergence and role of alternative media. | CLO3 |

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

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.

- Dahiya, S. & Sahu, S (Eds.). (2022). Beat reporting and editing: Journalism in the digital age. Sage.
- 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.
- Parthasarathi, 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

Course Name: Print Media
Course Code: JMC.614
Course type: Core
Total Hours: 45

| | | | |
|---|---|---|---|
| L | T | P | C |
| 3 | 0 | 0 | 3 |

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: Compare and contrast different forms of newspaper writing

CLO2: Discuss principles of reporting and journalism

CLO3: Discuss principles of newspaper designing

CLO4: Explain and discuss the history of press in India

| Units/Hours | Contents | Mapping with CLOs |
|-----------------|--|-------------------|
| I 11 Hours | Knowing newspaper: front page, editorial, business, international, sports; Pullouts, Supplements & Special edition etc. Features- meaning, definition and types Articles- meaning and definition Editorials: types and Importance Reflection: Comparison among different forms of newspaper writings. | CLO1 |
| II 11 Hours | Reporting and writing for newspapers and magazines In-depth reporting/Specialized/reporting/InterpretativeReporting/Investigative Reporting Exploring online sources/databases for information Reflection: Discuss the role of different types/levels of reporting. | CLO2 |
| III 12 Hours | Newspaper designing Importance of design in print media Elements, principles and vocabulary of design Making pathways to other media via print media; Multimedia publishing Reflection: Comparing use of different design elements in newspapers and magazines | CLO3 |
| IV 11Hours | 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. | CLO4 |

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

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.
- Dahiya, S. & Sahu, S (Eds.). (2022). Beat reporting and editing: Journalism in the digital age. Sage.
- 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

Course Name: Print Media Practical

Course Code: JMC.615

Course type: Skill-based

Total Hours: 30

| | | | |
|---|---|---|---|
| L | T | P | C |
| 0 | 0 | 2 | 1 |

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: Compose different types of writings for newspapers

CLO2: Compose a newsletter

| Units/Hours | Contents | Mapping with CLOs |
|-------------|--|-------------------|
| 30 Hours | <ol style="list-style-type: none">1. Writing Letters to the Editor2. Writing news stories, features, articles and editorials3. Practice writing different types of leads and headlines4. Conducting interviews and writing stories on it.5. Editing copies6. Bringing out a lab-journal | CLO1 & CLO2 |

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

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.
- Dahiya, S. & Sahu, S (Eds.). (2022). Beat reporting and editing: Journalism in the digital age. Sage.
- 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

Course Name: Advertising and Public Relations

Course Code: JMC.616

Course type: Core

Total Hours: 45

| L | T | P | C |
|---|---|---|---|
| 3 | 0 | 0 | 3 |

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: Classify and compare different types of advertisements

CLO2: Analyze and discuss various advertisements and advertising campaign

CLO3: Explain and compare theories and models of advertising

CLO4: Categorize and compare various public relations tools.

CLO5 : Explain and compare models of public relations.

CLO6 : List and compare tools of public relations

| Units/Hours | Contents | Mapping with CLOs |
|-----------------|---|-------------------|
| I 11 Hours | <ul style="list-style-type: none"> Advertising – definition, functions and classification; Advertising Campaign History of advertising; various media for advertising National and global advertising scene; socio-economic effects of advertising Copy Writing: Elements & types Advertising layout and designing <p>Reflection: Trace the history of advertising.</p> | CLO1 & CLO2 |
| II 11 Hours | <ul style="list-style-type: none"> Advertising Theories and Models- Maslow’s Hierarchy of Needs, AIDA Model, DAGMAR, Model, ELM ; USP and Ad appeals Various Associations and professional bodies of Advertising Ethics and Advertising Structure and functioning of Ad agency Popular names in Advertising: John Hopkins, David Ogilvy, Alyque Padamsee <p>Reflection: Discuss advertising theories and models</p> | CLO3 |
| III 12 Hours | <ul style="list-style-type: none"> Public Relations – meaning, definition, functions, and history PR and other tools of promotion Concept and types of publics; public opinion Models of Public Relations <p>Reflection: Analyze PR Tools and compare PR models</p> | CLO3 |
| IV 11 Hours | <ul style="list-style-type: none"> Process of Public Relations Tools of Public Relations PR and Crisis management Corporate Social Responsibility PR in different organizations <p>Reflection: Analyse PR of anyone organization</p> | CLO4 |

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

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.
- 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.
- Padamsee, A. (2022). *Let me hijack your mind*. Penguin.
- 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
- www.campaignindia.in
- www.isanet.org.in
- www.prsi.co.in
- www.prcai.org
- www.ipra.org

Course Name: Advertising and Public Relations Practical

Course Code: JMC.617

Course type: Skill-based

Total Hours: 30

| | | | |
|---|---|---|---|
| L | T | P | C |
| 0 | 0 | 2 | 1 |

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: Develop or compose different forms and types of advertising

CLO2: Design an advertising campaign

CLO3: Make advertisements in different types of copy

CLO4: Develop different tools of public relations

CLO5: Propose a public relations campaign

| Course | Contents | Mapping with CLOs |
|----------|--|--------------------|
| 15 Hours | Designing different types of advertisements, advertising copy and advertising campaign | CLO1, CLO2, & CLO3 |
| 15 Hours | Design and develop different tools of public relations and public relations campaign | CLO4 & CLO5 |

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

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.
- Hopkins, C. (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.
- Padamsee, A. (2022). *Let me hijack your mind*. Penguin.
- 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
- www.campaignindia.in.
- www.isanet.org.in
- www.prsi.co.in
- www.prcai.org
- www.ipra.org

Course Name: Visual Communication
Course Code: JMC.568
Course type: Elective
Total Hours: 45

| L | T | P | C |
|---|---|---|---|
| 3 | 0 | 0 | 3 |

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: Learn construction of images and semiotics.

CLO2: Understand visual images consumption.

CLO3: Develop theoretical reading of image studies.

CLO4: Understand digital visual communication.

| Units/Hours | Contents | Mapping with CLOs |
|-----------------|---|-------------------|
| I 11 Hours | Communication, meaning and sign: Developing understanding to know semiotics and images construction using codes and meaning associated with them. Reflection: To know the construction of images and crating meaning | CLO1 |
| II 12 Hours | Image, Myth and Power : images construction, interpretation of advert images and analysis Reflection: Understanding the role of myth, power structure and cultural aspects of visual images | CLO2 |
| III 11 Hours | Reading and Looking Images: Ways of seeing, type of gaze, panopticon, and representation of images Reflection: Critical analysis of through reading and looking different aspects of images | CLO3 |
| IV 11 Hours | Digital Visual Communication: Simulacra, simulation, cyberspace, aesthetics and VR Reflection: Learn how digital images are created and meaning generated | CLO4 |

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

Suggested Readings:

- Adams, D. & Fuchs, M. (1987). The Power of Electronic Images: Changing our Relationship to Knowledge. , 13(1), 7-12. <https://doi.org/10.1515/comm.1987.13.1.7>
- Barthes, R. (1985). Barthes Reader (Illustrated ed.). Hill and Wang.
- Barthes, R., Lavers, A., & Smith, C. (1977). Elements of Semiology (Reissue ed.). Hill and Wang.
- Bazin, A., Gray, H., Renoir, J., & Andrew, D. (2004). What Is Cinema? Vol. 1 (Second ed.). University of California Press.

- Bazin, A., & Gray, H. (1960). The Ontology of the Photographic Image. *Film Quarterly*, 13(4), 4–9. <https://doi.org/10.1525/fq.1960.13.4.04a00030>
- Berger, J. (1990). *Ways of Seeing: Based on the BBC Television Series* (Penguin Books for Art) (1st ed.). Penguin Books.
- D'Amico, R. (1978). Discipline and Punish: The Birth of the Prison. *Telos*, 1978(36), 169–183. <https://doi.org/10.3817/0678036169>
- Berger, A. A. (2018). *Media Analysis Techniques* (6th ed.). SAGE Publications, Inc.
- Chandler, D. (2017). *Semiotics: The Basics* (3rd ed.). Routledge.
- Evans, J., & Hall, S. (1999). *Visual Culture: The Reader* (Published in association with The Open University) (1st ed.). SAGE Publications Ltd.
- Fiske, J. (2010). *Introduction to Communication Studies* (Studies in Culture and Communication) (3rd ed.). Routledge.
- 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.
- Sturken, M., & Cartwright, L. (2017). *Practices of Looking: An Introduction to Visual Culture* (3rd ed.). Oxford University Press.

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>

| | | | |
|----------|----------|----------|----------|
| L | T | P | C |
| 0 | 0 | 2 | 1 |

Course Name: Visual Communication Practical

Course Code: JMC.569

Course type: Skill-based

Total Hours: 30

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: Understand visual text construction and analysis

| Units/Hours | Contents | Mapping with CLOs |
|--------------------|---|--------------------------|
| 10 Hours | Learning analysis of visual images Learning syntagmatic and paradigmatic analysis of adverts | CLO1 |
| 20 Hours | Reading visual texts by watching and discussion of various feature films and documentary films Presenting textual analysis of visual texts Creating a project | |

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

Suggested Readings:

- Barthes, R. (1985). Barthes Reader (Illustrated ed.). Hill and Wang.
- Barthes, R., Lavers, A., & Smith, C. (1977). Elements of Semiology (Reissue 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.
- Berger, A. A. (2018). Media Analysis Techniques (6th ed.). SAGE Publications, Inc.
- Chandler, D. (2017). Semiotics: The Basics (3rd ed.). Routledge.
- Evans, J., & Hall, S. (1999). Visual Culture: The Reader (Published in association with The Open University) (1st ed.). SAGE Publications Ltd.
- Fiske, J. (2010). Introduction to Communication Studies (Studies in Culture and Communication) (3rd ed.). Routledge.
- 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.
- Sturken, M., & Cartwright, L. (2017). Practices of Looking: An Introduction to Visual Culture (3rd ed.). Oxford University Press.

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>

| L | T | P | C |
|---|---|---|---|
| 3 | 0 | 0 | 3 |

Course Name: Political Communication

Course Code: JMC. 608

Course type: Elective Course

Total Hours: 45

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: List and compare national and regional political parties,

CLO2: Interpret coverage of parliamentary and state assembly elections,

CLO3: Evaluate exit and opinion polls,

CLO4: Compile promotional strategies of political parties.

| Units/Hours | Contents | Mapping with CLOs |
|--|---|-------------------|
| I 12 Hours | <ul style="list-style-type: none"> Understanding Indian Democracy, Executive, Legislative and Judiciary. National Political Parties: Growth & Developments Prominent Leaders of National Political Parties Challenges and Opportunities before National Political Parties SWOT Analysis of various National Political Parties. Writing skills required for covering national politics and parties. <p>Reflection: Compare the various of national political parties</p> | CLO1 & CLO2 |
| II 11 Hours | <ul style="list-style-type: none"> Introduction to the state politics: key issues in Vidhan Parishad and Vidhan Sabha Prominent State Political Parties: Growth and Development Prominent Leaders of State Political Parties Challenges and Opportunities before various state Political Parties SWOT Analysis of State Political Parties. Writing skills required for covering national politics and parties. <p>Reflection: Compare the various state political parties.</p> | CLO1 & CLO2 |
| III 11 Hours | <ul style="list-style-type: none"> Introduction to local politics: Zila Parishad, Block Samiti and Panchayat Elections Introduction to municipal corporations elections and councils Writing skills required for covering local politics. Dos and Don'ts for political reporter <p>Reflection: Compare the several local governance system</p> | CLO3 |
| IV Specialized Political Communication 11 Hours | <ul style="list-style-type: none"> 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. <p>Reflection: Conduct the press conference and design a campaign.</p> | CLO3 & CLO4 |

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

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

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.

Course Name: Political Communication Practical

Course Code: JMC.609

Course type: Skill-based

Total Hours: 30

| L | T | P | C |
|---|---|---|---|
| 0 | 0 | 2 | 1 |

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: Plan a campaign for a political party and candidate.

CLO2: Preparing a social media strategy for publicity of a MP or MLA candidate.

CLO3: Evaluate the image building campaign of a political party, MPs or MLA and other political candidates.

| Practical | Contents | Mapping with CLOs |
|-----------|---|-------------------|
| 1 | Practice of preparing a social media campaign | CLO1 |
| 2 | Practice on writing speeches for political parties and candidates | CLO2 |
| 3 | Prepare one synopsis of the social media campaign | CLO2 |
| 4 | Conducting a Press Conference for the political party and candidate | CLO2 |
| 5 | Evaluating the impact study and social media campaign of a candidate etc. | CLO3 |

EVALUATION CRITERIA

| | | |
|--------------------------|---|----|
| 1. Continuous Assessment | <ul style="list-style-type: none">Synopsis and Media Plan for a campaign | 40 |
| 2. End Term Assessment | <ul style="list-style-type: none">Preparing a PR campaign and case study review | 30 |
| | <ul style="list-style-type: none">Viva | 30 |

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

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.

Course Name: Photography
Course Code: JMC.610
Course type: Elective
Total Hours: 45

| L | T | P | C |
|---|---|---|---|
| 3 | 0 | 0 | 3 |

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: Learn basics of photography.

CLO2: Understand creation of a visual.

CLO3: Learn practical aspects of DSLR.

CLO4: Apply grammar to practice of photography.

CLO5: Analyse different image formats.

| Units/Hours | Contents | Mapping with CLOs |
|-----------------|---|-------------------|
| I 11 Hours | History: The evolution of photography, Social and Cultural impact of photography, Elements of Composition and Visual Analysis Reflection: Various visual analysis | CLO1 & CLO2 |
| II 12 Hours | DSLR: Parts and types, components, Light control, type of lens, camera accessories, care, and maintenance. Reflection: Hands on practices for knowing various DSLR | CLO3 |
| III 11 Hours | Grammar of Photography: Technical aspects of photo composition, visual grammar and techniques Reflection: Understanding composition rules | CLO4 |
| IV 11 Hours | Technical aspects: Lighting techniques, Photo Editing software Reflection: Knowing images format and editing | CLO5 |

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

Suggested Readings:

- Ang, T. (2018). Digital Photography: An Introduction, 5th Edition (5th ed.). DK.
- Barbara Upton, John Upton, (1989), Photography.
- 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.
- Christopher Pinney, (1997), Camera Indica: The Social Life of Indian Photographs, The University of Chicago Press
- Freeman, M. (2001). The Complete Guide to Digital Photography. Thames and Hudson Ltd.
- Harper Collins. - Steve Edwards, (2006), Photography: A Very Short Introduction, Oxford University Press.
- Hirsch, R. (2015). Exploring color photography: from film to pixels. Focal Press, Burlington.

- Kobre, K. (2008). Photojournalism: The professionals' approach. Routledge.
- Lancaster, K. (2010). DSLR Cinema: Crafting the Film Look with Video (1st ed.). Focal Press.
- Lester, P. M. (2015). Photojournalism: An ethical approach. Routledge.
- Michael Langford, Anna Fox, Richard Sawndon Smith, (2010), Langford's Basic Photography, Focal Press.
- Michael Langford, Efthimia Billisi, (2010), Langford's Advanced Photography, Focal Press.
- Singh, P. (2016). Video production. Kalpana Publications, New Delhi.
- Tuck, K. (2009). Commercial Photography Handbook: Business Techniques for Professional. Amherst Media, Massachusetts.

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/>

Course Name: Photography Practical

Course Code: JMC.611

Course type: Skill-based

Total Hours: 30

| L | T | P | C |
|---|---|---|---|
| 0 | 0 | 2 | 1 |

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: Explore photography techniques to create different type of photos.

| Units/Hours | Contents | Mapping with CLO |
|-------------|--|------------------|
| 30 Hours | Hands on exercise to learn Exposure triangle To know various parts and different type of camera To handle camera in indoor and outdoor Learning lighting Making a photo magazine (Digital and Print) | CLO1 |

Transaction Mode: Hands on practical training tutorial.

Suggested Readings:

- Ang, T. (2018). Digital Photography: An Introduction, 5th Edition (5th ed.). DK.
- Barbara Upton, John Upton, (1989), Photography.
- 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.
- Christopher Pinney, (1997), Camera Indica: The Social Life of Indian Photographs, The University of Chicago Press
- Freeman, M. (2001). The Complete Guide to Digital Photography. Thames and Hudson Ltd.
- Harper Collins. - Steve Edwards, (2006), Photography: A Very Short Introduction, Oxford University Press.
- Hirsch, R. (2015). Exploring color photography: from film to pixels. Focal Press, Burlington.
- Kobre, K. (2008). Photojournalism: The professionals' approach. Routledge.
- Lancaster, K. (2010). DSLR Cinema: Crafting the Film Look with Video (1st ed.). Focal Press.
- Lester, P. M. (2015). Photojournalism: An ethical approach. Routledge.
- Michael Langford, Anna Fox, Richard Sawndon Smith, (2010), Langford's Basic Photography, Focal Press.
- Michael Langford, Efthimia Billisi, (2010), Langford's Advanced Photography, Focal Press.
- Singh, P. (2016). Video production. Kalpana Publications, New Delhi.
- Tuck, K. (2009). Commercial Photography Handbook: Business Techniques for Professional. Amherst Media, Massachusetts.

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/>

Course Name: Basics of Photography

Course Code: JMC.514

Course type: IDC

Total Hours: 30

| L | T | P | C |
|---|---|---|---|
| 2 | 0 | 0 | 2 |

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: Learn semiotics of visuals.

CLO2: Know basics of photography.

CLO3: Learn technical aspects of photography.

CLO4: Work on different genres of photography

| Units/Hours | Contents | Mapping with CLOs |
|----------------|--|-------------------|
| I 8 Hours | Introduction to Photography: History of photography, movements Reflection: Various images analysis | CLO1 |
| II 7 Hours | Basic of photography: Cameras, rules of photography, types of shots and angles, lenses Reflection: Hands on practices for knowing various elements of photography | CLO2 |
| III 8 Hours | Technical aspects: Lighting techniques, Photo Editing software Reflection: : Knowing imaging device structure and editing | CLO3 |
| IV 7 Hours | Genres: Various types of photography including global level, learning photojournalism and code of ethics Reflection: Knowing different genres and ethical aspects | CLO4 |

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

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.

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/>

Course Name: Combating Fake News

Course Code: JMC. 515

Course type: Interdisciplinary Course

Total Hours: 30

| L | T | P | C |
|---|---|---|---|
| 2 | 0 | 0 | 2 |

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: Compare various media,

CLO2: Explain the ethical issues related to the media,

CLO3: Identify different techniques for combating fake news,

CLO4: Evaluate various techniques for combating fake news.

| Units/Hours | Contents | Mapping with CLOs |
|----------------|--|-------------------|
| I 8 Hours | <ul style="list-style-type: none">• 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. <p>Reflection: Compare various social media platforms</p> | CLO1& CLO2 |
| II 7 Hours | <ul style="list-style-type: none">• The rise of fake news, types of fake news: satire and parody, false connection, misleading content, false context, imposter content, manipulated content, fabricated content• Misinformation/Disinformation Combating• Combating Disinformation and Misinformation through MIL (Media Information Literacy): Inquisitiveness, critical thinking, reasoning and alternative judgments and opinions and participation. <p>Reflection: Compare various types of fake news and misinformation</p> | CLO1& CLO3 |
| III 8 Hours | <ul style="list-style-type: none">• 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, The rise of the hyper audience, social platforms and users-generated content. <p>Reflection: : Understand post truth, theories of conspiracy etc.</p> | CLO3 |

| | | |
|--|--|--|
| <p style="text-align: center;">IV</p> <p style="text-align: center;">7 Hours</p> | <ul style="list-style-type: none"> • 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. <p>Reflection: Fluent use of various tools and technologies to debunk misinformation.</p> | <p style="text-align: center;">CLO3 & CLO4</p> |
|--|--|--|

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

Suggested readings:

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

Course Name: Introduction to Journalism

Course Code: JMC.529

Course type: Interdisciplinary Course

Total Hours: 30

| L | T | P | C |
|---|---|---|---|
| 2 | 0 | 0 | 2 |

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: Explain the concept of news values.

CLO2: Compare different formats of media writings

CLO3: Explain the process of editing

CLO4: Distinguish and analyze various forms of media writing

| Units/Hours | Contents | Mapping with CLOs |
|----------------|--|-------------------|
| I 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. | CLO1 |
| II 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. | CLO2 |
| III 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. | CLO4 |
| IV 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. | CLO3 |

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

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.

- Dahiya, S. & Sahu, S (Eds.). (2022). Beat reporting and editing: Journalism in the digital age. Sage.
- 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.
- Parthasarathi, 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

Course Name: Communication Skills

Course Code: JMC.530

Course type: Interdisciplinary Course

| L | T | P | C |
|----------|----------|----------|----------|
| 2 | 0 | 0 | 2 |

Total Hours: 30

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: Compile various formats of writing

CLO2: List various types of communication

CLO3: Distinguish between various types of writing

CLO4: Compose different styles of writing

| Units/Hours | Contents | Mapping with CLOs |
|----------------|--|-------------------|
| I 8 Hours | <ul style="list-style-type: none">• Communication: Meaning, process and elements• Levels of Communication• Types of Communication• Barriers to Communication <p>Reflection: Compare types and levels of communication.</p> | CLO2 |
| II 7 Hours | <ul style="list-style-type: none">• 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 <p>Reflection: Discuss basic communication skills.</p> | CLO1 & CLO4 |
| III 8 Hours | <ul style="list-style-type: none">• Listening : types, strategies and barriers• Non-verbal Communication• Visual Communication <p>Reflection: Discuss Non-verbal communication.</p> | CLO2 |
| IV 7 Hours | <ul style="list-style-type: none">• Speaking ; Presentation Skills ; group discussions• Conversations and Role plays ; Working in Groups <p>Reflection: Practice role plays</p> | CLO3 |

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

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/>

Semester-II

Course Name: Communication Research

Course Code: JMC.624

Course type: Compulsory Foundation

Total Hours: 60

| L | T | P | C |
|---|---|---|---|
| 4 | 0 | 0 | 4 |

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: Explain and compare different areas of research in communication

CLO2: Discuss various steps in research

CLO3: Compare and contrast different research approaches and designs

CLO4: Compare different methods of data collection.

CLO5: Discuss ethical considerations in communication research.

| Units/Hours | Contents | Mapping with CLOs |
|-----------------|---|-------------------|
| 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 | CLO1 |
| II 15 Hours | Steps in research process Different research approaches Overview / Formulation of research problem Review of literature—types and relevance Research objectives and questions Reflection: List steps in research process and compare different research approaches | CLO2 & CLO3 |
| III 15 Hours | Hypothesis : Formulation, its types and testing Data Collection methods Data processing & analysis: coding, classification & tabulation; Statistical techniques Reflection: Compare various data collection methods and statistical tools. | CLO4 |
| IV 15 Hours | Report writing process, format and planning for report writing Referencing styles Plagiarism Ethical considerations in communication research; Publication Ethics Reflection: Discuss ethical considerations in communication research. | CLO4 |

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

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/>

Course Name: Development Communication

Course Code: JMC.551

Course type: Compulsory Foundation

Total Hours: 60

| L | T | P | C |
|----------|----------|----------|----------|
| 4 | 0 | 0 | 4 |

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: Explain the concept of development and development communication

CLO2: Discuss different approaches to Development Communication

CLO3: Analyse the use of media in Development Communication

CLO4: Discuss the role of Development agencies at national and international levels

| Units/Hours | Contents | Mapping with CLOs |
|-----------------|--|-------------------|
| I 15 Hours | <ul style="list-style-type: none"> • Development: meaning, concept and approaches • Theories and models of development: Dominant Paradigm, Dependency Paradigm and Alternative Paradigm • Development indicators, Millennium Development Goals and Sustainable Development Goals <p>Reflection: Compare different models of development.</p> | CLO1 |
| II 14 Hours | <ul style="list-style-type: none"> • 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 <p>Reflection: Compare different approaches to development communication.</p> | CLO2 |
| III 15 Hours | <ul style="list-style-type: none"> • 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 <p>Reflection: Discuss various development communication projects undertaken in India</p> | CLO3 |
| IV 16 Hours | <ul style="list-style-type: none"> • 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. <p>Reflection: List different development agencies working at national and international levels and compare their work.</p> | CLO4 |

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

References:

- Doron, A. & Jeffrey, R. (2013). *Cell Phone Nation: How Mobile Phones Have Revolutionized Business, Politics and Ordinary Life in India*. Hachete.
- Dutta, M.J. (2012). Voices of Resistance: Communication and Social Change. Purdue University Press.
- Fox, J. & Dutta, M.J. (2019). *Community Radio's Amplification of Communication for Social Change*. Palgrave.
- Lerner, D. (1958). *The passing of traditional society: Modernizing the Middle East*. New York, NY: Free Press.
- Malik, K.K. & Pavarala, V. (2020). Community Radio in South Asia: Reclaiming the Airwaves (eds). Routledge.
- 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.
- Rogers, E. (2003). *Diffusion of Innovations*. New York, NY: Free Press.
- Sainath, P. (2000). *Everybody Loves a Good Drought*. Gurgaon, India: Penguin.
- Servaes, J. (2020). *Handbook of Communication for Development and Social Change*. Singapore: Springer.
- Singhal, A., & Rogers, E. M. (1999). *Entertainment education: A communication strategy for social change*. Mahwah, NJ: Lawrence Erlbaum Associates.
- Singhal, A., & Rogers, E. M. (2001). *India's communication revolution: From bullock carts to cyber marts*. New Delhi: Sage.
- Tacchi, J. & Tufte, T. (2020). Communicating for Change: Concepts to Think With. Palgrave.
- Tufte, T. (2017). *Communication and Social Change: A Citizen Perspective*. Polity.
- Ullah, F., Monterio, A. & Jayasankar, K.P. (2021). Many Voices, Many Worlds: Critical Perspectives on Community Media in India. Sage.

Web sources:-

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

Course Code: JMC.625
Course Title: Radio Broadcasting
Course Type: Core
Total Hours: 45

| L | T | P | C |
|---|---|---|---|
| 3 | 0 | 0 | 3 |

Learning outcomes of the course:

➤ **Learners will be able to**

CL01: Elaborate the history of radio

CL02: Evaluate radio as a medium of communication

CL03: Classify the various stages of radio program production

CL04: Evaluate radio program formats, Studio structure and equipment

CL05: Operate various audio equipment and audio-editing

CL06: Compile the qualities of radio jockey

| Units/Hours | Contents | Mapping with CLOs |
|----------------|---|-------------------|
| I 7 Hours | <p>History of Radio</p> <ul style="list-style-type: none"> • History of Radio in various countries • History of radio in India (Pre Independence) • History of radio in India (After Independence) • Current status of radio in India <p>Reflection:</p> <ul style="list-style-type: none"> ❖ Make a chart to show the milestone of Indian Radio | CL01 |
| II 15 Hours | <p>Basics of Radio Production</p> <ul style="list-style-type: none"> • Radio as a medium of communication • Process of radio production • Formats of Radio programmes • Broadcasting formats: FM, AM, Podcasting <p>Reflection:</p> <ul style="list-style-type: none"> ❖ Analyze the various Radio programmes ❖ Make a chart on process of radio programmes ❖ Make a chart on various broadcasting techniques | CL02, CL03 |
| III 8 Hours | <p>Technical aspect of Radio Production</p> <ul style="list-style-type: none"> • Radio Studio- structure, functioning and equipment • Microphone- types, placement and precautions • Sound recording- types, techniques and aesthetics • Audio Editing – process and techniques <p>Reflection:</p> <ul style="list-style-type: none"> ❖ Draw structure of Radio Studio ❖ Practice of handling and usages of microphones, Sound Recording ❖ Practice of Audio Editing | CL04 & CL05 |
| IV 15 Hours | <p>Skills for Radio Presentation</p> <ul style="list-style-type: none"> • Voice modulation, pronunciation and ad-lib • Voice analysis – pitch, volume, tempo, vitality • Art of Radio jockeying • Skills for radio programme presentation <p>Reflection:</p> <ul style="list-style-type: none"> ❖ Practice of Radio Jockeying | CL06 |

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

Suggested Readings:

- 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.
- Fraser, C. & Restrepo- Estrada, S. (2001). *Community radio handbook*. New Delhi: UNESCO.

- Gretchen Davis & Mindy Hall, (2012), *The Makeup Artist Handbook*, Focal Press, Burlington.
- McLeish, R. (2005). *Radio production*. New York, NY: Focal Press.
- 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.
- Talbot, M. (2002). *Sound engineering explained*. New York, NY: Focal Press
- राकेश व प्रजा, (2010), रेडियो जोकिंग, डायमंड बुक डिस्ट्रीब्यूटर, नई दिल्ली
- परमवीर सिंह, (2017), रेडियो प्रोडक्शन, कल्पना प्रकाशन
- सिद्धार्थ कुमार नाथ (2004), रेडियो नाटक की कला, राधाकृष्ण 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

Course Code: JMC.626

Course Title: Radio Production Practical

Total Hours: 30

Learning outcomes of the course:-

- Learners will be able to:

CL01: Produce various programme formats for Radio

| | | | |
|---|---|---|---|
| L | T | P | C |
| 0 | 0 | 2 | 1 |

| Units/Hours | Contents | Mapping with Course Learning Outcome |
|---------------|--|--------------------------------------|
| I 30 Hours | 1. News packages- 05 2. News Reels- 01 3. Interviews-02 4. Discussions-01 5. Vox-Pops-01 | CLO1 |

Evaluation Criteria

1. Continuous Assessment-

- Submission of different forms Radio programs - 40

2. End Term Assessment

- Practical File - 30
- Practical Exam - 20
- Viva - 10
- 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.
- राकेश व प्रज्ञा, (2010), रेडियो जोर्किंग, डायमंड बुक डिस्ट्रीब्यूटर, नई दिल्ली
- परमवीर सिंह, (2017), रेडियो प्रोडक्शन, कल्पना प्रकाशन
- सिद्धार्थ कुमार, (2004), नाथ रेडियो नाटक की कला, राधाकृष्ण प्रकाशन, नई दिल्ली

Course Code: 627

Course Title: Television Broadcasting

Total Hours: 45

| | | | |
|---|----------|----------|----------|
| L | T | P | C |
| 3 | <u>0</u> | <u>0</u> | <u>3</u> |

Learning outcomes of the course:-

➤ Learners will be able to

CL01: Discuss growth of television in India

CL02: Explain basic concepts and principles of production.

CL03: Categorize and compare various program formats.

CL04: Explain various stage of program production.

CL05: Elaborate on television programming techniques.

CL06: Produce a television program

CL07: Handle various equipment for television

CL08: Present a television program

| Units/Hours | Contents | Mapping with Course Learning Outcome |
|-------------|----------|--------------------------------------|
| | | |

| | | |
|-----------------|---|------------------|
| I 11 Hours | Growth of Television <ul style="list-style-type: none"> Major milestone in development of Television in India Growth of Doordarshan and Private channels Growth of Cable Networks, DTH, online TV and OTT services Committees and Projects for Television Reflection: <ul style="list-style-type: none"> ❖ Make a chart to show the growth of television in India ❖ Make a presentation on various committees and projects for television in India | CLO1 |
| | | |
| II 11 Hours | Production Process <ul style="list-style-type: none"> Concept, treatment, synopsis and script writing for television Process of television production Production team members and their responsibility Television program formats Reflection: <ul style="list-style-type: none"> ❖ Write a synopsis for television program ❖ Make a chart to explain various television programs | CLO2, CLO3 |
| | | |
| III 11 Hours | Technical Aspects of Television Production <ul style="list-style-type: none"> Television Studio- Structure, Functioning and Importance Sets, Lighting and Make up for television production Single and multi-camera set-up Equipment for television production-Teleprompter, CCU, Vision mixer, audio console, recorders, talk-back system, CG generator, cables & connectors, OB Van Reflection: <ul style="list-style-type: none"> ❖ Make a chart to explain structure of television studio ❖ Design a multi camera set-up ❖ Practice on teleprompter with your own script | CL04, CL05, CL06 |
| | | |
| IV 12 Hours | Aesthetics of Television production <ul style="list-style-type: none"> Videography Aesthetics- Camera Shots, Angles and Movements Television Anchoring- Types, Requirements & Techniques Cues and commands for television production Basics of audio-video editing for television production Reflection <ul style="list-style-type: none"> ❖ Practice on camera to record various shots, angles and movements ❖ Practice for anchoring ❖ Practice on audio-video editing software | CL07, CL08 |
| | | |

Suggested Readings:

- 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
- Alec Sabin, (2011), You are On! How to develop great media skills for TV, Radio and the internet, viva
- 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.
- परमवीर सिंह, (2016), वीडियो प्रोडक्शन, कल्पना प्रकाशन, नई दिल्ली
- परमवीर सिंह (2021), भारतीय टेलीविजन, कल्पना प्रकाशन, नई दिल्ली

Web Resources:

- www.cengagebrain.com.mx/content/zettl
- www.zeepedia.com
- www.cybercollege.com
- www.nos.org
- www.aboutvideoediting.com

Transaction Mode: Lecture, PPT, Tutorials, E-Content, Video, Demonstration, Mobile Teaching, Brain Storming, Self-Learning, Vimeo, PPT, TED Talks, Multimedia Packages

Course Code: 628

Course Title: Television Production Practical

Total Hours: 30

| L | T | P | C |
|---|---|---|---|
| 0 | 0 | 2 | 1 |

Learning outcomes of the course:-

- Learners will be able to:

CL01: Produce various program formats for Television

| Units/Hours | Contents | Mapping with Course Learning Outcome |
|---------------|---|--------------------------------------|
| I 30 Hours | News packages- 05 News Reels- 01 Interviews-02 Discussions-01 Vox-Pops-01 | CLO1 |

Evaluation Criteria

3. Continuous Assessment-

- Submission of different forms of television programs - 40

4. End Term Assessment

- Practical File - 30
- Practical Exam - 20
- Viva - 10

- 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
- Alec Sabin, (2011), You are On! How to develop great media skills for TV, Radio and the internet, viva
- 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.
- परमवीर सिंह, (2016), वीडियो प्रोडक्शन, कल्पना प्रकाशन, नई दिल्ली
- परमवीर सिंह (2021), भारतीय टेलीविजन, कल्पना प्रकाशन, नई दिल्ली

Web Resources:

- www.cengagebrain.com.mx/content/zettl
- www.zeepedia.com
- www.cybercollege.com
- www.nos.org
- www.aboutvideoediting.com

Transaction Mode: Lecture, PPT, Tutorials, E-Content, Video, Demonstration, Mobile Teaching, Brain Storming, Self-Learning, Vimeo, PPT, TED Talks, Multimedia Packages

Course Name: Video Production
Course Code: JMC.629
Course type: Elective
Total Hours: 45

| L | T | P | C |
|----------|----------|----------|----------|
| 3 | 0 | 0 | 3 |

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: Develop the basic idea of video production.

CLO2: Explain about video camera.

CLO3: Explore the different techniques for video production.

CLO4: Apply lighting and sound for video production.

| Units/Hours | Contents | Mapping with CLOs |
|--------------------|-----------------|--------------------------|
|--------------------|-----------------|--------------------------|

| | | |
|-----------------|--|------|
| I 11 Hours | <p>Basics of video production: Purpose, goals and target audience, Stages of production, Composition Rules, Classification of Shots, Framing, Depth of field, Exposure (ISO, Shutter, Aperture, Gain, White balance, Focus)</p> <p>Reflection: To explore the basics of video productions</p> | CLO1 |
| II 12 Hours | <p>Video camera and supporting accessories : Models, Parts of camera, Types of camera (ENG, EFP and Studio), Scanning system, Camera Features, Camera Operation, Types of Lenses, Lens Angles, Camera Mounting Equipment, Switcher, Viewing monitor, Recording devices (Memory card, Hard Drive, Wireless Recording etc).</p> <p>Reflection: To know the uses of video camera and its parts</p> | CLO2 |
| III 11 Hours | <p>Production techniques: Single and Multicamera production, Production methods, Creating shot list, Scouting a location, scheduling, Production crew and roles, Shooting people and objects.</p> <p>Reflection: To executing different techniques for video production</p> | CLO3 |
| IV 12 Hours | <p>Lighting and Sound for Video Production: Properties of lights, Principles of lighting, Type of lightings, Lighting instruments, Indoor and outdoor lighting, Basic of sound, Properties of sound, Sound effects and transitions, Components of sound, Type of microphones, pick up patterns, Sound Equipment, Sound Design.</p> <p>Reflection: To create different light and sound design</p> | CLO4 |

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

Suggested Readings:

- Alten, S. R. (2012). *Working with audio*. Course Technology/ Cengage Learning.
- Ballou, G. (2015). *Handbook for sound engineers*. Howard W. Sams & Co., Inc.
- Bartlett, B., & Bartlett, J. (1999). *On-location recording techniques*. Focal.
- Belavadi, V. (2008). *Video production*. Oxford University Press.
- Bermingham, A. (1994). *The video studio*. Focal Press.
- Chater K. (2001). *Research For Media Production*, (2nd ed.). Focal Press.
- Diefenbach, D. L., & Slatton, A. E. (2020). *Video production techniques: Theory and practice from concept to screen*. Routledge, Taylor & Francis Group.
- Grant, T., & Grant, R. (2012). *Audio for single camera operation*. Taylor and Francis.
- Hartwig, R. L. (2012). *Basic Tv technology digital and Analog*. Taylor and Francis.
- Huber, D. M., & Runstein, R. E. (2018). *Modern Recording Techniques*. Routledge.
- Huber, D. M., & Runstein, R. E. (2018). *Modern Recording Techniques*. Routledge.
- Hughes, M. K. (2012). *Digital Filmmaking for Beginners: A practical guide to video production*. McGraw-Hill.
- McDaniel, D. O., Collins, K. R., & Shriver, R. C. (2008). *Fundamentals of Audio production*. Allyn & Bacon.
- Millerson G. (2000). *Video Camera Techniques* (2nd ed.). Focal Press.
- Millerson, G. (2003). *Lighting for Video*. Focal Press.

- Millerson, G. (2009). *Effective Tv production* (3rd ed.). Focal Press.
- Musburger, R. B., & Ogden, M. R. (2014). *Single-camera video production*. Focal Press.
- O'Rourke, J., Wong, J., & Olson, G. (2013). *The Videomaker Guide to Video production*. Focal P.
- Purcell, J. (2015). *Dialogue editing for motion pictures: A guide to the invisible art*. Focal Press.
- Watkinson, J. (2013). *The Art of Digital Audio*. Focal Press.
- Zettl, H. (2009). *Television production handbook*. Wadsworth Cengage Learning.
- परमवीर सिंह, (2016), वीडियो प्रोडक्शन, कल्पना प्रकाशन, नई दिल्ली

Web Resources

<https://filmlifestyle.com/courses/>

<https://nofilmschool.com/>

<https://www.provideocoalition.com/>

https://www.linkedin.com/learning/?trk=lynda_redirect_learning

<https://www.filmriot.com/>

<https://www.youtube.com/c/Jamuura/featured>

<https://philipbloom.net/blog/education/>

<https://filmmakeriq.com/category/production/>

| L | T | P | C |
|---|---|---|---|
| 0 | 0 | 2 | 1 |

Course Name: Video Production Practical

Course Code: JMC.630

Course Type: Skill-based

Total Hours: 30

Learning outcomes of the course:-

➤ **Learners will be able to**

CLO1: Evaluate various production techniques

CLO2: Design sound for video production .

CLO3: Develop various video programme.

| Units/Hours | Contents | Mapping with CLOs |
|---------------|---|-------------------|
| I 30 Hours | <ul style="list-style-type: none"> Record various types shots single camera and multi-camera method. Record on location sound using microphones Record a video programme (News reportage, Interview, Short film, Music video, Video Advertisement, Public Service Announcements) | CLO1, CLO2 & CLO3 |

Evaluation Criteria

Continuous Assessment-

- Production of Video programme 40

End Term Assessment

- Screening of Production of Programme 30
- Viva 30

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

Web Resources

<https://filmlifestyle.com/courses/>

<https://nofilmschool.com/>

<https://www.provideocoalition.com/>

https://www.linkedin.com/learning/?trk=lynda_redirect_learning

<https://www.filmriot.com/>

<https://www.youtube.com/c/Jamuura/featured>

<https://philipbloom.net/blog/education/>

<https://filmmakeriq.com/category/production/>

Course Code: JMC.631
Course Title: Audio-Video Editing
Total Hours: 45

| | | | |
|---|----------|----------|----------|
| L | T | P | C |
| 3 | <u>0</u> | <u>0</u> | <u>3</u> |

Learning outcomes of the course:

- **Learners will be able to**

CLO1: List the differences between online and offline editing

CLO2: Explain the basics of audio-video editing.

CLO3: Explain the process of audio-video editing.

CLO4: Compose various audio-video formats.

| Units/Hours | Contents | Mapping with Course Learning Outcome |
|-----------------|--|--------------------------------------|
| I 11 Hours | <p>Introduction of Audio-Video Editing</p> <ul style="list-style-type: none"> • Online and offline editing • Linear and non-linear editing • Basics of audio-video editing workstation • Editing through various Mobile Applications <p>Reflection:</p> <ul style="list-style-type: none"> ❖ Make a chart on various types of editing ❖ Make a chart on basic structure of editing workstation | CLO1, CLO3, CLO4 |
| II 12 Hours | <p>Basics of Editing</p> <ul style="list-style-type: none"> • Process of video editing • Working on video editing software • Creating timeline-editing decision list, cut, fade and mix • Various tools of video editing software <p>Reflection:</p> <ul style="list-style-type: none"> ❖ Practice on editing software using various tools and effects | CLO2, CLO3 |
| III 11 Hours | <p>Unit-III Advanced Editing</p> <ul style="list-style-type: none"> • Aesthetics in audio editing • Key framing, Chroma Cutting and change in motion • Special audio-video effects • Graphics, titling and montage editing <p>Reflection:</p> <ul style="list-style-type: none"> ❖ Practice on editing software to learn key framing, chroma Keying ❖ Make a sequence using various graphics, titles and effects | CLO3, CLO4 |

| | | |
|--|--|---|
| <p style="text-align: center;">IV 11 Hours</p> | <p>Unit-IV Final Output</p> <ul style="list-style-type: none"> • Multi-track audio-video mixing • Color correction and color grading • Audio Sweetening • Final output- formats, resolution and properties <p>Reflection:</p> <ul style="list-style-type: none"> ❖ Work on multi-track editing ❖ Do Color correction and color grading through software ❖ Make various video formats through software | <p style="text-align: center;">CLO4</p> |
|--|--|---|

Suggested Readings:

- Adobe Premiere Pro User Guide
- Adobe Premiere Pro: Help and tutorials
- Millerson, G., & Owens, J. (2012). *Television Production*. New York, NY: Focal Press
- Kindem, G., & Musberger, R. (2004). *Introduction to Media Production: A Path to Digital Media Production*. New York, NY: Focal Press.
- Zettl, H. (2005). *Handbook of Television Production*. New Delhi, India: Cengage Learning.
- Mitchell, M. (2004). *Visual Effects for Film and Television*. New York, NY: Focal Press.
- Belavadi, V. (2013). *Video Production*. New Delhi, India: Oxford University Press.

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

Course Code: JMC.632
Course Title: Audio Video Editing Practical
Course Type: Skill-based
Total Hours: 30

| | | | |
|---|---|---|---|
| L | T | P | C |
| 0 | 0 | 2 | 1 |

Learning outcomes of the course:-

➤ Learners will be able to:

CL01: Edit various type of audio video programs

| Units/Hours | Contents | Mapping with CLOs |
|---------------|---|-------------------|
| I 30 Hours | <ul style="list-style-type: none"> Basic concepts of Audio video editing and tools, Uses of software, audio video codes, Importing and Capturing footage, Timeline, Sequence, and clip management, Editing in the timeline, Setting In and Out Points in timeline panel, Timeline audio tracks, Editing Audio, Gaining, fading and balancing audio, using audio and video effects and transitions, Creating titles and graphics, Creating motion effects, Color correction, Exporting audio video. | CLO1 |

Evaluation Criteria

Continuous Assessment-

- Submission of different forms of edited programs - 40

End Term Assessment

- Practical File - 30
- Practical Exam - 20
- Viva - 10

Web Resources:

- www.aboutvideoediting.com
- <https://helpx.adobe.com/in/premiere-pro/tutorials.html>
- <https://www.facebook.com/groups/askaneditor/>
- <https://larryjordan.com/#>
- <https://jonnyelwyn.co.uk/>
- <https://premiergal.com/tutorials>
- <https://nofilmschool.com/>

Transaction Mode: Lecture, PPT, Tutorials, E-Content, Video, Demonstration, Mobile Teaching, Brain Storming, Self-Learning, Vimeo, PPT, TED Talks, Multimedia Packages

| | | | |
|----------|----------|----------|----------|
| L | T | P | C |
| 3 | 0 | 0 | 3 |

Course Name: Fake News & Media Literacy

Course Code: JMC.621

Course type: Elective

Total Hours: 45

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: Compare various media,

CLO2: Explain the ethical issues related to the media,

CLO3: Identify different techniques for combating fake news,

CLO4: Evaluate various techniques for combating fake news.

| Units/Hours | Contents | Mapping with CLOs |
|---------------------|---|--------------------------|
| I 10 Hours | <ul style="list-style-type: none"> • 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. <p>Reflection: Compare various social media platforms</p> | CLO1& CLO2 |
| II 13 Hours | <ul style="list-style-type: none"> • The rise of fake news, types of fake news: satire and parody, false connection, misleading content, false context, imposter content, manipulated content, fabricated content • Mis/Disinformation • Combating Disinformation and Misinformation through MIL (Media Information Literacy): Inquisitiveness, critical thinking, reasoning and alternative judgments and opinions and participation. <p>Reflection: Compare various types of fake news and misinformation</p> | CLO1& CLO3 |
| III 10 Hours | <ul style="list-style-type: none"> • 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' Cult, The rise of hyper audience, social media platforms and users-generated content. <p>Reflection: : Understand post truth, theories of conspiracy etc.</p> | CLO3 |

| | | |
|--|--|--|
| <p style="text-align: center;">IV 12 Hours</p> | <ul style="list-style-type: none"> • 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. <p>Reflection: Fluent use of various tools and technologies to debunk misinformation.</p> | <p style="text-align: center;">CLO3 & CLO4</p> |
|--|--|--|

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

Suggested readings:

- Carole, F. (2006). An Introduction to Journalism. Los Angeles, CA: Sage.
- Chomsky, N., & Herman, E. S. (1988). Manufacturing Consent: The Political Economy of the mass media. New York, NY: Pantheon Books
- 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.
- Sinha, P. (2019). India Misinformed: The True Story. New Delhi, India: Harper Collins
- UNESCO. (2018). Fake News and Media Literacy.

| L | T | P | C |
|---|---|---|---|
| 0 | 0 | 2 | 1 |

Course Name: Fake News and Media Literacy Practical

Course Code: JMC.622

Course type: Skill-based

Total Hours: 30

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: Compare various media.

CLO2: Explain the ethical issues related to the media.

CLO3: Identify different techniques for combating fake news.

CLO4: Evaluate various techniques for combating fake news

| Practical | Contents | Mapping with CLOs |
|-----------|---|-------------------|
| 1 | Practice of debunking fake photos and photo verification | CLO3 & CLO4 |
| 2 | Practice debunking fake videos and video verification | CLO3 & CLO4 |
| 3 | Practice of creating screen grab from a video and preparing them for photo verification | CLO3 & CLO4 |
| 4 | Prepare thematic analysis of various fake news. | CLO1 & CLO2 |
| 5 | Conducting a fact checking session. | CLO3 & CLO4 |

EVALUATION CRITERIA

| | | |
|--------------------------|--|----|
| 1. Continuous Assessment | <ul style="list-style-type: none"> Thematic Analysis and Fact Checking of Fake News | 40 |
| 2. End Term Assessment | <ul style="list-style-type: none"> Preparing case study or case review of various types of misinformation | 30 |
| | <ul style="list-style-type: none"> Viva | 30 |

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

Suggested readings:

- Carole, F. (2006). An Introduction to Journalism, Sage.
- Chomsky, N., & Herman, E. S. (1988). Manufacturing Consent: The Political Economy of the mass media. New York, NY: Pantheon Books
- 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.
- Sinha, P. (2019). India Misinformed: The True Story. New Delhi, India: Harper Collins
- UNESCO. (2018). Fake News and Media Literacy.

| L | T | P | C |
|---|---|---|---|
| 2 | 0 | 0 | 2 |

Course Name: Understanding Misinformation and Media Literacy

Course Code: JMC. 631

Course type: Interdisciplinary Course

Total Hours: 45

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: Compare various media,

CLO2: Explain the ethical issues related to the media,

CLO3: Identify different techniques for combating fake news,

CLO4: Evaluate various techniques for combating fake news.

| Units/Hours | Contents | Mapping with CLOs |
|---------------------|---|-------------------|
| I 10 Hours | <ul style="list-style-type: none"> • 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. <p>Reflection: Compare various social media platforms</p> | CLO1& CLO2 |
| II 13 Hours | <ul style="list-style-type: none"> • The rise of fake news, types of fake news: satire and parody, false connection, misleading content, false context, imposter content, manipulated content, fabricated content • Mis/Disinformation • Combating Disinformation and Misinformation through MIL (Media Information Literacy): Inquisitiveness, critical thinking, reasoning and alternative judgments and opinions and participation. <p>Reflection: Compare various types of fake news and misinformation</p> | CLO1& CLO3 |
| III 10 Hours | <ul style="list-style-type: none"> • 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' Cult, The rise of hyper audience, social media platforms and users-generated content. <p>Reflection: : Understand post truth, theories of conspiracy etc.</p> | CLO3 |

| | | |
|---|--|--|
| <p style="text-align: center;">IV</p> <p style="text-align: center;">12 Hours</p> | <ul style="list-style-type: none"> • 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. <p>Reflection: Fluent use of various tools and technologies to debunk misinformation.</p> | <p style="text-align: center;">CLO3 & CLO4</p> |
|---|--|--|

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

Suggested readings:

- Carole, F. (2006). An Introduction to Journalism. Los Angeles, CA: Sage.
- Chomsky, N., & Herman, E. S. (1988). Manufacturing Consent: The Political Economy of the mass media. New York, NY: Pantheon Books
- 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.
- Sinha, P. (2019). India Misinformed: The True Story. New Delhi, India: Harper Collins
- UNESCO. (2018). Fake News and Media Literacy.

Course Code: JMC.623
Course Title: Writing skills
Course Type: VAC
Total Hours: 30

| L | T | P | C |
|---|---|---|---|
| 2 | 0 | 0 | 2 |

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: Situate the importance of writing skills

CLO2: Explain and apply principles of good writing

CLO3: Understand and compose different forms of writings

| Units/Hours | Contents | Mapping with CLOs |
|----------------|--|-------------------|
| I 7 Hours | Relevance of writings skills; situating writing skills among communication skills Reflection: Discuss the importance of writing skills. | CLO1 |
| II 7 Hours | Basics of writing; principles of good writing; levels of communication and writing Reflection: Compare the different levels of communication. | CLO2 |
| III 8 Hours | Writing letters, e-mails, resume and reports Reflection: Practice different types of letters and reports. Prepare your own resume. | CLO3 |
| IV 8 Hours | Summarizing and paraphrasing; Building vocabulary Reflection: Practice vocabulary-building exercises including reading newspapers and magazines. | CLO3 |

Transaction Mode: Lectures, Self-Learning, Brainstorming, Group Discussion, Dialogue Mode

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.
- Lynn, S. (2011). Skills for success : Reading and writing. Oxford University Press.
- Mcveigh, J. & Bixby, J. (2011). Skills for success: Reading and writing. Oxford University Press.

Web resources:-

https://onlinecourses.swayam2.ac.in/nou21_1b11/preview

<https://epgp.inflibnet.ac.in/>

Semester-III

Course Name: Media Laws and Ethics

Course Code: JMC.572

Course type: Compulsory Foundation

Total Hours: 60

| L | T | P | C |
|---|---|---|---|
| 4 | 0 | 0 | 4 |

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: Explain various laws related to media.

CLO2: List ethical practices in media.

CLO3: Evaluate cases under various media laws.

| Units/Hours | Contents | Mapping with CLOs |
|---------------------|--|-------------------|
| I 14 Hours | <ul style="list-style-type: none"> • Constitution and freedom of speech and expression • Laws related to Defamation, obscenity and sedition • Right to Information Act 2005 • Contempt of court and legislature, <p>Reflection: Compare various provisions given by the constitution of India in context of Freedom of Speech and Expression</p> | CLO1, CLO2 & CLO3 |
| II 16 Hours | <ul style="list-style-type: none"> • Press and Registration of Books Act 1867 • Working Journalists Act 1955 • Copyright act 1957, • Press Council Act 1978 <p>Reflection: Compare various acts related to journalists rights</p> | CLO1, CLO2 & CLO3 |
| III 13 Hours | <ul style="list-style-type: none"> • Cinematography Act 1952, Prasar Bharti Act 1990 • Cable Television Networks (Regulations) Act 1995 • Information Technology Act 2000 • Media Laws and Ethics, the topic ‘Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules 2021 • Public Interest Litigations <p>Reflection: Compare various acts related to televisions and films industry.</p> | CLO1, CLO2 & CLO3 |

| | | |
|---------------------------|---|--------------------------------------|
| <p>IV</p> <p>17 Hours</p> | <ul style="list-style-type: none"> • 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 <p>Reflection: Implement various ethical aspects of media laws and ethics in all the domains of media.</p> | <p>CLO1, CLO2 & CLO3</p> |
|---------------------------|---|--------------------------------------|

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

Suggested Readings:

- Basu, D. D. (2010). Law of the Press. Gurgaon, India: Lexis Nexis Butterworth Wadhawa.
- Day, L. A. (2005). Ethics in media communications: Cases and controversies. Belmont, CA: Cengage Learning.
- Jethmalani, R., & Chopra, D. S. (2012). Cases and Material on Media Law. New Delhi, India: Thomson Reuters South Asia Pvt. Ltd.
- 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.
- 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

| | | | |
|---|---|---|---|
| L | T | P | C |
| 3 | 0 | 0 | 3 |

Course Code: JMC.570

Course Title: Media Industry Management

Course type: Elective

Total Hours: 45

Learning outcomes of the course:

➤ **Learners will be able to**

CLO1: List various Indian media companies

CLO2: Classify various ownership patterns in media industry.

CLO3: Compare structure of different media companies.

CLO4: Discuss media evaluation tools

CLO5: Develop media marketing strategies.

| Units/Hours | Contents | Mapping with CLOs |
|----------------|---|-------------------|
| I 11 Hours | <p>Introduction</p> <ul style="list-style-type: none"> • 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. <p>Reflection:</p> <ul style="list-style-type: none"> ❖ Draw a chart of Media Industry in India ❖ Draw a chart of various media organization in India | CLO1 & CLO2 |
| II 12 Hours | <p>Media Business</p> <ul style="list-style-type: none"> • 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 <p>Reflection:</p> <ul style="list-style-type: none"> ❖ Analyze the problems and prospects of various media in India | CLO3 |

| | | |
|-------------------------|---|------------------------|
| <p>III 11 Hours</p> | <p>Media Structure</p> <ul style="list-style-type: none"> • 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 <p>Reflection:</p> <ul style="list-style-type: none"> ❖ Plan a media organization ❖ Draw a chart on major revenue heads of various media | <p>CLO4</p> |
| <p>IV 11 Hours</p> | <p>Media Marketing</p> <ul style="list-style-type: none"> • Readership Survey, television ratings, listenership surveys, measuring web media • Understanding media markets and handling media competitions • Media marketing – space and time selling, advertising rates Targeting audience and designing marketing strategies <p>Reflection</p> <ul style="list-style-type: none"> ❖ Compare the media competitions, ❖ Analyze the TRP Reports, Listenership Surveys and Readership surveys | <p>CLO4 & CLO5</p> |

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

Suggested Readings:

- Aggarwal, V. & Gupta, V.S. (2002). Handbook of Journalism & Mass Communication, Concept Publication, New Delhi.
- Albarran, Alan, B. (2012), Management of Electronic and Digital Media, Cengage Learning, New Delhi.
- Chaturvedi, B.K. (2009), Media Management, Global Vision Publishing House, New Delhi.
- Doyle, G. (2013), Understanding Media Economics, Sage Publication, Thousand Oaks.
- Kohli-Khandekar, V. (2014). The Indian Media Business, Sage Publications, New Delhi.
- Kothari, G. (1995), Newspaper Management in India, Intercultural Open University, Netherlands.
- Singh, P.(2021), Indian Silver Screen, KK Publications, New Delhi
- Susan Tyler Eastman & Douglas A. Ferguson, (2006). Media Programming: Strategies and Practice, Wadsworth Publishing Co., Belmont.
- दिल्पी मंडल, (2011), कॉरपोरेट 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

| | | | |
|---|---|---|---|
| L | T | P | C |
| 3 | 0 | 0 | 3 |

Course Code: JMC.535

Course Title: Digital Media Production

Course type: Core

Total Hours: 45

Learning outcomes of the course:

➤ **Learners will be able to**

CLO1: Analyze Digital media

CLO2: Analyze requirements for digital media production

CLO3: Produce various programs for digital media

CLO4: Distribute various programs on digital media

| Units/Hours | Contents | Mapping with CLOs |
|--------------------|---|--------------------------|
| I 15 Hours | <p>Basics of Digital Media</p> <ul style="list-style-type: none"> • 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 <p>Reflection:</p> <ul style="list-style-type: none"> ❖ Analyze various online media websites ❖ Practice of Mobile Journalism ❖ Draw a chart of Digital Media Production Set-up | CLO1 & CLO2 |
| II 10 Hours | <p>Basics of Media Production</p> <ul style="list-style-type: none"> • Program formats for digital media • Process of digital content generation • Research and Recce for digital media production • Web team members: Roles and Responsibilities <p>Reflection:</p> <ul style="list-style-type: none"> ❖ Analyze various program formats of digital media ❖ Draw a chart of web team members | CLO2 & CLO3 |
| III 10 Hours | <p>Reporting and Writing for Web</p> <ul style="list-style-type: none"> • 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 <p>Reflection:</p> <ul style="list-style-type: none"> ❖ Analyze Web Reporting ❖ Practice content writing for various program formats ❖ Practice of Editing | CLO2 & CLO3 |

| | | |
|----------------|--|------|
| IV 10 Hours | <p>Webcasting</p> <ul style="list-style-type: none"> • Webcasting - technique, types and future • Webcasting software • Various mobile apps • Web Rating techniques <p>Reflection</p> <ul style="list-style-type: none"> ❖ Practice of Webcasting through software ❖ Practice of Webcasting through smartphone | CLO4 |
|----------------|--|------|

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

Suggested Readings:

- Bull, A. (2010). *Multimedia journalism*. London, England: Routledge Publication.
- Hall, J. (2001). *Online journalism: A critical primer*. London, England: Pluto Press.
- Kellison, C. (2012). *Producing for TV and New Media*. New York, NY: Focal 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

| | | | |
|---|---|---|---|
| L | T | P | C |
| 0 | 0 | 2 | 1 |

Course Code: JMC.536

Course Title: Digital Media Production Practical

Course type: Skill-based

Total Hours: 30

Learning outcomes of the course:-

➤ **Learners will be able to**

CLO1: Handle the Video Camera

CLO2: Produce various Shot, Angles and Movements

CLO3: Write Script for Audio-Video Programs

CLO4: Edit Audio-Video Programs for Digital Media

| Units/Hours | Contents | Mapping with CLOs |
|---------------|--|--------------------------|
| I 30 hours | 1. Student will produce three Audio-video programs for digital media 2. Student will upload their production on digital media | CLO1, CLO2, CLO3, & CLO4 |

Evaluation Criteria

- 1) Continuous Assessment-
 - Production and distribution of programs - 50
- 2) End Term Assessment
 - Practical File - 20
 - Written Exam - 20
 - Viva - 10

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

Suggested Readings:

- Bull, A. (2010). *Multimedia journalism*. London, England: Routledge Publication.
- Hall, J. (2001). *Online journalism: A critical primer*. London, England: Pluto Press.
- Kellison, C. (2012). *Producing for TV and New Media*. New York, NY: Focal 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

Course Name: Research Proposal
Course Code: JMC.600
Course type: Compulsory Foundation
Total Hours: 120

| L | T | P | C |
|---|---|---|---|
| 0 | 0 | 8 | 4 |

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: Identify a research problem related to media or communication.

CLO2: Formulate research questions.

CLO3: Plan research design.

CLO4: Develop a research synopsis.

| Course | Contents | Mapping with CLOs |
|-------------------------------|--|-------------------------|
| Research Proposal (120 hours) | <p>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:</p> <ul style="list-style-type: none"> • Introduction (including aim and objectives) • Review of Literature • Research Questions/Objectives • Research Methodology (including research tools) <p>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.</p> | CLO1, CLO2, CLO3 & CLO4 |

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

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

Web Resources:

- www.wimmerdominick.com
- www.cengagebrain.com

Course Name: Entrepreneurship in Media

Course Code: JMC.561

Course type: Skill-based

Total Hours: 15

| L | T | P | C |
|---|---|---|---|
| 1 | 0 | 0 | 1 |

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: Understand the basic concepts of entrepreneur, entrepreneurship and its importance.

CLO2: Develop capabilities of preparing proposals for starting small businesses related to communication and media

CLO3: Know the availability of various institutional supports for making a new start-up related to communication and media

| Units/Hours | Contents | Mapping with CLOs |
|----------------|--|-------------------|
| I 4 Hours | <ul style="list-style-type: none">• 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 <p>Reflection: Discuss prospects of entrepreneurship with special reference to India.</p> | CLO1 |
| II 4 Hours | <ul style="list-style-type: none">• 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. <p>Reflection: Analyse various requirements of establishing a venture.</p> | CLO3 |
| III 3 Hours | <ul style="list-style-type: none">• Requirements for setting up a start-up related to Media <p>Reflection: Discuss requirements of setting up a start-up in media.</p> | CLO2 |
| IV 4 Hours | <ul style="list-style-type: none">• Analysis of recent successful media start-ups <p>Reflection: Analyse recent successful media start-ups.</p> | CLO2 |

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

Suggested Readings:

- Arora, R. (2008). Entrepreneurship and Small Business, Dhanpat Rai & Sons Publications.
- Chandra, P. (2018). Project Preparation, Appraisal, Implementation, Tata Mc-Graw Hills.

- Desai, V. (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.

Course Name: Comprehensive View of Mass Communication

Course Code: JMC.562

Course type: Discipline Enrichment Course

Total Hours: 30

| L | T | P | C |
|---|---|---|---|
| 2 | 0 | 0 | 2 |

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: List and analyze major developments in history of media

CLO2: Explain and analyze approaches of development communication.

CLO3: List and analyze major developments in advertising and public relations/corporate communication

CLO4: Discuss major media laws and ethical issues.

CLO5: Explain production techniques for radio and television.

CLO6: Evaluate latest trends of ICT in media.

CLO7: Discuss various approaches to communication research.

| Units/Hours | Contents | Mapping with CLOs |
|----------------|---|-------------------|
| I 7 Hours | <ul style="list-style-type: none">• Communication models and theories• History of media• Communication for Development and Social Change• Reporting and Editing <p>Reflection: Discuss various communication theories and history of media.</p> | CLO1 & CLO2 |
| II 8 Hours | <ul style="list-style-type: none">• Advertising scenario in India and abroad• Marketing Communication• Public Relations/Corporate Communication <p>Reflection: Compare the role and function of advertising and public relations.</p> | CLO3 |
| III 7 Hours | <ul style="list-style-type: none">• Media Laws and Ethics• Media Management• Production Techniques for Radio• Production Techniques for TV <p>Reflection: Discuss various media laws in India and production techniques of Radio and TV.</p> | CLO4 & CLO5 |
| IV 8 Hours | <ul style="list-style-type: none">• Latest trends of ICT in Media• Production for Web• Understanding Visual Communication & Cinema Studies• Advanced Communication Research <p>Reflection: List and compare latest trends of ICT in media and research.</p> | CLO6 & CLO7 |

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

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>

Course Name: Film Studies
Course Code: JMC.539
Course type: Elective
Total Hours: 45

| | | | |
|---|---|---|---|
| L | T | P | C |
| 3 | 0 | 0 | 3 |

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: Learn the history of cinema.

CLO2: Understand the language of film.

CLO3: Develop theoretical background of film studies.

CLO4: Apply grammar to practice of filmmaking.

| Units/Hours | Contents | Mapping with CLOs |
|-----------------|--|-------------------|
| I 12 Hours | History of Film: Origin, development of World and India films Reflection: Knowing about foundation of film studies | CLO1 |
| II 11 Hours | Film Language: Signs, syntax, forms, ingredients of cinema and form of digital Reflection: Understanding the film forms and impact of digital | CLO2 |
| III 11 Hours | Film Theories: Realism, German Expressionism and Film Noir, Psychoanalytic and Feminist Film Theory, & The Auteur Theory and Female Authorship Reflection: Critical analysis of various film theories | CLO3 |
| IV 11 Hours | Film Production: Cinematography, Direction, Production and Post-production Reflection: Hands-on practice for film production | CLO4 |

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

Suggested Readings:

- Arijon, D. (1991). Grammar of the Film Language (Reprint ed.). Silman-James Press.
- Barnwell, J. (2008). The Fundamentals of Film Making (0 ed.). AVA Publishing.
- Bartlett, Jenny.(2013) Practical Recording Techniques. Focal Press
- 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.
- Edgar, Robert.(2015).The language of Film. Bloomsbury: London.

- 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).
- Glebas, Francis.(2008) Directing the Story. Routledge
- Hayward, S. (2017). Cinema Studies: The Key Concepts (Routledge Key Guides) (5th ed.). Routledge.
- Huber, David Miles. (2010) Modern Recording Techniques. Focal Press
- 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.
- Kenworthy, C. (2011). Master shots (Vol. 1, 2, 3). Michael Wiese Productions.
- Kurosawa, A. (1983). Something Like An Autobiography (First Edition Thus ed.). Vintage.
- Lancaster, Kurt. (2011).DSLR Cinema, Crafting the Film Look with Video. Focal Press, 2011
- Lumet, S. (1996). Making Movies (Reprint ed.). Vintage.
- Mamet, D. (1992). On Directing Film (Reprint ed.). Penguin Books.
- Martin, R. (2009). The Reel Truth: Everything you didn't know you need to know about making an independent film. Farrar, Straus and Giroux.
- Mascelli, Joseph V. (1998) The Five C's of Cinematography. Los Angeles, CA: Silman James Press.
- Mayer, J. P. (2011). Sociology of Film - Studies and Documents. Stokowski Press.
- Monaco, James.(1977).How to Read a Film. Oxford University Press.
- Murch, W. (2020). In the Blink of an Eye, 2nd Edition: A Perspective on Film Editing (2nd ed.). Silman-James 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.
- Sikov,ed. (2010).Film studies and production. New York: Columbia university press.
- Thoraval, Y. (2001). Cinemas of India (1996–2000). South Asia Books.
- Villarejo, A. (2013). Film Studies: The Basics (2nd ed.). Routledge.
- Ward, Peter.(2013) Picture Composition for Film and Television. Burlington, MA: Focal Press.
- Wheeler, Paul.(2009) High Definition Cinematography. Burlington, MA: Focal Press

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/>

| | | | |
|----------|----------|----------|----------|
| L | T | P | C |
| 0 | 0 | 2 | 1 |

Course Name: Film Studies Practical

Course Code: JMC.540

Course type: Skill-based

Total Hours: 30

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: Produce and direct a short film.

CLO2: Analyse different genres of film.

| Units/Hours | Contents | Mapping with CLOs |
|--------------------|---|--------------------------|
| 30 Hours | <ul style="list-style-type: none"> • Various elements of various script writing, Directing, Cinematography, Producing, Production Design, Post-Production • Making a short film(fiction) • Analysis of films | CLO1 & CLO2 |

Transaction Mode: Indoor and Outdoor practical based tutorial.

Suggested Readings:

- Arijon, D. (1991). Grammar of the Film Language (Reprint ed.). Silman-James Press.
- Barnwell, J. (2008). The Fundamentals of Film Making (0 ed.). AVA Publishing.
- Bartlett, Jenny.(2013) Practical Recording Techniques. Focal Press
- Glebas, Francis.(2008) Directing the Story. Routledge
- Huber, David Miles. (2010) Modern Recording Techniques. Focal Press
- Hughes, M. (2012). Digital Filmmaking for Beginners: A Practical Guide to Video Production (1st ed.). McGraw-Hill Education TAB.
- Kenworthy, C. (2011). Master shots (Vol. 1, 2, 3). Michael Wiese Productions.
- Kurosawa, A. (1983). Something Like: An Autobiography (First Edition Thus ed.). Vintage.
- Lancaster, Kurt. (2011).DSLR Cinema, Crafting the Film Look with Video. Focal Press, 2011
- Lumet, S. (1996). Making Movies (Reprint ed.). Vintage.
- Mamet, D. (1992). On Directing Film (Reprint ed.). Penguin Books.
- Martin, R. (2009). The Reel Truth: Everything you didn't know you need to know about making an independent film. Farrar, Straus and Giroux.
- Mascelli, Joseph V. (1998) The Five C's of Cinematography. Los Angeles, CA: Silman James Press.
- Monaco, James.(1977).How to Read a Film. Oxford University Press.
- Murch, W. (2020). In the Blink of an Eye, 2nd Edition: A Perspective on Film Editing (2nd ed.). Silman-James Press.
- Proferes, N. (2008). Film Directing Fundamentals, Third Edition: See Your Film Before Shooting (3rd ed.). Focal Press.
- Sikov,ed. (2010).Film studies and production. New York: Columbia university press.
- Ward, Peter.(2013) Picture Composition for Film and Television. Burlington, MA: Focal Press.
- Wheeler, Paul.(2009) High Definition Cinematography. Burlington, MA: Focal Press

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/>

| | | | |
|---|---|---|---|
| L | T | P | C |
| 3 | 0 | 0 | 3 |

Course Code: JMC.566

Course Title: Documentary Production

Course Type: Elective

Total Hours: 45

Learning outcomes of the course:

➤ **Learners will be able to**

CLO1: Explain various approaches of documentary production.

CLO2: Classify and compare various stages of documentary and film production.

CLO3: Distinguish various documentary genres.

CLO4: Evaluate documentary as medium of Mass Communication

CLO5: Direct and produce a documentary

CLO6: Analyze various documentary promotion & distribution systems.

| Units/Hours | Contents | Mapping with CLOs |
|-----------------|---|-------------------|
| I 12 Hours | <p>Basics of Documentary Production</p> <ul style="list-style-type: none"> • Documentary- meaning, types and significance • Approaches of documentary production • Film, Society and Culture • Cinema-Verite and Observational Cinema <p>Reflection:</p> <ul style="list-style-type: none"> ❖ Analyze various documentary production approaches | CLO1, CLO3 & CLO4 |
| II 11 Hours | <p>Writing and Producing Documentary</p> <ul style="list-style-type: none"> • Research and <i>recce</i> in documentary • Concept and Synopsis Writing • Story Board and Shooting Script Writing • Process of documentary production <p>Reflection:</p> <ul style="list-style-type: none"> ❖ Practice writing concept, Synopsis and Shooting Script ❖ Draw Storyboard | CLO2 & CLO5 |
| III 11 Hours | <p>Art of Documentary Direction</p> <ul style="list-style-type: none"> • Introduction to Direction • Role and Responsibilities of Director • Visual Conceptualization and Cinematography • Post Production and Director: Rough Cut, Final Cut and Promo <p>Reflection:</p> <ul style="list-style-type: none"> ❖ Direct a Documentary | CLO5 |
| IV 11 Hours | <p>Basics of Documentary Screening</p> <ul style="list-style-type: none"> • Documentary distribution- types and issues • Promotion and Marketing of Documentary • Film Festivals: Regional, National and International • Film Appreciation and Discussion <p>Reflection</p> <ul style="list-style-type: none"> ❖ Analyze various distribution techniques ❖ Make a plan to promote a documentary ❖ Compare various film Festivals ❖ Practice Film Appreciation | CLO6 |

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

Suggested Readings:

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

Web Resources:

- www.thehoot.org
- www.indiantelevision.com
- www.cybercollege.com

| | | | |
|---|---|---|---|
| L | T | P | C |
| 0 | 0 | 2 | 1 |

Course Code: JMC.567

Course Title: Documentary Production Practical

Course Type: Skill-based

Total Hours: 30

Learning outcomes of the course:-

➤ **Learners will be able to**

CLO1: Evaluate various documentary formats

CLO2: Design a synopsis for a documentary.

CLO3: Develop various formats of documentary.

| Units/Hours | Contents | Mapping with CLOs |
|---------------|---|-------------------|
| I 30 Hours | 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 | CLO1, CLO2 & CLO3 |

Evaluation Criteria

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

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

Suggested Readings:

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

Web Resources:

- www.thehoot.org
- www.indiantelevision.com
- www.cybercollege.com

Semester-IV

Course Name: Dissertation

Course Code: JMC.600

Course type: Skill-based

| L | T | P | C |
|---|---|----|----|
| 0 | 0 | 40 | 20 |

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: Develop a research tool.

CLO2: Apply and test a media theory.

CLO3: Write a report.

CLO4: Propose a solution to research problem.

| Course | Contents | Mapping with CLOs |
|--------------|--|-------------------------|
| Dissertation | As the synopsis of the research study was completed in the third semester, in this semester, students will conduct the research study (including data collection and analysis wherever applicable) and submit the final report towards the end of the semester for evaluation. | CLO1, CLO2, CLO3 & CLO4 |

Course Name: Internship

Course Code: JMC.571

Course type: Skill-based

Total Hours: 180

| L | T | P | C |
|---|---|----|---|
| 0 | 0 | 12 | 6 |

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: Evaluate the functioning of media organization.

CLO2: Determine the skill required for media profession

| Course | Contents | Mapping with CLOs |
|---------------------------|---|-------------------|
| Internship (180 hours) | <p>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.</p> <p>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 the first week of February. A weekly-report performa will be given to every student, which the student will have to 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.</p> | CLO1&CLO2 |