

M.A .Mass Communication

Name of Program	Master of Arts in Mass Communication
Abbreviation	M.A
Duration	2 Years
Eligibility Criteria	Passed Bachelor Degree in any stream or equivalent Degree Programme from recognised university with 35% marks in SC and ST and 40% marks for Open and SEBC category
Objective of Program	The core objective of the MA Mass Communication programme is to prepare the students for productive career in mass media by providing an outstanding environment of teaching and research in the core and emerging areas of the discipline.
Program Outcome	<p>PO1 : Fundamental Knowledge Enrichment Program trains students with the core knowledge in the theories and concepts in the discipline of Journalism, Mass Communication and all the allied areas like Cinema, Advertising, Public Relations, specialized areas like Development Communication, International Communication. This will not only develop the theoretical base needed for the NET Exam but also makes students capable of using core concepts in the application in the media world.</p> <p>PO2 : Critical Thinking Development The program develops the critical thinking skills of the student about the issues and events of our society. It gives him an in-depth understanding of societal issues and solutions to them.</p> <p>PO3 : Advanced Writing and Translation Skills. The program trains students in writing and translation skills so as to enable them to write news reports, opinion pieces, and features and press notes. They are also taught to translate articles, press notes, and features.</p> <p>PO4 : Editing and Translation Skills: The program trains students in editing of news reports, writing headline, making layout and choosing photos and graphics. They independently produce a publication for themselves using computer software.</p> <p>PO5 : Writing for Radio and Radio Production Skills: The program trains students to write for radio: scripts for jock talk, radio features, news reports, interviews and so on and also to do audio editing, and sound production and design on the latest software.</p> <p>PO6 : Audio Visual Writing and Production Skills for Television and Short Films The program teaches students to write scripts for audio visual programmes: short films, news programmes, interviews and so on. Students are taught to shoot both outdoors and indoors and</p>

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edit programmes on software.

PO7: Dubbing Skills:

The program teaches students to do dubbing for television and film programmes.

PO8 : Project Report on any Media topic

Working on a project provides the candidates exposure of handling a real world issue in the media and gives them an insight into the demanding environment of the industry.

PO9 : Team Work and Leadership Development

Trains students to work in a team and also to take leadership of a short film production team.

PO10: Research Skills:

The programme trains students to work at research topic in the dissertation training him for a career in research in media studies.

PO11 : Verbal Communication:

The programme hones the verbal communication skills of students

PO12: Computer Skills:

The program trains students in all editing and production software on computers.

Program Specific Outcomes

PSO1 : Providing an in depth understanding of the mass media (print, television, radio, film and online media) in India.

PSO2: Developing a critical understanding of mass media: theory, functions, principles, history, ethics and legal aspects.

PSO3. Developing a deep insight into the current events and India's polity, economy, society, culture, sports, science and lifestyle issues.

PSO4. Facilitating understanding of advertising and public relations.

PSO5. Helping students develop writing skills: news reports, features, editorials, content for radio, television and digital media and translation skills.

PSO6. Honing the verbal communication skills of students.

PSO7. Developing enhanced production skills of students in radio and television programmes and knowledge of advanced dubbing and editing software.

PSO8. Developing ability to independently make short films.

PSO9. Creating a strong base for giving NET and JRF exam and for PhD Studies.

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Mapping between POs and PSOs	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9
	PO1								
	PO2								
	PO3								
	PO4								
	PO5								
	PO6								
	PO7								
	PO8								
	PO9								
	PO10								
	PO11								
PO12									

Medium of Instruction

English

Program Structure

Semester 1

Course Code	Title	Teaching per week		Course Credits	University Examination		Internal Marks	Total Marks
		Theory	Practical		Duration	Marks		
190113120 1010002	Introduction to Societal Issues	4	0	4	2 Hrs	70	30	100
190113120 1020002	Fundamentals of Mass Communication and Print Media	4	0	4	2 Hrs	70	30	100
190113120 1030002	Principles of Journalism and News Writing	4	0	4	2 Hrs	70	30	100
190113120 1040003	Computers Skills and Verbal Communication Skills(Practical)	4	0	4	2 Hrs	70	30	100
200113120 3020001	Cinema Studies Or Development Communication		4	4	2 Hrs	70	30	100
190113120 1060002	Term Paper	02		2		70	30	100
	Total	18	4	22				
Program Structure	Semester 2							
Course Code	Title	Teaching per week	Course Credit	University	Internal Marks	Total Marks		

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			s	Exa min atio n				
		Theory	Practi cal		Duration	Marks		
200113120 2010001	Constitution of India, Media Law and Ethics	4	0	2	3 Hrs	70	30	100
200113120 2040001	Print Media Skills (Practical)	4	0	2	3 Hrs	70	30	100
190113120 1050002	Reporting and Translation Skills (Practical)	4	0	2	3 Hrs	70	30	100
200113120 4050001	Fundamentals of Advertising and Public Relations	4	0	2	3 Hrs	70	30	100
210113120 4010002	Women and Media Or International Communication	0	4	2	3 Hrs	70	30	100
200113120 2060001	Term Paper	2			2 Hrs	70	30	100
	Total	18	4					
Progra m Structur e	Semester 3							
2001131 2030100 01	Communication Research	4	0	4	3 Hrs	70	30	100
2001131 2020300 01	Fundamentals of Radio Medium	4	0	4	3 Hrs	70	30	100
2001131 2030300 01	Fundamentals of Television Medium	4	0	4	3 Hrs	70	30	100
2001131 2030400 01	Radio Writing and Production Skills (Practical)	4	0	4	3 Hrs	70	30	100
2001131 2030500 01	Art of Anchoring and Dubbing(Practical) Or	4	0	4	3 Hrs	70	30	100
2101131 2040500 03	Skills in Public Relations (Practical)							
	Internship Project	0	3	3	2 Hrs	70	30	100
	Tota	20	10	30				

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Program Structure	Semester 4							
	Fundamentals of News Media	4	0	4	3 Hrs	70	30	100
2101131 2040500 03	Skills in New Media (Practical)	4	0	4	3 Hrs	70	30	100
2101131 2040400 02	Television Writing and Production Skills(Practical)	4	0	4	3 Hrs	70	30	100
2101131 2040500 02	Short Film Production(Practical)	4	0	4	3 Hrs	70	30	100
2001131 2030500 02	Photography and Photojournalism (Practical)							
2101131 2040500 03	Or Skills in Advertising(Practical)	4	0	4	3 Hrs	70	30	100
2101131 2040600 02	Dissertation	0	3	3	2 Hrs	70	30	100
	Total	20	10	30				

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M.A.Mass Communication 1st Semester

Course: 1901131201010002 Introduction to Societal Issues

Course Code	1901131201010002									
Course Title	Introduction to Societal Issues									
Credit	4									
Teaching per Week	4 Hrs									
Minimum weeks per Semester	15 (Including Classwork, examination, preparation, holidays etc.)									
Effective From	June 2021									
Purpose of Course	To give students an insight into general knowledge relevant in the Indian context.									
Course Objective	To give students knowledge of political science, public administration, sociology, and economics									
Course Outcomes	<p>CO1 Students will understand the basic framework of political science, public administration, economics and sociology that is needed for them to understand the society around them.</p> <p>CO2 With this framework they will be able to understand the context of the news and current happenings in the world around.</p>									
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9
	CO1									
	CO2									
Pre-requisite	Basic school level social studies knowledge.									

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Course Content	<p>Unit 1</p> <p>Concept of nation and state, theories of the state: liberal, neoliberal, marxist, pluralist, post-colonial and feminist; concepts: justice, equality, freedom, affirmative action, power, hegemony, legitimacy, rights, human rights, democracy: types, ideologies: liberalism, socialism, marxism, fascism, gandhism, indian and western political thought, india's freedom struggle: satyagraha, non-cooperation, civil disobedience, political system in india: salient features: democracy, election system, party system, legislature, executive, judiciary.</p> <p>Unit 2</p> <p>Union government administration: structure, functions, work processes, cabinet secretariat, PMO, central secretariat, ministries, departments, civil services, statutory institutions/ commissions: nitaiyog, EC, CAG, FC, UPSC, NCSC, NCST, NCW, NHRC, NCM, NBCC, CVC, CBI, NPC, Lokpal; PSU; state government administration, district administration; collector, local self-government: panchayati raj, municipal government.</p> <p>Unit 3</p> <p>Indian society: characteristics, salient features, impact of colonial rule, social background of Indian nationalism, protests and movements during the colonial period, concepts: social stratification, equality, feudalism, hierarchy, exclusion, poverty, deprivation, social movements, collective action: revolution, protest, religion, science, secularism, revivalism, fundamentalism, kinship: family, household, marriage, patriarchy; social change: agents of social change, social reforms, land reforms, caste system: features, problems, untouchability, dalits, tribals, class india; agrarian, middle class, working class.</p> <p>Unit 4</p> <p>Impact of British rule, Indian economy; features, economic development, green revolution, land reforms, agrarian relations, planning; models nehruvian, gandhian, public sector; finance ministry, reserve bank, union budget, subsidies, revenue, taxes, GST, RBI, treasury, concepts like poverty, growth, development, national income, GDP, per capita income, inflation, stagnation, price rise, unemployment, FDI, fiscal deficit, demonetisation, decentralized planning: 73rd and 74th constitutional amendments, structural reforms in 1990s: impact on indian economy, poverty alleviation schemes, NREGS.</p>
Reference Books	<ol style="list-style-type: none"> 1. Indian Polity, Governance and National Movement --- N D Arora 2. Indian Polity --- M Laxmikant 3. Magbook Indian Polity and Governance by Arihant Publication 4. Sociology of Indian Society -- Rao C. N. Shankar 5. Sociology: Basic Concepts---- H. K. Rawat 6. Indian EconomyBook--- Ramesh Singh 7. The Indian Economy Book ---Sanjiv Verma

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Teaching Methodology	Classwork, Discussion, Self-Study, Seminars and/or Assignment
Evaluation Method	30% Internal assessment based on class attendance, participation, class test, quiz, assignment, seminar, internal examination, etc. 70% External based on semester end University examination

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Course: 1901131201020002 Fundamentals of Mass Communication and Print Media

Course Code	1901131201020002									
Course Title	Fundamentals of Mass Communication and Print Media									
Credit	4									
Teaching per Week	4 Hrs									
Minimum weeks per Semester	15 (Including Classwork, examination, preparation, holidays etc.)									
Effective From	June 2021									
Purpose of Course	To give students an insight in the fundamentals of mass communication and print media									
Course Objective	To make the students knowledgeable about the basic concepts of communication, mass communication and the print media.									
Course Outcomes	<p>CO1 The student will get a fundamental understanding of the communication and mass communication concept.</p> <p>CO2 The student will understand the various model, hypothesis, theories of mass communication and news that developed over the years.</p> <p>CO3 Students will gain an understanding of the history of journalism in India.</p> <p>CO4 Students will understand the various government media units of the government, the various committees, commissions, and professional bodies pertaining to print media.</p>									
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9
	CO1									
	CO2									
	CO3									
	CO4									
Pre-requisite	Any basic degree and awareness of the media world									

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Course Content	<p>Unit 1</p> <p>Communication: concept, objectives, characteristics, process, types, barriers, 7Cs sadharanikaran concept; mass communication: concept, characteristics, functions, impact; types of mass media: press, radio, television, cinema, traditional, new and social media, communication models: advantages, disadvantages, Berlo Smcr, Aristotle, Schramm, Lasswell, Osgood & Schramm, Shannon & Weaver, Gerbener, Westley & Maclean, Lazarsfeld, Newcomb, Defleur, Riley & Riley, Barnlund.</p> <p>Unit 2</p> <p>News flow models: Mcnelly, theories of communication: hypodermic needle, limited effects, dependency, cultivation, agenda setting, uses and gratification, spiral of silence, interactive, psychological, individual differences and normative theories, media impact studies: impact on women, children, etc.</p> <p>Unit 3</p> <p>Ministry of I&B, media units at centre and states, (DAVP, PIB, RNI, etc), media policy pertaining to press, press commissions, wage boards 1956 and 1963, committees: Palekar, Bachawat, Manisana, Majithia, Maisuma, media ownership, management, control (corporate and political interests), media monopoly, changing role of editorial department, FDI in media, professional bodies; EGI, INS, ABC, AINEC, IJU, NUJ.</p> <p>Unit 4</p> <p>Development of newspapers and printing in India, phases in development of print media, 1780-1857, 1857-1900, 1900-1947, print media role in social reform and freedom movement, print media post 1947, press during emergency, profile of important journalists, brief history of Gujarati journalism: different phases, contribution of important journalists and newspapers.</p>
Reference Books	<ol style="list-style-type: none"> 1. Mass communication theory - Denis McQuail 2. Mass communication in India - Keval J. Kumar 3. Communication and media : studies in ideas, initiatives and institution - Angela Wadia 4. Introduction to journalism and mass communication - J.C. Chaudhary 5. Mass communication - Jitendra Singh 6. Fundamentals of mass media and communication - Meena Devi 7. Mass communication - theory and practices in the 21st century - Diwakar Sharma 8. Communication theories and models - Dr. N. Andale
Teaching Methodology	Classwork, Discussion, Self-Study, Seminars and/or Assignment
Evaluation Method	30% Internal assessment based on class attendance, participation, class test, quiz, assignment, seminar, internal examination, etc. 70% External based on semester end University examination

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Course: 1901131201030002 Principles of Journalism and News Writing

Course Code	1901131201030002										
Course Title	Principal of Journalism and News Writing										
Credit	4										
Teaching per Week	4 Hrs										
Minimum weeks per Semester	15 (Including Classwork, examination, preparation, holidays etc.)										
Effective From	June 2020										
Purpose of Course	To give the student an insight into journalism and all its aspects.										
Course Objective	To give the student an insight into the world of journalism and its various facets: reporting, feature writing, editorial writing and editing.										
Course Outcomes	<p>CO1 The student will have an indepth understanding of the concept of journalism and its various types.</p> <p>CO2 The student will know the working of a newspaper office and all aspects of news and its reporting.</p> <p>CO3 The student will know about a feature and the process of writing it.</p> <p>CO4 The student will have a good understanding of the concept and importance of editing and its importance in a newspaper</p>										
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	
	CO1										
	CO2										
	CO3										
	CO4										
Pre-requisite	Daily exposure to the news media										

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Course Content	<p>Unit 1</p> <p>Journalism: concept, principles, role, democracy and fourth estate, journalist: qualities, responsibility, types of journalism: yellow, citizen, alternative, development, tabloid, investigative, interpretive, etc., types based on beats, sports, life style, travel, fashion etc, newspaper office: departments, hierarchy, duties, coordination between departments, news: concept, news values, sources, types: hard, soft, predictable, unpredictable, page 3.</p> <p>Unit 2</p> <p>Reporting and interviewing for news, structure and styles of news writing; inverted pyramid, sand clock, feature, diamond, lead writing, types of lead, organising news story: selection of information, attribution, quote, background, context, kinds of reporting: crime, politics, civic, court, police, types of news stories: beat stories, feature stories, curtain raiser, hidden story, spot news, follow ups, sources: characteristics, importance, developing, press releases, conference, briefing; news agencies in India, reporting in news agency.</p> <p>Unit 3</p> <p>Features; concept, types: news, photo, travelogues, lifestyle, interviews, personality sketch, review, agony aunt, vox populi, timely, timeless, etc., process of feature writing: idea, data collection, processing, writing, structure of feature: headlines, lead and its types, use of pictures and graphics. ditorials: concept, objective, language, types, edit and op-ed page: content, layout, letters to the editor.</p> <p>Unit 4</p> <p>Editing: concept, importance, objective, elements, editorial department: hierarchy, duties of editorial staff, news editor, chief subeditor, sub editor, proof reader, translator, desk, distribution of work, editing jargon, news copy: types, sources, news flow, news coordination, rewriting, integrating copy, proof reading: concept, symbols, newspaper design, layout: concept, elements, types, use of graphics, charts, pictures, editing of special pages, headlines: purpose, types, techniques, style.</p>
Reference Books	<ol style="list-style-type: none"> 1. Key concepts in Journalism Studies - Bob Franklin, Martin Hamer 2. Modern Journalism: Report and Writing - Diwakar Sharma 3. Modern student journalism – Barun Roy 4. News writing – B.S. Goyal 5. Media management and development – Dr. Samir Kumar Singh 6. Reporting and Editing in Journalism- K. C. Sharma, Anupama Sharma Pathak
Teaching Methodology	Classwork, Discussion, Self-Study, Seminars and/or Assignment
Evaluation Method	30% Internal assessment based on class attendance, participation, class test, quiz, assignment, seminar, internal examination, etc. 70% External based on semester end University examination

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Course : 1901131201040003 Computer Skills and Verbal Communication Skills(Practical)

Course Code	1901131201040003									
Course Title	Computer Skills and Verbal Communication Skills(Practical)									
Credit	4									
Teaching per Week	4 Hrs									
Minimum weeks per Semester	15 (Including Classwork, examination, preparation, holidays etc.)									
Effective From	June 2021									
Purpose of Course	To develop communication skills in the student and computer skills for print media.									
Course Objective	To hone the students' communication skills and develop in him knowledge and usage of the software used in print media production.									
Course Outcomes	<p>CO1 The student will get an understanding of the use of computers in print media: usage of computers and software like Corel draw, Photoshop and Indesign</p> <p>CO2 The students will learn how to make layouts in the above software.</p> <p>CO3 The student will have honed his communication skills: presentation skills, public speaking skills, debates, story telling skills, extempore speech and so on.</p> <p>CO4 The student will be trained in how to face job interview.</p>									
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9
	CO1									
	CO2									
	CO3									
	CO4									
Pre-requisite	Basic knowledge of computers and basic communication skills.									
Course Content	<p>Unit 1 Gujarati and English typing Skills, MS Office, Word, Excel, Power Point</p> <p>Unit 2 Photoshop, coral draw, page maker/indesign/quark express.</p> <p>Unit 3 Presentation skills, extempore speech, debating, elocution skills</p> <p>Unit 4 How to appear at interviews, Anecdote and Story Telling, RJ talk, anchoring skills</p>									
Reference Books	<ol style="list-style-type: none"> 1. Desk Top Publishing: Bittu Kumar 2. Effective Communication Skills: Kumar Kulbhusan 3. Professional Communication Skills: Jain A K 									

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Teaching Methodology	Classwork, Discussion, Self-Study, Seminars and/or Assignment
Evaluation Method	30% Internal assessment based on class attendance, participation, class test, quiz, assignment, seminar, internal examination, etc. 70% External based on semester end University examination

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Course: 201131203020001 Cinema Studies

Course Code	201131203020001									
Course Title	Cinema Studies									
Credit	4									
Teaching per Week	4 Hrs									
Minimum weeks per Semester	15 (Including Classwork, examination, preparation, holidays etc.)									
Effective From	June 2021									
Purpose of Course	To give the students an insight into Cinema as medium of communication.									
Course Objective	To give students an insight into the various aspects of cinema and film making									
Course Outcomes	<p>CO1: Student will be able to understand the Cinema as a means of mass communication and gain an insight into its grammar.</p> <p>CO2: Student will be able to understand world cinema and national cinema.</p> <p>CO3: Student will be able to understand the process of film making from perspective to the audience.</p>									
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9
	CO1									
	CO2									
	CO3									
Pre-requisite	Interest in Cinema and film making.									

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Course Content	<p>Unit 1 Cinema; language, development from Lumiere to present day, how to read films, major film movements; Italian neo-realism, French New Wave, German Expressionism, Dogme 95, Japanese cinema, Third world cinema, Hollywood, film theories: marxist, feminist, structuralist, psychoanalyst, post colonial, realist, auteur, ideological, film criticism, appreciation, review, film genres.</p> <p>Unit 2 Indian cinema: silent era, classic era, golden era, new wave, mainstream, art, parallel, milestones, important films and their directors: Phalke, Satyajit Ray, Raj Kapoor, Gurudutt, Shyam Benegal, Mrinal Sen etc regional cinema: Bengali, Tamil, Telugu, Malayalam, Marathi, and Gujarati.</p> <p>Unit 3 Pre production: idea to script, story board, screenplay, shooting and editing schedules, Production: production team: structure and function, set design, shooting, frame, colour, balance, basics of camera movements, shot compositions, lighting techniques, different kinds of lights and their usage, reflectors, sound, technical terms, post-production: editing principles, devices, video and audio editing, cut, mix, dissolve, fade, special and digital effects, sound mixing, off line and online editing.</p> <p>Unit 4 Government policy pertaining to cinema, committees: Khosla, Patil, Cinematograph Act, CBFC, NFAI, FD, FTII, CFS, IFFI, film clubs, film festivals, short movies, documentaries, certification, marketing, distribution, branding, merchandising, rights and promotion, film society, film awards.</p>
Reference Books	<ol style="list-style-type: none"> 1. Beginning Film Studies - Andrew Dix 2. Film studies : The Basics - Amy Villarejo 3. Film Studies : The Essential Introduction - Sarah Casey Benyahia, Freddie Gaffney 4. Film Art and Introduction - David Bordwell, Kristin Thompson 5. What is Cinema? - Andre Barin, Hugh Gray, Jean Renoir 6. Key Concept in Cinema Studies - Susan Huyward
Teaching Methodology	Classwork, Discussion, Self-Study, Seminars and/or Assignment
Evaluation Method	30% Internal assessment based on class attendance, participation, class test, quiz, assignment, seminar, internal examination, etc. 70% External based on semester end University examination

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Course: 2101131204020002 Development Communication

Course Code	2101131204020002									
Course Title	Development Communication									
Credit	4									
Teaching per Week	4 Hrs									
Minimum weeks per Semester	15 (Including Classwork, examination, preparation, holidays etc.)									
Effective From	June 2021									
Purpose of Course	To provide an insight into specialised communication in the field of development communication.									
Course Objective	To give the student knowledge about the application of communication in specialised fields									
Course Outcomes	<p>CO1: The student will get an insight into the concept and development communication in the international and national context</p> <p>CO2: The student will understand how to apply these concepts in preparing a development communication strategy for a topical issue.</p>									
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9
	CO1									
	CO2									
Pre-requisite	Bachelors degree and a continual reading of news and views regarding developmental issues.									
Course Content	<p>Unit-1: Development: concept, definitions, approaches, problems, issues, indicators and paradigms, development and related concepts; growth, HDI, GDI, GEM, reason for underdevelopment, UN millennium goal, characteristics of developing countries.</p> <p>Unit 2: Development communication: concept, definition, process, models of Lerner, Schramm, Rogers and Shoemaker, Nair and White; barriers; social, cultural and economic, different media in development: small media, folk media, new media, development communication policy in India, action plan, democratic decentralisation democratic rights.</p> <p>Unit 3: Agricultural communication and rural development, genesis of agricultural extension, extension approach system, approach in agricultural communication, diffusion of innovation, model of agricultural extension, case studies of communication support to agriculture, development support communication: case studies in agriculture, health, environment, education communication.</p> <p>Unit 4: Development and rural extension agencies, Panchayati Raj, planning at national, state, regional, district, block and village levels, government and nongovernment organizations, macro-micro economic framework available for actual developmental activities,</p>									

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	case studies on development communication programs (UNICEF, WHO, CRY, SEWA)
Reference Books	<ol style="list-style-type: none"> 1. Information technology and development communication - Brijnath Singh 2. Development communication and journalism - Dr Subhesh Chand Sharma
Teaching Methodology	Classwork, Discussion, Self-Study, Seminars and/or Assignment
Evaluation Method	<p>30% Internal assessment based on class attendance, participation, class test, quiz, assignment, seminar, internal examination, etc.</p> <p>70% External based on semester end University examination</p>

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Course: 1901131201060002 Term Paper

Course Code	1901131201060002									
Course Title	Term Paper									
Credit	2									
Teaching per Week	2 Hrs									
Minimum weeks per Semester	15 (Including Classwork, examination, preparation, holidays etc.)									
Effective From	June 2021									
Purpose of Course	To enable the student to comprehend any relevant aspect of mass communication and journalism.									
Course Objective	To enable the student to gain insight in any current aspect of the journalism and mass media.									
Course Outcomes	CO1 The student will have the skills to comprehend aspects of mass media and journalism.									
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9
	CO1									
Pre-requisite	Library reading of books, magazines and newspapers and exposure to other media like Television, New Media and Radio									
Course Content	The student will write under the guidance of the faculty a paper a topic pertaining to journalism and mass communication.									
Reference Books	Newspapers, Magazines, Television channels, Radio and News Portals									
Teaching Methodology	Classwork, Discussion, Self-Study, Seminars and/or Assignment									
Evaluation Method	30% Internal assessment based on oral submission and of Term Paper. 70% External based Viva and submission of the Term paper.									

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M.A. Mass Communication 2nd Semester

Course: 2001131202010001 Constitution of India, Media Law and Ethics

Course Code	2001131202010001									
Course Title	Constitution of India, Media Law and Ethics									
Credit	4									
Teaching per Week	4 Hrs									
Minimum weeks per Semester	15 (Including Classwork, examination, preparation, holidays etc.)									
Effective From	June 2021									
Purpose of Course	The purpose of the course is to make the student knowledgeable about the Constitution of India, the laws pertaining to the media in India and media ethics.									
Course Objective	To make students acquainted with the basic tenets of the Indian Constitution, media laws and the ethical standards as applicable to media professionals.									
Course Outcomes	<p>CO1 Students will understand the basic structure of the Indian Constitution, fundamental rights and the structure of the Indian polity as envisaged in it.</p> <p>CO2 Students will be able to understand laws pertaining to the media, its impact of freedom of the citizen from the perspective of a journalist and media professional</p> <p>CO3 Students will understand the significance of ethical standards that are imperative for mass media and the specific code of conduct for a journalist.</p>									
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9
	CO1									
	CO2									
	CO3									
Pre-requisite	Basic interest in understanding Law and interest in the national polity									

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Course Content	<p>Unit 1</p> <p>Constituent assembly, Indian constitution: salient features, preamble, fundamental rights and duties, directive principles, Art 19 (1) (a) freedom of speech reasonable restrictions, vis a vis concept of privacy, Art 32 including PIL, emergency and media, theory of separation of power under constitution.</p> <p>Unit 2</p> <p>Concept of justice, law, punishment and fine, principles of natural justice, crime and civil wrong: concept, types, trends, criminal procedure (FIR, panchnama, chargesheet, bail, summons, arrest, warrant, cognizable and non-cognizable offences), types of punishment, current trends in crime and civil wrong, crimes against humanity, state, individual, women and children, offences like obstructing public officials, public tranquillity, sedition etc.</p> <p>Unit 3</p> <p>Brief history of press laws in India, contempt of court, contempt of legislature, parliamentary privileges, civil and criminal defamation, official secret act vis-a-vis RTI, copyright act, obscenity, PRB act, working journalist act, cinematograph act, prasarbharati act.</p> <p>Unit 4</p> <p>Media responsibility, accountability, code of conduct for journalists, media trial, fair trial, subjudice, privacy, sting operation, protection of sources, reporting of sexual crimes and communal violence, codes for radio, television, advertising and public relations, regulatory bodies: PCI, BCCC, NBA, IBF, ASCI.</p>
Reference Books	<ol style="list-style-type: none"> 1. Constitutional System in India: Continuity and Changes - Prof. H. G. Pant 2. Media laws and Indian constitution – Kundra S. 3. Indian Constitutional Documents. - Kanaiyalal Maneklal Munshi 4. Fundamental rights and constitutional Amendment - Dr. L. M. Singhvi 5. Mass media and Democracy - Nayyar Shamsi 6. Media Ethics and Laws - Naval Prabhakar, Narendra Basu
Teaching Methodology	Classwork, Discussion, Self-Study, Seminars and/or Assignment
Evaluation Method	30% Internal assessment based on class attendance, participation, class test, quiz, assignment, seminar, internal examination, etc. 70% External based on semester end University examination

Naval Prabhakar

Course: 2001131202040001 Print Media Skills (Practical)

Course Code	2001131202040001									
Course Title	Print Media Skills									
Credit	4									
Teaching per Week	4 Hrs									
Minimum weeks per Semester	15 (Including Classwork, examination, preparation, holidays etc.)									
Effective From	June 2021									
Purpose of Course	To train students in writing, editing and production of print media.									
Course Objective	To enable students in writing of editorials and features and editing of a newspaper.									
Course Outcomes	CO 1: The student will be able to write and editing for newspapers.									
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9
	CO1									
Pre-requisite	Regular reading and study of newspapers and magazines.									
Course Content	<p>Unit 1 Exercises in feature writing</p> <p>Unit 2 Exercises in editorial writing</p> <p>Unit 3 Practical work in production of newspaper pages.</p> <p>Unit 4 Practical work in production of magazine page.</p>									
Reference Books	. Desk Top Publishing: Bittu Kumar									
Teaching Methodology	Classwork, Discussion, Self-Study, Field Work, Assignment									
Evaluation Method	30% Internal assessment based on class attendance, participation, class test, quiz, assignment, seminar, internal examination, etc. 70% External based on semester end University examination									

Kalpana Das

Course: 1901131201050002 Reporting and Translation Skill (Practical)

Course Code	1901131201050002									
Course Title	Reporting and Translation Skill (Practical)									
Credit	4									
Teaching per Week	4 Hrs									
Minimum weeks per Semester	15 (Including Classwork, examination, preparation, holidays etc.)									
Effective From	June 2021									
Purpose of Course	To train students in reporting and translation skills									
Course Objective	Skill development in reporting and translation.									
Course Outcomes	CO1 Students will be able to do routine reporting independently CO2 Student will be able to do Translation of newspaper copy.									
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9
	CO1									
	CO2									
Pre-requisite	Reading of newspapers and newsmagazines									
Course Content	Reporting and Translation Skills (Practical) Unit 1 Field reporting and interviewing skills Unit 2 Exercises in writing news reports Unit 3 Exercises in translation of news reports and news agency copy. Unit 4 Exercises in translation of features and editorials									
Reference Books	1. News Writing - B.S. Goyal 2. Reporting and Editing in Journalism – K.C.Sharma, Anupam Sharma Pathak 3. English to Hindi/Gujarati Dictionary									
Teaching Methodology	Field work, Practical Work, Classwork, Assignment.									
Evaluation Method	30% Internal assessment based on field work, class attendance, participation, class test, quiz, assignments, internal examination, etc., 70% External based on semester end University practical examination									

Kalpana

Course : 2001131204050001 Fundamentals of Advertising and Public Relations

Course Code	2001131204050001									
Course Title	Fundamentals of Advertising and Public Relations									
Credit	4									
Teaching per Week	4 Hrs									
Minimum weeks per Semester	15 (Including Classwork, examination, preparation, holidays etc.)									
Effective From	June 2021									
Purpose of Course	To introduce the students to the fundamental concepts of advertising and Public relations									
Course Objective	Students understand the fundamental concepts of advertising and public relations									
Course Outcomes	<p>CO1: The student will understand the basics of advertising and will be able to apply this in the field</p> <p>CO 2: The student will understand the basics of public relations and will be able to apply this in the field</p>									
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9
	CO1									
	CO2									
Pre-requisite	Exposure to advertising in all media and reading of newspapers and magazines									

Kalpana Rao

Course Content	<p>Unit 1 Advertising: concept, objectives, types, role, function, criticism, benefits, advertising vis a vis communication, persuasion, marketing, marketing mix, propaganda, publicity, personal selling, sales promotion, public relations and advertising models: AIDA, DAGMAR, DRIP, Ehrenberg, VIPS checklist, DMP model, PLC, Maslow hierarchy of needs.</p> <p>Unit 2 Making of an ad; from creative brief to media scheduling, creative strategies; appeal, USP, brand image, positioning, personality, approaches/execution styles, advertising copy: types, headlines, text, and slogans, trademark, visualization: illustrations, colour, graphics and layout, advertising agency: structure, functions of departments, advertising campaign planning; market research, consumer behaviour, product analysis, media strategy, case studies in advertising, advertising awards.</p> <p>Unit 3 Public Relations: philosophy, concept, functions, misconceptions, PR vs. communication, public opinion, persuasion, propaganda, publicity, liaison, lobbying, spin, corporate communication, PRO: qualities, responsibilities, PR tools: news letter, house journal, brochure, posters, annual reports, corporate films, advertisements, press conference, grapevine, special events, speaking engagements, event etc, PR: types: media relations, employee relations, marketing PR; financial PR; community PR; tools and strategies.</p> <p>Unit 4 PR campaign planning; process and steps (case studies) PR during crisis/disaster management, PR in central, state government, writing for PR: press release, features, speech, background material, citizen charter, digital PR: need, methods, tools: social networks, online videos, content sharing, blogs, special-interest communities, RSS feeds, digital bazaar- Aegis Media, Publicis Groupe, measurement and monitoring methods, Integrating traditional PR with social media-web 2.0.</p>
Reference Books	<ol style="list-style-type: none"> 1. Journalism, advertisement and public relations - Shailendra Sengar 2. Introduction to advertising and public relations - Shipra Kundra 3. Advertising and public relations research - Jugenheimer 4. The practice of public relations - Wilfred Howard 5. Fundamentals of advertising public relations - Dhruv Sabarwal
Teaching Methodology	Classwork, Discussion, Self-Study, Seminars and/or Assignment
Evaluation Method	30% Internal assessment based on class attendance, participation, class test, quiz, assignment, seminar, internal examination, etc. 70% External based on semester end University examination

Kalpana

Course: 2101131204010002 Women and Media

Course Code	2101131204010002									
Course Title	Women and Media									
Credit	4									
Teaching per Week	4 Hrs									
Minimum weeks per Semester	15 (Including Classwork, examination, preparation, holidays etc.)									
Effective From	June 2021									
Purpose of Course	To give students an insight into women studies and the intersection of women and the media.									
Course Objective	To bring knowledge to the students of the significance of the women's issues and the role of the media in ameliorating it.									
Course Outcomes	<p>CO1: Students will understand the women's issues, at the global and Indian level, condition of women in India as also the way they are depicted in the media.</p> <p>CO2: Students will cognize the way research in women and media can be done.</p> <p>CO3: Students will be able to understand how women and their issues are depicted in various mass media.</p>									
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9
	CO1									
	CO2									
	CO3									
Pre-requisite	An interest in Indian society and gender issues.									

Kalpana Rao

Course Content	<p>Unit 1</p> <p>Women's studies: theoretical approaches; radical, marxist, socialist, liberal, concepts: feminism, patriarchy, gender equality, equity, parity, discrimination, empowerment, different waves: status of women in India: from ancient to modern, contribution of personalities: Raja Rammohan Roy, Phule, Ranade, Vidyasagar, Swami DayanandSaraswati, Periyar, Vivekananda etc,</p> <p>Unit 2</p> <p>Women's movements in India, ministry of women and child welfare, organizations, NCW, boards, legal perspective: regarding dowry, sexual assault, harassment, representation of women, sati, domestic violence, socioeconomic indicators of women's development, women's rights as human rights, efforts by UN in women's issues.</p> <p>Unit 3</p> <p>Terms: marginalization, exclusion, trivialization, legitimization, internalisation, objectification, globalisation and representation of women in advertisements; content analysis, discourse analysis, semiotics, structuralism, marxian, foucaultian approaches, sex role stereotype, femininity, male gaze, body image, impact on women and teenagers, representation in women's magazines and men's lifestyle magazines.</p> <p>Unit 4</p> <p>Representation in television serials, women in journalism, in cinema and advertisements</p>
Reference Books	<ol style="list-style-type: none"> 1. Gender Challenge - Bina Agarwal 2. Gender Inequality And Women's Empowerment - D. Pulla Rao 3. Gender Concern in South Asia.- ManjatBhatia, DeepliBhanot, NirmalayaSamanta.
Teaching Methodology	Classwork, Discussion, Self-Study, Seminars and/or Assignment
Evaluation Method	30% Internal assessment based on class attendance, participation, class test, quiz, assignment, seminar, internal examination, etc. 70% External based on semester end University examination

Or

Rajpana Rao

Course:2101131204020002 International Communication

Course Code	2101131204020002									
Course Title	International Communication									
Credit	4									
Teaching per Week	4 Hrs									
Minimum weeks per Semester	15 (Including Classwork, examination, preparation, holidays etc.)									
Effective From	June 2021									
Purpose of Course	To inculcate in the students an interest in International communication so as to prepare them for further studies in research and NET exam.									
Course Objective	To make students understand the significance of International Communication									
Course Outcomes	CO1: Student will be able to understand the significance of international communication. CO2: Student will be able to understand the process and approaches, of international communication.									
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9
	CO1									
	CO2									
Pre-requisite	Interest in international issues									
Course Content	<p><u>Unit 1:</u> International communication: concept, definition, political, economic and cultural dimensions; communication and information as a tool of equality and exploitation, international news flow, imbalance, media growth, disparities: international, national and regional.</p> <p><u>Unit 2:</u> Communication as a human right, UNO's Universal Declaration of Human Rights, international news agencies and syndicates, their organisational structures and functions, critic of western news values, international media institutions and professional organisations.</p> <p><u>Unit-3:</u> Impact of news communication technology in news flow, satellite communication, historical background, status, progress, effects, information super highways, international telecommunication and regulatory organisation, UNESCO's efforts in removal of imbalances in news flow, debate on new internal information and economic order,</p>									

Rajpanshu

	<p>MacBride commission's report, non-aligned news pool: working, success, failure.</p> <p><u>Unit 4:</u></p> <p>Democratisation of information flow and media systems, professional standards, telecommunication tariffs, information prompted cultural imperialism, criticism, violence against media persons, effects of globalisation on media systems and their functions, media imperialism, transnational media ownership and issues of sovereignty and security, international intellectual property rights.</p>
Reference Books	<ol style="list-style-type: none"> 1. International media communication in a global age - SourabhaVerma 2. International Media Studies- Divya C. McMillix 3. Global Communication: Theories, Stakeholders and Trends- Thomas McPhail 4. International Communication: Continuity and Change - DayaKishanThussu 5. International communication -a reader edited by DayaKishanThussu
Teaching Methodology	Classwork, Discussion, Self-Study, Seminars and/or Assignment
Evaluation Method	<p>30% Internal assessment based on class attendance, participation, class test, quiz, assignment, seminar, internal examination, etc.</p> <p>70% External based on semester end University examination</p>

Rajpansar

Course: 2001131202060001Term Paper

Course Code	2001131202060001									
Course Title	Term Paper									
Credit	4									
Teaching per Week	4 Hrs									
Minimum weeks per Semester	15 (Including Classwork, examination, preparation, holidays etc.)									
Effective From	June 2021									
Purpose of Course	To inculcate in the students an interest in issues pertaining to communication									
Course Objective	To make students understand the significance of understanding issues in communication.									
Course Outcomes	CO1: Student will be able to understand the significance of different issues and writing about them.									
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9
	CO1									
Pre-requisite	Interest in media and contemporary issues									
Course Content	The student will write a term paper on a relevant media topic									
Reference Books										
Teaching Methodology	Classwork, Discussion, Self-Study, Seminars									
Evaluation Method	30% Internal assessment based on class attendance, and oral presentation. 70% External based on submission and viva.									

Kalpana Das

M.A. Mass Communication:3rd Semester

Course:1901131203020001Communication Research

Course Code	1901131203020001									
Course Title	Communication Research									
Credit	4									
Teaching per Week	4 Hrs									
Minimum weeks per Semester	15 (Including Classwork, examination, preparation, holidays etc.)									
Effective From	June 2021									
Purpose of Course	To inculcate in the students an interest in communication research so as to prepare them for further studies in research (PhD) and a research scholars.									
Course Objective	To make students understand the significance of research and make them knowledgeable in Research Methodology.									
Course Outcomes	<p>CO1: Student will be able to understand the significance of research in society and understand the process of research.</p> <p>CO2: Student will be able to understand the process of research, the approaches, methods and methodology.</p> <p>CO3: Student will be able to write a research proposal for a dissertation and be able to undertake it under guidance of the faculty.</p>									
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9
	CO1									
	CO2									
	CO3									
Pre-requisite	Interest in research and communication research									

Malpana Das

Course Content	<p>Unit 1 Research: social science and mass communication research; concept, objectives, types, characteristics, method and methodology, reasoning: deductive and inductive, approaches (quantitative and qualitative), steps in research: topic selection, research questions and hypothesis, literature review, objectives, variables, research design, sampling, data collection, analysis and interpretation, concepts; reliability, validity.</p> <p>Unit 2 Qualitative research method – field observations, focus groups, in-depth interviews, case studies; quantitative method: survey, descriptive survey, analytical survey, content analysis – definitions, steps, sampling: types probability and non probability, sample size, sampling error.</p> <p>Unit 3 Introduction to statistics – basic statistical procedure; descriptive statistics: central tendencies, mean, median, mode, frequency distribution, inferential statistics: co-efficient of correlation, standard deviation, tests of significance (T-test, Anova).</p> <p>Unit 4 Application of media research: print media (circulation studies, etc) electronic media (TRPs,) advertising (pre testing, post testing) public relations, internet, writing of research proposal/research report/thesis, ethics in research.</p>
Reference Books	<ol style="list-style-type: none"> 1. Communication research - John and Sandy Hutchesor 2. Research methodology – Dr. A.K. Phophalia 3. Mass media research – Roger D. Wimmer, Joseph R. Dominick 4. Communication research – a half century appraisal - Danial Lerner
Teaching Methodology	Classwork, Discussion, Self-Study, Seminars and/or Assignment
Evaluation Method	30% Internal assessment based on class attendance, participation, class test, quiz, assignment, seminar, internal examination, etc. 70% External based on semester end University examination

Kalpana Rao

Course: 2001131202030001 Fundamentals of Radio Medium

Course Code	2001131202030001									
Course Title	Introduction to Radio Media									
Credit	4									
Teaching per Week	4 Hrs									
Minimum weeks per Semester	15 (Including Classwork, examination, preparation, holidays etc.)									
Effective From	June 2021									
Purpose of Course	To give students and overview of the radio medium and the knowledge so that they can use this knowledge in the practical aspect of making radio programmes									
Course Objective	To train students in the theory of radio so that it forms a strong base for the practical work.									
Course Outcomes	<p>CO 1 The student will have a strong base in the theory aspect of the radio medium</p> <p>CO 2 The student will be able to use this strong base in the the application when they work for radio medium</p>									
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9
	CO1									
	CO2									
Pre-requisite										

Rajpama Rao

Course Content	<p>Unit 1 Development of radio in India and world, introduction and growth of akashwani, vividhbharati, community radio, private (FM) radio channels; guidelines,role,functions, objectives,government policy regarding broadcasting, committees: Chanda, Verghese, Joshi,SenGupta, formation of PrasarBharati, code of broadcasting, introduction of satelite radio,web radio, radio from across borders: Radio Ceylon, BBC, VOA.</p> <p>Unit 2 Radio as a medium of mass communication, elements, characteristics, radio programme genres,format, radio rural forum, news, news feature, announcement, radio interviews,talk show,drama,phone-in, news reel,documentry, radio magazine, advertisement, music programme, link, narration, jingal, promo, jock talk, sparkler, signature tuneetc,language, vocabulary and grammar ofradio, radio programme:concept, idea, research, script,practicalexercises of in basic writing skill of radio.</p> <p>Unit 3 Sound and voice : All India Radio hierarchy, radio production team, structure and function,introduction to sound, types of sound: natural, ambient, recorded, sound effects, radio terminology,voice modulation, moderating skills for radio discussion programmes, handling interactive live transmission,practicalexercises in voice over andvoice modulation.</p> <p>Unit 4 Productionand post production: audio studio, recording equipment, microphones: types, uses, process of radio programme production:basic of audio recording, dubbing and mixing technique, field recording skills, non liner editing,practical exercisesinbasicaudio recording.</p>
Reference Books	<ol style="list-style-type: none"> 1. Radio in New Avatar AM To FM - Dr.AmrishSwana 2. Key Concept in Radio Studies.- Hugh Chignell 3. Radio Broadcasting Journalism in India - J. David 4. Radio, TV & Broadcast Journalism - R,K, Ravidran 5. Writing and Reporting for Radio - Henry Tenenbaum 6. Radio and Television Journalism – K. M. Srivastava
Teaching Methodology	Classwork, Discussion, Self-Study, Seminars and/or Assignment
Evaluation Method	30% Internal assessment based on class attendance, participation, class test, quiz, assignment, seminar, internal examination, etc. 70% External based on semester end University examination

Kalpana Rao

Course: 2001131203030001 Fundamentals of Television Medium

Course Code	2001131203030001									
Course Title	Introduction to Television Medium									
Credit	4									
Teaching per Week	4 Hrs									
Minimum weeks per Semester	15 (Including Classwork, examination, preparation, holidays etc.)									
Effective From	June 2021									
Purpose of Course	The purpose of this course is to give insight the student with television medium.									
Course Objective	The student will be given knowledge into the theoretical aspects of television medium and the practical aspects of television production.									
Course Outcomes	<p>CO1: Student will be able to understand television as a medium of communication.</p> <p>CO2: Student will be able to understand various aspects of television medium in the Indian context.</p> <p>CO3: Student will be able to prepare television programmes from ideation to post production.</p>									
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9
	CO1									
	CO2									
Pre-requisite	Viewing of Television programmes									

Kalpana Rao

Course Content	<p>Unit-1</p> <p>Development of television in the world and India, Doordarshan; genesis, growth, guidelines, role, functions and objectives, introduction of satellite communication, cable tv, video boom, private television channel in India, web television, national broadcast trust, Joshi committee. SITE, STEP, Kheda, Pij.</p> <p>Unit-2</p> <p>Television; mass medium, visual communication, grammar, vocabulary, elements, characteristics, programme genres, format, news, news gathering, breaking news, news reports, documentary, interviews, discussions, chat shows, video spot, telefilms; pre production: idea to script, research, visualization, story board, shooting and editing schedules, practical exercises of story board, basic writing skills.</p> <p>Unit-3</p> <p>Production: production team: structure and function, studio: layout and equipment, set design, shooting, frame, colour, balance, basics of camera movements, shot compositions, single and multi-camera set-up, lighting techniques, different kinds of lights and their usage, reflectors, sound, use of tele prompter, cue cards, technical terms, facing camera.</p> <p>Unit-4</p> <p>Post-production: editing principles, devices, video and audio editing, cut, mix, dissolve, fade, special and digital effects, sound mixing, off line and online editing.</p>
Reference Books	<ol style="list-style-type: none"> 1. Television field products and reposting - Frederick Shook 2. Radio and television journalism - Meena Devi 3. TV news: building a career in broadcast journalism - Ray White 4. Television drama: theories and identities - Sue Thronham and Tony Purvis 5. टेलीविजन पत्राकारिता सिद्धांत एवं तकनीक - लेखक :- डॉ. इंद्रजीत एम् मधुलिका शर्मा
Teaching Methodology	Classwork, Discussion, Self-Study, Seminars and/or Assignment
Evaluation Method	<p>30% Internal assessment based on class attendance, participation, class test, quiz, assignment, seminar, internal examination, etc.</p> <p>70% External based on semester end University examination</p>

Kalpana Rao

Course: 2001131203040001 Radio Writing and Production Skills

Course Code	2001131203040001									
Course Title	Radio Writing and Production Skills									
Credit	4									
Teaching per Week	4 Hrs									
Minimum weeks per Semester	15 (Including Classwork, examination, preparation, holidays etc.)									
Effective From	June 2021									
Purpose of Course	To train the student in skills of radio writing and production.									
Course Objective	To train students in skills to work in the radio medium and to independently make programmes.									
Course Outcomes	CO1: The student will be trained in writing for radio, doing Jock Talk, producing programmes.									
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9
	CO1									
Pre-requisite	Aptitude for audio medium and listening to radio medium									
Course Content	<p>Unit 1 Writing for radio programmes: basic principles of radio writing, spoken language, usage of sound and sound effects, illustrating copy with sound effects, usage of radio grammar, news writing,</p> <p>Unit 2 Samachrabhaag, announcement, interview, link, feature writing, documentary writing, skit, entertainment programme script writing, commercials, jock talk, sparklers, subject specialized programme writing, voice training and modulation.</p> <p>Unit 3 Radio programme production: basics of audio recording, microphone usage, dubbing and mixing technique, Usage of software, usage various sound and sound effects in editing, field recording skills, non liner editing.</p> <p>Unit 4 Exercises in Production</p>									
Reference Books	<p>Radio</p> <p>1-Media Production : A Practical Guide To radio and TV - Willett Amanda, T and F India</p> <p>2 - Producer to Producer - Maureen A. Ryan</p>									
Teaching Methodology	Classwork, Discussion, Self-Study, Seminars and/or Assignment									
Evaluation Method	30% Internal assessment based on class attendance, participation, class test, quiz, assignment, seminar, internal examination, etc. 70% External based on semester end University examination									

Rajana Das

Course : 2001131203050001 Art Of Anchoring and Dubbing(Practical)

Course Code	2001131203050001									
Course Title	Art Of Anchoring and Dubbing (Practical)									
Credit	4									
Teaching per Week	4 Hrs									
Minimum weeks per Semester	15 (Including Classwork, examination, preparation, holidays etc.)									
Effective From	June 2021									
Purpose of Course	To train students in anchoring and dubbing.									
Course Objective	To train students in all aspects of anchoring and dubbing.									
Course Outcomes	CO1: Skill development in anchoring CO2: Skill development in dubbing									
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9
	CO1									
	CO2									
Pre-requisite										
Course Content	<p>Art of Anchoring and Dubbing(Practical)</p> <p>Unit 1 Know your voice, detailed study of method of voicing, voice modulation, basic skill of news presentation (tv and radio), RJ mention,</p> <p>Unit 2 Announcement, anchoring for fm and vividhbharti , anchoring (radio and tv), studio and outdoor interview skill, panel discussion skill, commercial, voice over, storytelling, pitch play, conduct different types of programme like agricultural, science, sports, women and children Exercises in anchoring</p> <p>Unit 3 Dubbing:Scope for voicing, lipsync, time scheduling, using subtitle, recording.</p> <p>Unit 4 Exercises in dubbing</p>									
Reference Books	<p>Anchoring</p> <p>1 - Anchoring - Brain M fagan 2 - Anchoring : All techniques for all bottoms - Don Bamford 3 - Creative Anchoring - Chasing the horizon 4 - News Anchoring - Richa Jain Kalra</p>									

Rajpansar

	Dubbing 1 - Dubbing, film and performance : uncanny encounters - Charlotte Bosseaux 2 - Dubbing and subtitling - gilbert fong 3 - Reassessing Dubbing - Irene Ranzato, serenellaZanoti 4 - Audio visual Translation : Dubbing - Frederic Chaume
Teaching Methodology	Classwork, Discussion, Self-Study, Seminars and/or Assignment
Evaluation Method	30% Internal assessment based on class attendance, participation, class test, quiz, assignment, seminar, internal examination, etc. 70% External based on semester end University examination

Or

Kalpana Das

Course: 2101131204050003 Skills in Public Relations

Course Code	2101131204050003									
Course Title	Skills in Public Relations (Practical)									
Credit	4									
Teaching per Week	4 Hrs									
Minimum weeks per Semester	15 (Including Classwork, examination, preparation, holidays etc.)									
Effective From	June 2021									
Purpose of Course	To train students in the practical aspects of public relations.									
Course Objective	To train students in all aspects of public relations									
Course Outcomes	<p>CO1: Skill development in writing press notes, newsletters, coordinating articles, features and photographs for the media.</p> <p>CO2: Skill development in organizing a press conference</p> <p>CO3: Skill development in internal communication.</p>									
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9
	CO1									
	CO2									
	CO3									
Pre-requisite	Reading of newspapers and newsmagazines. Basic command over language									
Course Content	<p>Unit 1</p> <p>Writing skills: newsletter, house journal, brochures etc.</p> <p>Unit 2</p> <p>Writing skills: backgrounder, press note, features, etc.</p> <p>Unit 3</p> <p>Production skills: newsletter, house journal, brochure, notice board,</p> <p>Unit 4</p> <p>Practical exercises: speaking skills and organising skills for press briefing/ press conference/ events.</p>									
Reference Books	<ol style="list-style-type: none"> Public Relations: Cutlip and Centre Advertising and public relations research - Jugenheimer 									

Rajpanahar

	3. The practice of public relations - Wilfred Howard
Teaching Methodology	Classwork, Discussion, Self-Study, Seminars and/or Assignment
Evaluation Method	30% Internal assessment based on class attendance, participation, class test, quiz, assignment, seminar, internal examination, etc. 70% External based on semester end University examination

Malpanadas

Internship Project

Course Code																					
Course Title	Internship Project																				
Credit	2																				
Teaching per Week	2 Hrs																				
Minimum weeks per Semester	15 (Including Classwork, examination, preparation, holidays etc.)																				
Effective From	June 2021																				
Purpose of Course	To train the student in applying concepts learnt in all 3 semesters in a field project																				
Course Objective	To enable student to apply theory concepts in field situations																				
Course Outcomes	CO 1: Students will be able to apply concepts learnt in real life situations																				
Mapping between COs with PSOs	<table border="1" style="width: 100%; text-align: center;"> <thead> <tr> <th></th> <th>PSO1</th> <th>PSO2</th> <th>PSO3</th> <th>PSO4</th> <th>PSO5</th> <th>PSO6</th> <th>PSO7</th> <th>PSO8</th> <th>PSO9</th> </tr> </thead> <tbody> <tr> <td>CO1</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	CO1									
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9												
CO1																					
Pre-requisite																					
Course Content	Students will do a project on a relevant topic.																				
Reference Books	The books relevant to the topic will be individually suggested to the student.																				
Teaching Methodology	Classwork, Discussion, Self-Study, Seminars and/or Assignment																				
Evaluation Method	30% Internal assessment based on class attendance, participation, class test, quiz, assignment, seminar, internal examination, etc. 70% External based on semester end University examination																				

Kalpana Rao

Mass Communication:4th Semester

Fundamentals of New Media

Course Code																																																			
Course Title	Fundamentals of New Media																																																		
Credit	4																																																		
Teaching per Week	4 Hrs																																																		
Minimum weeks per Semester	15 (Including Classwork, examination, preparation, holidays etc.)																																																		
Effective From	June 2021																																																		
Purpose of Course	To introduce the student to the latest media: new/social/digital/online media both the theoretical and the practical aspects of it.																																																		
Course Objective	To enable the student to understand ne/social/online/digital media so as to work in this emerging area.																																																		
Course Outcomes	<p>CO1: Students will understand the web and social media; the concept and impact on society.</p> <p>CO2: Students will be able to understand the concept of social media networks and the significance of blogging.</p> <p>CO3: Students will be able to understand online journalism and citizen journalism.</p> <p>CO4: Students will be able to understand ethics pertaining to citizen journalism.</p>																																																		
Mapping between COs with PSOs	<table border="1"> <thead> <tr> <th></th> <th>PSO1</th> <th>PSO2</th> <th>PSO3</th> <th>PSO4</th> <th>PSO5</th> <th>PSO6</th> <th>PSO7</th> <th>PSO8</th> <th>PSO9</th> </tr> </thead> <tbody> <tr> <th>CO1</th> <td style="background-color: #cccccc;"></td> <td style="background-color: #cccccc;"></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <th>CO2</th> <td style="background-color: #cccccc;"></td> <td style="background-color: #cccccc;"></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <th>CO3</th> <td style="background-color: #cccccc;"></td> <td style="background-color: #cccccc;"></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <th>CO4</th> <td></td> <td style="background-color: #cccccc;"></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	CO1										CO2										CO3										CO4									
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9																																										
CO1																																																			
CO2																																																			
CO3																																																			
CO4																																																			
Pre-requisite	General awareness about internet and social media.																																																		

Rajpaula Rao

Course Content

Unit 1

Internet:concept, history, development and growth, new media: concept, definition, charecteristics, advantages, new media and mass media, knowledge society, public sphere, community media, participatory communication and media, keywords,SEO, permalink (URL), meta tags, analytics.

Social Media: social sharing and social networking, social media: concept, definition, history, growth, development, characteristics, impact, advantages, drawbacks, optimization, types, facebook,twitter, youtube, google plus, linkedin, pinterest, quora, whats app, instagram, fake news and photos on social media: impact and precautions.

Unit 2

Blogging:web 2.0,definition, concept, origins, modernisation, types, community and cataloging, blog search engines, blogging communities, blog content strategy, blog audience, blogging in India, video blogging, social blogging, micro blogging,defamation, liability, employment, content writing for blogging.

Social networking: features, types, emerging trends, future, power and value, mobile social networking, URLshortners, measuring, social media performance,e-mail marketing, livestreaming, content writing for social networking.

Unit 3

Online Journalism:definition, charateristics,changing landscape: newspapers and broadcast outlets on the web, online tools to manage text : links, photos, maps, audio, video, viral content, online journalism in india,e-Governance

Citizen journalism:definition,concept, history, citizen journalists,citizen media, criticism,immediacy, interactivity, univercility feature of online journalism, political dangers, personal safety.

Unit 4

Online Reporting:news blog, blogsphere,website, hypertext, multimedia, language and style, pod cast and web cast, tools for news gathering, wiki news, fake news; usage and impact in politics,economic and social forum (case studies), e-journalist; challenges, e- books, e- publishing, content writing for online reporting.

Ethics in online journalism:obscenity, piracy, copyright, libel, cyber crimes and cyber law, national ICT policy act 2000, MLM online scam, email scam. copyleft and open source, fake news, privacy, plagiarism, porn, cyber bully, net war, cyber terrorism, cyber conflicts, fraudshacking.

Kalpana Rao

Reference Books	<ol style="list-style-type: none"> 1. Cyber media journalism – Jagadish Chakravarthy 2. Social media marketing – Paul Martin , Thomas Ericson 3. New media – Anna Everett 4. Social media: - a critical introduction - Christian Fuchs. 5. Digital media and weblog journalism - Arvind Kumar 6. Online journalism:a basic text - Tapas Roy 7. Digital broadcasting journalism author:- Jitendra Kumar Sharma 8. Digital media – T.K. Ganesh
Teaching Methodology	Classwork, Discussion, Self-Study, Seminars and/or Assignment
Evaluation Method	30% Internal assessment based on class attendance, participation, class test, quiz, assignment, seminar, internal examination, etc. 70% External based on semester end University examination

Malpana Das

Course:2101131204050003 Skills in New Media (Practical)

Course Code	2101131204050003									
Course Title	Skills in New Media (Practical)									
Credit	4									
Teaching per Week	4 Hrs									
Minimum weeks per Semester	15 (Including Classwork, examination, preparation, holidays etc.)									
Effective From	June 2021									
Purpose of Course	To introduce the student to practical aspects of the theory learnt in the P 16 regarding the new media.									
Course Objective	To enable the student to do the practical aspects new/social/online/digital media so as to work in this emerging area.									
Course Outcomes	<p>CO1:Students will learn to prepare websites, and create content for websites.</p> <p>CO2:Students will be able to engage in the social networks and do blogging.</p> <p>CO3:Students will be able to do online journalism and citizen journalism.</p>									
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9
	CO1									
	CO2									
	CO3									
Pre-requisite	General awareness about internet and social media.									
Course Content	<p>Unit 1 Practical exercises in preparing a news blog and an audio blog</p> <p>Unit 2 Practical exercises in preparing a you tube channel</p> <p>Unit 3 Practical exercises in preparing a video blog</p> <p>Unit 4 Practical exercises in preparing online magazine and content writing for social networking sites.</p>									

Rajpama Das

Reference Books	<ol style="list-style-type: none"> 1. Cyber media journalism – Jagadish Chakravarthy 2. Social media marketing – Paul Martin , Thomas Ericson 3. New media – Anna Everett 4. Social media: - a critical introduction - Christian Fuchs. 5. Digital media and weblog journalism - Arvind Kumar 6. Online journalism:a basic text - Tapas Roy 7. Digital broadcasting journalism author:- Jitendra Kumar Sharma 8. Digital media – T.K. Ganesh
Teaching Methodology	Classwork, Discussion, Self-Study, Seminars and/or Assignment
Evaluation Method	30% Internal assessment based on class attendance, participation, class test, quiz, assignment, seminar, internal examination, etc. 70% External based on semester end University examination

Kalpana Rao

Course: 2101131204040002 Television Writing and Production Skills(Practical)

Course Code	2101131204040002									
Course Title	Television Writing and Production Skills (Practical)									
Credit	4									
Teaching per Week	4 Hrs									
Minimum weeks per Semester	15 (Including Classwork, examination, preparation, holidays etc.)									
Effective From	June 2021									
Purpose of Course	To train students in television writing and production skills.									
Course Objective	To train students in writing for television, production and post production skills.									
Course Outcomes	CO1: Developing in students skills in Television Writing and Production Skills									
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9
	CO1									
Pre-requisite										
Course Content	<p>Unit 1 Writing for television programmes: basic principles of television writing, visual language, dope sheet writing, story formation, script writing, screenplay, story board,</p> <p>Unit 2 Writing news, interview, link, feature writing, documentary writing, skit, entertainment programme script writing, commercials, sitcom, subject specialized programme writing.</p> <p>Unit 3 Production for television: shooting, frame, basics of camera movements, shot compositions, lighting techniques, different kinds of lights and their usage, using reflectors, facing camera. Exercises in production</p> <p>Unit 4 Video editing, audio video editing, principles of editing, cut, mix, dissolve, fade, special and digital effects, sound mixing, off line and online editing. Exercises in editing</p>									
Reference Books	<p>Television Production</p> <p>1 - Television Programme Production - Subhash Sharma, Vibha Malhotra 2 - Effective TV Production - Gerald Millerson 3 - Production Design - Visual Design for Film and Television : Peg McClellan 4 -Television Production - Jim Owens</p>									

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	<p>Producing for TV and Emerging Media : Dustin Marrow, Kacey Marrow</p> <p>5- Directors Tells the story - Bethany Rooney, Mary Lou Belli 6 - Running the Show(the assistant guide to being a First Assistant Director) - Liz Gill</p>
Teaching Methodology	Classwork, Discussion, Self-Study, Seminars and/or Assignment
Evaluation Method	30% Internal assessment based on class attendance, participation, class test, quiz, assignment, seminar, internal examination, etc. 70% External based on semester end University examination

Kalpana Rao

Course: 2101131204050002 Short Film Production (Practical)

Course Code	2101131204050002									
Course Title	Short Film Production (Practical)									
Credit	4									
Teaching per Week	4 Hrs									
Minimum weeks per Semester	15 (Including Classwork, examination, preparation, holidays etc.)									
Effective From	June 2021									
Purpose of Course	To impart practical training to the students in short film production									
Course Objective	To impart to the students training in Short Film Production so that they can independently make short films									
Course Outcomes	CO1 To inculcate in students skills in short film production: writing skills, production and post production.									
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9
	CO1									
Pre-requisite	Viewing of short films and films in general									
Course Content	<p>Short Film Production(Practical)</p> <p>Unit 1</p> <p>Pre production: basics of story, structure, concept development, storytelling elements, theme, plot, characters, character development, dialogue, synopsis, script, story board and subtitle.</p> <p>Unit 2</p> <p>Production: cameras; parts, classification and comparison, mechanism of aperture, shutter shot composition, shot angle, camera angle, lighting arrangement, usage of outdoor and indoor lighting, white balance, images transport, lenses and camera operation, set design, prop and basic skills of direction.</p> <p>Unit 3</p> <p>Post production: principles of editing, audio video editing, editing devices, basics of photo editing, software, basic movie editing, movie editing software, dubbing, mixing and different types of editing. Marketing of film on social media and film festivals.</p> <p>Unit 4</p> <p>Exercises in making of short film</p>									
Reference Books	<p>1 Making Short Films: The Complete Guide from Script to Screen - Clifford Jhurlow</p> <p>2 How Not to Make a Short Film - Robert Marie Munroe</p> <p>3 The Short Screenplay: Your Short Film from Concept to Production - Dan Gurskis</p> <p>4- Writing Short Film Scripts - Paul Kooperman</p>									

Rajpana

Teaching Methodology	Discussion, Field Assignment
Evaluation Method	30% Internal assessment based on class attendance, participation, class test, quiz, assignment, seminar, internal examination, etc. 70% External based on semester end University examination

Kalpana Rao

Course:2001131203050002 Photography and Photojournalism

Course Code	2001131203050002									
Course Title	Photography and Photojournalism (Practical)									
Credit	4									
Teaching per Week	4 Hrs									
Minimum weeks per Semester	15 (Including Classwork, examination, preparation, holidays etc.)									
Effective From	June 2021									
Purpose of Course	To impart practical training to the students in photography and photojournalism									
Course Objective	To impart to the students training in in photography so that they can independently work as photographers and photojournalists									
Course Outcomes	CO1To inculcate in students skills in so that they can make careers and photographers and photojournalists									
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9
	CO1									
Pre-requisite	Viewing of photographs and familiarity with camera.									
Course Content	<p>Photography and Photojournalism (Practical)</p> <p>Unit 1 Cameras; classification, comparison of different types, mechanism of aperture, shutter, camera body, view finder,shots composition, angle, camera angle, lighting arrangement and usage of outdoor and indoor lighting, white balance,images transport, lenses and camera operation,practical exercises in photography andphoto editing software</p> <p>Unit 2 Exercises in photography</p> <p>Unit 3 Significance of photos in journalism, writing captions, learn, recognize, verbalize and employ the qualities of storytelling images, producing a photo story, preparation/research, legwork, photography technique, editing technique, crafting of images through exposure, lens, composition, moment and light, Learn how to take quality photos, edit photos in latest software.</p> <p>Unit 4 Exercises in photojournalism</p>									
Reference Books	<ol style="list-style-type: none"> 1. Photojournalism – PoorvaTriksa 2. Photojournalism - David Herrod 3. Photojournalism and communication technology - Pankaj Sethi 4. The Art of Photography - Bruce Barnbaum 5. Photography --- Susan Sontag 									

Rajana Das

Teaching Methodology	Field Assignment
Evaluation Method	30% Internal assessment based on class attendance, participation, class test, quiz, assignment, seminar, internal examination, etc. 70% External based on semester end University practical examination

Rajpapakas

Course: 2101131204050003 Skills in Advertising

Course Code	2101131204050003									
Course Title	Skills in Advertising									
Credit	4									
Teaching per Week	4 Hrs									
Minimum weeks per Semester	15 (Including Classwork, examination, preparation, holidays etc.)									
Effective From	June 2021									
Purpose of Course	To enable students to understand how to get students to understand how to do the practical aspects of advertising.									
Course Objective	To enable students to understand how to prepare advertisements.									
Course Outcomes	CO1: The student will understand how to prepare advertisements									
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9
	CO1									
Pre-requisite	Interest in advertisements.									
Course Content	<p>Unit 1 Practical exercises in copy writing, creative strategy and design of advertisement</p> <p>Unit 2 Practical exercises in preparing of advertisements for print medium</p> <p>Unit 3 Practical exercises in preparing of advertisements for radio</p> <p>Unit 4 Practical exercises in preparing of advertisements for television</p>									
Reference Books	<ol style="list-style-type: none"> 1. Journalism, advertisement and public relations - ShailendraSengar 2. Introduction to advertising and public relations - ShipraKundra 3. Advertising and public relations research - Jugenheimer 4. The practice of public relations - Wilfred Howard 5. Fundamentals of advertising public relations - DhruvSabarwal 									
Teaching Methodology	Practical Assignment and Field Work									
Evaluation Method	30% Internal assessment based on class attendance, participation, class test, quiz, assignment, seminar, internal examination, etc. 70% External based on semester end University examination									

Rajpanahar

Course: 2101131204060002 Dissertation

Course Code	2101131204060002									
Course Title	Dissertation									
Credit	4									
Teaching per Week	4 Hrs									
Minimum weeks per Semester	15 (Including Classwork, examination, preparation, holidays etc.)									
Effective From	June 2021									
Purpose of Course	To enable students to understand how to do research in communication.									
Course Objective	To enable students to understand research approaches, methods and methodology									
Course Outcomes	CO1: The student will understand research methodology do research under the guidance of a faculty.									
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9
	CO1									
Pre-requisite	Interest in research and communication studies.									
Course Content	The student will write a dissertation on a research topic under the guidance of a faculty.									
Reference Books	<ol style="list-style-type: none"> 1. Communication research - John and Sandy Hutchesor 2. Research methodology – Dr. A.K. Phophalia 3. Mass media research – Roger D. Wimmer, Joseph R. Dominick 4. Communication research – a half century appraisal - Danial Lerner 									
Teaching Methodology	Classwork, Discussion, Self-Study, Seminars and/or Assignment									
Evaluation Method	30% Internal assessment based on class attendance, participation, class test, quiz, assignment, seminar, internal examination, etc. 70% External based on semester end University examination									

Malpana Rao