

Choice Based Credit System (CBCS)

BA (Mass Communication)

Three Years (Full Time)

Bachelor Degree Programme

CBCS Total Credits: 140



DEPARTMENT OF MASS COMMUNICATION

MAKHANLAL CHATURVEDI

**NATIONAL UNIVERSITY OF JOURNALISM AND
COMMUNICATION, BHOPAL (MP) INDIA**

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

The objectives of the Learning Outcomes-based Curriculum Framework (LOCF) for Mass Communication degree are:

1. To impart the basic knowledge of Mass Communication and related areas of studies.
2. To develop the learner into competent and efficient Media & Entertainment Industry- ready Professional.
3. To empower learner by Communication, Professional and Life Skills.
4. To impart Information Communication Technologies (ICTs) skills, including Digital and Media Literacy and Competencies.
5. To imbibe the Culture of Research, Innovation, Entrepreneurship and Incubation.
6. To inculcate Professional Ethics, Values of Indian and Global Culture.
7. To prepare socially responsible Media Academicians, Researchers, Professionals with Global vision.

GRADUATE ATTRIBUTES (GAs)

The Graduate Attribute (GAs) reflect particular qualities and abilities of an individual learner including knowledge, application of knowledge, professional and life skills, attitudes and human values that are required to be acquired by Mass Communication graduates at the Higher Education Institutions (HEIs). The graduate attributes include capabilities to strengthen one's professional abilities for widening current knowledge and industry-ready skills, undertaking future studies for global and local application, performing creatively and professionally, in a chosen career and ultimately playing a constructive role as a socially responsible global citizen. The Graduate Attributes define the characteristics of learners and describe a set of competencies that are beyond study of a particular area and programme.

Any graduate of Mass Communication should be Media Literate with the understanding of the core concepts of communication, the knowledge of new communication technologies and responsibility towards the society.

Graduate Attributes include:-

1. **Disciplinary Knowledge:**
Knowledge of communication, concept and theories. Acquiring knowledge of different dimensions of communication, historical perspectives and other related areas of studies.
2. **Understanding the Role of Press:**
The press in democratic society, importance of freedom of press and impact of media in general.
3. **Skilled and Industry-ready Professionals:**
Strengthening the abilities of a learner by skills, gaining knowledge of the present scenario of Media & Entertainment industry including Advertising, Public Relations, Corporate Communication, Digital Communication, Media Management.
4. **Influential and Effective Communication:**
Influential and Effective Communication ability to share thoughts, ideas and applied skills of Communication in its various perspectives like Written Communication, Speech Communication etc.
5. **Leadership Readiness/ Qualities:**
To make learners fluent in multiple facets of Leadership. Creating the ability & enhancing the qualities to be an efficient leader. Cultivating key characteristics in learners, to be visionary leaders who can inspire the team to greatness.
6. **Critical/ Reflective Thinking & Language Efficiency:**
Critical/ Reflective thinking ability to employ critical and reflective thinking along with the ability to create the sense of awareness of one self and society.
7. **Technologically Efficient Professional:**
Capability to use various Communication technologies and ability to use various softwares for Content creation, Content editing for various forms of publishing platforms.
8. **Ethical Awareness:**
As a Communication learner, one has to understand the importance of ethical values and its application in professional life.
9. **Lifelong Learning:**
Every graduate to be converted into lifelong learner and consistently update himself or herself with current knowledge, skills and technologies. Acquiring Knowledge and creating the understanding in learners that learning will continue throughout life.
10. **Research-related Skills:**
A sense of inquiry and investigation for raising relevant and contemporary questions, synthesizing and articulating.

11. Cooperation/ Team work:

Building a team, motivating and inspiring the team members to work up with cooperation to their utmost efficiency.

PROGRAMME LEARNING OUTCOMES (PLOs)

The key outcomes planned in this undergraduate programme in Mass Communication are underpinned as follows:

After completing this undergraduate programme, a learner:

1. Will be able understand, analyse and apply the fundamental knowledge of Mass Communication, the theories and related concepts.
2. Will be able to acquire and apply the knowledge related to Media and will be able to understand its impact.
3. Will be competent enough to undertake professional job as per demands and requirements of Media & Entertainment Industry.
4. Will empower themselves by Communication, Professional and Life Skills.
5. Will be able to enhance the ability of leadership.
6. Will become socially responsible citizen with global vision.
7. Will be equipped with ICTs competencies including Digital Literacy.
8. Will become ethically committed media professionals and entrepreneurs adhering to the human values, the Indian culture and the Global culture.
9. Will be able to recognize the need to undertake lifelong learning and also acquire the capacity to do so.
10. Will be able to identify the areas of research in society and understand the importance of Innovation, Entrepreneurship and incubation abilities.
11. Will be able to work in an efficient manner as an individual and also as a part of a team. Also will be able to understand the significance of cooperation and teamwork.

CORRELATION OF GAs AND PLOs

(MAPPING OF GRADUATE ATTRIBUTES AND PROGRAMME LEARNING OUTCOMES)

PLO GA	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11
GA 1											
GA 2											
GA 3											
GA 4											
GA 5											
GA 6											
GA 7											
GA 8											
GA 9											
GA 10											
GA 11											

PROGRAMME MATRIX

(MAPPING OF COURSES AND PROGRAMME LEARNING OUTCOMES)

<i>PO</i> <i>COS</i>	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11
1BAMC1	✓	✓	✓	✓	✓	✓	-	✓	✓	✓	✓
1BAMC2	✓	-	-	-	-	✓	-	✓	✓	-	-
1BAMC3	✓	✓	✓	✓	-	-	-	✓	✓	✓	-
1BAMC4	✓	-	✓	✓	-	-	-	-	✓	-	-
1BAMC5	✓	-	✓	✓	✓	-	-	-	✓	-	-
2BAMC1	✓	✓	✓	✓	✓	✓	-	✓	✓	✓	✓
2BAMC2	✓	✓	✓	✓	-	-	✓	-	✓	-	-
2BAMC3	✓	✓	✓	✓	✓	-	-	-	✓	✓	-
2BAMC4	✓	-	-	-	-	✓	-	✓	✓	-	-
2BAMC5	✓	✓	✓	✓	-	-	✓	-	✓	-	-
3BAMC1	✓	✓	✓	-	✓	-	-	✓	-	-	✓
3BAMC2	✓	✓	✓	✓	✓	-	-	✓	✓	-	✓
3BAMC3a	✓	✓	✓	✓	-	✓	✓	✓	-	✓	✓
3BAMC3b	✓	✓	✓	✓	-	-	✓	-	-	✓	✓
3BAMC4	✓	-	✓	✓	-	-	-	-	✓	-	-
3BAMC5	✓	✓	✓	✓	-	-	-	-	✓	-	✓
4BAMC1	✓	✓	✓	✓	-	-	✓	✓	✓	-	✓
4BAMC2	✓	-	-	-	-	-	-	-	✓	✓	-
4BAMC3a	✓	✓	✓	-	-	✓	-	✓	-	-	-
4BAMC3b	✓	✓	✓	✓	-	-	✓	-	-	-	-
4BAMC4	✓	✓	✓	✓	-	-	-	-	✓	-	-
4BAMC5	✓	✓	✓	✓	-	-	✓	-	✓	-	-
5BAMC1	✓	✓	✓	✓	-	-	✓	-	✓	✓	✓
5BAMC2	✓	✓	-	✓	-	✓	✓	✓	✓	✓	✓
5BAMC3a	✓	✓	✓	✓	-	-	-	-	-	✓	✓
5BAMC3b	✓	-	✓	✓	✓	-	-	-	-	✓	✓
5BAMC4	✓	-	✓	✓	-	-	-	-	✓	-	-
5BAMC5	✓	✓	✓	✓	-	-	✓	-	✓	-	-
6BAMC1	✓	✓	-	-	-	-	-	-	✓	✓	✓
6BAMC2	✓	-	-	-	-	✓	-	✓	-	✓	-
6BAMC3a	✓	-	✓	✓	-	✓	-	-	-	✓	-
6BAMC3b	✓	-	✓	✓	-	✓	-	✓	-	-	✓
6BAMC4	✓	✓	✓	✓	-	-	✓	-	✓	-	-
6BAMC5	✓	✓	✓	-	-	✓	-	-	✓	-	-

Terminology and Explanation in CBCS of BAMC

Core Course Compulsory (CCC)

Core course compulsory is the one which is to be studied compulsorily by a student as core requirement to complete a programme.

Discipline Specific Elective (DSE)

An Elective course is discipline centric course, which a student opts for enhancing his or her skills in particular area in the programme.

Ability Enhancement Course (AEC)

This course will enhance the language and expression of the students.

Skill Enhancement Course (SEC)

This course will enable the students to learn skills which will help them in their profession.

Open Elective (OE)

Open Elective courses are those which students have to pursue as per their interest ! They must opt open elective course from a pool of courses.

BA in Mass Communication : SEMESTER - I

S. No.	Course of Study	Class & Papers	Course Name/Subject	Th	IA	P	Total
1.	CCC1	1BA(MC)1	Science of Communication-I	80	20	-	100
2.	CCC2	1BA(MC)2	Sociology	80	20	-	100
3.	CCC3	1BA(MC)3	Basic Computer Application	50	20	30	100
4.	AEC1	1BA(MC)4	English	40	10	-	50
Open Elective							
5.	OE1	1BA(MC)5	Communication Skills	25	10	15	50

BA in Mass Communication: SEMESTER - II

S. No.	Course of Study	Class & Papers	Course Name/Subject	Th	IA	P	Total
6.	CCC4	2BA(MC)1	Science of Communication-II	80	20	-	100
7.	CCC5	2BA(MC)2	Computer for Mass Media	50	20	30	100
8.	CCC6	2BA(MC)3	Psychology	80	20	-	100
9.	AEC2	2BA(MC)4	Environmental Science	40	10	-	50
Open Elective							
10	OE2	2BA(MC)5	Photo Journalism	25	10	15	50

BA in Mass Communication : SEMESTER - III

S. No.	Course of Study	Class & Papers	Course Name/Subject	Th	IA	P	Total
11.	CCC7	3BA(MC)1	History of Print and Electronic Media	80	20	-	100
12.	CCC8	3BA(MC)2	Political Science	80	20	-	100
13.	DSE1	3BA(MC)3a	News Writing	50	20	30	100
			OR				
14.	DSE2	3BA(MC)3b	Print Production	50	20	30	100
15.	SEC1	3BA(MC)4	Hindi-I	40	10	-	50
Open Elective							
16.	OE3	3BA(MC)5	Art of Anchoring	25	10	15	50

BA in Mass Communication: SEMESTER - IV

S. No.	Course of Study	Class & Papers	Course Name/Subject	Th	IA	P	Total
17.	CCC9	4BA(MC)1	Reporting and Editing for Print Media	50	20	30	100
18.	CCC10	4BA(MC)2	Economics	80	20	-	100
19.	DSE3	4BA(MC)3a	Gender Studies and Media	50	20	30	100
			OR				
20.	DSE4	4BA(MC)3b	New Media and Online Journalism	50	20	30	100
21.	SEC2	4BA(MC)4	Communicative English	40	10	-	50
Open Elective							
22.	OE4	4BA(MC)5	Radio Production	25	10	15	50

BA in Mass Communication : SEMESTER - V

S. No.	Course of Study	Class & Papers	Course Name/Subject	Th	IA	P	Total
23.	CCC11	5BA(MC)1	Reporting & Editing for Electronic Media	50	20	30	100
24.	CCC12	5BA(MC)2	Development Communication	80	20	-	100
25.	DSE5	5BA(MC)3a	Advertising	50	20	30	100
26.	DSE6	5BA(MC)3b	OR Media Business Management	80	20	-	100
27.	SEC3	5BA(MC)4	Hindi-II	40	10	-	50
Open Elective							
28.	OE5	5BA(MC)5	Television Production	25	10	15	50

BA in Mass Communication: SEMESTER - VI

S. No.	Course of Study	Class & Papers	Course Name/Subject	Th	IA	P	Total
29.	CCC13	6BA(MC)1	Communication Research	50	20	30	100
30.	CCC14	6BA(MC)2	Media Laws and Ethics	80	20	-	100
31.	DSE7	6BA(MC)3a	Public Relations	80	20	-	100
32.	DSE8	6BA(MC)3b	OR Media, Society and Culture	80	20	-	100
33.	SEC4	6BA(MC)4	Non- Linear Video Editing	40	10	-	50
Open Elective							
34.	OE6	6BA(MC)5	Creative Writing	25	10	15	50

BA in Mass Communication: SEMESTER - I

Course of Study	Class & Papers	Course Name/Subject	Th	IA	P	Total
CCC1	1BA(MC)1	Science of Communication-I	80	20	-	100
CCC2	1BA(MC)2	Sociology	80	20	-	100
CCC3	1BA(MC)3	Basic Computer Application	50	20	30	100
AEC1	1BA(MC)4	English	40	10	-	50
OE1	1BA(MC)5	Communication Skills	25	10	15	50

BAMC : I SEM			Marks:100			Credits:6		
SCIENCE OF COMMUNICATION-I			Th	Pr	Ia	Contact hrs.		
						L	T	P
			80	-	20	4	2	-

Course Objectives

- To acquaint students with knowledge of the fundamentals of Communication.
- To make students familiar with concept of Human Communication.
- To understand the concept of various types of Communication and be acquainted with their various components.
- To develop and nurture Communication skills.
- To make them understand in detail the Nonverbal Communication.

Learning Outcomes

- Students will be able to understand the concept of Human Communication.
- Students will be able to differentiate between various types of Communication.
- Students will become adept in their use of the spoken word.
- Apply the knowledge of Communication skills .
- Ability to apply the theory into practice.

CO-PO Mapping

<i>PO</i> <i>CO</i>	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>	<i>PO5</i>	<i>PO6</i>	<i>PO7</i>	<i>PO8</i>	<i>PO9</i>	<i>PO10</i>	<i>PO11</i>
<i>CO1</i>	3	2	2	3	2	-	-	-	2	-	2
<i>CO2</i>	3	1	2	2	1	-	-	-	1	-	-
<i>CO3</i>	2	1	2	3	2	1	-	1	3	-	2
<i>CO4</i>	1	1	3	3	3	2	-	2	3	-	1
<i>CO5</i>	2	2	3	3	2	1	-	2	2	2	1

3-Strong, 2-Moderate, 1-Weak

Unit-1	Concept of Human Communication (Total hours- L+T+P=18 hrs)	L	T	P
1.1	Evolution of Social Groups (Lectures, Classroom Discussion)	3	1	-
1.2	Organic Structure of Society (Lectures, Classroom Discussion)	2	1	-
1.3	Essentiality of Communication in social groups (Lectures, Classroom Discussion)	3	1	-
1.4	Concept, Definitions and Elements of human Communication (Lectures, Classroom Discussion)	2	1	-
1.5	Socialization and Role of Communication in Socialization (Lectures, Classroom Discussion)	3	1	-

Unit-2	Basics of Communication (Total hours- L+T+P=18 hrs)	L	T	P
2.1	Functions of Communication (Lectures, Classroom Discussion)	4	-	-
2.2	Process and Elements of Communication (Lectures, Classroom Discussion)	4	-	-
2.3	Barriers in Communication (Lectures, Classroom Discussion)	3	-	-
2.4	Communication Flows: One step, Two Step, Multi Step Flow of Communication (Lectures, Classroom Discussion)	4	-	-
2.5	Public Opinion, Propaganda, Public Sphere (Lectures, Classroom Discussion)	3	-	-

Unit-3	Types of Communication (Total hours- L+T+P= 18 hrs)	L	T	P
3.1	Types of Communication : Intrapersonal communication & Interpersonal communication	4	-	-
3.2	Group Communication, Mass Communication (Lectures, Classroom Discussion, Group Activities)	4	-	-
3.3	Verbal Communication : Oral and Written Communication (Lectures, Classroom Discussion, Group Activities)	3	-	-
3.4	Non-Verbal Communication : Kinesics, Proxemics, Oculistics, Haptics, Chronemics (Lectures, Classroom Discussion, Group Activities)	4	-	-
3.5	Organisational Communication (Lectures, Classroom Discussion, Group Activities)	3	-	-

Unit-4	Communication Skills (Total hours- L+T+P=18hrs)	L	T	P
4.1	Visual Communication (Lectures, Classroom Discussion, Group Activities)	4	-	-
4.2	Signs, Symbols and Code systems (Lectures, Classroom Discussion, Group Activities)	4	-	-
4.3	Communication skills (Lectures, Classroom Discussion, Group Activities)	3	-	-
4.4	Listening (Lectures, Classroom Discussion, Group Activities)	4	-	-
4.5	Dress codes, Mannerism, Accent and Etiquettes (Lectures, Classroom Discussion, Group Activities)	3	-	-

Unit-5	Folk or Traditional Communication (Total hours- L+T+P=18hrs)	L	T	P
5.1	Scope and Concept of Folklore (Lectures, Classroom Discussion)	4	-	-
5.2	Folklore Theories Historical – Geographical Theory; Functional Theory; Psychoanalytical	4	-	-

	Theory; Structural Theory (Lectures, Classroom Discussion)			
5.3	Contextual Theory; Performance Theory; Other Theories. Folklore and other disciplines. (Lectures, Classroom Discussion)	3	-	-
5.4	Folk Media: Folk songs, Folk narrative poems (Lectures, Classroom Discussion)	4	-	-
5.5	Various forms of Folk Media in Indian states: Origin; Characteristics; Classification; Functions and Study (Lectures, Classroom Discussion)	3	-	-

Practical/Project/Assignments:

- Prepare a Speech on any current Social/Political/Economic/Technological issue, present it individually.
- Write an essay/article on Communication and society (800-1000 words).
- Write an essay/article/feature on any one Traditional/Folk form of communication (800-1000 words).
- Students will test the relevance of any one selected theory on basis of survey and interaction, and present the result through ppt.
- Any assignment given by the concerned faculty.

Suggested Readings:

- Kumar. J. Keval, 'Mass Communication in India, Jaico Publishing house, Bombay, (NewEd.).
- McQuail Denis. 2000 Mass Communication Theory, 4th ed., Sage Publication Ltd., London.
- Barnlund, D. C. (2008). A transactional model of communication. In. C. D. Mortensen (Eds.), Communication theory (2nd ed., pp47-57). New Brunswick, New Jersey: Transaction
- Wadsworth Julia T , Wood, (2001). Communication Mosaics: An Introduction to the Field of Communication.
- Littlejohn, W. Stephen. Theories of Human Communication, 3rd ed., Belmont, California, 1989.

e- resources:

- <https://www.thoughtco.com/socialization-in-sociology>
- <https://www.sociology.org>
- https://www.researchgate.net/journal/0360-3989_Human_Communication_Research

BAMC : I SEM			Marks:100			Credits:6		
SOCIOLOGY			Th	Pr	Ia	Contact hrs.		
			L	T	P			
			80	-	20	4	2	-

Course Objectives

- To develop an understanding of core values of Sociology.
- To orient students in understanding their surroundings to analyze the issues implicit in Indian society.
- To inculcate aptitude among students to express themselves according to Social conscience.
- To impart an overall concept of Social development of individual.
- To make students map out the critical thinking to rationalize social settings, logically.

Learning Outcomes

- Students will be able to understand Indian Social system better.
- Students will be able to know social functioning of various institutions and social settings.
- The enhancement of Social Quotient.
- Students will become competent to discuss and write with the issues related to social set-ups.
- Students will be enabled to discuss Social issues and their solutions.

CO-PO Mapping

<i>PO</i> <i>CO</i>	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>	<i>PO5</i>	<i>PO6</i>	<i>PO7</i>	<i>PO8</i>	<i>PO9</i>	<i>PO10</i>	<i>PO11</i>
<i>CO1</i>	2	2	2	1	2	3	-	2	2	1	2
<i>CO2</i>	2	1	2	2	2	2	-	1	2	-	1
<i>CO3</i>	2	-	2	2	2	3	-	3	2	-	2
<i>CO4</i>	2	2	3	-	2	2	-	3	2	-	2
<i>CO5</i>	1	1	2	2	2	3	-	3	2	-	2

3-Strong, 2-Moderate, 1-Weak

Unit-1	Introduction to Sociology (Total hours- L+T+P=18hrs)	L	T	P
1.1	Philosophy of Sociology: August Comte, McIver and Page, Madan and Majumdaar, Irawati Karwe (Lecture method and Discussion)	5	-	-
1.2	Meaning, Nature, Concept and Importance of Sociology (Lecture method and Discussion)	5	-	-
1.3	Significance, Relevance and Scope of Sociology (Lecture method and Discussion)	3	-	-
1.4	Correlation of Sociology with other Social Sciences (Lecture method and Discussion)	3	-	-
1.5	Importance of studying Sociology for Media students (Lecture method and Discussion)	2	-	-

Unit-2	Basic Sociological Concepts (Total hours- L+T+P=20hrs)	L	T	P
2.1	Humanity, Biosphere, Ecology and Environment (Lecture method and Discussion)	4	-	-
2.2	Individual, Group, Institution, Organization, Society (Lecture method and Discussion)	4	-	-
2.3	Class, Caste, Clan, Tribe (Lecture method and Discussion and Assignment preparation)	4	-	-
2.4	Family, Kinship, Community (Lecture method and Discussion)	4	-	-
2.5	Social Reform, Social Movements (Lecture method and Discussion)	4	-	-

Unit-3	Indian Society and Culture (Total hours- L+T+P=19hrs)	L	T	P
3.1	Meaning, Nature, Concept and Importance of Society in Indian context (Lecture method and Discussion)	4	-	-
3.2	Varna System, Ashram System, Rina System (Lecture method and Discussion)	6	-	-
3.3	Religions in India (Lecture method and Discussion and Assignment preparation)	4	-	-
3.4	Social Institutions in India (Lecture method and Discussion and Assignment preparation)	3	-	-
3.5	Current Indian Social scenario (Lecture method and Discussion)	2	-	-

Unit-4	Social Change (Total hours- L+T+P=20hrs)	L	T	P
4.1	Concept and Process of Social Change (Lecture method, Practical and Discussion)	4	-	2
4.2	Agents of Social Change (Lecture method and Discussion)	2	-	-
4.3	Contemporary Changes in India (Lecture method and Discussion)	4	-	-
4.4	Concept and Process of Socialization (Lecture method and Discussion)	4	-	1
4.5	Concept and Process of Social Stratification (Lecture method, Practical and Discussion)	4	-	1

Unit-5	Indian Culture and Society (Total hours- L+T+P=13hrs)	L	T	P
5.1	Meaning, Definition and Characteristics of Culture (Lecture method, Practical and Discussion)	3	-	-
5.2	Salient features of Indian Culture (Lecture method, Practical and Discussion)	2	-	-
5.3	Cultural Imperialism (Lecture method, Practical and Discussion)	2	-	-

5.4	Meaning, Definition and Characteristics of Cross-cultural Communication (Lecture method, Practical and Discussion)	3	-	-
5.5	John Berry and Geert Hofstede (Lecture method, Practical and Discussion)	3	-	-

Practical/Project/Assignments:

- Preparation of Assignment on Sociology for Media students.
- Preparation of Assignment on Basic Sociological Concepts.
- Any assignment given by the concerned faculty.

Suggested Readings:

- Carah and Louw: Media and Society
- CN Shanker Rao: Sociology of Indian Society
- HR Mukhi: Indian Sociology
- S.L. Doshi and P.C. Jain: मुख्य समाजशास्त्रीय वचारक: पाश्चात्य एवं भारतीय चन्तक
(MukhyaSamajshashtriyaVicharak: Key Social Thinkers – Western and Indian) Hindi
- Vidhya Bhushan and DR Sachdeva: Fundamentals of Sociology

e-resources:

- https://www.researchgate.net/publication/339505825_Introduction_to_Sociology
- <https://www.jnu.ac.in/Faculty/maitrayee/Theory%20and%20Method%20in%20Indian%20Sociology.pdf>

BAMC : I SEM			Marks:100		Credits:6			
BASIC COMPUTER APPLICATION			Th	Pr	Ia	Contact hrs.		
						L	T	P
			50	30	20	4	-	4

Course Objectives

- Identify all the parts and main functions of a Computer.
- Acquaint the students with the applications of Computers and understanding the latest trends in Information Technology.
- To familiarize students with various office automation software and their components
- To make them work on free software for office automation on various platforms.
- To develop expertise in Word Processing, Spreadsheet, and Presentation Skills. .

Learning Outcomes

- Use and identify various parts (input - output devices) of Computer system.
- Use Windows operating system and create files and folders.
- Create page in Word, Check spellings, Mail merge, Documents and use various features of window.
- Create excel sheet and use formulas and prepare graphs for given data.
- Make slides and use animation and transition effect in Powerpoint Presentations

CO-PO Mapping

<i>PO</i> <i>CO</i>	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>	<i>PO5</i>	<i>PO6</i>	<i>PO7</i>	<i>PO8</i>	<i>PO9</i>	<i>PO10</i>	<i>PO11</i>
<i>CO1</i>	1	1	2	-	-	-	3	-	2	-	-
<i>CO2</i>	1	-	-	1	-	-	3	-	2	-	-
<i>CO3</i>	1	-	-	1	-	-	3	-	2	-	-
<i>CO4</i>	1	-	-	1	-	-	3	-	2	-	-
<i>CO5</i>	1	-	2	1	1	-	3	-	2	-	-

3-Strong, 2-Moderate, 1-Weak

Unit-1	Fundamentals of Computer and Operating System (Total hours- L+T+P= 18 hrs)	L	T	P
1.1	Definition-History & Generation of Computers, Applications of Computer, Advantages of Computers, Characteristics of Computers. (Lecture)	2	1	-
1.2	Computer Hardware – Input and Output Devices, CPU, Storage Devices. (Lecture, Practical)	2	1	1
1.3	Computer Software and their Applications. Types of Computers. (Lecture)	2	1	-
1.4	Functions and Types of Operating System, Introduction to Windows family (Lecture, Practical)	2	1	1
1.5	Working with Windows – Desktop Operations, Windows Explorer, Creation and Manipulation of Files and Folders, Windows Accessories and Control Panel (Lecture, Practical)	2	1	1

Unit-2	MS Word–Creation and Manipulation of Documents (Total hours- L+T+P= 18 hrs)	L	T	P
2.1	Introduction of MS word-Opening & Saving files, Editing Text documents, Inserting, Deleting, Cut, Copy, Paste, Undo, Redo (Lecture, Practical)	2	1	1
2.2	Interface, Tools and Menus of MS Word (Lecture)	2	1	-
2.3	Page Setup, Text and Paragraph Formatting (Lecture, Practical)	2	-	1
2.4	Creating Tables- Table Settings, Borders, Alignments, Insertion, Deletion (Lecture, Practical)	2	1	1
2.5	Working with Tables, Columns, Graphs and Pictures: Mail Merge (Lecture, Practical)	2	1	1

Unit-3	MS Excel – Data Analysis (Total hours- L+T+P= 18 hrs)	L	T	P
3.1	Spreadsheet basics, Excel Interface (Lecture)	2	1	-
3.2	Spread sheet addressing - Rows, Columns & Cells, Referring Cells & Selecting Cells – Shortcut Keys (Lecture, Practical)	2	1	1
3.3	Entering and Manipulation of data (Lecture, Practical)	2	-	1
3.4	Mathematical and Statistical Calculations, Excel Functions (Lecture, Practical)	2	1	1
3.5	Creation and Manipulation of Charts and Graphs (Lecture, Practical)	2	1	1

Unit-4	MS PowerPoint – Preparation of Presentations (Total hours- L+T+P=18 hrs)	L	T	P
4.1	Introduction to the process of Presentation, Interface of PowerPoint (Lecture)	2	1	-
4.2	Making Presentations with Design Templates (Lecture, Practical)	2	1	1
4.3	Working with Multimedia Elements and using them in Presentations (Lecture, Practical)	2	-	1
4.4	Slide Transition and Custom Animation (Lecture, Practical)	2	1	1
4.5	Power point objects, Designing & Presentation of a Slide Show, Printing Presentations with print options (Lecture, Practical)	2	1	1

Unit-5	Introduction to Internet (Total hours- L+T+P= 18 hrs)	L	T	P
5.1	History and Facilities of Internet (Lecture)	3	1	-
5.2	Domain Names, Internet Protocols (Lecture)	3	1	-
5.3	Websites, Portals and Search Engines (Lecture, Practical)	1	1	2
5.4	Introduction to Networks, Client and Server concept, Browsers (Lecture)	3	1	-
5.5	Internet chatting-Voice chat, Text chat, Video chat (Lecture)	2	-	-

Practical/Project/Assignments:

- Lab Experiment for Word .
- Lab Experiment for Excel .
- Lab Experiment for Charts.
- Lab Experiments for MS PowerPoint.
- Lab Experiments for Internet.

Suggested Readings :

- Balagurusamy, E. Fundamentals of Computers. New Delhi: McGraw Hill
- Basandra, S.K. Computers Today. New Delhi: Galgotia Publications.
- Leon, Alexis. and Leon, Mathews . Fundamentals of Information Technology. New Delhi: Vikas Publishing House.
- Rajaraman, V. and Adabala, Neeharika. Computer Fundamentals. New Delhi: PHI
- Sinha, Pradeep K and Sinha, Priti. Computer Fundamentals. Sixth Edn. New Delhi: BPB Publications
- Thareja, Reema. Fundamentals of Computers. New Delhi: Oxford University Press. First Edition
- Weverka, Peter. "Office 2019 All-in-One For Dummies (Office All-in-one for Dummies)" 1st Edition

e- resources :

- https://www.tutorialspoint.com/word/word_getting_started.htm
- <http://www.apcpe.gov.in/doc/04.MS%20Excel.pdf>
- <https://www.tutorialspoint.com/powerpoint/>
- <https://www.tutorialspoint.com/windows10/>
- https://www.mta.ca/uploadedFiles/Community/Administrative_departments/Human_Resources/Training_and_professional_development/Classroom/Excel%20Training%20-%20Level%201.pdf

BAMC : I SEM			Marks:50			Credits:3		
ENGLISH			Th	Pr	Ia	Contact hrs.		
			L	T	P			
			40	-	10	2	1	-

Course Objectives

- To give student an insight into the English Language .
- To impart knowledge about the grammar and acceptability of the English Language.
- To introduce student about changes taking place in Media Language.
- To assist the students in learning the concept of Speech mechanism and Conversational analysis as per context.

Learning Outcomes

- Students will able to improve the pronunciation.
- Speak independently on a given topic.
- Develop capacity for Conversational Analysis.
- Students will be able to explain Speech Mechanism.
- Enhancement in understanding about Extempore.

CO-PO Mapping

<i>PO</i> <i>CO</i>	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>	<i>PO5</i>	<i>PO6</i>	<i>PO7</i>	<i>PO8</i>	<i>PO9</i>	<i>PO10</i>	<i>PO11</i>
<i>CO1</i>	2	-	2	3	3	-	-	-	2	-	-
<i>CO2</i>	-	-	3	3	3	1	-	-	3	-	-
<i>CO3</i>	1	2	2	3	2	1	-	1	2	-	3
<i>CO4</i>	-	-	2	3	2	-	-	-	2	-	1
<i>CO5</i>	-	-	-	3	2	-	-	-	2	-	-

3-Strong, 2-Moderate, 1-Weak

Unit-1	Story of English language (Total hours- L+T+P=9 hrs)	L	T	P
1.1	Growth and Development of English language (Lecture, Assignment)	1	1	-
1.2	Introduction to Written and Spoken English (Lecture, Assignment)	1	1	-
1.3	Indian Spoken English (Lecture, Assignment)	1	1	-
1.4	Different types of Spoken English (Lecture, Presentation, Group Discussion/Expert Lecture)	1	1	-
1.5	English as a World Language (Lecture)	1	-	-

Unit-2	Vocabulary (Total hours- L+T+P=9 hrs)	L	T	P
2.1	Usage of Dictionary and Thesaurus (Lecture, Practical)	1	-	1
2.2	Diction – Words meaning and Usage (Lecture, Practical)	1	-	1
2.3	Spelling rules, Verb patterns (Lecture, Practical)	1	-	1
2.4	Idioms and Phrases (Lecture, Practical)	1	-	1
2.5	Common error in Spellings and Sentences (Lecture)	1	-	-

Unit-3	Listening and Feedback (Total hours- L+T+P= 9hrs)	L	T	P
3.1	Listening for Specific Information (Lecture)	1	1	-
3.2	Loud Reading for Pronunciation and Fluency (Lecture, Practical)	1	1	-
3.3	Situational Conversation (Lecture, Practical)	1	1	-
3.4	Extempore (Lecture, Practical)	1	1	-
3.5	Global English (Lecture)	1	-	-

Unit-4	Speech Mechanism (Total hours- L+T+P=9hrs)	L	T	P
4.1	Voice analysis, Articulation (human organs) (Lecture, Presentation, Group Discussion/Expert Lecture)	1	1	-
4.2	Pitch and Tempo for Effective Presentation (Lecture, Presentation, Expert Lecture)	1	1	-
4.3	Main problem in Pronunciation (Lecture, Practical)	1	-	-
4.4	Right pronunciation of difficult words (Lecture, Practical)	1	-	1
4.5	Reading (Lecture, Practical)	1	-	1

Unit-5	Conversational analysis (Total hours- L+T+P=9hrs)	L	T	P
5.1	Introducing one self and others (Lecture, Presentation, Group Discussion)	1	1	-

5.2	Dialogue speaking in different situations (Lecture, Presentation, Group Discussion/Expert Lecture)	1	1	-
5.3	Developing ability of questioning and answering in a discourse (Lecture, Presentation, Group Discussion/Expert Lecture)	1	1	-
5.4	Practice of introducing to an Interview board (Lecture, Presentation, Group Discussion/Expert Lecture)	1	1	-
5.5	Emergence of new Englishes (Lecture, Presentation, Group Discussion)	1	-	-

Practical/Project/Assignments:

- Builds up vocabulary related to newspaper words.
- Discussion on different types of Spoken English.
- Speak with correct Intonation, Stress and Rhythm.
- Read biographies focusing on different phases of one's life.
- Any other assignment given by the faculty.

Suggested Readings :

- A Textbook of English Phonetics For Indian Students- T. Balasubhramanian – Macmillan .
- Oxford Word Skills-OUP.
- Pronunciation Practice Activities ,Martin Hewings, Cambridge University Press .
- Speaking Effectively- Jeremy Comfort – Cambridge University Press.
- Word Power Made Easy – Norman Lewis- Penguin Publishers .

e- resources :

- www.duolingo.com
- www.babbel.com
- www.fluentu.com
- www.voanews.com
- www.funbrain.com

BAMC : I SEM			Marks:50			Credits:3		
COMMUNICATION SKILLS			Th	Pr	Ia	Contact hrs.		
						L	T	P
			25	15	10	2	-	2

Course Objectives

- To improve the student's Written and Oral expression of thought and teach them the effective use of Body-language and Voice tones.
- To improve the listening and Reading skills of students to follow and comprehend discourse and develop their critical thinking skills.
- To develop the Presentation skills and enhance confidence to expand the potential of the students.
- To prepare students to apply for jobs and write effective resumes.
- To equip the students with knowledge and techniques to effectively tackle interviews

Learning Outcomes

- Recognize the different aspects of communication and appreciate the role of body language and voice tone in effective communication.
- Communicate their message in an effective and engaging way for the recipients.
- Enhance the ability to accurately receive and interpret message in the communication process.
- Build Presentations that create maximum impact.
- The ability to highlight their achievements and prove their value added worth to prospective employees.

CO-PO Mapping

<i>PO</i> <i>CO</i>	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>	<i>PO5</i>	<i>PO6</i>	<i>PO7</i>	<i>PO8</i>	<i>PO9</i>	<i>PO10</i>	<i>PO11</i>
<i>CO1</i>	1	1	2	3	2	-	-	-	2	-	-
<i>CO2</i>	1	2	3	3	2	-	-	-	2	-	-
<i>CO3</i>	-	2	3	2	2	-	-	-	2	-	2
<i>CO4</i>	-	-	3	3	2	-	-	-	2	-	-
<i>CO5</i>	-	-	3	3	2	-	-	1	2	-	2

3-Strong, 2-Moderate, 1-Weak

Unit-1	Introduction to Effective Communication (Total hours- L+T+P=9 hrs)	L	T	P
1.1	Need and Importance of Effective Communication (Lecture, Group discussion, Presentations)	1	-	1
1.2	Non-Verbal Communication- Personal Appearance Gestures , Postures, Facial Expression, Eye Contacts (Lecture, Group discussion)	1	-	1
1.3	Body Language(Kinesics), Tips for Improving Non-Verbal Communication (Lecture, Group discussion, Case Studies)	1	-	1
1.4	Effective Writing Skills , Elements of Effective Writing -Sentence, Phrases and Clauses (Lecture, Group Discussion, Presentations)	1	-	-

1.5	Understanding and Applying Vocabulary- Words Often Confused, One Word Substitutes, Synonyms and Antonyms, Word Formation: Prefixes, Bases and Suffixes (Lecture, Group Discussion, Presentations)	1	-	1
-----	--	---	---	---

Unit-2	Listening and Reading Skills (Total hours- L+T+P=9hrs)	L	T	P
2.1	Purpose and Process of Listening (Lecture, Case studies)	1	-	1
2.2	Benefits of Effective Listening, Barriers to Listening (Lecture, Case studies, Group Discussions)	1	-	1
2.3	Measures to improve Listening, Active listening (Lecture, Group exercises)	1	-	1
2.4	Reading-Purpose, Process, Methodologies (Lecture, Group discussion, Presentation)	1	-	-
2.5	Techniques of Effective Reading (Lecture, Group discussion)	1	-	1

Unit-3	Presentation Skills (Total hours- L+T+P=9 hrs)	L	T	P
3.1	Oral Presentation and Public Speaking skills (Lecture, Group discussion)	1	-	1
3.2	Group Discussions (Lecture, Group exercises)	1	-	1
3.3	Presenting a Paper (Lecture, Presentations)	1	-	1
3.4	Business Presentation- Purpose, Audience, Locale, Steps in making a Presentation (Lecture, Group exercises, Presentations)	1	-	-
3.5	Technology based Communication, Writing emails, Power Point Presentation (Lecture, Group exercises, PPT)	1	-	1

Unit-4	Communication As A Skill For Career Building (Total hours- L+T+P=9hrs)	L	T	P
4.1	Identifying Job openings (Lecture, Group discussion)	1	-	1
4.2	Applying for a Job (Lecture, Group discussion, Presentations)	1	-	1
4.3	Guidelines for writing Resume, Contents of a good Resume (Lecture, Group exercises, word play, Presentations, Observation of Print ads)	1	-	1
4.4	Types of Resume (Lecture, Group discussion, Presentations,)	1	-	-
4.5	Cover letters- Formats and Types (Lecture, Group exercises)	1	-	1

Unit-5	Communication As A Skill For Career Building-Job Interview (Total hours- L+T+P=9hrs)	L	T	P
5.1	Importance and Factors involving Job Interview (Lecture)	1	-	1
5.2	Characteristics of Job Interview (Lecture, presentation ,Case studies)	1	-	1
5.3	Interview Process (Lecture,Ppresentation ,Case studies)	1	-	1
5.4	Techniques-Manners and Etiquettes (Lecture)	1	-	-
5.5	Common Questions during Interview (Lecture, Presentation ,Case studies)	1	-	1

Practical/Project/Assignments:

- Writing Speeches, Articles, Letters on various topics.
- Writing Resumes
- Book reviews
- Mock Interviews
- Power Point Presentations on various topics.
- Any other assignment given by the faculty.

Suggested Readings :

- A.S. Hornby's. Oxford Advanced Learners Dictionary of Current English, 7th Edition.
- Bansal, R.K. and J.B. Harrison. Spoken English, Orient Language.
- Prasad, P. Communication Skills, S.K. Kataria & Sons.
- Roach Peter. English Phonetics and Phonology.
- Sen, Leena. Communication Skills, Prentice Hall of India, New Delhi.
- Sethi, J & et al. A Practice Course in English Pronunciation, Prentice Hall of India, New Delhi.

e- resources :

- https://www.researchgate.net/publication/303893422_Communication_Skills_Students_Coursebook
- <https://dl.uswr.ac.ir/bitstream/Hannan/141245/1/9781138219120.pdf>

BA in Mass Communication: SEMESTER - II

Course of Study	Class & Papers	Course Name/Subject	Th	IA	P	Total
CCC4	2BA(MC)1	Science of Communication-II	80	20	-	100
CCC5	2BA(MC)2	Computer for Mass Media	50	20	30	100
CCC6	2BA(MC)3	Psychology	80	20	-	100
AEC2	2BA(MC)4	Environmental Science	40	10	-	50
OE2	2BA(MC)5	Photo Journalism	25	10	15	50

BAMC : II SEM			Marks:100			Credits:6		
SCIENCE OF COMMUNICATION- II			Th	Pr	Ia	Contact hrs.		
						L	T	P
			80	-	20	4	2	-

Course Objectives

- To orient students towards basic constituents of Communication practice.
- To understand the concept of various types of Communication and be acquainted with their various components.
- To impart knowledge about Indian perspective of Communication.
- To critically understand the Models and Theories of Communication.
- To explore how Communication can be effectively used for Societal Development.

Learning Outcomes

- Able to identify and fulfill the Ethical responsibilities of Communicators in a diverse society.
- Ability to identify and apply Communication Theories.
- Capable of Applying Analytical and Critical thinking to explore the working in Media industry.
- Able to plan and execute effective Communication Strategies .
- Students will be able to acquire and apply the knowledge about issues related to Communication in current scenario.

CO-PO Mapping

<i>PO</i> <i>CO</i>	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>	<i>PO5</i>	<i>PO6</i>	<i>PO7</i>	<i>PO8</i>	<i>PO9</i>	<i>PO10</i>	<i>PO11</i>
<i>CO1</i>	-	1	1	2	1	2	-	3	2	-	1
<i>CO2</i>	3	2	-	-	-	-	-	-	2	-	-
<i>CO3</i>	-	2	3	2	2	-	-	2	2	2	-
<i>CO4</i>	-	2	3	2	2	-	-	2	2	2	-
<i>CO5</i>	3	2	2	2	2	2	-	-	-	-	-

3-Strong, 2-Moderate, 1-Weak

Unit-1	Communication I (Total hours- L+T+P=18 hrs)	L	T	P
1.1	Concept of communication in Ancient Indian texts (Lectures, Classroom Discussion)	3	1	-
1.2	Indian perspectives of Communication (Lectures, Classroom Discussion)	3	-	-
1.3	Bharat Muni's Natyashastra and Ras-sidhanta (Lectures, Classroom Discussion)	3	1	-
1.4	Marshall McLuhan's concept (Lectures, Classroom Discussion)	3	1	-
1.5	International Communication (Lectures, Classroom Discussion)	3	-	-

Unit-2	Communication II (Total hours- L+T+P=18 hrs)	L	T	P
2.1	Concept of Sadharanikaran (Lectures, Classroom Discussion)	4	-	-
2.2	Indian traditional forms of Communication (Lectures, Classroom Discussion)	3	-	-
2.3	Modern Indian thoughts of Communication (Lectures, Classroom Discussion)	4	-	-
2.4	Modern Indian Communicators (Lectures, Classroom Discussion)	4	-	-
2.5	Effective Communication (Lectures, Classroom Discussion)	3	-	-

Unit-3	Communication Models (Total hours- L+T+P=18hrs)	L	T	P
3.1	Shannon and Weaver's model (Lectures, Classroom Discussion)	4	-	-
3.2	Newcomb's Model (Lectures, Classroom Discussion)	3	-	-
3.3	Osgood's model (Lectures, Classroom Discussion)	4	-	-
3.4	George Gerbner's Model (Lectures, Classroom Discussion)	4	-	-
3.5	Westley and Mc leans Model (Lectures, Classroom Discussion)	3	-	-

Unit-4	Theories of Communication-I (Total hours- L+T+P=18hrs)	L	T	P
4.1	Normative Theories – Introduction (Lecture, Analysis of Theories in today's context through discussion)	3	1	-
4.2	Authoritarian Theory (Lecture, Analysis of Theories in today's context through discussion)	2	1	-
4.3	Libertarian Theory (Lecture, Analysis of Theories in today's context through discussion)	3	1	-
4.4	Democratic Participant Media Theory (Lecture, Analysis of Theories in today's context through discussion)	3	1	-
4.5	Social Responsibility Theory (Lecture, Analysis of Theories in today's context through discussion)	2	1	-

Unit-5	Theories of Communication-II (Total hours- L+T+P=18hrs)	L	T	P
5.1	Psychological theories : Selective exposure, Selective perception, Selection retention (Lecture, Analysis of Theories in today's context through discussion)	3	1	-

5.2	Cognitive Dissonance theory (Lecture, Analysis of Theories in today's context through discussion)	2	1	-
5.3	Personal influence theory - Two-step flow and Multi-step flow (Lecture, Analysis of Theories in today's context through discussion)	3	1	-
5.4	Sociological theories – Cultivation theory, Agenda setting theory (Lecture, Analysis of Theories in today's context through discussion)	3	1	-
5.5	Uses and Gratification theory, Dependency theory (Lecture, Analysis of Theories in today's context through discussion)	2	1	-

Practical/Project/Assignments:

- Students will test the relevance of any one selected theory on basis of survey and interaction, and present the result through ppt.
- Case studies of any one current National and International news and their presentation by media.
- Prepare a Speech on any current Social/Political/Economic/Technological issue, present it individually.
- Any assignment given by the concerned faculty.

Suggested Readings :

- Agee, Warren K., Ault Philip H., Introduction to Mass Communication, Oxford & IBH Publishing Company, New Delhi
- Dennis, Mcquail, Mass Communication Theory, Sage Publication, New Delhi.
- Joshi, P.C., Communication & Nation – Building – Perspective and Policy, Publication Division, New Delhi.
- Malhan P.N., Communication Media, Yesterday, Today and Tomorrow, Publication Division, New Delhi.
- Rayudu. C.S., Communication, Himalaya Publishing House, Mumbai
- Schramm, W. & Roberts, D. F., The Process and Effects of Mass Communication, Urbana, IL: University of Illinois Press.

e- resources :

- Communication Theory: <http://communicationtheory.org>
- Mass Communication Theory: <https://masscommtheory.com/>
- Global Media and Communication: <https://journals.sagepub.com/home/gmc>

BAMC : II SEM			Marks:100		Credits:6	
COMPUTER FOR MASS MEDIA			Th	Pr	Ia	Contact hrs.
			L	T	P	
			50	30	20	3 1 4

Course Objectives

- To understand Multimedia basics and its terminology and apply those traits in the field of mass Media.
- To explore Basic Knowledge on Computers and Photoshop also understand how Photoshop will help to create images in the desired work area.
- This course will demonstrate the various tools that assist in Formatting text, importing images and creating page layouts with the help of industry.
- Familiarize with Adobe Quark X-press from the beginning stages of laying out print documents to learning how to create interactive projects all within one program.
- Identify and utilize design theory and criticism from a variety of perspectives, including: Art, Communication/Information Theory and the Social/Cultural use of design objects in Advertisement and Public Relation industry.

Learning Outcomes

- Have proficiency in a broad range of Design Skills pertaining to Publication & Web Design.
- Have a basic understanding of Text, Typography, Vector tools and Animated GIFs and be able to appropriately output files for both print and web.
- Successfully create images that can be used as Portfolio builders.
- Confidently participate in Professional Design practice and management within a collaborative work environment.
- Analyze, synthesize and utilize design processes and Strategy from concept to delivery to creatively solve communication problems.

CO-PO Mapping

<i>PO</i> <i>CO</i>	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>	<i>PO5</i>	<i>PO6</i>	<i>PO7</i>	<i>PO8</i>	<i>PO9</i>	<i>PO10</i>	<i>PO11</i>
<i>CO1</i>	1	1	2	-	-	-	3	-	2	-	-
<i>CO2</i>	1	-	-	1	-	-	3	-	2	-	-
<i>CO3</i>	1	-	-	1	-	-	3	-	2	-	-
<i>CO4</i>	1	-	-	1	2	-	3	-	2	2	-
<i>CO5</i>	1	-	2	1	1	-	3	-	2	-	-

3-Strong, 2-Moderate, 1-Weak

Unit-1	Introduction to Graphics and Communication (Total hours- L+T+P= 18hrs)	L	T	P
1.1	Graphic Arts and Communication Process (Lecture)	3	1	-
1.2	Evolution and Development of Graphic Communication (Lecture)	3	1	-
1.3	Verbal and Visual Elements in Design (Lecture)	3	-	-
1.4	Types of Computer Graphics (Lecture)	3	1	-

1.5	Graphic Arts and Communication objects (Lecture)	3	1	-
-----	---	---	---	---

Unit-2	Introduction to Quark Xpress (Total hours- L+T+P= 18hrs)	L	T	P
2.1	Quark Xpress Basics – Interface, Tools and Menus (Lecture, Practical)	2	-	1
2.2	Creating, Opening and Saving Projects (Lecture, Practical)	2	-	2
2.3	Creating, Importing, Editing and Formatting Text (Lecture, Practical)	2	-	1
2.4	Importing and Editing Graphics (Lecture, Practical)	2	-	2
2.5	Creating Books, News paper, brusher deignings in Quark X-press layout (Lecture, Practical)	2	-	2

Unit-3	Introduction to Adobe Photoshop (Total hours- L+T+P=18hrs)	L	T	P
3.1	Photoshop Interface, Tools and Menus (Lecture, Practical)	2	-	1
3.2	Various selection methods (Lecture, Practical)	2	-	1
3.3	Colour Modes and File Formats supported by Photoshop (Lecture, Practical)	2	1	1
3.4	Brush and Brush Preset, Custom brushes etc. (Lecture, Practical)	2	-	1
3.5	Introduction to Layers and Filters (Lecture, Practical)	3	1	1

Unit-4	Introduction to Multimedia (Total hours- L+T+P=18hrs)	L	T	P
4.1	Definition and Elements of Multimedia (Lecture, Practical)	2	-	-
4.2	Applications of Multimedia in Print and Electronic Media (Lecture, Practical)	2	1	-
4.3	Hardware And Software Required For Multimedia Development (Lecture, Practical)	2	1	-
4.4	File Formats: Image & Graphics, Video, Audio (Lecture, Practical)	3	1	2
4.5	Multimedia on Internet (Lecture, Practical)	2	-	2

Unit-5	Introduction to Audio and Video Editing (Total hours- L+T+P=18 hrs)	L	T	P
5.1	Fundamentals of Audio and Video, Audio and Video Formats (Lecture)	3	-	-

5.2	Sound Forge – Interface, Tools and Menus (Lecture, Practical)	1	1	3
5.3	Introductions to term related to Audio Editing like Sampling rate, Sampling size, Bit dept. (Lecture, Practical)	1	1	3
5.4	Adobe Premiere - Interface, Tools and Menus (Lecture, Practical)	1	-	2
5.5	Audio and Video Capturing and Editing (Lecture, Practical)	1	-	3

Practical/Project/Assignments:

- Personalized Resume/ Business Card using the text layout features in Quark X-press.
- Personalized Resume using the text layout features in Quark x-press
- Brochure project: About an event that will be held in near future with the help of Adobe Photoshop and Quark x-press.
- Interactive Photo Album using the Animation Panel and Mini Bridge functionality in Adobe Primer which showcase the work of students in the field of multimedia.
- Establish own paper using the text layout features in Quark x-press and Photo shop.

Suggested Readings:

- A Guide to QuarkXPress: Using QuarkXPress. Quark Technology Partnership.
- Bauer, Peter.(2013). Photoshop CC for Dummies. New Jersey: John Wiley & Sons Inc
- Dewis, Glyn.(2015). The Photoshop Workbook: Professional Retouching and Compositing Tips, Tricks, and Techniques. Peachpit Press.
- Faulkner, Andrew and Chavez, Conrad. (2017). Adobe Photoshop Classroom in a Book. Adobe
- Ralf, Steinmetz and Nahrstedt, Klara. (2004)“Multimedia Systems”. Illinois: Springer.
- Raven, Fiona.(2017). Book Design made simple. Canada : 12 Pines Press.

e- resources:

- <http://www.pexels.com/>
- <http://www.lifeofpix.com/>
- <http://www.unsplash.com/grid/>
- <https://pixabay.com/>
- <https://lynda.com/>

BAMC : II SEM			Marks:100			Credits:6		
PSYCHOLOGY			Th	Pr	Ia	Contact hrs.		
			L	T	P			
80			-	20	4	2	-	

Course Objectives

- To develop an understanding of core concepts of Psychology.
- To orient students in understanding the Behavioural aspects of Individuals and Society.
- To analyze the issues of modern Behavioural deviations and suggest the remedies for the same.
- To inculcate aptitude among Students to express themselves according to Behavioural pre-dispositions.
- To make students well versed in Psychology in order to become a complete media professional.

Learning Outcomes

- Students will be able to understand Psychology.
- Students will be able to know Behavioural discrepancies spread in Societies.
- To widen the Affective and Cognitive understanding of the world, among the students.
- Students will be able to increase the understanding of social groups.
- Students will become competent to discuss and write with the issues related to human behaviour.

CO-PO Mapping

<i>PO</i> <i>CO</i>	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>	<i>PO5</i>	<i>PO6</i>	<i>PO7</i>	<i>PO8</i>	<i>PO9</i>	<i>PO10</i>	<i>PO11</i>
<i>CO1</i>	-	-	1	2	-	-	-	-	1	-	-
<i>CO2</i>	-	-	-	-	-	2	-	2	1	-	-
<i>CO3</i>	-	-	1	-	-	3	-	2	2	-	-
<i>CO4</i>	-	-	-	-	-	3	-	-	2	-	-
<i>CO5</i>	-	2	3	2	-	-	-	1	2	-	-

3-Strong, 2-Moderate, 1-Weak

Unit-1	Introduction to Psychology (Total hours- L+T+P=18 hrs)	L	T	P
1.1	History of Psychology, Concept; Nature; Meaning and Definitions (Lecture and Classroom Discussion)	6	-	-
1.2	Schools of Psychology (Structuralism to Constructivism along with their proponents), Current trends in Psychology (Lecture and Classroom Discussion)	3	-	1
1.3	Goals of Psychology, Significance, Relevance (Lecture ,Classroom Discussion and Assignment)	4	-	-
1.4	Importance of studying Psychology for Media students (Lecture and Classroom Discussion)	2	-	-
1.5	Psychological Stress for Media Personals (Lecture,Practical and Classroom Discussion)	2	-	1

Unit-2	Human Behaviour and Cognition (Total hours- L+T+P=22hrs)	L	T	P
2.1	ABC of Psychology (Affective, Behavioural and Cognitive Components) (Lecture and Classroom Discussion)	4	-	-
2.2	Elements of Human Behaviour (Lecture)	3	-	-
2.3	Sensation, Attention and Perception (Basic Concepts) (Lecture, Practical and Classroom Discussion)	6	-	3
2.4	Learning (Basic Concepts) (Lecture, Practical and Classroom Discussion)	3	-	2
2.5	Memory (Basic Concepts) (Lecture, Practical and Classroom Discussion)	3	-	1

Unit-3	Psychopathology (Total hours- L+T+P=17hrs)	L	T	P
3.1	Historical background, Concept of Psychopathology (Lecture)	3	-	-
3.2	Differences between Normal and Abnormal (Lecture)	3	-	-
3.3	DSM-V (Lecture)	3	-	-
3.4	Major Psychological Disorders (Lecture)	4	-	-
3.5	Major Psychological Therapies (Lecture)	4	-	-

Unit-4	Social Psychology (Total hours- L+T+P=19hrs)	L	T	P
4.1	Historical background, Concept of Social Psychology (Lecture and Classroom Discussion)	3	-	-
4.2	Attitude: Concept and Theories of Attitude change (Lecture, Practical and Classroom Discussion)	4	-	2
4.3	Attribution: Concept and Theories (Lecture, Practical and Classroom Discussion)	4	-	2
4.4	Cognitive Dissonance Theory (Leon Festinger), Social Learning Theory (Albert Bandura) (Lecture, Practical and Classroom Discussion)	3	-	2
4.5	Psychology of Social groups (Lecture and Classroom Discussion)	2	-	-

Unit-5	Media Psychology (Totalhours- L+T+P=14hrs)	L	T	P
5.1	Historical background, Concept of Media Psychology (Lecture and Classroom Discussion)	3	-	-
5.2	Needs: Real/Actual, Felt and Perceived (Lecture,Practical and Classroom Discussion)	3	-	1
5.3	Contemporary Media Psychology (Lecture,Practical and Classroom Discussion)	2	-	1
5.4	Play Theory/ Game theory (Lecture,Practical and Classroom Discussion)	2	-	1
5.5	Positive Media (Martin P. Seligman) (Lecture,Practical and Classroom Discussion)	2	-	1

Practical/Project/Assignments:

- Practical on Attention, Perception, Learning, Memory.
- Assignment on DSM-V/Theories of Attitude change/Theories of Attribution.
- Preparation of Case Study in Psychopathology.
- Practical's on Media Psychology.
- Any assignment given by the concerned faculty.

Suggested Readings :

- Baron and Byrne: Social Psychology.
- Morgan, King, Weisz and Schopler: Introduction to Psychology.
- Neale and Davidson: Abnormal Psychology.
- Rashmi Gahlwt: Introduction to Media Psychology.

e- resources :

- https://brittlebooks.library.illinois.edu/brittlebooks_open/Books2010-01/woodro0001psystu/woodro0001psystu.pdf
- https://www.researchgate.net/publication/302281835_Defining_Psychology
- Documentary: 'No Logo: Brands, Globalization and Resistance' by Naomi Klein
- Documentary: 'Killing Us Softly 4' by Jean Kilbourne
- Documentary: 'Century of Self-Part 1: Happiness Machines' by Adam Curtis

BAMC : II SEM			Marks:50			Credits:3		
ENVIRONMENTAL SCIENCE			Th	Pr	Ia	Contact hrs.		
						L	T	P
			40	-	10	2	1	-

Course Objectives

- To develop an understanding of core concepts of Environmental Science.
- To orient students in understanding the cumulative aspects of Environmental Science.
- To analyze the issues of present Environmental Sciences to find out the solutions of Environmental problems.
- To inculcate aptitude among pupils to present Environmental conditions.
- To make students well versed in Environmental Science in order to become a true media professional.

Learning Outcomes

- Students will be able to understand Environmental Sciences.
- Students will be able to know cumulative aspects of Environmental Science.
- Students will be able to know cause and effects of Environmental Pollution and measures to control them.
- To increase understanding of social issues and Environment.
- Students will be able to understand Demography and Environment.

CO-PO Mapping

<i>PO</i> \ <i>CO</i>	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>	<i>PO5</i>	<i>PO6</i>	<i>PO7</i>	<i>PO8</i>	<i>PO9</i>	<i>PO10</i>	<i>PO11</i>
<i>CO1</i>	1	-	-	-	-	2	-	-	2	-	-
<i>CO2</i>	1	-	-	-	-	-	-	2	2	-	-
<i>CO3</i>	-	-	-	-	-	2	-	2	2	-	-
<i>CO4</i>	-	-	-	-	-	3	-	2	2	-	-
<i>CO5</i>	1	-	-	-	-	3	1	2	2	-	-

3-Strong, 2-Moderate, 1-Weak

Unit-1	Introduction to Environmental Science (Total hours- L+T+P=18 hrs)	L	T	P
1.1	Concept, Nature, meaning and Characteristics of Environmental Science (Lecture and Classroom Discussion)	4	-	-
1.2	Natural Resources: Exploration and Exploitation (Lecture and Classroom Discussion)	4	-	-
1.3	Minerals and Metals in India (Lecture and Classroom Discussion)	3	-	-
1.4	Renewable and Non-renewable Natural resources in India (Lecture and Classroom Discussion)	3	-	-
1.5	Land Resources: Exploration and Exploitation (Lecture and Classroom Discussion)	4	-	-

Unit-2	Ecosystem (Total hours- L+T+P=18hrs)	L	T	P
2.1	Concept Structure and Function of Ecosystem (Lecture and Classroom Discussion)	4	-	-
2.2	Ecological Succession, Ecological Pyramids (Lecture and Classroom Discussion)	4	-	-
2.3	Types of Ecosystem (Lecture)	4	-	-
2.4	Biodiversity in India (Basic Concepts) (Lecture)	4	-	-
2.5	Biodiversity conservation (Basic Concepts) (Lecture)	2	-	-

Unit-3	Environmental Pollution (Totalhours- L+T+P=18hrs)	L	T	P
3.1	Nature and Concept of Environmental Pollution (Lecture and Classroom Discussion)	3	-	-
3.2	Causes and Effects of Environmental Pollution (Lecture)	4	-	-
3.3	Measures to control Environmental Pollution (Lecture)	3	-	-
3.4	Waste management (Lecture and Classroom Discussion)	4	-	-
3.5	Disaster management (Lecture and Classroom Discussion)	4	-	-

Unit-4	Social Issues and Environment (Total hours- L+T+P=18hrs)	L	T	P
4.1	Sustainable Development, Millennium developmental Goals (Lecture and Classroom Discussion)	3	-	-
4.2	Water conservation, Rain water harvesting (Lecture and Classroom Discussion)	4	-	-
4.3	Resettlement and Rehabilitation of displaced humans/dwellers (Lecture and Classroom Discussion)	4	-	-
4.4	Nuclear accidents of India and World (Lecture and Classroom Discussion)	3	-	-
4.5	Wildlife conservation: Acts and Ethics (Lecture and Classroom Discussion)	4	-	-

Unit-5	Demography and Environment (Totalhours- L+T+P=18hrs)	L	T	P
5.1	Census (Lecture and Classroom Discussion)	3	-	-

5.2	Population explosion (Lecture and Classroom Discussion)	4	-	-
5.3	Family Welfare Programs (Lecture and Classroom Discussion)	4	-	-
5.4	Environment and Human health (Lecture and Classroom Discussion)	3	-	-
5.5	Eco-safety and ICT in Environment (Lecture and Classroom Discussion)	4	-	-

Practical/Project/Assignments:

- Case studies
- Report writing
- Any assignment given by the concerned faculty.

Suggested Readings:

- G. Tyler Miller: Environmental Science with MindTap.
- Smiriti Srivastava: Environmental Science.
- William Cunningham and Mary Cunningham: Environmental Science: A Global Concern .

e-resources:

- e-books

BAMC : II SEM			Marks:50			Credits:3		
PHOTO JOURNALISM			Th	Pr	Ia	Contact hrs.		
			L	T	P	2	-	2
25	15	10						

Course Objectives

- To acquire a basic working understanding of photo camera and its parts.
- To learn about various types of lighting and use of filters .
- To know basic terminology and concepts of composition.
- To know different types of lenses and their use.
- Understand the techniques of aesthetics for good photo.

Learning Outcomes

- Analyze the aesthetic and technical photographic contributions to a News.
- Demonstrate the use of lighting and photo accessories in a professional and safe manner.
- Use the Language of a photographer to communicate with their News team.
- Student will have sound understanding of digital photo techniques and editing.
- Proficiency in the use of digital camera and new trends.

CO-PO Mapping

<i>PO</i> <i>CO</i>	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>	<i>PO5</i>	<i>PO6</i>	<i>PO7</i>	<i>PO8</i>	<i>PO9</i>	<i>PO10</i>	<i>PO11</i>
<i>CO1</i>	1	1	2	3	-	-	2	-	2	-	-
<i>CO2</i>	1	1	2	3	-	-	2	-	2	-	-
<i>CO3</i>	1	1	-	3	-	-	-	-	2	-	1
<i>CO4</i>	1	1	-	3	-	-	3	-	2	-	-
<i>CO5</i>	1	1	2	3	-	-	3	-	2	1	-

3-Strong, 2-Moderate, 1-Weak

Unit-1	Introduction to Photography (Total hours- L+T+P=9 hrs)	L	T	P
1.1	Photography as an Art (Lecture)	1	-	-
1.2	Principles of Photography (Lecture)	1	-	-
1.3	Photography Genres (Lecture, Practical)	1	-	1
1.4	Understanding the structure and working of a professional camera- camera view finder, lenses, aperture, iris diaphragm, shutter, light meter (Lecture, Practicals)	1	-	2
1.5	Major Types of Camera (Lecture, Practicals)	1	-	2

Unit-2	Technical Aspects (Total hours- L+T+P=9 hrs)	L	T	P
2.1	Lenses (Lecture, Practical)	1	-	1
2.2	Types of Lenses (Lecture, Practical)	1	-	1
2.3	AOV and Focal lengths of various lenses (Lecture, Practical)	1	-	1
2.4	Depth of Field & Depth of Focus (Lecture, Practical)	1	-	1
2.5	Relationship between shutter speed, Aperture & Film for various genres of photography (Lecture, Practical)	1	-	1

Unit-3	Photo Composition (Total hours- L+T+P=9 hrs)	L	T	P
3.1	Concept & Importance of Composition (Lecture, Field Practical)	1	-	1
3.2	Photo Composition Rules (Lecture, Field Practical)	1	-	1
3.3	Elements of Photo Composition (Lecture, Practical)	1	-	1
3.4	Straight and converging lines diagonal & shaped compositions (Lecture, Practical)	1	-	1
3.5	Repetitions and rhythms secondary subjects, moving towards the centre (Lecture, Practical)	1	-	1

Unit-4	Photo Accessories (Total hours- L+T+P=9 hrs)	L	T	P
4.1	Photography Accessories (Lecture, Practical)	1	-	1
4.2	Tripod : Qualities & Use (Lecture, Practical)	1	-	1
4.3	Colour correction filters (Lecture, Practical)	1	-	1
4.4	UV, NID filter, polarizing filters etc Special effect filters (Lecture, Practical)	1	-	1
4.5	Flash gun : Types & Use (Lecture, Practical)	1	-	1

Unit-5	Photo Editing (Total hours- L+T+P=9 hrs)	L	T	P
5.1	Cropping & Editing (Lecture, Practical)	1	-	1
5.2	Techniques of Photo Editing (Lecture, Practical)	1	-	1
5.3	Essentials of a Press photograph (Lecture, Practical)	1	-	1

5.4	Qualities of a good Photo Journalist (Lecture, Practical)	1	-	1
5.5	Legal & Ethical aspects of Photo Journalism (Lecture, Practical)	1	-	1

Practical/Project/Assignments:

- Study the depth of field by varying f.no. , focal length of lens and distance between camera and subject.
- Study the use of different filters & exposing with star filter, N.D.filter, and Multi image filters to study their effects.
- Practical for three point lighting in a Studio and studying different ways of controlling light.
- Study effect of different types of lenses.
- Exposing with different Composition and compare their effect.

Suggested Readings :

- Belt Angela Faris , The Elements of Photography understanding and creating Sophisticated Images , focal press , 2012.
- Fincher Terry , Creative Techniques in Photo Journalism , BT Batsford Ltd. London , 1980.
- शर्मा शशीप्रभा , फोटो पत्रकारिता के मूल तत्व , कनिष्क पब्लिशर्स , डिस्ट्रीब्यूटर्स नई दिल्ली , 2007
- Kobre Kenneth , Photo Journalism The Professionals Approach , Focal Press Oxford , 2004.
- Sharma O.P. , Hind Pocket Books (P) Ltd. , New Delhi , 2001.

e- resources :

- https://www.nationalgeographic.com/ebooklets/e_ultimate_photo_guide.pdf
- <https://the-photo-ebook.com/>
- <https://swayam.gov.in/courses/5181-basics-of-photography>

BA in Mass Communication : SEMESTER - III

Course of Study	Class & Papers	Course Name/Subject	Th	IA	P	Total
CCC7	3BA(MC)1	History of Print and Electronic Media	80	20	-	100
CCC8	3BA(MC)2	Political Science	80	20	-	100
DSE1	3MA(MC)3a	News Writing	50	20	30	100
		OR				
DSE2	3BA(MC)3b	Print Production	50	20	30	100
SEC1	3BA(MC)4	Hindi-I	40	10	-	50
Open Elective						
OE3	3BA(MC)5	Art of Anchoring	25	10	15	50

BAMC : III SEM			Marks:100			Credits:6		
HISTORY OF PRINT AND ELECTRONIC MEDIA			Th	Pr	Ia	Contact hrs.		
						L	T	P
			80	-	20	5	1	-

Course Objectives

- To make students aware of the rich and diverse history of Indian Press, Radio and Television.
- To highlight the role of Government in the Press.
- To educate students about the role of Print Media in Indian Freedom Struggle.
- To make students aware about the growth of Hindi and English newspapers.
- To give an introduction of different forms of Traditional Media.

Learning Outcomes

- Students will able to understand origin and growth of India Press.
- Students will able to understand the contribution of Indian Press in the Freedom Struggle.
- Students will have knowledge about growth of National and Vernacular Press.
- Students will have knowledge about growth of Radio and Television.
- Develop an understanding of different forms of Traditional Media.

CO-PO Mapping

<i>PO</i> <i>CO</i>	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>	<i>PO5</i>	<i>PO6</i>	<i>PO7</i>	<i>PO8</i>	<i>PO9</i>	<i>PO10</i>	<i>PO11</i>
<i>CO1</i>	3	3	-	-	-	-	-	-	2	-	-
<i>CO2</i>	2	3	-	-	-	1	-	-	2	-	-
<i>CO3</i>	2	2	-	-	-	-	-	-	1	-	-
<i>CO4</i>	3	3	-	-	-	-	-	-	2	-	1
<i>CO5</i>	3	3	-	-	-	-	-	-	2	-	1

3-Strong, 2-Moderate, 1-Weak

Unit-1	History of Media-I (Total hours- L+T+P=18hrs)	L	T	P
1.1	Introduction to the origin of Press (Lecture, Group Discussion)	3	1	-
1.2	Role of press in Freedom Movement: National and Regional Press (Lecture, Group Discussion)	3	-	-
1.3	Freedom fighters as Journalists (Lecture, Group Discussion)	3	1	-
1.4	History of 'Bengal Gazette' and 'Udant Marthand' (Lecture, PPT presentations)	3	1	-
1.5	Newspapers and Magazines (Lecture, Group Discussion)	2	1	-

Unit-2	History of Media-II (Total hours- L+T+P=18hrs)	L	T	P
2.1	Introduction to major News Agencies (Lecture, PPT presentations, Group Discussion)	3	1	-

2.2	Brief introduction : Reuters, AP, AFP, TAAS, ANI (Lecture, Group Discussion)	3	-	-
2.3	Role and importance of News Agencies (Lecture, PPT presentations, Group Discussion)	3	1	-
2.4	Functioning of News Agencies (Lecture, PPT presentations, Field Visit)	3	1	-
2.5	Indian News Agencies (Lecture, PPT presentations, Field Visit)	2	1	-

Unit-3	Radio (Total hours- L+T+P=18hrs)	L	T	P
3.1	Development of All India Radio (Lecture, Group Discussion)	3	1	-
3.2	Role of AIR in National Development (Lecture, PPT Presentations, Group Discussion)	3	-	-
3.3	Growth of Private Radio Channels in India (Lecture, PPT Presentations, Group Discussion)	3	1	-
3.4	FM radio (Lecture, PPT Presentations, Field Visit)	3	1	-
3.5	Community radio (Lecture, PPT Presentations)	2	1	-

Unit-4	Television (Total hours- L+T+P=18hrs)	L	T	P
4.1	Doordarshan in India (Lecture, PPT Presentations, Group Discussion)	3	1	-
4.2	Development of Television in World (Lecture, PPT Presentations, Group Discussion)	3	-	-
4.3	Growth of Private television channels in India (Lecture, PPT presentations, Group Discussion)	3	1	-
4.4	Role of TV in society (Lecture, PPT presentations, Group Discussion, Expert Lecture)	3	1	-
4.5	Impact of TV (Lecture, PPT presentations, Group Discussion)	2	1	-

Unit-5	Traditional Media and Cinema (Total hours- L+T+P=18hrs)	L	T	P
5.1	Traditional Media and its relevance (Lecture, PPT presentations, Group Discussion)	3	1	-
5.2	Cultural and Social roots of Traditional Media (Lecture, PPT presentations, Group Discussion)	3	-	-
5.3	Brief history of Indian Cinema (Lecture, PPT presentations, Group Discussion, Expert Lecture)	3	1	-
5.4	Parallel and Commercial Cinema (Lecture, PPT presentations, Group Discussion)	3	1	-
5.5	Trends of Indian Cinema (Lecture, PPT presentations, Group Discussion, Expert Lecture)	2	1	-

Practical/Project/Assignments:

- Prepare chart / poster on the timeline of origin and growth of Indian Press, or Television and Radio broadcasting.
- Make a poster presentation on different forms of Folk Media.
- Any assignment given by the concerned faculty.

Suggested Readings :

- Briggs A. & Burke Peter, Social History of the Media: From Gutenberg to Internet, Polity Press, 2010
- Chopra Dhananjay, Patrakarita Tab Se AbTak , Uttar Pradesh Hindi Sansthan , Lucknow, 2007
- Jeffrey Robbin, India ' s newspaper Revolution , Oxford India PaperBacks, 2009
- Jeffrey Robin, India's Newspaper Revolution: Capitalism, Technology and the Indian-language Press (3rd edition), Oxford University Press,2000
- Kumar Keval J., Mass Communication in India , Jaico Publishing House,1994
- Natarajan J., History of Indian Journalism, Publication division of the Ministry and Broadcasting of Government of India, 2000
- Shridhar Vijay Dutt, Bharatiya Patrakarita Kosh, VaniPrakashan , New Delhi, 2008

e- resources :

- <https://doordarshan.gov.in/>
- www.univarta.com
- www.eathshala.nic.in
- file:///C:/Users/WINDOW%20%207/Downloads/Understanding-Media-and-Culture-1614013250._print.pdf
- <https://us.sagepub.com/en-us/nam/mass-communication-interactive-ebook/book266215>

BAMC : III SEM			Marks:100			Credits:6		
POLITICAL SCIENCE			Th	Pr	Ia	Contact hrs.		
						L	T	P
			80	-	20	5	1	-

Course Objectives

- To develop an understanding of core values of Political Science.
- To orient the students in understanding their surroundings and to analyze the issues implicit in Indian Polity as-well-as International polity.
- To inculcate aptitude among students to express themselves according to Political conscience.
- To impart an overall concept of Political fervor.
- To make students map out the critical thinking to rationalize political system, logically.

Learning Outcomes

- Students will be able to understand Indian constitution.
- Students will be able to know political functioning of various countries of the world.
- The National and Global understanding of the world, among the students will widen.
- Enhancement of knowledge regarding Government, Democracy, Bureaucracy.
- Students will become competent to discuss and write with the issues related to Polity.

CO-PO Mapping

<i>PO</i> <i>CO</i>	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>	<i>PO5</i>	<i>PO6</i>	<i>PO7</i>	<i>PO8</i>	<i>PO9</i>	<i>PO10</i>	<i>PO11</i>
<i>CO1</i>	3	2	-	-	-	3	-	-	2	-	-
<i>CO2</i>	3	2	-	-	-	3	-	2	2	-	-
<i>CO3</i>	3	2	2	-	-	3	-	2	2	-	1
<i>CO4</i>	3	2	-	-	1	2	-	1	2	-	-
<i>CO5</i>	2	1	3	2	-	-	-	2	-	2	1

3-Strong, 2-Moderate, 1-Weak

Unit-1	Introduction to Political Science (Total hours- L+T+P=20hrs)	L	T	P
1.1	Philosophy of Political Science: <i>Kautilya, Manu, Socrates, Plato</i> and Aristotle (Chalk and talk method)	6	-	-
1.2	Meaning,Nature, Concept and Importance of Political Science (Chalk and talk method)	5	-	-
1.3	Significance, Relevance and Scope of Political Science (Chalk and talk method)	4	-	-
1.4	Correlation of Political Science with other Social Sciences (Chalk and talk method)	3	-	-
1.5	Importance of studying Political Science for Media students (Chalk and talk method)	2	-	-

Unit-2	Elements of Indian Constitution (Total hours- L+T+P=22hrs)	L	T	P
2.1	Preparation of Indian Constitution: Government of India Act 1935, Drafting Committee of Indian Constitution: Concept, Composition, Functioning and Working (Chalk and talk method and Classroom Discussion)	5	-	-
2.2	Preamble of Indian Constitution: <i>Keshvanand Bharthi</i> vs. State of India (Case study), Post 42 nd amendment, Articles, Parts, Amendments and Schedules in Indian Constitution (Chalk and talk method and Classroom Discussion)	5	-	2
2.3	Citizenship, Federal nature of Indian Constitution, Centre-state relationship (Ppt. Lectures)	5	-	-
2.4	Fundamental Rights, Fundamental Duties, Directive Principles of State Policy (Ppt. Lectures)	4	-	-
2.5	42 nd Amendment of Indian Constitution, 42 nd Amendment as Mini Constitution (Ppt. Lectures)	2	-	-

Unit-3	Democratic Functioning (Total hours- L+T+P=14hrs)	L	T	P
3.1	Parliament (Ppt. Lectures)	3	-	-
3.2	Legislative assembly and Prerogatives (Ppt. Lectures)	3	-	-
3.3	Legislature, Executive and Judiciary (Ppt. Lectures)	3	-	-
3.4	Bureaucracy, Police, Vigilance, Defense forces (Ppt. Lectures)	3	-	-
3.5	Panchayati Raj System in India (Ppt. Lectures)	2	-	-

Unit-4	Indian Political Parties (Total hours- L+T+P=14hrs)	L	T	P
4.1	Party System in India (Ppt., Lectures and Classroom Discussion)	3	-	-
4.2	Major National Parties: Concept, Background, Functioning (Ppt., Lectures and Classroom Discussion)	3	-	-
4.3	Major Regional Parties: Concept, Background, Functioning (Ppt., Lectures and Classroom Discussion)	3	-	-
4.4	Origin of Coalition Government (Ppt., Lectures and Classroom Discussion)	3	-	-
4.5	Future of Coalition Government with special reference to India (Ppt., Lectures and Classroom Discussion)	2	-	-

Unit-5	Contemporary Polity (Total hours- L+T+P=20hrs)	L	T	P
5.1	Public opinion, Pre-poll, Exit-poll (Classroom Lectures, Practicals)	3	-	3
5.2	Elections and Voting (Classroom Lectures, Group Discussion, Practicals)	3	-	3
5.3	Present International Political Scenario (Classroom Lectures, Focus Group Discussion, Practicals)	3	-	2
5.4	Present Indian Political Scenario (Classroom Lectures, Focus Group Discussion, Practicals)	3	-	2
5.5	Role of Pressure groups in Indian politics (Classroom Lectures, Assignments, Practicals)	2	-	2

Practical/Project/Assignments:

- Preparation of Audience Survey/ Pre-poll/ Exit-poll.
- Preparation of profile (s) of Political Parties.
- Preparation of comparative study on various Philosophies with respect to Political Science.
- Case study on prominent cases like *Keshvanand Bharthi* vs. State of India, Minerva Mills's case, etc.
- Any assignment given by the concerned faculty.

Suggested Readings:

- Basu Durga Das, Introduction to the Constitution of India, Lexis Nexis, 2019
- Bakshi P.M., Constitution of India Pocket Edition, Universal Law Publishing, 2019
- Singh M.P. & Roy Himanshu, Indian Political System, Fourth Edition, Pearson Education, 2018.
- Johari J.C., Indian Political System, Anmol Publication Pvt. Ltd., 2002
- Ghai K.K., Indian Government and Politics, Kalyani Publishers, 2012

e-resources:

- <https://Indian-Political-System-J-Johari/dp/817488162>
- <https://www.Indian-Political-System-Singh-Himanshu-ebook/dp/B07F63QBMF>
- <https://www.sagepub.in/indian-government-and-politics-bidyut-chakrabarty-9788178298818.html>
- www.eathshala.nic.in
- <https://www.oxfordhandbooks.com/view/10.1093/oxfordhb/9780199793471.001.0001/oxfordhb-9780199793471>

BAMC : III SEM			Marks:100			Credits:6		
NEWS WRITING			Th	Pr	Ia	Contact hrs.		
			L	T	P	4	-	4
50	30	20	4	-	4			

Course Objectives

- Understand the News concept.
- Fundamentals of good writing.
- Describe the news values which a news reporter should keep in mind for determining whether an event is news worthy or not.
- Explain the important sources of news, and the sources a reporter should tap for news stories.
- Understand the basic element of digital storytelling.

Learning Outcomes

- Students will be able to understand the news values and the basics of news writing.
- Students will able to write different types of leads and intro.
- Students will able to understand the structure of news writing and its purpose.
- Students will be able to write clear, concise, accurate and interesting news stories.
- Students will able to write for blogs in different issues.

CO-PO Mapping

PO \ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	3	3	2	-	-	-	2	1	2	-
CO2	2	2	2	2	-	-	-	2	1	2	-
CO3	3	3	3	2	-	-	-	2	1	2	-
CO4	3	3	3	2	-	-	-	2	1	2	2
CO5	2	2	2	2	-	-	2	2	1	2	-

3-Strong, 2-Moderate, 1-Weak

Unit-1	Concept of News (Total hours- L+T+P= 18hrs)	L	T	P
1.1	News: Concept, Definitions, Elements (Classroom Lecture, News Paper Reading& Practices)	3	1	-
1.2	Kinds of News: Soft & Hard News, Short news, Importance of News (Classroom Lecture, News Paper Reading& Practices)	3	-	-
1.3	News values & Dynamics of News (Classroom Lecture, News Paper Reading& Practices)	3	1	-
1.4	Truth, Objectivity, diversity, Plurality, Social welfare & relevance (Classroom Lecture, News Paper Reading& Practices)	3	1	-
1.5	Sources of News, Cultivation & Protection, Verification & Validation of facts (Classroom Lecture, News Paper Reading& Practices)	2	1	-

Unit-2	News structure, Style & Techniques (Total hours- L+T+P=18 hrs)	L	T	P
2.1	News structure & Content (Classroom Lecture, Practical)	3	1	-

2.2	Style : Inverted pyramid, Chronological (Classroom Lecture, Practical)	3	-	-
2.3	Headlines : Types, Function, Importance, Technique (Classroom Lecture, News Paper Reading& Practical)	3	1	-
2.4	Concept of News story, Types of News stories (Classroom Lecture, News Paper Reading& Practical)	3	1	-
2.5	Concept & Importance of Photo in news (Classroom Lecture, Practical)	2	1	-

Unit-3	News Writing (Total hours- L+T+P=18 hrs)	L	T	P
3.1	Introduction & Concept of Newswriting, News language (Classroom Lecture, News Paper Reading& Practices)	3	1	-
3.2	Writing news for Newspapers (Classroom Lecture, News Paper Reading& Practices)	3	-	-
3.3	Writing news for Radio & Television (Classroom Lecture, Practical)	3	1	-
3.4	Differences from other forms of Media writing (Classroom Lecture, Practical)	3	1	-
3.5	Writing Reviews(Book, film, Theatre) (Classroom Lecture, Reading & Writing)	2	1	-

Unit-4	News Writing for different beats/areas/fields (Total hours- L+T+P=18 hrs)	L	T	P
4.1	News writing for different beats/ areas/fields like Political, Crime, Court, Sports, Commercial & Business, Art & Culture etc. (Classroom Lecture, Reading & Writing)	3	1	-
4.2	News Analysis & Backgrounders (Classroom Lecture, Reading & Writing)	3	-	-
4.3	Writing News based Interview (Classroom Lecture, Practical)	3	1	-
4.4	Writing for Specialized reporting like Investigative and Interpretative news (Classroom Lecture, Reading & Writing)	3	1	-
4.5	News based article, News based features (Classroom Lecture, Reading & Writing)	2	1	-

Unit-5	Writing for Web (Total hours- L+T+P=18hrs)	L	T	P
5.1	News writing for Web, E-paper (Classroom Lecture, Practical)	3	1	-
5.2	Writing Blog (Classroom Lecture, Practical)	3	-	-
5.3	Writing for Photo captions (Classroom Lecture, Practical)	3	1	-
5.4	Writing for Cartoons (Classroom Lecture, Practical)	3	1	-

5.5	Concept & Technique of Proofreading (Classroom Lecture, Practical)	2	1	-
-----	---	---	---	---

Practical/Project/Assignments:

- Read any of the three news papers of one day in the context of the given points.
 1. Lead story
 2. News page & location
 3. Presentation of news
 4. News language & style
- Carefully read the question of business & finance in two newspapers/magazines. List the published news /articles in them.
- Make a list of words used in these news/articles.
- Watch radio/television news for two days consecutive weeks. Observe and Analyse the content and its presentation.
- Write news for radio, newspaper and television.

Suggested Readings:

- Allan Stuart, The Routledge Companion to News Journalism, Routledge Newyork, 2010.
- Frost Chris , Reporting for Journalists.London: Routledge, 2001
- Mitchell W.J.T. & Hansen Mark B.N., Critical Terms for Media Studies, The University of Chicago Press, 2010
- Rich Carole, Writing and Reporting News: A Coaching Method, Cengage Learning Custom,2010
- Shrivastava K..M., Radio and TV Journalism, Sterling Publishers Pvt. Ltd., New Delhi, 2015
- Stovall James G., Writing for the Mass Media. Ninth Edition, Pearson, NewYork, 2015

e- resources:

- Cyber Journalist: Technology, Tools & Ethics:<http://cyberjournalist.org.in/index.html>
- https://www.researchgate.net/publication/307571500_Writing_Feature_Articles_For_The_Print_Media_And_e-Media
- <https://www.sagepub.com/hi/nam/the-basics-of-media-writing/book245776>
- <https://swayam.gov.in/courses/5182-writing-for-mass-media>
<https://ohiostate.pressbooks.pub/stratcommwriting/chapter/media-writing-skills/>
- <https://ndl.iitkgp.ac.in/homestudy/humanities>

BAMC :III SEM			Marks:100			Credits:6		
PRINT PRODUCTION			Th	Pr	Ia	Contact hrs.		
			L	T	P			
			50	30	20	4	-	4

Course Objectives

- Understand the concept and philosophy of Art.
- Understand the functions of type composition and develop the ability to select the appropriate typeface for a particular design.
- Develop an understanding of the use of new technology in developing Layout.
- Understand the purpose of a Newspaper Design..
- The paper will enable students to develop their skills in print media.

Learning Outcomess

- Students would acquire practical experience on designing of Page Layout.
- Students would be able to understand the techniques of Print Production.
- Students would be able to understand how to apply the knowledge of Visual Art.
- Students will be able to use Page Maker, Quark express and Coral draw.
- Students will be able to use In-design and Photoshop.

CO-PO Mapping

<i>PO</i> <i>CO</i>	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>	<i>PO5</i>	<i>PO6</i>	<i>PO7</i>	<i>PO8</i>	<i>PO9</i>	<i>PO10</i>	<i>PO11</i>
<i>CO1</i>	3	2	3	2	-	-	2	-	2	2	-
<i>CO2</i>	3	2	3	2	-	-	2	-	2	2	-
<i>CO3</i>	3	2	3	2	-	-	2	-	2	2	-
<i>CO4</i>	3	2	3	2	-	-	2	-	2	2	-
<i>CO5</i>	3	2	3	2	-	-	2	-	2	2	-

3-Strong, 2-Moderate, 1-Weak

Unit-1	Art and Production (Total hours- L+T+P=18hrs)	L	T	P
1.1	Visual Art (Lectures, Assignments)	3	-	-
1.2	Aesthetics of print production (Lectures, Assignments)	3	-	-
1.3	Graphic Art (Lectures, Assignments)	3	-	-
1.4	Typography - Structure, Design and Function (Lectures, Assignments, Practicals)	3	-	2
1.5	Design Style, Function of Type Composition (Lectures, Assignments, Practicals)	2	-	2

Unit-2	Layout and Design (Total hours- L+T+P=18hrs)	L	T	P
2.1	Terms in Layout Planning (Lectures, Practicals)	3	-	1
2.2	Stages of Layout Planning (Lectures, Practicals)	3	-	1
2.3	Principles of Design (Lectures, Assignments, Practicals)	3	-	1
2.4	Basic Approach of Design (Lectures, Assignments, Practicals)	2	-	1
2.5	Functions of Colour (Lectures, Assignments, Practicals)	2	-	1

Unit-3	Newspaper Design (Total hours- L+T+P=18hrs)	L	T	P
3.1	Newspaper Designing (Lectures, Assignments, Practicals)	3	-	1
3.2	Design Approach (Lectures, Assignments, Practicals)	3	-	1
3.3	Newspaper Format (Lectures, Assignments, Practicals)	3	-	1
3.4	Design Elements (Lectures, Practicals)	2	-	1
3.5	Page Make-up (Lectures, Assignments, Practicals)	2	-	1

Unit-4	Periodicals Design (Total hours- L+T+P=18hrs)	L	T	P
4.1	Elements of Magazine Designing (Lectures, Assignments, Practicals)	3	-	1
4.2	Elements of house journal Designing (Lectures, Assignments, Practicals)	3	-	1
4.3	Elements of Newsletters Designing (Lectures, Assignments, Practicals)	3	-	1
4.4	Rules for Poster Designing (Lectures, Assignments, Practicals)	2	-	1
4.5	Production Procedures (Lectures, Assignments, Practicals)	2	-	1

Unit-5	Software for Designing (Total hours- L+T+P=18hrs)	L	T	P
5.1	Layout designing for Online paper (Lectures, Practicals)	3	-	1
5.2	New trends of Layout (Lectures, Practicals)	3	-	1

5.3	Introduction to Page Maker and Quark express (Lectures, Practicals)	3	-	1
5.4	Introduction to Coral draw (Lectures, Practicals)	2	-	1
5.5	Introduction to In-design, Photoshop (Lectures, Practicals)	2	-	1

Practical/Project/Assignments:

- Creating a news paper in In-design.
- Creating a poster in Adobe Photoshop.
- Using smart art and create a Magazine.
- Any assignment given by the concerned faculty.

Suggested Readings:

- Eisenstein Elizabeth L., The Printing Revolution in Early Modern Europe, Cambridge University Press, 1983
- Jain Satish & Geetha M., CorelDraw Training Guide, BPB Publications, New Delhi, 2018
- Johansson Kaj, Lundberg Peter and Ryberg Robert, A Guide to Graphic Print Production, Elanders Falth & Hassler, Hungary, 2011
- Marina Joyce , Designing for Print: The Art and Science, Inez D. Incorporated, 2018
- Sarkar N.N., Art and Print Production, Oxford University press. New Delhi, 2013

e- resources:

- <https://open.umn.edu/opentextbooks/textbooks/graphic-design-and-print-production-fundamentals>
- <https://opentextbc.ca/graphicdesign/>
- https://www.researchgate.net/publication/272271756_Simplifying_e-book_and_print_production
<https://epathshala.nic.in/>
- <https://swayam.gov.in/>
- https://www.swayamprabha.gov.in/index.php/program/archive_he/17

BAMC : III SEM			Marks:50			Credits: 2		
हिंदी-I			Th	Pr	Ia	Contact hrs.		
			L	T	P			
40			-	10	2	-	-	

Course Objectives

- भाषा एवं हिन्दी भाषा के बारे में बुनियादी जानकारी देना ।
- हिन्दी भाषा और भारत की संस्कृति, समाज और सभ्यता का ज्ञान ।
- शब्द के विभिन्न रूपों और उसके विभिन्न उपयोगों पर जानकारी देना ।
- अभिव्यक्ति में वाक्यों की उपयोगिता की समझ विकसित करना ।
- हिन्दी साहित्य की प्रारंभिक जानकारी देना ।

Learning Outcomes

- विद्यार्थी हिन्दी में बुनियादी ज्ञान प्राप्त कर सकेंगे ।
- भारतीय संस्कृति और सभ्यता में हिन्दी की पैठ जान सकेंगे ।
- अच्छा बोल और अच्छा लिख सकेंगे ।
- तर्कसंगत अभिव्यक्ति दे सकेंगे ।
- हिन्दी साहित्य की समझ विकसित हो सकेगी ।

CO-PO Mapping

PO \ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	2	2	-	2	-	-	-	-	2	-	-
CO2	2	-	1	2	-	2	-	3	2	-	-
CO3	3	3	3	2	1	-	-	2	2	1	-
CO4	2	2	2	1	1	-	-	1	2	2	1
CO5	2	1	-	-	-	-	-	1	-	-	-

3-Strong, 2-Moderate, 1-Weak

Unit-1	भाषा की परिभाषा एवं हिन्दी का विकास (Total hours- L+T+P=9hrs)	L	T	P
1.1	भाषा क्या है? भाषा के विकास का इतिहास (व्याख्यान, प्रदर्शन, असाइनमेंट)	2	-	-
1.2	हिन्दी का भाषा के तौर पर संक्षिप्त इतिहास-विकास (व्याख्यान, प्रदर्शन, असाइनमेंट)	1	-	-
1.3	हिन्दी की लिपि- देवनागरी का विकास एवं उसकी विशेषताएँ (व्याख्यान, अभ्यास, प्रदर्शन, असाइनमेंट)	2	-	-
1.4	हिन्दी भाषा का संरचना मूलक अध्ययन – वर्गीकरण वर्ण शब्द, वाक्य (व्याख्यान, प्रदर्शन, असाइनमेंट, प्रायोगिक अभ्यास)	2	-	-
1.5	हिन्दी भाषा का महत्व, क्षेत्र और राष्ट्रभाषा के तौर पर उसका प्रभाव (व्याख्यान, अभ्यास, प्रदर्शन, असाइनमेंट, प्रयोग)	2	-	-

Unit-2	शब्द, संस्कृति एवं सभ्यता (Total hours- L+T+P=9hrs)	L	T	P
2.1	शब्दों की संस्कृति एवं उनका इतिहास (व्याख्यान, प्रदर्शन, असाइनमेंट, प्रयोग)	2	-	-
2.2	भाषा एवं संस्कृति / भाषा एवं समाज (व्याख्यान, प्रदर्शन, असाइनमेंट, प्रायोगिक अभ्यास)	1	-	-
2.3	हिन्दी में शब्द संरचना एवं उसके प्रयोगों की विशेषताएं (व्याख्यान, प्रदर्शन, असाइनमेंट, प्रायोगिक अभ्यास)	2	-	-
2.4	संधि, समास, उपसर्ग, प्रत्यय, पर्यायवाची, विलोमार्थी, अनेकार्थी या समूहार्थक शब्द (व्याख्यान, प्रदर्शन, असाइनमेंट, प्रायोगिक अभ्यास)	2	-	-
2.5	वाक्य, रचना एवं प्रकार, वाक्य रचना के कारक, वाक्य रचना की सामान्य विधियां (व्याख्यान, प्रदर्शन, असाइनमेंट, प्रायोगिक अभ्यास)	2	-	-

Unit-3	व्याकरण व शब्दकोश का महत्व (Total hours- L+T+P=9hrs)	L	T	P
3.1	व्याकरण एवं उसकी उपयोगिता / हिन्दी व्याकरण का संक्षिप्त इतिहास (व्याख्यान, प्रदर्शन, प्रायोगिक अभ्यास)	2	-	-
3.2	शब्द और संज्ञाएं, शब्द और सर्वनाम, शब्द और क्रियाएं (व्याख्यान, असाइनमेंट, प्रायोगिक अभ्यास)	1	-	-
3.3	शब्द और विशेषण (व्याख्यान, प्रदर्शन, असाइनमेंट, प्रायोगिक अभ्यास)	2	-	-
3.4	विशेषण, कारक चिन्ह, कृदन्त और तद्धित (व्याख्यान, असाइनमेंट, प्रायोगिक अभ्यास)	2	-	-
3.5	शब्दकोष का उपयोग एवं महत्व (व्याख्यान, असाइनमेंट, प्रायोगिक अभ्यास)	2	-	-

Unit-4	वाक्य संरचना (Total hours- L+T+P=9hrs)	L	T	P
4.1	वाक्य की परिभाषा, वाक्य की संरचना और वाक्यों के प्रकार (व्याख्यान, प्रदर्शन, असाइनमेंट, प्रायोगिक अभ्यास)	2	-	-
4.2	वाक्य और अभिव्यंजना – सूचना परक वाक्य, वाक्य और तथ्य परकता (व्याख्यान, प्रदर्शन, असाइनमेंट, प्रायोगिक अभ्यास)	1	-	-
4.3	वाक्य और विचारात्मकता और भाव अभिव्यंजना (व्याख्यान, प्रदर्शन, असाइनमेंट, प्रायोगिक अभ्यास)	2	-	-
4.4	वाक्य और अनुभव, वाक्य और कल्पना (व्याख्यान, प्रदर्शन, असाइनमेंट, प्रायोगिक अभ्यास)	2	-	-
4.5	अध्ययन – सामूहिक चर्चा : रागदरबारी, उपन्यास (लेखक : श्रीलाल शुक्ल) (व्याख्यान, समूह चर्चा, प्रायोगिक अभ्यास)	2	-	-

Unit-5	हिन्दी की बोलियाँ (Total hours- L+T+P=9hrs)	L	T	P
--------	--	---	---	---

5.1	मीडिया के लिए उपयुक्त भाषा का स्वरूप (व्याख्यान, समूह चर्चा, प्रायोगिक अभ्यास)	2	-	-
5.2	हिन्दी अंचल की कहावतें (व्याख्यान, समूह चर्चा, प्रायोगिक अभ्यास)	1	-	-
5.3	हिन्दी अंचल के मुहावरे (व्याख्यान, समूह चर्चा, प्रायोगिक अभ्यास)	2	-	-
5.4	दोहे और अलंकारों का महत्व (व्याख्यान, समूह चर्चा, प्रायोगिक अभ्यास)	2	-	-
5.5	हिन्दी की प्रमुख बोलियाँ – अवधि, ब्रजभाषा छत्तीसगढ़ी, मालवी, बुंदेलखंडी, बघेली, राजस्थानी, भोजपुरी, मैथिली आदि से संक्षिप्त परिचय (व्याख्यान, समूह चर्चा, प्रायोगिक अभ्यास)	2	-	-

Practical/Project/Assignments:

- विद्यार्थी अपनी बोली में 500 शब्दों में कुछ लिखें ।
- जो किताब पढ़े, उस पर सामूहिक चर्चा करें ।
- भाषा पर आर्यों के प्रभाव पर सामूहिक चर्चा ।
- गद्य या काव्य में स्वरूचि के अनुसार लेखन ।

Suggested Readings :

- वोल्गा से गंगा, राग दरबारी, शेखर एक जीवनी ,हिन्दी शब्द परिवार कोश

e- resources :

- E –book The Discovery of India
- Aryan – ancient history encyclopedia (www.ancient.eu)
- Hindi as our national language : math and reality (www.india today.in)

BAMC : III SEM			Marks:50			Credits: 3		
ART OF ANCHORING			Th	Pr	Ia	Contact hrs		
			L	T	P	2	-	2
25	15	10						

Course Objectives

- To familiarize the students with the fundamentals of Anchoring.
- To impart knowledge about presentation techniques for Anchors.
- To enhance the skills for Effective Communication.
- To improve student's Pronunciation, Diction and Modulation.
- To understand that anchoring is way ahead of news reading or reading in general.

Learning Outcomes

- Students will be able to know the basics of Anchoring.
- Students will be able to have knowledge about various techniques of Anchors.
- Students will be able to develop an approach towards effective presentation.
- Students will understand the requirement for a script most suitable for Anchoring.
- Students will understand the challenges, role and responsibilities of an Anchor.

CO-PO Mapping

<i>PO</i> <i>CO</i>	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>	<i>PO5</i>	<i>PO6</i>	<i>PO7</i>	<i>PO8</i>	<i>PO9</i>	<i>PO10</i>	<i>PO11</i>
<i>CO1</i>	3	2	3	3	-	-	-	-	1	2	2
<i>CO2</i>	3	2	3	3	-	-	-	-	1	2	2
<i>CO3</i>	3	2	3	3	1	-	-	-	1	2	2
<i>CO4</i>	3	2	3	3	-	-	-	-	1	2	2
<i>CO5</i>	3	2	3	3	-	-	-	-	1	2	2

3-Strong, 2-Moderate, 1-Weak

Unit-1	Qualities of a TV Anchor (Total hours- L+T+P=9 hrs)	L	T	P
1.1	Basic principles of Television News presentation (Lecture, Discussions)	1	-	1
1.2	TV news anchor – Qualities and Role (Lecture, Discussions)	1	-	1
1.3	TV news anchor –Skills and Responsibilities (Lecture, Discussions)	1	-	1
1.4	Dress sense, Performance (Lecture, Discussions)	1	-	-
1.5	Dynamics of Professional ethics (Lecture, Discussions)	1	-	1

Unit-2	Camera Facing Techniques (Total hours- L+T+P=9 hrs)	L	T	P
2.1	Studio setup (Lecture, Studio visit)	1	-	1
2.2	Cues And Commands Of Studio (Practical Session)	1	-	1
2.3	Camera facing techniques –, Warm-up techniques, facing, over-coming fright (Lecture, Studio visit)	1	-	1
2.4	On camera movements, Holding props, Scripts cue cards etc (Lecture, Studio visit,Practical Session)	1	-	-
2.5	Tele prompter and its functioning (Lecture, Studio visit)	1	-	1

Unit-3	Voice analysis (Total hours- L+T+P=9 hrs)	L	T	P
3.1	Voice analysis – Pitch, Treble, Pronunciation (Lecture, Practical Sessions)	1	-	1
3.2	Broadcast Language mechanics – Pronunciation (Hindi, English & Urdu), Diction (Lecture, Practical Sessions)	1	-	1
3.3	Voice modulation (Lecture, Practical Sessions)	1	-	1
3.4	Voice projection (Lecture, Practical Sessions)	1	-	-
3.5	Tone emphasis, Speed, Breathing,Rhythm (Lecture, Practical Sessions)	1	-	1

Unit-4	Types of Anchoring (Total hours- L+T+P=9 hrs)	L	T	P
4.1	Concept of Anchoring (Lecture, Demonstration)	1	-	1
4.2	Anchoring with and without Tele prompter /Multiprompter (Lecture, Demonstration)	1	-	1
4.3	Studio Anchoring, Outdoor Anchoring (Lecture, Demonstration)	1	-	1
4.4	Difference between News and Non-news programme, Non-news show anchoring (Lecture, Demonstration)	1	-	-
4.5	Live Anchoring (Lecture, Demonstration)	1	-	1

Unit-5	Anchoring different genres (=L+T+P -Total hours9(hrs)	L	T	P
5.1	Documentary (Lecture ,Demonstrations)	1	-	1

5.2	Interview based shows (Practical Sessions)	1	-	1
5.3	Interactive and Panel discussion (Practical Sessions)	1	-	1
5.4	Reality Shows and Travelogue (Demonstrations)	1	-	-
5.5	Crime Show (Demonstrations)	1	-	1

Practical/Project/Assignments:

- Self assignment of recording a PTC for a current topic of the student choice and on one topic suggested by the faculty.
- Pronunciation and diction tests.
- Group tasks of conducting a panel discussion, chat show, interview among the students.
- Teleprompter reading to be recorded to understand the scope of improvement in news reading and anchoring.
- Group task of recording a travelogue, live reporting with- in the university campus
- Extempore to be conducted in the classroom.
- Assignments of MOJO- mobile journalism.
- Analysis of the various presentation techniques used by any five well known anchors.
- Any assignment given by the concerned faculty.

Suggested Readings :

- Bhatt S.C., Broadcast Journalism- Basic Principles, Har Anand Publication, New Delhi, 2007
- Dutt Bindiya, Anchoring- TV and live Events, Pustak Mahal, New Delhi 2013
- Kalra Richa Jain, The ABC of News Anchoring., Pearson Education, 2012
- Shrivastava K.M., News reporting And Editing, Sterling Publishers, New Delhi, 2013
- Trikha N.K., Reporting, MCU Publications, Bhopal, 2013

e- resources:

- <http://genwis.com/career/steps-to-becoming-a-successful-tv-anchor-in-india/>
- <https://www.cutm.ac.in/pdf/TV%20Anchoring%20and%20Broadcast%20Journalism.pdf>
- <https://www.poynter.org/reporting-editing/2011/8-essential-skills-for-anchors-any-journalist-covering-breaking-news/>
- <http://egyankosh.ac.in/bitstream/123456789/57136/1/Unit%2010.pdf>
- <https://kkhsou.ac.in/eslm/E-SLM-for-Learner/2nd%20Sem/Post%20Graduate%20Diploma/PGDBJ/PGDBJ%207%20Television%20I>

BA in Mass Communication: SEMESTER - IV

Course of Study	Class & Papers	Course Name/Subject	Th	IA	P	Total
CCC9	4BA(MC)1	Reporting and Editing for Print Media	50	20	30	100
CCC10	4BA(MC)2	Economics	80	20	-	100
DSE3	4BA(MC)3a	Gender Studies and Media	80	20	-	100
		OR				
DSE4	4BA(MC)3b	New Media and Online Journalism	50	20	30	100
SEC2	4BA(MC)4	Communicative English	40	10	-	50
Open Elective						
OE4	4BA(MC)5	Radio Production	25	10	15	50

BAMC : IV SEM			Marks:100			Credits:6		
REPORTING AND EDITING FOR PRINT MEDIA			Th	Pr	Ia	Contact hrs.		
			L	T	P	4	-	4
50	30	20	4	-	4			

Course Objectives

- Describe the importance of Reporting in a news paper.
- Enumerate various types of Reporting.
- Describe the Qualities of Reporter & their reports.
- Define the the News Editing, Principiles of editing etc.
- Enlist the contribution of the Electronic revolution to the Media Industry.

Learning Outcomes

- Students will be able to understand significance of Reporting.
- Students will be able to judge the news worthiness of events and ideas.
- Students will be analyse stories for content, form and style.
- Students will be able to develop the qualities of Good and Responsible Reporter.
- Students will be able to do editing by following rules and techniques.

CO-PO Mapping

<i>PO</i> <i>CO</i>	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>	<i>PO5</i>	<i>PO6</i>	<i>PO7</i>	<i>PO8</i>	<i>PO9</i>	<i>PO10</i>	<i>PO11</i>
<i>CO1</i>	3	3	3	2	-	-	-	1	1	2	2
<i>CO2</i>	3	3	3	2	-	-	-	1	1	2	2
<i>CO3</i>	3	3	3	2	-	2	-	1	1	2	2
<i>CO4</i>	3	3	3	2	1	2	-	1	1	2	2
<i>CO5</i>	3	3	3	2	-	2	2	1	1	2	2

3-Strong, 2-Moderate, 1-Weak

Unit-1	Reporting (Total hours- L+T+P= 10hrs)	L	T	P
1.1	Principles of Journalism (Classroom Lecture, Discussion)	1	1	-
1.2	Concept, Definition & Elements of Reporting (Classroom Lecture, Discussion)	1	1	-
1.3	Responsibilities of a Reporter: Towards the News Organization, Towards the Sources, Towards the Readers (Classroom Lecture, Discussion)	2	-	1
1.4	Essential Qualities of a Reporter (Classroom Lecture, Discussion)	1	-	-
1.5	Types of Reporting (Classroom Lecture, Discussion)	1	-	1

Unit-2	Specialized Reporting (Total hours- L+T+P=20 hrs)	L	T	P
2.1	Local Reporting (Classroom Lecture, Practicals)	1	-	-

2.2	Concept of Specialized Reporting (Classroom Lecture, Practicals)	2	-	1
2.3	Court Reporting, Legislature Reporting, Crime Reporting (Classroom Lecture, Practicals)	4	-	2
2.4	Science & Technology Reporting , Sports Reporting (Classroom Lecture, Practicals)	3	-	2
2.5	Development Reporting, Lifestyle Reporting (Classroom Lecture, Practicals)	3	-	2

Unit-3	Art of Editing (Total hours- L+T+P=20 hrs)	L	T	P
3.1	Introduction, Definition & Principles of Editing (Classroom Lecture, Practicals)	2	-	2
3.2	Newsroom, Desk Management (Classroom Lecture, Practicals)	3	-	1
3.3	Concept of Copy Editor, Duties of a Copy Editor, Qualities of copy Editor, Tools (Classroom Lecture, Expert Lecture)	2	-	1
3.4	Language (Classroom Lecture, Discussions, Expert Lecture)	2	-	2
3.5	Editing Marks & Symbols (Classroom Lecture, Discussions, Expert Lecture)	2	-	3

Unit-4	Photo Editing & Design (Total hours- L+T+P= 20hrs)	L	T	P
4.1	Concept, definition & principles of Photo Editing (Classroom Lecture, Practicals)	2	-	2
4.2	Creative Cropping of pictures, Choosing of pictures, Captions (Classroom Lecture, Practicals)	3	-	1
4.3	Graphics Illustrations (Classroom Lecture, Practicals)	2	-	1
4.4	Computer Application in Photo Editing (Classroom Lecture, Practicals)	2	-	2
4.5	Design- Layout Typography (Classroom Lecture, Practicals)	2	-	3

Unit-5	Electronic Editing (Total hours- L+T+P=20hrs)	L	T	P
5.1	Introduction of Electronic Revolution (Classroom Lecture, Practicals)	2	-	2
5.2	Textual Editing-I (Classroom Lecture, Practicals)	3	-	1
5.3	Textual Editing –II (Classroom Lecture, Practicals)	2	-	1
5.4	Online Editing-I (Classroom Lecture, Practicals)	2	-	2
5.5	Online Editing-II (Classroom Lecture, Practicals)	2	-	3

Practical/Project/Assignments:

- Attending city's five events and writing news report of five different beats.
- Copy editing assignment.
- Creating dummy and preparing the layout of the front, back and other pages of a newspaper and a magazine.
- Photo coverage of news events in the campus or outside.
- Any assignment given by the concerned faculty.

Suggested Readings:

- Madhok M., News Agency Journalism, MCU Publications, Bhopal, 2014
Publications, New Delhi, 2019
- Researcher C.Q., Dynamics of News Reporting and Writing, Sage
- Researcher C.Q., Issues in News Reporting, Sage Publications, New Delhi, 2019
- Shrivastava K.M., News reporting And Editin, Sterling Publishers, New Delhi, 2013
- Spark D., Practical Newspaper Reporting, Sage Publications, New Delhi, 2012
- Trikha N.K., Reporting, MCU Publications, Bhopal, 2013
- Westley Bruce H., News Editing, Houghton Mifflin, Boston, 2016
- कश्यप श्याम और कुमार मुकेश, खबरें विस्तार से, राजकमल प्रकाशन, नईदिल्ली, 2008
- त्रिखा नंद किशोर, भेंटवार्ता और प्रेस कांफ्रेस, राधाकृष्ण प्रकाशन, ,नईदिल्ली, 2003

e- resources:

- <https://www.scribd.com/doc/23738974/7-Reporting-Editing-Techniques>
- <http://download.nos.org/srsec335new/ch7.pdf>
- <http://www.universityofcalicut.info/SDE/sde%20NEWS%20%20REPORTING%202014%281%29.pdf>
- <http://egyankosh.ac.in/bitstream/123456789/7498/1/Unit-5.pdf>
- https://www.researchgate.net/publication/263238313_Science_Reporting_in_the_Media_A_Scientist_Science_Reporting_in_the_Me

BAMC : IV SEM			Marks:100			Credits:6		
ECONOMICS			Th	Pr	Ia	Contact hrs.		
						L	T	P
			80	-	20	4	1	2

Course Objectives

- To develop an understanding of core concepts of Economics.
- To orient students in understanding the behavioural aspects of Economics.
- To analyze the issues of modern Economics.
- To gain factual knowledge and learn basic economic principles.
- Learn to apply economic theory in order to understand past, current and future economic and social issues.

Learning Outcomes

- Students will be able to understand Economics.
- Students will be able to know Economics in wider parlance.
- The affective and cognitive understanding of the Economics, among the students will widen.
- Students will become competent to discuss and write the issues related to Economics.
- Students will be enabled to discuss issues in context of Economics and their solutions.

CO-PO Mapping

<i>PO</i> <i>CO</i>	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>	<i>PO5</i>	<i>PO6</i>	<i>PO7</i>	<i>PO8</i>	<i>PO9</i>	<i>PO10</i>	<i>PO11</i>
<i>CO1</i>	2	-	-	-	-	-	-	-	3	2	-
<i>CO2</i>	2	-	-	-	-	2	-	-	3	2	-
<i>CO3</i>	2	-	-	-	-	2	-	-	3	2	-
<i>CO4</i>	2	-	-	-	-	2	-	-	3	2	-
<i>CO5</i>	2	-	-	-	-	2	-	-	3	2	-

3-Strong, 2-Moderate, 1-Weak

Unit-1	Introduction to Economics (Total hours- L+T+P=14hrs)	L	T	P
1.1	Economics: History, Concept and Nature (Lecture)	5	-	-
1.2	Scope and Importance of studying Economics (Lecture method and Discussion)	3	-	-
1.3	Relation of Economics with other Areas (Lecture)	2	-	-
1.4	Importance of studying Economics for Media students (Lecture method, Assignment and Discussion)	2	-	-
1.5	Media Economics: Introduction (Lecture)	2	-	-

Unit-2	Understanding Economics (Total hours- L+T+P=20hrs)	L	T	P
2.1	Principles of Demand and Supply (Lecture method, Assignment and Discussion)	4	-	-
2.2	Meaning and Process of Monopoly making (Lecture , Discussion)	4	-	-

2.3	Meaning and Process of Inflation (Lecture , Discussion)	4	-	-
2.4	Concept and Processing of Union Budget (Lecture)	4	-	-
2.5	Concept and Functioning of Share Market (Lecture)	4	-	-

Unit-3	Indian Economy (Totalhours- L+T+P=19hrs)	L	T	P
3.1	Introduction to Indian Economy (Lecture , Discussion)	3	-	-
3.2	Infrastructure, Production (Lecture , Discussion)	4	-	-
3.3	Service sector, Agriculture Sector (Lecture , Discussion)	4	-	-
3.4	Present state of Indian Trade and Commerce (Lecture , Discussion)	4	-	-
3.5	History and Present state Indian Banks ((Review (Presenting the new information by linking it to previous learning), Lecture)	4	-	-

Unit-4	Economic Issues (Total hours- L+T+P=19hrs)	L	T	P
4.1	Consumer Behaviour: Concept and Characteristics ((Review (Presenting the new information by linking it to previous learning), Lecture)	3	-	-
4.2	Capitalization and Privatization (Lecture, Discussion)	4	-	-
4.3	Globalization and Liberalization (Lecture, Discussion)	4	-	-
4.4	Economic crisis and Recession (Lecture, Discussion)	4	-	-
4.5	Contemporary Economic issues (Lecture, Discussion)	4	-	-

Unit-5	Media and Development (Totalhours- L+T+P=18hrs)	L	T	P
5.1	Media and Development: Introduction (Lecture)	3	-	-
5.2	Governance Media and Development (Lecture, Discussion)	4	-	-
5.3	Education and Development (Lecture)	3	-	-
5.4	Internal trade, Mixed Economy (Lecture)	4	-	-
5.5	Wages, Foreign Investment (Lecture)	4	-	-

Practical/Project/Assignments:

- Assignment on Indian share market.
- Assignment on Understanding Economics.
- Preparation of Case Study.
- Any assignme
- Given by the concerned faculty.

Suggested Readings:

- Myneni Dr.S.R., Principles of Economics, Allahbad Law Agency , 2017
- Otnes Cele C. and Zayer Linda Tuncay, Gender Culture and Consumer Behaviour, Routledge, 2017
- PuriV.K and Mishra S.K, Indian Economics, Himalaya Publishing House, 2020
- Verma Sanjiv, The Indian Economy, Unique Publisher, New Delhi,2018
- सन्हा डॉ. वी. सी. भारतीय अर्थशास्त्र, सीबीपीडी पब्लिशिंग हाउस, आगरा, 2021

e-resources:

- https://www.researchgate.net/publication/24116294_The_Role_of_Education_in_Economic_Development_A_Theoretical_Perspectiv
- https://www.researchgate.net/publication/344045305_Globalization_and_Its_Impact_on_Indian_Economy
- <https://www.oecd.org/daf/ca/corporategovernanceofstate-ownedenterprises/2668393.pdf>
- <https://www.indiabudget.gov.in/economicsurvey/doc/echapter.pdf>
- <https://www.researchgate.net/>

BAMC : IV SEM			Marks:100			Credits:6		
Gender Studies & Media			Th	Pr	Ia	Contact hrs.		
						L	T	P
			80	-	20	5	1	-

Course Objectives

- To provide insight on gender disparities within the Family, Economy, Education, Political and Legal systems.
- To introduce basic concepts relating to gender and to provide logical understanding of gender role.
- To sensitize the students on invisibility of women's work and gender.
- To make students aware of the fact that gender roles are not only constructed socially but also legally and Culturally .
- To acquaint the students with the Feminist theories which provide a different angle to the thoughts and perspectives.

Learning Outcomes

- Students will be able to define and utilize key concepts, terminology, and theoretical frameworks central to the interdisciplinary field of Gender Studies.
- Students will be able to apply central concepts and theories from Gender Studies to their own life experiences and the world around them.
- Understand and analyze forces shaping individual experiences as well as social structure and institutions such as the family, workplace, and media.
- Students will be able to situate themselves among various strands of feminist thought and envision themselves as participants in a multidisciplinary dialogue with activists, artists, and academics regarding social, political, and cultural issues of gender.
- Students will be able to promote social justice and human rights.

CO-PO Mapping

<i>PO</i> <i>CO</i>	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>	<i>PO5</i>	<i>PO6</i>	<i>PO7</i>	<i>PO8</i>	<i>PO9</i>	<i>PO10</i>	<i>PO11</i>
<i>CO1</i>	3	2	2	2	-	-	-	-	2	-	-
<i>CO2</i>	3	2	2	2	-	2	-	3	2	-	-
<i>CO3</i>	3	2	2	2	-	2	-	3	2	3	2
<i>CO4</i>	3	2	2	2	1	2	-	3	2	3	2
<i>CO5</i>	3	2	2	2	1	2	-	3	2	3	2

3-Strong, 2-Moderate, 1-Weak

Unit-1	Introduction to Gender Studies (Total hours- L+T+P=18 hrs)	L	T	P
1.1	Gender Studies : Definition, Concept (Classroom Lecture, Discussion)	3	1	-
1.2	Social Construction of Femininity and Masculinity (Classroom Lecture, Discussion)	3	1	-
1.3	Gender and Society : Introduction, Gender , Family and Economy (Classroom Lecture, Discussion)	3	1	-
1.4	Gender and Education (Classroom Lecture, Discussion)	2	1	-

1.5	Political and Legal Systems (Classroom Lecture, Discussion)	2	1	-
-----	--	---	---	---

Unit-2	Feminist Theories (Total hours- L+T+P=18 hrs)	L	T	P
2.1	Liberal Feminism (Classroom Lecture, Discussion)	3	1	-
2.2	Marxist and Socialist Feminism (Classroom Lecture, Discussion)	3	1	-
2.3	Radical Feminism (Classroom Lecture, Discussion)	3	1	-
2.4	Psychoanalytic and Existential Feminism (Classroom Lecture, Discussion)	2	1	-
2.5	Other Feminist Thoughts (Classroom Lecture, Discussion)	2	1	-

Unit-3	Gender in Media – I (Total hours- L+T+P=18 hrs)	L	T	P
3.1	Introduction, Approaches to Women Development (Classroom Lecture, Discussion)	2	1	-
3.2	Feminist Communication Theories (Classroom Lecture, Discussion)	3	1	-
3.3	Gender Stereotyping in Media (Classroom Lecture, Discussion)	2	1	-
3.4	Portrayal of Gender in Print, Audio and Audio- Visual Media (Classroom Lecture, Discussion)	3	1	-
3.5	Gender and Alternative Media: Gender perception in programs, Policies and Planning in media, Media and activism, Strategies for positive social changes (Classroom Lecture, Discussion, Expert Lecture)	3	1	-

Unit-4	Gender in Media – II (Total hours- L+T+P=18 hrs)	L	T	P
4.1	Role of Media in Constructing Ideologies enabling Gender Inequalities (Classroom Lecture, Discussion, Expert Lecture)	2	1	-
4.2	Television – Gender Presentation in Serials/ Reality Shows/ Talk Shows/Game Shows/Advertisements/Comedy/News (Classroom Lecture, Discussion, Expert Lecture)	3	1	-
4.3	Ads.-Market and Gender Constructions (Classroom Lecture, Discussion, Expert Lecture)	2	1	-
4.4	Films- Gender construct through the history of Cinema, Hero vs Heroine Centric Representation (Classroom Lecture, Discussion, Expert Lecture)	3	1	-
4.5	News- Gender Presentation in News/Talk Shows/ News Stories/ Live Telecast (Classroom Lecture, Discussion, Expert Lecture)	3	1	-

Unit-5	Law & Ethics (Total hours- L+T+P=18 hrs)	L	T	P
5.1	Women's Rights in the Indian Constitution (Classroom Lecture, Discussion, Expert Lecture)	2	1	-
5.2	Implementation of Women's rights, Police Stations, Court Procedures, Women's health and safety provisions, Hospital procedures, Women's Commissions (Classroom Lecture, Discussion, Case studies)	3	1	-
5.3	Fundamental Rights, Directive Principles, Women's Right to property (Classroom Lecture, Discussion, Case studies)	2	1	-
5.4	Laws related to women with special reference to the IPC (Classroom Lecture, Discussion, Case studies)	3	1	-
5.5	Dowry Prohibition Act 1961, Indecent Representation of Women(prohibition) Act, 1986 (Classroom Lecture, Discussion, Case studies)	3	1	-

Practical/Project/Assignments:

- Case Study Analysis in Varied context- Policy, Planning and Program.
- Make a report on Problems of women in organized and unorganised sectors.
- Debates: Feminism in India.
- Make a PPT on Cultural Construction of Gender.

Suggested Readings:

- Bow J. Bonnie & Wood T. Julia, The Sage Hand book of Gender and Communication, Sage Publication, New Delhi , 2006
- Howson Alexandra, Embodying Gender, Sage Publication New Delhi, 2005
- Kataria Pooja, Women and Media: Changing Roles, Struggle and Impact, Regal Publication, New Delhi , 2007
- Prasad kiran, Women and Media: Challenging Feminist Discourse, The Women Press, New Delhi, 2005
- Singh Indubala, Gender Relations and Cultural Ideology in Indian Cinema, Deep& Deep Publication , New Delhi, 2007

e_resources:

- <https://journals.sagepub.com>
- www.womenstudiesinindia.com
- <https://us.sagepub.com/en-us/nam/gender-in-communication/book252750>
- <https://legalaffairs.gov.in/sites/default/files/chapter%203.pdf>
- https://www.researchgate.net/publication/323825501_Women's_Rights_in_India

BAMC : IV SEM			Marks:100			Credits:6		
NEW MEDIA AND ONLINE JOURNALISM			Th	Pr	Ia	Contact hrs.		
						L	T	P
			50	30	20	3	2	2

Course Objectives

- Impart knowledge of various aspects of Digital media.
- To provide extensive hands on training in the Digital technologies.
- To familiarize and equip them with a range of Technical skills.
- Introduce students about significance and usage of New Media.
- Introduce students about significance of Cyber ethics.

Learning Outcomes

- Students will be able to gain basic understanding of Communication Technology.
- Students will be able to have the basic knowledge of Online Reporting and Writing.
- Students will be able to have hands on experience on Digital Editing Techniques.
- Students will be able to create content on various platforms.
- Students will be able to communicate using New Media effectively.

CO-PO Mapping

<i>PO</i> <i>CO</i>	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>	<i>PO5</i>	<i>PO6</i>	<i>PO7</i>	<i>PO8</i>	<i>PO9</i>	<i>PO10</i>	<i>PO11</i>
<i>CO1</i>	3	2	2	3	-	-	3	-	2	-	-
<i>CO2</i>	3	2	2	3	-	-	3	-	2	-	-
<i>CO3</i>	3	2	2	3	-	-	3	-	2	-	-
<i>CO4</i>	3	2	2	3	-	-	3	-	2	-	-
<i>CO5</i>	3	2	2	3	-	-	3	-	2	-	-

3-Strong, 2-Moderate, 1-Weak

Unit-1	Introduction to New Media (Total hours- L+T+P=18 hrs)	L	T	P
1.1	Definition and Advantages of New Media (Classroom Lecture, Discussion)	2	-	-
1.2	Characteristics and Technologies of New Media (Classroom Lecture, Discussion)	3	-	-
1.3	New Media as a medium of Journalism and Communication (Classroom Lecture, Discussion)	3	-	-
1.4	Websites of major International/National/Regional Newspapers, Magazines (Classroom Lecture, Discussion, Practicals)	3	-	2
1.5	Websites of major International/National/Regional Channels (Classroom Lecture, Discussion, Practicals)	3	-	2

Unit-2	Introduction to Online Journalism (Total hours- L+T+P=18hrs)	L	T	P
2.1	Online Journalism (Classroom Lecture, Discussion)	2	-	-

2.2	Characteristics of Online Journalism – Immediacy, Interactivity (Classroom Lecture, Discussion)	3	-	1
2.3	Blogs, Blogosphere, Video Blogging (Classroom Lecture, Discussion, Practicals)	3	-	1
2.4	Websites, Pod cast, Webcast, Screencast (Classroom Lecture, Discussion, Practicals)	3	-	1
2.5	SEO, Multimedia Techniques (Classroom Lecture, Discussion, Expert Lecture, Practicals)	3	-	1

Unit-3	Online Reporting and Editing (Total hours- L+T+P=18hrs)	L	T	P
3.1	Language and Style of Online Journalism (Classroom Lecture, Discussion, Expert Lecture)	2	-	-
3.2	Writing for the Web (Classroom Lecture, Discussion, Expert Lecture)	2	-	2
3.3	Tools for News gathering (Classroom Lecture, Discussion)	2	-	2
3.4	Dos and Don'ts of Internet Reporting (Classroom Lecture, Discussion, Expert Lecture)	2	-	2
3.5	Editing Requirements – Content, Layout, Clarity, Style and Conciseness (Classroom Lecture, Discussion, Expert Lecture)	2	-	2

Unit-4	Laws and Ethics in Online Journalism (Total hours- L+T+P=14hrs)	L	T	P
4.1	Ethical issues in Online Journalism (Classroom Lecture, Discussion, Expert Lecture)	2	-	-
4.2	Obscenity and Privacy (Classroom Lecture, Discussion, Expert Lecture)	3	-	-
4.3	Cyber Laws (Classroom Lecture, Discussion, Expert Lecture)	3	-	-
4.4	Copyright Act (Classroom Lecture, Discussion, Expert Lecture)	3	-	-
4.5	Introduction to IT Act 2000 (Classroom Lecture, Discussion, Expert Lecture)	3	-	-

Unit-5	Introduction to Web Site Designing (Total hours- L+T+P=22hrs)	L	T	P
5.1	Introduction to Web Site Designing (Classroom Lecture, Discussion, Practicals)	2	-	-
5.2	Web site Design Concepts (Classroom Lecture, Discussion, Practicals)	2	-	3
5.3	Graphic Design for the Web (Classroom Lecture, Discussion, Practicals)	2	-	3
5.4	Navigation and Site Design (Classroom Lecture, Discussion, Practicals)	2	-	3

5.5	Introduction to Web Site Publishing (Classroom Lecture, Discussion, Practicals)	2	-	3
-----	--	---	---	---

Practical/Project/Assignments:

- Working on digital platforms.
- Using multimedia, creating content for various digital devices.
- Using editing softwares and create interactive videos.
- Designing websites and creating content.
- Creating Blogs and writing.
- Using Twitter for social messages.
- Any assignment given by the concerned faculty.

Suggested Readings :

- Adobe Creative Team, adobe premiere Pro CS6, Adobe Press; 1st edition, 2012.
- Faulkner Andrew and Chavez Conrad, Adobe photoshop CC, Pearson, 2018.
- Jago Maxim, Adobe Premiere pro CC, Pearson Education, 2018.
- Kogent Learning Solutions Inc, Sound Forge Pro, Dreamtech Press, 2010
- Rogers M. Everett, Communication Technology: The New Media Society, The Free Press, Collier Macmillan Publisher, London, 1986.
- Wilson Jr. Dizard, Old Media New Mass: Communication in the information Age, 2nd Edition, Longman, New York, 1997.

e_resources :

- <https://digitalmarketinginstitute.com/blog>
- <http://libtechlaunchpad.com/2015/10/16/electronic-resources-on-social-media/>
- <https://www.smartinsights.com/social-media-marketing/social-media-governance/resource-planning-social-media/>
- file:///C:/Users/WINDOW%20%207/Downloads/Documents/Cyber-Laws-chapter-in-Legal-Aspects-Book.pdf

BAMC : IV SEM			Marks:50			Credits:2		
COMMUNICATIVE ENGLISH			Th	Pr	Ia	Contact hrs.		
						L	T	P
			40	-	10	2	-	-

Course Objectives

- To give students an insight into the Grammar & usage.
- To develop Communicative Competence in students.
- To develop an understanding about Translation.
- To impart knowledge, idea and concept in the technicalities of proper writing structure, appropriate use and style of the English language as well as application area of English communication.
- To develop Vocabulary skills in the students.

Learning Outcomes

- Differentiate between acceptable and unacceptable sentences in English.
- Apply and use Translation as per context.
- Students will be able to understand Media Language.
- Enhancement in understanding about various Writing Skills.
- Apply and use various kinds of Jargons.

CO-PO Mapping

<i>PO</i> <i>CO</i>	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>	<i>PO5</i>	<i>PO6</i>	<i>PO7</i>	<i>PO8</i>	<i>PO9</i>	<i>PO10</i>	<i>PO11</i>
<i>CO1</i>	2	1	-	2	-	-	-	2	3	-	-
<i>CO2</i>	3	3	3	3	-	-	-	1	2	1	-
<i>CO3</i>	2	2	3	2	-	1	-	2	2	1	-
<i>CO4</i>	2	2	3	2	-	1	-	2	2	1	-
<i>CO5</i>	2	2	3	2	-	1	-	-	2	1	2

3-Strong, 2-Moderate, 1-Weak

Unit-1	Grammar and Usage (Total hours- L+T+P=9 hrs)	L	T	P
1.1	Syntax-different types of Sentence Formation (Lecture, Practical Exercises)	1	-	-
1.2	Part of Speech (Lecture, Practical Exercises)	1	-	1
1.3	Tenses (Lecture, Practical Exercises)	1	-	1
1.4	Subject – Verb Agreement (concord) (Lecture, Practical Exercises)	1	-	1
1.5	Question tags and Short answer (Lecture, Practical Exercises)	1	-	1

Unit-2	Writing skills (Total hours- L+T+P=9 hrs)	L	T	P
2.1	Paragraph writing (Lecture, Practical Exercises)	1	-	-
2.2	Story writing (Lecture, Practical Exercises)	1	-	1
2.3	Dialogue writing (Lecture, Practical Exercises)	1	-	1
2.4	Travel writing (Lecture, Practical Exercises)	1	-	1
2.5	Review writing (Lecture, Practical Exercises)	1	-	1

Unit-3	Nature of Media Language (Total hours- L+T+P=9 hrs)	L	T	P
3.1	Use and importance of Language in Media (Lecture, Practical Exercises, Expert Lecture)	1	-	-
3.2	Nature and scope of Media Language (Lecture, Practical Exercises)	1	-	1
3.3	New trends in Media Language (Lecture, Practical Exercises)	1	-	1
3.4	Sports & Business words (Lecture, Practical Exercises)	1	-	1
3.5	Advertisement, Political news words (Lecture, Practical Exercises)	1	-	1

Unit-4	Synonyms & Antonyms (Total hours- L+T+P=9 hrs)	L	T	P
4.1	Synonyms of different Words (Lecture, Practical Exercises)	1	-	-
4.2	Antonyms of different Words (Lecture, Practical Exercises)	1	-	1
4.3	Study of Jargon / Register (Lecture, Practical Exercises)	1	-	1
4.4	One word Substitution (Lecture, Practical Exercises)	1	-	1
4.5	Study of different Quotations (Lecture, Practical Exercises)	1	-	1

Unit-5	Translation (Total hours- L+T+P=9 hrs)	L	T	P
5.1	Translation, Types, Process (Lecture, Practical Exercises)	1	-	-
5.2	Importance of Translation (Lecture, Practical Exercises)	1	-	1
5.3	Translation news and other Media Scripts (Lecture, Practical Exercises)	1	-	1
5.4	Glossary of Administrative Terms (Lecture, Practical Exercises)	1	-	1

5.5	English- Hindi Translation (vice-versa) (Lecture, Practical Exercises)	1	-	1
-----	---	---	---	---

Practical/Project/Assignments:

- Study of Spelling Rules.
- Introducing One self .
- Translation Exercises.
- Reading For Comprehension.
- Any assignment given by the concerned faculty.

Suggested Readings:

- Allen W. Stannard, Living English Structure, 5th Edition, Pearson Education India.
- Lewis Norman., Word Power Made Easy, Penguin Publishers, 2019
- Nagaraj Geetha, English language Teaching, Orient blackswan Pvt. Ltd.
- Swan Michael, Practical English Usage, Oxford University Press, 2017
- Tickoo Champa and Sashikumar Jaya , Writing With A Purpose, Generic, 2011

e- resources :

- www.talkenglish.com
- www.open.edu
- www.abcya.com
- www.a4esi.com
- www.bbc.co.uk.

BAMC : IV SEM			Marks:50			Credits:3		
RADIO PRODUCTION			Th	Pr	Ia	Contact hrs.		
			L	T	P	2	-	2
25	15	10						

Course Objectives

- To provide insight to students in the emerging field of audio technology and its application in the area of entertainment, advertising, presentation, education and training.
- To write Script for Radio Production.
- To understand the various audio equipments and their use in production.
- To handle various Radio studio recording and field recording equipments .
- To produce Audio programmes and expose the participants with advanced production techniques.

Learning Outcomes

- Will be able to produce radio programme, including news bulletins and packages etc.
- Ability to write basic radio news scripts.
- Using appropriate types and properties of sound capturing devices.
- Proficiency in the use of production formats and new trends.
- Students can generate new ideas for radio production.

CO-PO Mapping

<i>PO</i> <i>CO</i>	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>	<i>PO5</i>	<i>PO6</i>	<i>PO7</i>	<i>PO8</i>	<i>PO9</i>	<i>PO10</i>	<i>PO11</i>
<i>CO1</i>	2	-	2	2	-	-	-	-	-	-	-
<i>CO2</i>	2	-	2	2	-	-	-	-	-	2	-
<i>CO3</i>	2	-	2	2	-	-	-	-	-	-	-
<i>CO4</i>	2	-	2	2	-	-	2	-	-	1	-
<i>CO5</i>	2	-	2	2	-	-	-	-	-	2	-

3-Strong, 2-Moderate, 1-Weak

Unit-1	Basics of Radio (Total hours- L+T+P=9 hrs)	L	T	P
1.1	Radio as an oral medium (Lecture, Practical)	1	-	1
1.2	Radio program formats (Lecture, Practical)	1	-	1
1.3	News, Newsreel, Feature (Lecture, Practical)	1	-	1
1.4	Talk, Discussion, Phone in program commentary (Lecture, Practical)	1	-	1
1.5	Drama, Music program (Lecture, Practical)	1	-	1

Unit-2	Studio and Microphones (Total hours- L+T+P=9 hrs)	L	T	P
2.1	Audio Studio (Lecture, Practical)	1	-	1

2.2	Audio Equipments (Lecture, Practical)	1	-	1
2.3	Microphones (Lecture, Practical)	1	-	1
2.4	Working of Microphones (Lecture, Practical)	1	-	1
2.5	Types of Microphones (Lecture, Practical)	1	-	1

Unit-3	Audio Recording (Total hours- L+T+P=9 hrs)	L	T	P
3.1	Basics of Audio recording (Lecture, Practical)	1	-	1
3.2	Programme Planning (Lecture, Practical)	1	-	1
3.3	Programme Production Process (Lecture, Practical)	1	-	1
3.4	Producing Field based Radio Programs (Lecture, Practical)	1	-	1
3.5	Radio Production Team (Lecture, Practical)	1	-	1

Unit-4	Audio Editing (Total hours- L+T+P=9 hrs)	L	T	P
4.1	Introduction to Audio Editing (Lecture, Practical)	1	-	1
4.2	Non Linear Audio Editing (Lecture, Practical)	1	-	1
4.3	Types of Sound effects (Lecture, Practical)	1	-	1
4.4	Mixing Techniques (Lecture, Practical)	1	-	1
4.5	Dubbing Techniques (Lecture, Practical)	1	-	1

Unit-5	Voice Modulation (Total hours- L+T+P=9 hrs)	L	T	P
5.1	Voice Modulation (Lecture, Practical)	1	-	1
5.2	Pitch, Tempo, Rhythm (Lecture, Practical)	1	-	1
5.3	Voice culture (Lecture, Practical)	1	-	1
5.4	Pronunciation (Lecture, Practical)	1	-	1
5.5	Common errors in Pronunciation (Lecture, Practical)	1	-	1

Practical/Project/Assignments:

- Exercises of voice modulation, pronunciation and articulation.
- Exercises of bite selection.
- Recording of interviews with experts on local and regional issues.
- Music recording.
- Any other assignment given by the concerned faculty.

Suggested Readings:

- Ford Meg, Radio Production, Createspace Independent Publishing Platform, 2013
- Gandhi Ved Prakash, Handbook of Television and Radio Broadcasting, Kanishka Publishers Distributors, New Delhi, 2009.
- Medoff Norman J. & Kaye Barbara K., Electronic Media (Then, Now and Later), Rout ledge 711 Third Avenue, Newyork, 2017.
- Sharma Ajay Kumar, Radio and Television Broadcasting, Random Publications, New Delhi, 2012.
- Trewin Janet, Presenting on TV and Radio, focal press, 2003.

e - resources:

- <https://epdf.tips/radio-production-fifth-edition.html>
- https://www.researchgate.net/publication/317850997_INTRODUCTION_TO_RADIO_PRODUCT_ION
- https://www.researchgate.net/publication/234632450_Radio_Programme_Production_A_Manual_For_Training
- <https://www.amazon.in/RADIO-PROGRAMME-PRODUCTION-M-NEELAMALAR-ebook/dp/B08FX2LYVG?asin=B08FX2LYVG&revisionId=&format=2&depth=1>
- https://www.researchgate.net/publication/278026278_The_Handbook_of_English_Pronunciation_Introduction

BA in Mass Communication : SEMESTER - V

Course of Study	Class & Papers	Course Name/Subject	Th	IA	P	Total
CCC11	5BA(MC)1	Reporting & Editing for Electronic Media	50	20	30	100
CCC12	5BA(MC)2	Development Communication	80	20	-	100
DSE5	5BA(MC)3a	Advertising	50	20	30	100
DSE6	5BA(MC)3b	OR Media Business Management	80	20	-	100
SEC3	5BA(MC)4	Hindi-II	40	10	-	50
OE5	5BA(MC)5	Television Production	25	10	15	50

BAMC : V SEM			Marks:100			Credits:6		
REPORTING AND EDITING FOR ELECTRONIC MEDIA			Th	Pr	Ia	Contact hrs.		
						L	T	P
			50	30	20	4	-	4

Course Objectives

- To focus on Mass Media in general and Electronic Media in particular.
- To understand the world of Electronic Media.
- Understand process, techniques, resources, aesthetics, technical requirements, and follow up of Television Production.
- Develop scripts for a variety of formats popular with Electronic media,
- To make students familiarize with the characteristics of Reporting, TV formats and its production.

Learning Outcomes

- Students will able to prepare news report for Radio.
- Students will be able to write script for TV news.
- Students will be able to apply tools and techniques of editing for Radio.
- Students will be able to apply tools and techniques of editing for TV.
- Students will be able to identify and fulfill ethical responsibility of reporters in a society.

CO-PO Mapping

<i>PO</i> <i>CO</i>	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>	<i>PO5</i>	<i>PO6</i>	<i>PO7</i>	<i>PO8</i>	<i>PO9</i>	<i>PO10</i>	<i>PO11</i>
<i>CO1</i>	3	2	2	2	-	1	2	2	2	2	1
<i>CO2</i>	3	2	2	2	-	-	2	2	2	2	1
<i>CO3</i>	3	2	2	2	-	-	3	2	2	2	1
<i>CO4</i>	3	2	2	2	-	-	3	2	2	2	1
<i>CO5</i>	3	2	2	2	1	3	2	3	2	2	1

3-Strong, 2-Moderate, 1-Weak

Unit-1	News and Reoprtng (Total hours- L+T+P=18 hrs)	L	T	P
1.1	News: Concept, Definition , Principles , Elements , Values ,Types of News and News follow-up (Lecture, Classroom Discussion, PPT)	3	-	1
1.2	Source of News: Types of Source, News Gathering, Verification and Validation (Lecture, Classroom Discussion, PPT)	3	-	1
1.3	Reporting: Concepts, Definitions, Elements Reporting, Types of News Reporting and Hierarchy in News Organizations (Lecture, Classroom Discussion, PPT)	3	-	1
1.4	Ethics and Laws related to Reporting (Lecture, Classroom Discussion, PPT)	2	-	1
1.5	Reporter's Duties and Responsibilities, Functions of News Reporters (Lecture, Classroom Discussion, PPT)	2	-	1

Unit-2	Reporting for Radio (Total hours- L+T+P=18 hrs)	L	T	P
2.1	Organisational Structure of AIR, Programmes of Radio, Radio features/documentaries Radio commentaries Spotlight/Talks, etc (Lecture, Classroom Discussion, PPT)	3	-	1
2.2	Types of Radio News Bulletin, Structure of News Presentation, Content of Radio Bulletin. (Lecture, Classroom Discussion, PPT)	3	-	1
2.3	FM Channels: Structure, Programmes, Presentation. (Lecture, Classroom Discussion, PPT)	3	-	1
2.4	Duties and Responsibilities of Radio News Editor, Broadcasting code and limitations. (Lecture, Classroom Discussion, PPT)	2	-	1
2.5	Characteristics of Radio as a Mass Medium in India (Lecture, Classroom Discussion, PPT)	2	-	1

Unit-3	Reporting for Television (Total hours- L+T+P=18 hrs)	L	T	P
3.1	Organisational Structure of TV News Channel and Functioning of News channel . (Lecture, Classroom Discussion, PPT)	3	-	1
3.2	Structure of News Presentation, TV news team- Role and Responsibility (input/ output) (Lecture, Classroom Discussion, PPT)	3	-	1
3.3	Developing TV stories, Field work, TV news Interviews, Shooting, Phono, Voice Over, Byte, Counter Byte (Lecture, Classroom Discussion, PPT)	3	-	1
3.4	Concept & Technique of Live reporting , OB van, FTP D-Live,Vox-Pop, Breaking News, PTC (Lecture, Classroom Discussion, PPT)	2	-	1
3.5	Structuring a TV news report, V/O's, Packages & Story formats. (Lecture, Classroom Discussion, PPT)	2	-	1

Unit-4	Editing for Radio (Total hours- L+T+P=18 hrs)	L	T	P
4.1	Concept, Definitions and Elements of Editing (Lecture, Classroom Discussion, PPT)	3	-	1
4.2	Studio recording : Off air / On air studios and their working (Lecture, Classroom Discussion, PPT)	3	-	1
4.3	Stages of Radio Production; Pre-Production (Idea, Research, Radio script) (Lecture, Classroom Discussion, PPT)	3	-	1
4.4	Sound Recording / Perspective of sound , OB recording equipment Sound transfer, Editing and Post-Production (Lecture, Classroom Discussion, PPT)	2	-	1
4.5	FM Broadcast software : Radio Computing Service(RCS), Zeta, Audio Vault Automation Software (Lecture, Classroom Discussion, PPT)	2	-	1

Unit-5	Editing for Television (Total hours- L+T+P=18 hrs)	L	T	P
5.1	Visual Grammar – Camera Movement, Types of Shots, Focusing, Visual Perspective (Lecture, Classroom Discussion, PPT)	3	-	1
5.2	Basics of Editing for TV- Editing a News capsule., Adobe Premiere , FTP, OB Van (Lecture, Classroom Discussion, PPT)	3	-	1
5.3	Visual effects – Superimposition and Chroma key (Lecture, Classroom Discussion, PPT)	3	-	1
5.4	Editing - Linear and Non-linear, Continuity editing – insert shot- cut-in and cutaways (Lecture, Classroom Discussion, PPT)	2	-	1
5.5	Transition techniques –cut, fade, dissolve, wipe and split screen (Lecture, Classroom Discussion, PPT)	2	-	1

Practical/Project/Assignments:

- Production of different formats of news - 2-minute headline bulletin to one hour news show.
- Rewriting the printed and agency copy for broadcasting.
- TV writing for different types of visuals
- Different types of PTC Exercises.

Suggested Readings:

- Aspinall Richard, Radio Programme Production: *A Manual for Training*, , UNESCO, Paris, 1971
- Bhanavat Dr. Sanjeev, Electronic Media (Radio, T.V evam Film Madhymo Ka Digidarshan), Rajasthan Hindi Granth Accademy, Jaipur, 2009
- Luthra H.K, Indian Broadcasting, Publications Division, New Delhi, 1987
- Mcleish Robert, Radio Production, Focal Press, Oxford, 2005
- Sengupta Aditya, Electronic Journalism: *Principles and Practices*, Authors Press, New Delhi, 2006

e_ resources :

- www.uk.sagepub.com
- www.ddnews.com
- <https://www.oreilly.com/library/view/basic-tv-reporting/9781136026010/>
- www.swayamprabha.com
- <https://www.edb.gov.hk/attachment/en/curriculum-development/resource-support/net/>

BAMC : V SEM			Marks:100			Credits:6		
DEVELOPMENT COMMUNICATION			Th	Pr	Ia	Contact hrs.		
						L	T	P
			80	-	20	5	1	-

Course Objectives

- To develop understanding of the concept of Development.
- To understand the concept of Development Communication and its barriers.
- To understand the role and use of Media in Development Communication.
- To understand different projects regarding Development in India
- To give students an understanding of key issues in Sustainable Development as a basis for engaging in effective Development Communication.

Learning Outcomes

- Student will able to understand knowledge of Development Communication.
- Students will able to understand and evaluate key theoretical approaches used in the field of Development Communication.
- Students will able to describe use of different media in Development Communication.
- Students will be able to understand and apply the Participatory approach in Development.
- Students will be able to create an understanding of key issues and solutions for Sustainable Development.

CO-PO Mapping

<i>PO</i> <i>CO</i>	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>	<i>PO5</i>	<i>PO6</i>	<i>PO7</i>	<i>PO8</i>	<i>PO9</i>	<i>PO10</i>	<i>PO11</i>
<i>CO1</i>	3	3	2	1	1	1	-	2	1	1	2
<i>CO2</i>	3	3	2	1	1	1	-	2	1	1	2
<i>CO3</i>	3	3	3	2	1	2	2	2	1	1	2
<i>CO4</i>	3	3	2	1	1	1	-	2	2	1	3
<i>CO5</i>	3	3	2	1	1	3	-	2	2	1	3

3-Strong, 2-Moderate, 1-Weak

Unit-1	Concept of Development Communication (Total hours- L+T+P=18 hrs)	L	T	P
1.1	Development Communication: Meaning, Concept, Evolution, Historical Perspective. (Lecture, Classroom Discussion, PPT)	4	-	-
1.2	Characteristics of Developing and Developed Societies. (Lecture, Classroom Discussion, PPT)	4	-	-
1.3	Gap between Developed and Developing Societies. (Lecture, Classroom Discussion, PPT)	4	-	-
1.4	Development and Marginal Communication: Women, Dalit, Tribes, Minorities LGBTs. (Lecture, Classroom Discussion, PPT)	3	-	-
1.5	Role of Media in Development Communication. (Lecture, Classroom Discussion, PPT)	3	-	-

Unit-2	Models and Theories of Development (Total hours- L+T+P=18 hrs)	L	T	P
2.1	Models of Development: Capitalist Model, Neo-Liberal Model, Socialist Model, Alternative Models of Development. (Lecture, Classroom Discussion, PPT)	4	-	-
2.2	Mass Media and Modernization (Lecture, Classroom Discussion, PPT)	4	-	-
2.3	Prominent theoreticians : Daniel Lerner, Everett Rogers, Wilbur Schramm, Rozario Braid (Lecture, Classroom Discussion, PPT)	4	-	-
2.4	Media and National Development: Experiences from developing countries with special emphasis on India (Lecture, Classroom Discussion, PPT)	3	-	-
2.5	Strategies in Development Communication. (Lecture, Classroom Discussion, PPT)	3	-	-

Unit-3	Development Support Communication (Total hours- L+T+P=18 hrs)	L	T	P
3.1	Population and Family Welfare, Health Education, Environment. (Lecture, Classroom Discussion, PPT)	4	-	-
3.2	MDGs and SDGs (Lecture, Classroom Discussion, PPT)	4	-	-
3.3	Role of Civil Society and Government in development Communication. (Lecture, Classroom Discussion, PPT)	4	-	-
3.4	International Development Agencies (Lecture, Classroom Discussion, PPT)	3	-	-
3.5	Development Communication ethics in India (Lecture, Classroom Discussion, PPT)	3	-	-

Unit-4	Participatory Approaches to Development (Total hours- L+T+P=18 hrs)	L	T	P
4.1	Concept of Participatory Development Communication (Lecture, Classroom Discussion, PPT)	3	1	-
4.2	Knowledge Generation and Knowledge Sharing (Lecture, Classroom Discussion, PPT)	3	1	-
4.3	Bottom up and Dialogic communication process (Lecture, Classroom Discussion, PPT)	3	1	-
4.4	Participatory Communication Process , Planning, Designing, Implementation (Lecture, Classroom Discussion, PPT)	2	1	-
4.5	Participatory Strategies in Direct Social Change (Lecture, Classroom Discussion, PPT)	2	1	-

Unit-5	Case Studies (Total hours- L+T+P=18hrs)	L	T	P
5.1	Satellite Instructional Television Experiment (SITE) (Lecture, Classroom Discussion, PPT)	3	1	-
5.2	Kheda Communication Project (KCP) (Lecture, Classroom Discussion, PPT)	3	1	-
5.3	Jhabua Development Communication Project (JDCP) (Lecture, Classroom Discussion, PPT)	3	1	-
5.4	Study Webs of Active Learning for Young Aspiring Minds (SWAYAM) (Lecture, Classroom Discussion, PPT)	2	1	-
5.5	Indian National Satellite System (INSAT) (Lecture, Classroom Discussion, PPT)	2	1	-

Practical/Project/Assignments:

- Make a PPT on any Government Project of development.
- Compare two national newspaper on the basis of development issues news.
- Write an article on development of your state.
- Any assignment given by concerned faculty.

Suggested Readings:

- Duchi(ED), Development Communication at Grass root level
- Jayaweer N. & Amunagama, Development Communication, Asian Mass Communication Research and Information Centre, 1987
- Narula Uma, Development Communication, Har Anand Publication Pvt.Ltd. New Delhi,1999
- Prasad Kiran, Communication for Development, volume 2, B.R publishing corporation, New Delhi, 2009
- Raghavan G.N.S., Development Communication in India, Gyan Publishing House, 1992

e- resources:

- www.onlinelibrary.wiley.com
- www.iamcr.org
- www.sagepublication.com
- <https://www.swayamprabha.gov.in/>
- <https://epathshala.nic.in/>

BAMC : V SEM			Marks:100			Credits:6		
ADVERTISING			Th	Pr	Ia	Contact hrs.		
			L	T	P	3	1	4
50	30	20	3	1	4			

Course Objectives

- Develop an understanding of the concept of Advertising and its importance as a tool of Communication.
- Explain the working of an Ad Agency and the functions and responsibilities of those employed in Advertising Agencies.
- Explain the importance of Media in Advertising and the process of Media Planning.
- Acquaint the students with role of Creativity in Advertising and the creative elements of Ad making.
- Explain the process of developing an Ad campaign.

Learning Outcomes

- Understand the history and importance of Advertising as a Communication tool.
- Identify the functions of various departments in an Advertising agency and develop the skills required to pursue a successful career in the Advertising Industry.
- Develop an understanding of various Advertising media and Media Planning strategies.
- Participate in the development of creative solutions to address Advertising Communication challenges.
- Develop effective Advertising Strategies and Ad Campaigns.

CO-PO Mapping

<i>PO</i> <i>CO</i>	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>	<i>PO5</i>	<i>PO6</i>	<i>PO7</i>	<i>PO8</i>	<i>PO9</i>	<i>PO10</i>	<i>PO11</i>
<i>CO1</i>	3	3	-	2	-	-	-	2	1	-	-
<i>CO2</i>	2	3	3	2	1	-	-	3	-	3	2
<i>CO3</i>	2	3	3	2	-	-	2	3	-	3	2
<i>CO4</i>	2	3	3	2	-	2	1	3	-	3	2
<i>CO5</i>	2	3	3	2	1	2	2	3	-	3	2

3-Strong, 2-Moderate, 1-Weak

Unit-1	Advertising Basic Concepts (Total hours- L+T+P=20 hrs)	L	T	P
1.1	Advertising : Concept& Definition (Classroom lecture, Group discussion, Presentations)	3	-	1
1.2	Need ,Role and Importance of Advertising (Classroom lecture, Group discussion)	2	-	2
1.3	The Role of Advertising in Marketing & Business (Classroom lecture, Group discussion, Case Studies)	2	-	2
1.4	History of Advertising in India and the World (Classroom lecture, Group Discussion)	2	-	2
1.5	Careers in Advertising (Classroom lecture, Group Discussion, Presentations)	2	-	2

Unit-2	Advertising as a Communication Tool (Total hours- L+T+P=15 hrs)	L	T	P
2.1	Importance of Advertising as a Communication tool (Classroom lecture, Case studies, Agency visit)	3	-	-
2.2	Advertising and its difference from Propaganda, Publicity & PR (Classroom lecture, Case studies, Group Discussions)	2	-	1
2.3	Role of Advertising in Marketing Mix, Advertising vs Sales Promotion (Group exercises, Presentations)	2	-	1
2.4	Advertising vs Personal Selling, Advertising vs Public Relations (Classroom lecture, Case studies, , Group discussion, Presentation)	2	-	1
2.5	Types of Advertising: Consumer, Business Advertising, Commercial vs Social Advertising, Corporate Advertising, Action vs Awareness Advertising (Classroom lecture, Group discussion, Presentations)	2	-	1

Unit-3	Ad Agency (Total hours- L+T+P=15 hrs)	L	T	P
3.1	Ad Agency-Definition, Role, Importance and various Departments (Classroom lecture, Group discussion)	3	-	-
3.2	Functions of Ad Agency, Client-Agency Relationship (Classroom lecture, Group discussion)	2	-	1
3.3	Structure of an Ad Agency, Revenue sources (Classroom lecture,Case studies)	2	-	1
3.4	Advertising Ethics & Social Responsibility, Govt. & Non Govt. Regulations of Advertising (Classroom lecture, Group exercises, Presentations,)	2	-	1
3.5	Role of ASCI, AAI,INS, DAVP (Classroom lecture, Group exercises, Presentations)	2	-	1

Unit-4	Advertising Creativity (Total hours- L+T+P=20 hrs)	L	T	P
4.1	Creativity: Concept & Importance in Advertising (Classroom lecture, Group discussion, Screening of ads)	3	-	1
4.2	Copywriting: Role & Importance of a Copywriter (Classroom lecture, Group discussion, Presentations)	2	-	2
4.3	Copy Elements: Headline, Subhead, Body Copy, Logo &Slogans (Classroom lecture, Group exercises, Word play, Presentations, Observation of Print ads)	2	-	2
4.4	Layout: Definition, Importance and Steps (Classroom lecture, Group discussion, Presentations, Observation of Print ads,)	2	-	2
4.5	Visuals & Graphics: Role & Importance (Class room lecture, Observation of Print Ads, Group exercises)	2	-	2

Unit- 5	Advertising Media (Total hours- L+T+P=20 hrs)	L	T	P
5.1	Understanding Media & its Importance in Advertising (Classroom lecture, Presentation , Case studies)	3	-	1
5.2	Types of Media, Characteristics, Advantages & Disadvantages (Classroom lecture, Presentation , Case studies)	2	-	2
5.3	Media Planning Methods, Components of a Media Plan (Classroom lecture, Presentation , Case studies)	2	-	2
5.4	Media Strategies, Media Mix (Classroom Lecture, Case studies)	2	-	2
5.5	Understanding Media Coverage, Readership, Circulation, TRP, ABC, INS, DAGMAR, Agency on Record(AOR). (Classroom lecture, Presentation , Case studies)	2	-	2

Practical/Project/Assignments:

- Collection of different types of advertisements
- Screening and discussion on ten FMCG advertisements based on social issues
- Case studies of leading advertising agencies
- Presentation on the 'Current status of advertising agencies in India'
- Developing Media plans for FMCGs and consumer durables
- Screening of top twenty creative Indian and International advertisements
- Idea Visualisation for any five concepts
- Developing Slogans and Logos for products and services
- Developing Print ad for a FMCG Product
- Developing a radio script of thirty seconds for any social issues
- Developing a storyboard for any product/service

Suggested Readings:

- Altstiel, Tom & Grow, Jean . Advertising Creative Strategy, Copy & Design, 3rd edition. India: Sage
- Bovee & Arens. Contemporary Advertising. USA: Irwin
- Chunawala & Sethia. Foundations of Advertising ,8th edition . India: Himalaya Publishing
- Halve, Bhaskar Anand. Planning For Power Advertising. India: Response Books
- Jon Steel. Truth, Lies, and Advertising: The Art of Account Planning. Princeton
- Jones, P J. How Advertising Works. India: Sage
- Jones, Philip John. How To Use Advertising To Build Strong Brands. India: Sage
- Kruti Shah .Advertising And Integrated Marketing Communications .McGraw Hill
- Tiwari, S (2003). Uncommon Sense of Advertising: Getting the Facts Right. India: Response
- Wells, Burnett, Moriarty . Advertising Principles & Practices -5th edition.India: Prentice Hall

e-resources :

- www.afaqs.com
- www.exchange4media.com

BAMC : V SEM			Marks:100			Credits:6		
MEDIA BUSINESS MANAGEMENT			Th	Pr	Ia	Contact hrs.		
						L	T	P
			80	-	20	5	1	-

Course Objectives

- To inculcate the knowledge of Management in Media Organisation.
- To impart knowledge of theoretical and practical aspects of Media Management.
- To acquaint students with understanding of the various types of organisations.
- To make students understand the various Ownership patterns.
- To make students aware of trends in commencing new ventures in Media Industry.

Learning Outcomes

- Students will be able to know the current trends in Media Management.
- Students will gain understanding of various patterns of Ownership.
- Understanding of professional and ethical responsibilities and commitment to them.
- Acquire skills to commence new ventures in Media Industry and be able to work independently.
- Analyze individual Media Businesses and understand the driving force of the Media Economy.

CO-PO Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	2	2	2	2	-	-	-	-	1	2	-
CO2	2	-	2	2	2	-	-	-	1	2	1
CO3	2	1	3	2	2	2	-	3	-	3	-
CO4	2	2	2	2	-	-	-	2	1	3	2
CO5	2	2	2	-	-	-	-	2	-	2	-

3-Strong, 2-Moderate, 1-Weak

Unit-1	Introduction to anagement (Total hours- L+T+P=18 hrs)	L	T	P
1.1	Introduction to anagement (Group Discussion ,Lecture)	3	1	1
1.2	Importance of Management in Media Business (Group Discussion ,Lecture)	3	-	1
1.3	Ownership patterns in Media (Group Discussion ,Lecture)	2	1	1
1.4	Inflow of capital in Indian Media (Lecture, Group Discussion)	1	-	1
1.5	Major heads of Income (Lecture, Group Discussion)	2	-	1

Unit-2	Media Houses (Total hours- L+T+P=18 hrs)	L	T	P
2.1	Star India, NDTV group, Sun Network, TV18 group (Lecture, Ppt. Presentation, Assignment)	2	1	-
2.2	Express group, Hindu Group, India Today group, Bhaskar group (Lecture, Ppt. Presentation, Assignment)	3	1	-
2.3	Sahara group, Tribune group, Malayalam Manorama group, Enadu group, (Lecture, Ppt. Presentation, Assignment)	2	1	-
2.4	Aanand Bazar Patrika Group, Rajasthan Patrika group, Times group, Hindustan times group, Pioneer group, Jagran group (Lecture, Ppt. Presentation, Assignment)	3	1	-
2.5	Other Media groups (Lecture, Ppt. Presentation, Assignment)	3	1	-

Unit-3	Structure and functioning of Media (Total hours- L+T+P=18 hrs)	L	T	P
3.1	Structure and functioning of Radio channel (Field Visit ,Lecture, Assignment)	2	1	-
3.2	Structure and functioning of Television channel (Lecture, Assignment, Field Visit)	3	1	-
3.3	Role of Editorial, Technical, Marketing and HR sections (Lecture, Assignment, Field Visit)	2	1	-
3.4	Recruitment, Hiring and Training of staff (Lecture, Assignment, Field Visit)	3	1	-
3.5	Interpersonal relations (Lecture, Assignment, Expert Lecture, Field Visit)	3	1	-

Unit-4	Media Marketing (Total hours- L+T+P=18 hrs)	L	T	P
4.1	Characteristic of different Media (Expert Lecture, Field Visit ,Lecture, Assignment)	2	1	-
4.2	Media Marketing techniques (Expert Lecture, Field Visit ,Lecture, Assignment)	3	1	-
4.3	Advertisement Campaigns (Expert Lecture, Field Visit ,Lecture, Assignment)	2	1	-
4.4	Corporate Strategies (Expert Lecture, Field Visit ,Lecture, Assignment)	3	1	-
4.5	Space and Time selling (Lecture, Assignment, Expert Lecture)	3	1	-

Unit-5	Research (Total hours- L+T+P=18 hrs)	L	T	P
5.1	Use of Research in Media Management (Lecture, Assignment)	3	1	-

5.2	Use of Feedback in Media Management (Lecture, Assignment)	3	1	-
5.3	Readership Management System (Lecture, Assignment)	3	1	-
5.4	ABC, NRS (Lecture, Assignment)	2	1	-
5.5	INS, RNI (Lecture, Assignment)	2	1	-

Practical/Project/Assignments:

- Prepare presentation on organisational structure and functions of various media organisations.
- Prepare presentations on current issues and trends of media management.
- Prepare presentations on brand promotions and advertising strategies for entertainment/news/lifestyle channel.
- Any assignment given by the concerned faculty.

Suggested Readings:

- Albarran Alan B., Handbook of Media Management and Economics.,2006.
- Chaturvedi P.D., Business Communication: Skills, Concepts, and Applications, Pearson Education, United States, (2013).
- Kohli Khandekar and Vanita, The Indian Media Business, Sage Publications, (2013).
- Kothari Gulab, Newspaper Management in India, Bhartiya Book Corporation.
- Sehgal M.K. and Khetarpal Vandana, Business Communication, Excel Books, India. (2008).
- Sethi Anjane and Adhikari Bhawana, Business Communication, McGraw Hill Education, United States, (2010).
- Shaw Ibrahim Seaga, Business Journalism- A Critical Political Economy Approach, Routledge, United Kingdom, (2016).

e- resources :

- https://www.academia.edu/2846654/Issues_in_media_management_and_the_public_interest
- https://www.researchgate.net/publication/312557618_Media_Management
- https://www.academia.edu/13226828/2_Media_Management_in_Theory_and_Practice
- file:///C:/Users/WINDOW%20%207/Downloads/Documents/Handbook_of_Media_Management_And_Economics_2005.pdf
- file:///C:/Users/WINDOW%20%207/Downloads/RoutledgeHandbooks-9781410615589-chapter3%20(1).pdf

BAMC : V SEM			Marks:50		Credits: 2			
हिंदी -II			Th	Pr	Ia	Contact hrs.		
						L	T	P
			40	-	10	2	-	-

Course Objectives

- उच्चारण और शुद्ध वर्तनी के संबंध में बताना।
- गद्य पाठ्य का अभ्यास करना।
- मीडिया में भाषा का महत्व समझाना।
- भाषा संस्कृति के संबंधों को स्पष्ट करना।
- कथ्य और उसकी भाषा के संबंध में बताना।

Learning Outcomes

- विद्यार्थी सही उच्चारण करना और शुद्ध लिखना सीखेंगे।
- मीडिया भाषा का सटीक प्रयोग करना सीखेंगे।
- भाषा का संस्कृति-समाज से रिश्ता क्या है, यह समझ सकेंगे।
- प्रिंट एवं इलेक्ट्रॉनिक मीडिया की भाषा में अंतर समझ सकेंगे।
- हिंदी साहित्य के अध्ययन के प्रति रुचि बढ़ेगी।

CO-PO Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	2	2	-	2	-	-	-	-	2	-	-
CO2	2	2	3	3	-	2	-	3	2	1	-
CO3	3	3	3	2	1	-	-	2	2	1	1
CO4	2	2	2	1	1	-	-	1	2	2	1
CO5	2	1	-	-	-	-	-	1	-	-	-

3-Strong, 2-Moderate, 1-Weak

Unit-1	उच्चारण एवं शब्दों का प्रसंगानुरूप प्रयोग (Total hours- L+T+P=9hrs)	L	T	P
1.1	उच्चारण एवं वर्तनी दोष (व्याख्यान, प्रदर्शन, असाइनमेंट, प्रायोगिक अभ्यास)	2	-	-
1.2	गद्यांश पाठ : प्रवाह, तारतम्यता, बालाघात एवं विराम (व्याख्यान, प्रदर्शन, असाइनमेंट, प्रायोगिक अभ्यास)	1	-	-
1.3	शुद्ध उच्चारण (व्याख्यान, प्रदर्शन, असाइनमेंट, प्रायोगिक अभ्यास)	2	-	-
1.4	वर्तनी का अभ्यास (व्याख्यान, प्रदर्शन, असाइनमेंट, प्रायोगिक अभ्यास)	2	-	-
1.5	हिन्दी शब्द – परिवार से परिचय (व्याख्यान, प्रदर्शन, असाइनमेंट, प्रायोगिक अभ्यास)	2	-	-

Unit-2	मीडिया में भाषा (Total hours- L+T+P=9hrs)	L	T	P
2.1	मीडिया में भाषा का उपयोग एवं महत्व (व्याख्यान, प्रदर्शन, असाइनमेंट, प्रायोगिक अभ्यास)	2	-	-
2.2	मीडिया की भाषा की प्रकृति एवं विशेषताएं (व्याख्यान, प्रदर्शन, असाइनमेंट, प्रायोगिक अभ्यास)	1	-	-
2.3	समाचारों में उपयोग होने वाले लोकप्रिय शब्द (व्याख्यान, प्रदर्शन, असाइनमेंट, प्रायोगिक अभ्यास)	2	-	-
2.4	विज्ञापनों में उपयोग होने वाले लोकप्रिय शब्द (व्याख्यान, प्रदर्शन, असाइनमेंट, प्रायोगिक अभ्यास)	2	-	-
2.5	मीडिया में आम बोलचाल की भाषा की प्रासंगिकता (व्याख्यान, प्रदर्शन, असाइनमेंट, प्रायोगिक अभ्यास)	2	-	-

Unit-3	विभिन्न मीडिया की भाषा में प्रचलन एवं प्रयोग (Total hours- L+T+P=9hrs)	L	T	P
3.1	प्रिंट मीडिया की भाषा में नए प्रचलन एवं प्रयोग (व्याख्यान, समूह चर्चा, प्रायोगिक अभ्यास)	2	-	-
3.2	इलेक्ट्रॉनिक मीडिया की भाषा में नए प्रचलन एवं प्रयोग (व्याख्यान, समूह चर्चा, प्रायोगिक अभ्यास)	1	-	-
3.3	प्रिंट मीडिया की भाषा के विकार एवं समस्या (व्याख्यान, प्रदर्शन, असाइनमेंट, प्रायोगिक अभ्यास)	2	-	-
3.4	इलेक्ट्रॉनिक मीडिया की भाषा के विकास एवं समस्या (व्याख्यान, समूह चर्चा, प्रायोगिक अभ्यास)	2	-	-
3.5	वेब मीडिया की भाषा: विकास एवं समस्या (व्याख्यान, समूह चर्चा, प्रायोगिक अभ्यास)	2	-	-

Unit-4	उपन्यास (Total hours- L+T+P=9hrs)	L	T	P
4.1	कथ्य एवं भाषा संबंधी विशेषताएँ (व्याख्यान, प्रदर्शन, असाइनमेंट, प्रायोगिक अभ्यास)	2	-	-
4.2	गोदान (उपन्यास) लेखक : प्रेमचन्द (व्याख्यान, प्रदर्शन, असाइनमेंट, प्रायोगिक अभ्यास)	1	-	-
4.3	गुनाहों का देवता (उपन्यास) लेखक : धर्मवीर भारती (व्याख्यान, प्रदर्शन, असाइनमेंट, प्रायोगिक अभ्यास)	2	-	-
4.4	वोल्गा से गंगा— राहुल सांकृत्यायन (व्याख्यान, प्रदर्शन, असाइनमेंट, प्रायोगिक अभ्यास)	2	-	-
4.5	शेखर एक जीवनी— सच्चिदानंद वात्स्यायन 'अज्ञेय' (व्याख्यान, प्रदर्शन, असाइनमेंट, प्रायोगिक अभ्यास)	2	-	-

Unit-5	भाषा, संस्कृति एवं समाज (Total hours- L+T+P=9hrs)	L	T	P
5.1	भाषा और संस्कृति (व्याख्यान, समूह चर्चा)	2	-	-
5.2	भाषा और सभ्यता (व्याख्यान, प्रदर्शन, असाइनमेंट, समूह चर्चा)	1	-	-
5.3	भाषा और समाज (व्याख्यान, प्रदर्शन, असाइनमेंट, समूह चर्चा)	2	-	-
5.4	मीडिया की भाषा (व्याख्यान, प्रदर्शन, असाइनमेंट, समूह चर्चा)	2	-	-
5.5	विभिन्न मीडिया की भाषा में अन्तर (व्याख्यान, प्रदर्शन, असाइनमेंट, समूह चर्चा)	2	-	-

Practical/Project/Assignments:

- विशेष क्षेत्रों के समाचारों में उपयोग होने वाले शब्दों की सूची।
- हिंदी मुहावरों की सूची।
- समाचार शीर्षक और फोटो कैप्शन लेखन का अभ्यास।

Suggested Readings :

- Andrew Bonime & Ken C. Pohlmann (1997). Writing for New Media: The Essential Guide to Writing for Interactive Media, Wiley, United States
- James G Stovall (2014). Writing for the Mass Media, Pearson, New York.
- Robert L. Hilliard (2010). Writing for Television, Radio, and New Media, Wadsworth Publishing Company Inc, USA.
- Robert M. Knight (2010). Journalistic Writing: Building the Skills, Honing the Craft, Marion Street Press, Portland
- चतुर्वेदी रामस्वरूप (1981), भाषा और संवेदना, लोकभारती, इलाहाबाद
- तिवारी भोलानाथ (1984), पत्रकारिता में अनुवाद की समस्याएँ, शब्दाकार प्रकाशन, नई दिल्ली
- तिवारी भोलानाथ (1984), भाषा और संस्कृति, प्रभात प्रकाशन, दिल्ली
- तिवारी भोलानाथ (1986), मानक हिन्दी का स्वरूप, प्रभात प्रकाशन, दिल्ली
- तिवारी भोलानाथ (1987), अनुवाद वज्ञान, शब्दाकार प्रकाशन, दिल्ली
- द् ववेदी अनुपम (2014), हिन्दी व्याकरण, रीतू पब्लिकेशन, जयपुर

e- resources :

- <https://www.bbc.co.uk/academy/hi>
- <http://www.newswriters.in/>
- <http://cij.co.in/index.php>
- <http://www.dailywritingtips.com/the-art-of-writing-news/>

BAMC : V SEM			Marks:50			Credits:3		
TELEVISION PRODUCTION			Th	Pr	Ia	Contact hrs.		
						L	T	P
			25	15	10	2	-	2

Course Objectives

- To provide insight to students in the emerging field of audio and video technology and its application in the area of entertainment, advertising, presentation, education and training.
- To write Script for TV Production.
- To understand the various audio video equipment and their use in video film production.
- To handle various T.V. studio recording and field recording equipments.
- To produce video programmes and expose the participants with advanced production techniques.

Learning Outcomes

- Will be able to understand basic concept of Video Production.
- Students will be able to execute Camera, Lighting and Sound with in scene.
- Will be able to use Digital Camera operation skills and work collaboratively with others.
- Will be able to plan, produce and direct T.V. programmes.
- Will be able to critique Television Production values with a newly acquired depth of understanding.

CO-PO Mapping

<i>PO</i> <i>CO</i>	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>	<i>PO5</i>	<i>PO6</i>	<i>PO7</i>	<i>PO8</i>	<i>PO9</i>	<i>PO10</i>	<i>PO11</i>
<i>CO1</i>	2	-	2	3	-	-	2	-	-	-	-
<i>CO2</i>	2	2	2	3	-	-	2	-	-	-	-
<i>CO3</i>	2	-	2	3	-	-	2	-	-	-	3
<i>CO4</i>	2	-	2	3	-	-	2	-	-	-	-
<i>CO5</i>	2	-	2	3	-	-	2	-	-	-	-

3-Strong, 2-Moderate, 1-Weak

Unit-1	TV Production (Total hours- L+T+P=9 hrs)	L	T	P
1.1	TV as a medium of Communication, Types & Programs (Lecture, Practical)	1	-	1
1.2	Television Production : Meaning and scope (Lecture, Practical)	1	-	1
1.3	Video Production Process I: Pre Production (Lecture, Practical)	1	-	1
1.4	Video Production Process II: Production (Lecture, Practical)	1	-	1
1.5	Video Production Process III: Post Production (Lecture, Practical)	1	-	1

Unit-2	Production Studio (Total hours- L+T+P=9 hrs)	L	T	P
2.1	Structure and Working of Production Studio (Lecture, Practical)	1	-	1
2.2	PCR (Lecture, Practical)	1	-	1
2.3	VTR (Lecture, Practical)	1	-	1
2.4	Video Library (Lecture, Practical)	1	-	1
2.5	Graphics Department (Lecture, Practical)	1	-	1

Unit-3	TV Script (Total hours- L+T+P=9 hrs)	L	T	P
3.1	Script Writing – Characteristics of a good script (Lecture, Practical)	1	-	1
3.2	Characteristics of a good script (Lecture, Practical)	1	-	1
3.3	Types of TV script (Lecture, Practical)	1	-	1
3.4	Story Board (Lecture, Practical)	1	-	1
3.5	Writing Voice Over (Lecture, Practical)	1	-	1

Unit-4	Camera and Lighting (Total hours- L+T+P=9 hrs)	L	T	P
4.1	Components of Video Camera (Lecture, Practical)	1	-	1
4.2	Camera Movements (Lecture, Practical)	1	-	1
4.3	Camera angles (Lecture, Practical)	1	-	1
4.4	Basic shots and their Composition (Lecture, Practical)	1	-	1
4.5	Lighting equipments and control (Lecture, Practical)	1	-	1

Unit-5	Video Editing (Total hours- L+T+P=9 hrs)	L	T	P
5.1	Editing – concept and significance (Lecture, Practical)	1	-	1
5.2	Grammar and aesthetics of Editing (Lecture, Practical)	1	-	1

5.3	Editing equipment, introduction to Non Linear Editing (Lecture, Practical)	1	-	1
5.4	Introduction to Non Linear Editing (Lecture, Practical)	1	-	1
5.5	Non Linear Editing Techniques (Lecture, Practical)	1	-	1

Practical/Project/Assignments:

- Practical recording of interviews in studio.
- News recording in studio.
- Group discussion Show in studio.
- Coverage of various sports events held in University.
- Coverage of various programmes held in University.
- Song Picturisation in Studio/Outdoor .
- Music and dance recording in Studio.
- Industrial recording for any instructional film.
- Multicamera recording inside T.V. Studio.
- Study of a T.V. studio in the context of:-
 - a) Facilities and equipment layout.
 - b) Recording and transmission process (observation) .
- Role-playing - play the roles of talent, floor manager, cameraperson, program assistant and director in given situation.

Suggested Readings:

- Alvarado Manuel, Buonanno Milly, Gray Herman, Miller Toby, Sage Publication India Pvt. Ltd. New Delhi, 2015
- Diefenbach Donald L., Video Production Techniques, Routledge Taylor & Francis Group, 2008.
- Millerson Gerald, Television Production, Focal Press, 1999.
- Wadia Angela, Television and film production Recent Trends and Future prospects, Kanishka Publishers Distributors New Delhi, 2012.
- Ward Peter and Bermingham Alan, Wherry Chris, Multiskilling for Television production, focal press, 2000.

e- resources:

- <https://mib.gov.in/media/e-book>
- <https://epdf.tips/television-production-handbook.html>
- https://www.researchgate.net/publication/269944220_New_Television_Production_Techniques
- https://www.researchgate.net/publication/313160854_Techniques_of_Television_News_writing_and_Production
- https://static1.squarespace.com/static/5cff063e4125d10001eee6bb/t/5f2319d8e3fa0317c06f60e4/1596135897193/IntrotoEditing_Syllabus-Public.pdf

BA in Mass Communication: SEMESTER - VI

Course of Study	Class & Papers	Course Name/Subject	Th	IA	P	Total
CCC13	6BA(MC)1	Communication Research	50	20	30	100
CCC14	6BA(MC)2	Media Laws and Ethics	80	20	-	100
DSE7	6BA(MC)3a	Public Relations	80	20	-	100
		OR				
DSE8	6BA(MC)3b	Media, Society and Culture	80	20	-	100
SEC4	6BA(MC)4	Non- Linear Video Editing	40	10	-	50
OE6	6BA(MC)5	Creative Writing	25	10	15	50

BAMC : VI SEM			Marks:100			Credits:6		
COMMUNICATION RESEARCH			Th	Pr	Ia	Contact hrs.		
			L	T	P	5	-	2
50	30	20						

Course Objectives

- To impart the the knowledge about basic concepts of Research.
- To make them understand the need and role of Research.
- To enhance the ability to recognize and analyze the problems in Society.
- To learn about the various types of Research and Research Designs.
- To impart the knowledge of ethical practices in Research.

Learning Outcomes

- Students will be able to understand basics of Communication Research.
- Students will able to apply the theoretical knowledge of Research.
- Students will be able to recognize and analyze the problems in Society.
- Students will understand various tools of Research.
- Students will be able to know the ethics in Research.

CO-PO Mapping

<i>PO</i> <i>CO</i>	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>	<i>PO5</i>	<i>PO6</i>	<i>PO7</i>	<i>PO8</i>	<i>PO9</i>	<i>PO10</i>	<i>PO11</i>
<i>CO1</i>	3	3	-	2	-	-	-	-	2	3	-
<i>CO2</i>	3	3	1	2	-	-	-	-	2	3	2
<i>CO3</i>	3	3	1	1	-	2	-	2	1	3	1
<i>CO4</i>	3	3	1	2	-	-	3	-	1	3	-
<i>CO5</i>	3	3	1	1	-	-	-	3	1	3	-

3-Strong, 2-Moderate, 1-Weak

Unit-1	Concept of Research (Total hours- L+T+P=18hrs)	L	T	P
1.1	Research: Meaning and Nature (Classroom Lecture ,Discussions)	3	-	-
1.2	Areas of Communication Research (Classroom Lecture ,Discussions)	4	-	-
1.3	Steps of Research Process (Classroom Lecture,tutorials)	3	-	-
1.4	Types of Research (Classroom Lecture ,Discussions)	4	-	-
1.5	Research Approaches (Classroom Lecture ,Discussions)	4	-	-

Unit-2	Research Design & Methodology (Total hours- L+T+P=18 hrs)	L	T	P
2.1	Literature Review (Classroom Lecture, Discussions)	3	-	-

2.2	Hypotheses and Research questions (Classroom Lecture, Assignment, Discussions)	4	-	-
2.3	Research Design and its Types (Classroom Lecture, Assignment, Discussions)	3	-	-
2.4	Data Collection sources : Primary and Secondary (Classroom Lecture, Assignment, Discussions)	4	-	-
2.5	Sampling - Meaning and Types (Classroom Lecture, Assignment, Discussions)	4	-	-

Unit-3	Tools for Data Collection (Total hours- L+T+P=18hrs)	L	T	P
3.1	Questionnaire and Schedule (Classroom Lecture, Practical Exercises, Discussions)	2	-	1
3.2	Observation Method (Classroom Lecture, Assignment, Discussions)	3	-	1
3.3	Interview Method (Classroom Lecture, Practical Exercises, Discussions)	2	-	1
3.4	Case Study (Classroom Lecture, Assignment, Discussions)	3	-	1
3.5	Content Analysis (Classroom Lecture, Practical Exercises, Discussions)	4	-	-

Unit-4	Role of statistics and computer in Research (Total hours- L+T+P=18hrs)	L	T	P
4.1	Role of Statistics and Computer in Research (Classroom Lecture ,Expert Lecture, Practical)	3	-	-
4.2	Tabulation and Classification of Data (Classroom Lecture ,Expert Lecture, Practical)	3	-	1
4.3	Mean, Median, Mode (Classroom Lecture , Practical)	2	-	1
4.4	Data Analysis and Interpretation (Classroom Lecture, Practical)	3	-	1
4.5	Graphical Presentation (Classroom Lecture, Practical)	4	-	-

Unit-5	Research Report Writing (Total hours- L+T+P=18hrs)	L	T	P
5.1	Planning, Preparing, Designing & Presenting a Research Proposal (Classroom Lecture, Practical Exercises, Discussions)	3	-	-
5.2	Report Writing (Classroom Lecture, Practical Exercises, Discussions)	3	-	1
5.3	Writing Executive Summary (Classroom Lecture, Practical Exercises, Discussions)	2	-	1
5.4	Preparation of Bibliography (Classroom Lecture, Practical Exercises, Discussions)	3	-	1
5.5	Ethics in Communication Research (Classroom Lecture, Discussions)	4	-	-

Practical/Project/Assignments:

- Selecting topics of social research including social, economic, political, educational, cultural, religious and spiritual issues.
- Framing innovative topics of communication research including verbal and non-verbal, intrapersonal and interpersonal, group and mass, etc.
- Proposing research-oriented topics of media problems including traditional, alternate and new media.
- Preparing one research project on current relevant topic.
- Any assignment given by the concerned faculty.

Suggested Readings:

- Anderson J.A., Communication Research: Issues and Methods, New York McGraw- Hill
- Berger Arthur Asa, Media Research Techniques, Sage Publications, Ned Delhi
- Dayal Manoj, Media Metrics: An Introduction to Quantitative Research in Mass Communication, Sage Publications, Delhi
- Flick Uwe, An Introduction to Qualitative Research , Sage Publications, London
- Kerlinger F.N., Foundations of Behavioural Research, Surjeet Publications, Delhi
- Priest S.H., Doing Media Research: An Introduction, Sage Publications
- Sarangi Prasant, Research Methodology, Taxman Publication Pvt. Ltd., Delhi
- Wimmer Roger D. & Dominick Joseph R., Mass Media Research: An Introduction, Wadsworth Publishing Company, USA

e- resources :

- <https://www.masterincommunications.com/features/guide-to-communication-research-methodologies>
- <https://Mass-Media-Research-Roger-Wimmer/dp/143908274X>
- <https://www.questia.com/read/104796118/theory-and-research-in-mass-communication-contexts>
- <https://us.sagepub.com/en-us/nam/introducing-communication-research/book244431>
- <https://epathshala.nic.in/>

BAMC : VI SEM			Marks:100			Credits:6		
MEDIA LAWS AND ETHICS			Th	Pr	Ia	Contact hrs.		
						L	T	P
			80	-	20	5	1	-

Course Objectives

- To ensure media practicing under the Constitution with Social Responsibility.
- To aware students about Legal and Ethical aspects of the Media and its Values.
- To give an overview of recent amendments, future challenges and media regulations.
- To know what is media ethics and how it leads media persons and media establishments to the path of Professional Rectitude.
- To comprehend how Media Laws and Ethics empower Media Practitioners to perform their public duties with greater sense of Confidence and Commitment.

Learning Outcomes

- Students will be able to understand Constitutional Aspect of Indian Media.
- Students will be able understand Laws and Regulation of Media.
- Students will be able to understand Media Ethics and its adaptation in Media Profession.
- Students will be able understand Media Code and conduct and self regulatory.
- Students will be able to do fair and Honest Journalism with Social responsibility.

CO-PO Mapping

<i>PO</i> <i>CO</i>	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>	<i>PO5</i>	<i>PO6</i>	<i>PO7</i>	<i>PO8</i>	<i>PO9</i>	<i>PO10</i>	<i>PO11</i>
<i>CO1</i>	3	3	2	1	-	-	-	-	1	-	-
<i>CO2</i>	3	3	2	1	-	-	-	-	1	-	-
<i>CO3</i>	3	3	2	1	-	-	-	3	-	1	-
<i>CO4</i>	3	3	2	1	-	-	-	3	-	-	-
<i>CO5</i>	3	3	2	1	-	3	-	2	-	-	-

3-Strong, 2-Moderate, 1-Weak

Unit-1	Basics of Constitution (Total hours- L+T+P=18hrs)	L	T	P
1.1	Preamble of Constitution (Classroom Lecture, Discussions)	2	1	-
1.2	Freedom of speech and expression (Classroom Lecture, Discussions)	3	1	-
1.3	PIL (Classroom Lecture, Discussions)	2	1	-
1.4	Contempt of Court (Classroom Lecture, Discussions)	3	1	-
1.5	Right to Information (Classroom Lecture, Dcussionsis)	3	1	-

Unit-2	Media Acts-I (Total hours- L+T+P=18hrs)	L	T	P
2.1	Press and Registration of Books Act (Classroom Lecture, Discussions, Case Studies)	2	1	-
2.2	Working Journalists Act (Classroom Lecture, Discussions, Case Studies)	3	1	-
2.3	Copyright Act, Remedial Act (Classroom Lecture, Discussions, Case Studies)	2	1	-
2.4	Press Council Act (Classroom Lecture, Discussions, Case Studies)	3	1	-
2.5	Parliamentary privileges (Classroom Lecture, Discussions)	3	1	-

Unit-3	Media Acts-II (Total hours- L+T+P=18hrs)	L	T	P
3.1	Cinematography Act (Classroom Lecture, Discussions, Case Studies)	2	1	-
3.2	Prasar Bharti Act (Classroom Lecture, Discussions, Case Studies)	3	1	-
3.3	Cable Television Networks (Regulations) Act (Classroom Lecture, Discussions, Case Studies)	2	1	-
3.4	Information Technology Act (Classroom Lecture, Discussions, Case Studies)	3	1	-
3.5	Patent Act (Classroom Lecture, Discussions, Case Studies)	3	1	-

Unit-4	Laws Regulating Media (Total hours- L+T+P=18hrs)	L	T	P
4.1	Introduction to Laws Regulating Media (Classroom Lecture, Discussions)	2	1	-
4.2	Defamation , Criminal Procedure Code, IPC (Classroom Lecture, Discussions, Case Studies)	3	1	-
4.3	Laws regulating FDI in Media (Classroom Lecture, Discussions, Case Studies)	2	1	-
4.4	Consumer Protection Act (Classroom Lecture, Discussions, Case Studies)	3	1	-
4.5	Trademark Act (Classroom Lecture, Discussions, Case Studies)	3	1	-

Unit-5	Ethics in Media (Total hours- L+T+P=18hrs)	L	T	P
5.1	Invasion of Privacy and Vulgarity, Media Trials (Classroom Lecture, Expert Lecture, Case Studies)	2	1	-
5.2	Advertising and Ethics (Classroom Lecture, Expert Lecture)	3	1	-

5.3	Issues of Ethics in media (Classroom Lecture, Expert Lecture)	2	1	-
5.4	Cyber laws in India, Social media Guidelines (Classroom Lecture, Expert Lecture)	3	1	-
5.5	Fake News and Credibility of Media (Classroom Lecture, Expert Lecture)	3	1	-

Practical/Project/Assignments:

- Studying and presenting the analysis of cases.
- Case study assignments.
- Any other assignment given by the concerned faculty.

Suggested Readings:

- Bandopadhyay P.K. and Arora Kuldeep, Journalistic ethics, Media watch Group, 2001
- Basu D.D, Press law, prentice hall publication, Wadhwa Publisher, 2002
- Iyer Venkat, Mass media law and Regulations in India, Indian Research Press, 2000
- Matelski Marilyn J., TV news ethics, Focal press, 1991
- Singh Dr. Shrikant, Janmadhyam Kanoon evam uttardayitva, Hindi Book Center, 2016
- Trikha Dr. Nand Kishore, Press Vidhi, Vishwavidyalaya Prakashan, Varanasi, 2012
- Venkateswaran K.S., Mass Media law and Regulations in India, Asian Mass Communication Research and Information Centre, 1993

e- resources:

- <https://presscouncil.nic.in/OldWebsite/speechpdf/Media%20Ethics%20at%20IIMC,%20Dhenkanal.pdf>
- file:///C:/Users/WINDOW%20%207/Downloads/Documents/Block-1.pdf
- <https://www.amazon.in/Media-Law-Ethics-M-Neelamalar-ebook/dp/B00K7YK5L8?asin=B00K7YK5L8&revisionId=&format=2&depth=1>
- file:///C:/Users/WINDOW%20%207/Downloads/Documents/MJMC-02Sem-ProfManukonda-Media%20Law%20and%20Ethics.pdf
- www.eathshala.nic.in

BAMC : VI SEM			Marks:100			Credits:6		
PUBLIC RELATIONS			Th	Pr	Ia	Contact hrs.		
						L	T	P
			80	-	20	4	1	2

Course Objectives

- To explain the History and Growth of PR and its emerging importance in varying areas.
- To acquaint the students with the various Types of PR and the qualities of a successful PRO.
- To acquaint the students with the various PR tools
- To explain the steps in preparing a successful PR Campaign
- To explain the importance of ethics in PR

Learning Outcomes

- Understand the scope of Public Relations and meet the needs of diverse publics.
- Identify the primary strategic functions of Media Relations, Community Relations, Crisis Management, and Lobbying.
- Develop the ability to use the various PR tools to reach out to its Publics effectively.
- Create a Public Relations campaign.
- Develop values that every PR Professional should have to make good decisions and maintain professional behaviour.

CO-PO Mapping

<i>PO</i> <i>CO</i>	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>	<i>PO5</i>	<i>PO6</i>	<i>PO7</i>	<i>PO8</i>	<i>PO9</i>	<i>PO10</i>	<i>PO11</i>
<i>CO1</i>	3	2	3	3	1	1	-	-	2	2	2
<i>CO2</i>	3	2	2	1	-	1	-	2	-	2	1
<i>CO3</i>	3	2	2	1	-	2	2	2	-	1	-
<i>CO4</i>	3	2	2	1	-	-	-	1	-	2	3
<i>CO5</i>	3	2	2	1	3	-	-	2	-	2	3

3-Strong, 2-Moderate, 1-Weak

Unit-1	Public Relations- Concept and Process (Total hours- L+T+P=18hrs)	L	T	P
1.1	Public Relation- Definition,Origin and Development (Classroom lecture, case studies, group discussions)	2	1	-
1.2	Role of Public Relations in Modern Society (Classroom lecture, group exercises)	3	1	-
1.3	PR as distinct from other forms of Communications ,Advertising, Propaganda and Publicity .Principles and Process of Public Relations (Classroom lecture, case studies)	2	1	-
1.4	Defining Publics/Stakeholders (Classroom lecture, case studies, group discussions, visit to a P.R. Agency)	3	1	-
1.5	Internal &External PR- Structure ,Role and Functions, External Agencies (Classroom lecture, case studies, visit to an organisation)	3	1	-

Unit 2	Types of PR (Total hours- L+T+P=18hrs)	L	T	P
2.1	Organizational set up of a PR department/Agencies (Classroom lecture ,Case Studies)	2	1	-
2.2	Types of PR – PR in Private and Public Sectors. (Classroom lecture, case studies, group activities)	3	1	-
2.3	Government PR/Lobbying (Classroom lecture, case studies)	2	1	-
2.4	Political PR, PR in Globalised world,NGO (Classroom lecture, case studies, group discussions, presentation)	3	1	-
2.5	PR Practitioners- Qualities,Responsibilities and Duties (Expert lecture by a P.R. professional)	3	1	-

Unit- 3	Tools of PR (Total hours- L+T+P=18hrs)	L	T	P
3.1	Media Relations (Classroom Lecture, Group discussion)	2	1	-
3.2	Employee Relations (Classroom lecture, case studies)	3	1	-
3.3	House Journals , Newsletters, Brochures (Classroom lecture, case studies, group discussions)	2	1	-
3.4	Events\Exhibitions, Open House Websites (Classroom lecture, case studies)	3	1	-
3.5	Corporate Social Responsibility and Community Relations (Expert lecture, case studies, group exercises)	3	1	-

Unit-4	PR Campaign (Total hours- L+T+P=18hrs)	L	T	P
4.1	PR Campaign-Concept and Importance (Classroom lecture, group discussions)	2	1	-
4.2	Planning a PR Campaign (Classroom lecture, case studies, group exercises)	3	1	-
4.3	Implementation and Feedback (Classroom lecture, case studies, group exercises)	2	1	-
4.4	Selection of Media (Expert lecture, Case studies)	3	1	-
4.5	PR and Crisis Management (Classroom lecture, Case studies, Group discussions)	3	1	-

Unit -5	Ethics in PR (Total hours- L+T+P=18hrs)	L	T	P
5.1	Importance of Ethics in PR (Classroom lecture, group exercises)	2	1	-
5.2	Guidelines for Ethical practices in PR (Classroom lecture, Case studies, Group exercises, Screening of corporate ads and films)	3	1	-
5.3	Public Relations Organisations-PIB, State Govt. DPR (Classroom lecture,Case studies, Group discussions)	2	1	-

5.4	DAVP,PRSI,IPRA (Classroom lecture, Case studies)	3	1	-
5.5	IPRC,IFPR (Classroom lecture, Case studies)	3	1	-

Practical/Project/Assignments:

- Presentations on Government PR Campaigns.
- Designing House Journals.
- Case Studies of Indian Media organizations.
- Presentations on Corporate social responsibility initiatives of leading corporates.
- Case Studies of PR Agencies in India.
- Crisis Communication Presentations.
- Media Tracking of Current Corporate Issues/Crises.
- Presentation on new trends of Corporate Communications

Suggested Readings:

- Gregory Anne, Public Relations in Practice, Kogan Page India Pvt. Ltd., 2 edition, 2008
- Jethwaney Jaishri & Sarkar N.N., Public Relations Management: Sterling Publishers , 2015
- L'etang Jacquie, Public Relations : Concepts, Practice and Critique, Sage Publications India, 2008
- Moss Danny & Barbara Desanto, Public Relations: A Managerial Perspective, London: Sage Publications, 2011.
- Parsons Patricia J., Ethics in Public Relations: A Guide to Best Practice, London Kogan Page, 2005.
- Smith D. Ronald, Becoming a Public Relations Writer, New York:Routledge, 4 Edition, 2012
- Theaker Alison & Yaxley Heather,The Public Relations Strategic Tool Kit ,Routledge New York, 2013
- Theaker Alison ,The Public Relations Handbook,Routledge, 4 Edition, 2012
- जेठवानीजयश्र, र वशंकर, नरेन्द्र नाथ सरकार, वज्ञापन और जनसंपर्क. सागर प्रकाशन, नईदिल्ली, 2004
- पंत एन.सी., जनसंपर्क , वज्ञापनएवंप्रसारमाध्यम.नईदिल्ली, तक्ष श लाप्रकाशन, 2004

e- resources :

- The Gauge
- www.brandillumination.com
- www.prsa.org/ppc/listserv.html
- <file:///C:/Users/WINDOW%20207/Downloads/Documents/Unit-1.pdf>
- https://www.academia.edu/35009144/The_Public_Relation_Handbook_PDF

BAMC: VI SEM			Marks:100			Credits:6		
MEDIA, SOCIETY AND CULTURE			Th	Pr	Ia	Contact hrs.		
						L	T	P
			80	-	20	4	2	-

Course Objectives

- To help students to understand Indian Society and Culture.
- To understand the responsibility of media towards Society and Culture.
- To help the student to respect Cultural Diversity.
- Students will learn to systematically analyze Human Social Conditions (eg. Individuals, groups, communities and cultures.)
- Students will learn the significance of Media Literacy.

Learning Outcomes

- Students will be able to identify, define and analyze the similarities and differences of Indian Culture and other.
- Students will be able to acquire lifelong abilities to learn and appreciate Cultural and Ethnic Diversities.
- Students will be able to critically appreciate and discuss the cultural and social role of media.
- Students will be able to understand the role of communication and the media in the shaping and development of Culture and Society.
- Students will be able to articulate and describe the fundamental information about Indian culture through reading and writing.

CO-PO Mapping

<i>PO</i> <i>CO</i>	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>	<i>PO5</i>	<i>PO6</i>	<i>PO7</i>	<i>PO8</i>	<i>PO9</i>	<i>PO10</i>	<i>PO11</i>
<i>CO1</i>	3	-	-	-	-	3	-	3	2	2	-
<i>CO2</i>	2	1	-	2	-	3	-	3	3	2	-
<i>CO3</i>	3	3	2	2	-	3	-	3	-	2	-
<i>CO4</i>	3	3	2	2	-	3	-	3	1	1	1
<i>CO5</i>	3	3	2	2	-	3	-	3	-	1	-

3-Strong, 2-Moderate, 1-Weak

Unit-1	Media and Society – I (Total hours- L+T+P= 18 hrs)	L	T	P
1.1	Relationship between Media and Society (Lecture, Classroom Discussion, PPT)	3	-	-
1.2	Role and Importance of Media in Democracy (Lecture, Classroom Discussion)	4	-	-
1.3	Concept of Media Literacy and its Significance (Lecture, Classroom Discussion, PPT)	4	-	-
1.4	Concept of ‘Mass’ and Characteristics of Mass Communication (Lecture, Classroom Discussion, PPT)	4	-	-
1.5	Media as Shaper, Media as Mirror (Lecture, Classroom Discussion, PPT)	3	-	-

Unit-2	Media and Society – II (Total hours- L+T+P= 18 hrs)	L	T	P
2.1	Introduction to current Media Issues (Lecture, Classroom Discussion, PPT)	2	2	-
2.2	Media Accountability (Lecture, Classroom Discussion, PPT)	4	-	-
2.3	Media and Societal needs (Lecture, Classroom Discussion, PPT)	4	-	-
2.4	Market-driven Media and Society (Lecture, Classroom Discussion, PPT)	4	-	-
2.5	Social Transformation of the Indian Society (Lecture, Classroom Discussion, PPT)	2	-	-

Unit-3	Media and Culture –I (Total hours- L+T+P= 18 hrs)	L	T	P
3.1	Cultural Impact of Media (Lecture, Classroom Discussion, PPT)	2	2	-
3.2	Television and Children (Lecture, Classroom Discussion, PPT)	3	1	-
3.3	Truth and Media (Lecture, Classroom Discussion, PPT)	3	1	-
3.4	Ideology and Effects (Lecture, Classroom Discussion, PPT)	3	1	-
3.5	Elements of Media in Socio – Cultural Context (Lecture, Classroom Discussion, PPT)	2	-	-

Unit-4	Media and Culture – II (Total hours- L+T+P= 18 hrs)	L	T	P
4.1	Diversity in Media (Lecture, Classroom Discussion, PPT)	2	2	-
4.2	Civil Society and Citizen Journalism (Lecture, Classroom Discussion, PPT)	3	1	-
4.3	Popular Culture and Mass Media (Lecture, Classroom Discussion, PPT)	3	1	-
4.4	Pressure group and Dynamic of Interest (Lecture, Classroom Discussion, PPT)	3	1	-
4.5	Cultural and Ideological Transformation (Lecture, Classroom Discussion, PPT)	2	-	-

Unit-5	Public Sphere (Total hours- L+T+P= 18 hrs)	L	T	P
5.1	Status of Women and Women Issues (Lecture, Classroom Discussion, PPT)	2	2	-

5.2	Culture of the State (Lecture, Classroom Discussion, PPT)	3	1	-
5.3	Concept of Public Sphere (Lecture, Classroom Discussion, PPT)	3	1	-
5.4	Public Sphere in different Media (Lecture, Classroom Discussion, PPT)	3	1	-
5.5	Cultural Hybridity (Lecture, Classroom Discussion, PPT)	2	-	-

Practical/Project/Assignments:

- Make a PPT on Indian culture of different state.
- Write an article on Media and its impact on children
- Make a visit to Indra Gandhi Manav Sanghralaya and prepare report after analyzing different culture you have seen.
- Prepare a television story on any topic related to your culture and society.
- Prepare a report on any evil of your society as a citizen Journalist.

Suggested Readings:

- Burton Graeme, Media and Society, Open University press, 1st Edition, 2004.
- Croteau David R. & Hoynes William D., Media /Society: Industries, Images and Audience, 5th Edition, Sage Publication. New Delhi, 2014
- Hodgkinson Paul, Media Culture and Society: An Introduction, Sage Publication Ltd., 1st Edition, 2010.
- Rao N. Ramesh & Thombre Avinash, Intercultural Communication- The Indian Context, Sage Publications, 2015
- Singh Yogendra, Social Change in India, Har – Anand Publication Pvt. Ltd., 2013.

e- resources :

- www.sagepublication.com
- www.journals.sagepublication.com
- www.goodreads.com
- www.press.rebus.community.com
- www.eathshala.nic.in

BAMC : VI SEM			Marks:50			Credits:2		
NON LINEAR VIDEO EDITING			Th	Pr	Ia	Contact hrs.		
			L	T	P	1	-	2
25	15	10						

Course Objectives

- To create understanding of Non-linear editing software and their applications.
- To create understanding of the NLE Setup and connecting various audio-visual equipments for editing.
- To make students enable to edit programmes, including news bulletins, packages etc.
- To enhance the knowledge of digital editing techniques and procedures.
- Proficiency in the use of NLE software's and news trends in editing.

Learning Outcomes

- Students will be able to understand Non-linear editing softwares and their applications.
- Students will be able to understand the NLE Setup and connecting various audio-visual equipments for editing.
- Will be able to edit programmes, including news bulletins, packages etc.
- Students will have sound understanding of digital editing techniques and procedures.
- Proficiency in the use of NLE software's and news trends in editing.

CO-PO Mapping

<i>PO</i> <i>CO</i>	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>	<i>PO5</i>	<i>PO6</i>	<i>PO7</i>	<i>PO8</i>	<i>PO9</i>	<i>PO10</i>	<i>PO11</i>
<i>CO1</i>	1	-	2	2	-	-	2	-	-	-	-
<i>CO2</i>	1	-	2	2	-	-	2	-	-	-	-
<i>CO3</i>	1	-	2	2	-	-	2	-	-	-	-
<i>CO4</i>	1	-	2	2	-	-	2	-	-	-	-
<i>CO5</i>	1	-	2	2	-	-	2	-	-	-	-

3-Strong, 2-Moderate, 1-Weak

Unit-1	Basic Editing Concept (Total hours- L+T+P=9 hrs)	L	T	P
1.1	Editing Fundamentals (Lecture, Practical Exercises)	1	-	-
1.2	Non-linear editing (Lecture, Practical Exercises)	1	-	-
1.3	Hardware requirements (Lecture, Practical Exercises)	1	-	1
1.4	Introduction to Video Editing softwares (Lecture, Practical Exercises)	1	-	2
1.5	Introduction to Adobe Premiere (Lecture, Practical Exercises)	1	-	2

Unit-2	Editing Aesthetics (Total hours- L+T+P=9 hrs)	L	T	P
2.1	Editing (Lecture, Practical Exercises)	1	-	1
2.2	Concept of time and space (Lecture, Practical Exercises)	1	-	1
2.3	Editing news and documentary (Lecture, Practical Exercises)	1	-	1
2.4	Selection of relevant music (Lecture, Practical Exercises)	1	-	1
2.5	Editing for different formats of TV Programmes (Lecture, Practical Exercises)	1	-	1

Unit-3	Editing (Total hours- L+T+P=9 hrs)	L	T	P
3.1	TRIM BIN, TIME LINE, PREVIEW in context of NLE layout (Lecture, Practical Exercises)	1	-	1
3.2	Creating a Time Line (Lecture, Practical Exercises)	1	-	1
3.3	Main tools of editing selection Range Select, Rolling (Lecture, Practical Exercises)	1	-	1
3.4	Edit, Razor, Hand Tool, Cross fade, In point, Zoom tools etc (Lecture, Practical Exercises)	1	-	1
3.5	Different types of digital video file, different video codec's (Lecture, Practical Exercises)	1	-	1

Unit-4	Advance Editing (Total hours- L+T+P=9 hrs)	L	T	P
4.1	Audio mixing (Lecture, Practical Exercises)	1	-	1
4.2	Dissolve Transitions and Fading patterns (Lecture, Practical Exercises)	1	-	1
4.3	Special Audio- Video effects (Lecture, Practical Exercises)	1	-	1
4.4	Titling and graphics (Lecture, Practical Exercises)	1	-	1
4.5	Sound editing softwares : Sound forge, Adobe audition (Lecture, Practical Exercises)	1	-	1

Unit-5	Introduction to Software (Total hours- L+T+P=9 hrs)	L	T	P
5.1	Adobe pro (Lecture, Practical Exercises)	1	-	1

5.2	Avid (Lecture, Practical Exercises)	1	-	1
5.3	Velocity (Lecture, Practical Exercises)	1	-	1
5.4	Final Cut Pro (FCP) (Lecture, Practical Exercises)	1	-	1
5.5	Creative Cloud (CC) (Lecture, Practical Exercises)	1	-	1

Practical/Project/Assignments:

- Study Post Production Set up and Process with emphasis on offline and online editing.
- Study of sound recording's Job to understand recording process; track mixing and dubbing.
- Practical in a T.V. Setup the Non linear editing suits.
- Practical exercise of news editing.
- Make arrangement in T.V. Studio for internal chroma keying using two camera setup and vision mixer.
- External chroma Keying using one camera and playback for recorded scene in T.V. Studio.
- Chroma Keying during editing using NLE Workstation/DVE.
- Demonstrate for Video effect of Cut, Dissolve, Wipes, Super, Fade etc. in editing setup.

Suggested Readings:

- Browne Steven E, Video Editing: A post production Primer , Focal Press , 1997.
- Compesi Ronald J., Sherriffs Ronald E., Video Field Production & Editing, Allyn and Bacon, 1993.
- Millerson Gerald, Television Production, Focal Press, 2003.
- Musburger Robert B., Single - Camera Video Production, focal press, 2002.
- Owens Jim, Video Production Handbook, Routledge Taylor & Francis Group, Newyork, 2017.

e- resources :

- <https://mib.gov.in/media/e-book>
- <https://epdf.tips/television-production-handbook.html>
- https://www.researchgate.net/publication/269944220_New_Television_Production_Techniques
- <https://www.Video-Editing-Handbook-Aaron-Goold-ebook/dp/B074GTSN9P>
- <https://www.Digital-Editing-Fundamentals-Wallace-Jackson-ebook/dp/B01IJXFCU2?asin=B01IJXFCU2&revisionId=&format=2&depth=1>

BAMC : VI SEM			Marks:50			Credits:3		
CREATIVE WRITING			Th	Pr	Ia	Contact hrs.		
			L	T	P	2	-	2
25	15	10						

Course Objectives

- To make the students familiar with the various Genres and the Craft of Story Writing.
- To develop an understanding of the Techniques and Skills of Poetry Writing.
- To develop an understanding of the varied techniques of Writing for Drama.
- To equip the students with the skills of Effective Translation.
- To develop the skill of Persuasive Writing.

Learning Outcomes

- Understand the basic techniques and terminology of Creative Story writing.
- Understand the basic techniques and terminology of Poetry writing.
- Understand the basic techniques and terminology of writing for Drama.
- Develop an understanding and capabilities of creative writing and Translation.
- Define Persuasion and summarize reasons to write persuasively.

CO-PO Mapping

<i>PO</i> <i>CO</i>	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>	<i>PO5</i>	<i>PO6</i>	<i>PO7</i>	<i>PO8</i>	<i>PO9</i>	<i>PO10</i>	<i>PO11</i>
<i>CO1</i>	3	2	3	3	-	-	-	1	-	1	-
<i>CO2</i>	3	2	3	3	-	-	-	1	-	1	-
<i>CO3</i>	3	2	3	3	-	-	-	1	-	1	-
<i>CO4</i>	3	2	3	3	-	-	-	1	-	1	-
<i>CO5</i>	3	2	3	3	-	-	-	1	-	1	-

3-Strong, 2-Moderate, 1-Weak

Unit-1	Short Story Writing (Total hours- L+T+P=9 hrs)	L	T	P
1.1	Characteristics of Good writing (Classroom Lecture, Group exercises)	1	-	-
1.2	Genre- Science Fiction, Adventure (Classroom Lecture, Group exercises)	1	-	1
1.3	Genre-Horror, Romance (Classroom Lecture, Group exercises)	1	-	1
1.4	Theme, Plot, Character, Point of View (Classroom Lecture, Group discussions Group exercises,)	1	-	1
1.5	Setting, Tone, Symbolism (Classroom Lecture, Group exercises, Group discussions)	1	-	1

Unit-2	Writing Verse (Total hours- L+T+P=9 hrs)	L	T	P
2.1	Verse- Concept and Definition (Classroom Lecture, Group exercises)	1	-	-

2.2	Diction and Theme (Classroom Lecture, Group exercises)	1	-	1
2.3	Imagery, Figures of Speech (Classroom Lecture, Group exercises)	1	-	1
2.4	Metre , Rhythm and Sound (Classroom Lecture, Group exercises)	1	-	1
2.5	Structure and Form, Symbolism (Classroom Lecture, Group discussions)	1	-	1

Unit-3	Drama (Total hours- L+T+P=9 hrs)	L	T	P
3.1	Characteristics of a Good Drama (Classroom Lecture, Group exercises)	1	-	-
3.2	Elements of a Drama- Theme, Developing Characters and Relationship with other Characters (Expert Lecture, Group discussions)	1	-	1
3.3	Plot, Form , Scene building (Expert Lecture, Group discussions, Group exercises)	1	-	1
3.4	Dialogue Writing (Classroom Lecture, Group exercises)	1	-	1
3.5	In depth analysis of a Classic play (Classroom Lecture, Visit to Bharat Bhavan, Screening of a Play, Presentation)	1	-	1

Unit-4	Translation (Total hours- L+T+P=9 hrs)	L	T	P
4.1	Translation- Concept and Importance (Classroom Lecture, Group discussions)	1	-	-
4.2	Translation as a Creative art (Expert lecture, Classroom Lecture, Group exercises ,Presentations)	1	-	1
4.3	Linguistic and Cultural aspects of Translation (Classroom Lecture, Group Discussions, Presentations)	1	-	1
4.4	Translation of Poetry, Short story, Articles (Classroom Lecture, Group Discussions, Presentations)	1	-	1
4.5	Technical Translation of Pamphlets,Brochures,Leaflets, and Advertisements (Classroom Lecture, Group Exercises)	1	-	1

Unit-5	Persuasive Writing (Total hours- L+T+P=9 hrs)	L	T	P
5.1	Importance of Persuasive Writing (Classroom Lecture, Ppt Presentation)	1	-	-
5.2	Brochures (Classroom Lecture, Brochure designing exercises, Presentations)	1	-	1
5.3	Pamphlets and Posters (Classroom Lecture, Learning by doing, Group exercises, Presentations)	1	-	1
5.4	Speeches (Classroom Lecture, Case studies, Presentations, study of great speeches)	1	-	1

5.5	Writing Advertising Copy (Classroom Lecture, Copywriting exercises, Presentations)	1	-	1
-----	---	---	---	---

Practical/Project/Assignments:

- Write a book review
- Write short stories on science fiction, adventure, romance and horror
- Convert a short story into a screenplay
- Theatre workshop and screening of a play developed by the students
- Presentation on the analysis of any classic drama staged recently in the city.
- Writing poems on various themes
- Designing pamphlets for any product
- Designing posters on any social issue
- Speech writing exercises
- Developing a print advertisement for any FMCG product
- Translation exercises

Suggested Readings:

- Annie Dillard, The Writing Life: Harper Perennial, 2013
- Billie A. Williams, Writing Wide: Exercises in Creative Writing, Filbert Publishing, First Edition, 2006
- Brandilyn Collins, Getting into Character: Seven Secrets a Novelist Can Learn from Actors', 2 edition, Challow Press , 2015
- Chris Sykes, Complete Creative Writing Course,
- Field, S., Screenplay: The Foundations Of Screenwriting , Revised Edition, Delta, 2005
- Field. S., The Definitive Guide to Screenwriting: EburyPressAilsa Cox: Writing Short Stories, 2003
- James Scott Bell, Plot & Structure: Techniques and Exercises for Crafting a Plot that Grips, Readers from Start to Finish, Fifth edition, Writer's Digest Books , 2004
- Julia Bell, Creative Writing Course book, Macmillan, 2016
- Marie Arana, Writers on How They Think and Work, 1 edition, PublicAffairs, 2003
- Richard Skinner, Fiction Writing: The Essential Guide to Writing a Novel, Robert Hale, 2010
- Rudolf Flesch and Lass A.H., The Classic Guide to Better Writing, Warner Book , 1996
- Valladares June, The craft of Copy Writing. New Delhi, India: Sage Publications, 2000
- William Zinsser, On Writing Well: The Classic Guide to Writing Nonfiction, Harper Collins, 2016

e- resources :

- www.stackexchange.com
- www.writers-treasure.com
- www.writtent.com
- www.quickanddirtytips.com/grammar-girl
- <https://www./Creative-Writing-Students-Handbook>