VISION

"J. C. Bose University of Science and Technology, YMCA, Faridabad
aspires to be a nationally and internationally acclaimed leader in technical and higher
education in all spheres which transforms the life of students through the integration of
teaching, research and character building."

MISSION

❖ **To contribute to the development of science and technology by synthesizing teaching, research and creative activities.**

❖ **To provide its scholars with an enviable research state-of-the-art technological exposure.**

❖ **To develop human potential to its fullest extent and make them emerge as world-class leaders in their professions and enthuse them towards their social responsibilities**

ABOUT THE DEPARTMENT

The Department of Communication and Media Technology offers competitive programs for Undergraduate and Postgraduate students seeking interdisciplinary degrees in Journalism &Mass Communication, Social Work and Visual Communication and Multimedia. The Department which was earlier integrated with Sciences, started a Master's degree in Journalism and Mass Communication in the year 2016. In 2018, the department was re-established as the Department of Humanities. B.A. (Journalism and Mass Communication) was introduced in the year 2019. In the year 2021, the department was renamed as Department of Communication and Media Technology (CMT) and with this achieved new milestones by introducing a Bachelor in Social Work (BSW) and Ph.D. Programme in Journalism & Mass Communication, In the year 2023 department introduce a cutting-edge Bachelor of Science (B.Sc.) program in Visual Communication and Multimedia Technology. The same year two minor degree programme; Fashion Communication and Acting & Film Making. Department has also started Master of Social Work program(MSW) in 2024. The department is dedicated to nurturing creative minds and empowering students to become skilled professionals in the dynamic world of visual communication and multimedia technology. The department imparts knowledge of both theory and practical aspects of Communication and allied fields. From time to time the department keeps organizing events, seminars, conferences, workshops and expert lectures by eminent media personalities/Industry experts. Organizing educational visits and tours are an essential part of the department's curriculum. The department also organizes extracurricular activities like debates, photography, filmmaking, and content-creating competitions to encourage students. In a very short time, the department has taken the initiative in imparting quality education in the field of Journalism and Communication, visual communication, Multimedia and social work.

ABOUT THE PROGRAMME

The Bachelor of Arts(B.A.) in Journalism and Mass Communication is an innovative and dynamic undergraduate program designed to align with the objectives of the National Education Policy (NEP) 2020. This program integrates the principles of journalism and Mass Communication with the cutting-edge technology-oriented media industry to prepare students for a wide range of creative and critical roles in the contemporary media industry. With the implementation of NEP 2020, education in India is undergoing transformative changes to foster holistic and multidisciplinary learning. The B.A. Journalism and Mass Communication program embraces these changes by offering a curriculum that focuses on experiential learning, critical thinking, and skill development. The program aims to nurture students into well-rounded professionals who not only possess technical prowess but also a deep understanding of the social, cultural and ethical dimensions of media and technology.

Key Features of the B.A. Journalism and Mass Communication Program-

Interdisciplinary Approach- The program blends concepts from Journalism and Mass Communication, Advertising, Public Relations, Radio and Television production, science& Health Communication, Event management, convergent Journalism, Film-making, Multimedia Production, and technology to provide students with a comprehensive skill set that meets the demands of a rapidly evolving media landscape.

Project-based Learning- Emphasis is placed on hands-on projects that allow students to apply theoretical knowledge to real-world scenarios. This approach fosters creativity, problem-solving skills Industry-relevant Skills.

Relevant Skills- Students will gain proficiency in various software tools, multimedia production techniques, storytelling, digital marketing, and interactive media creation, making them well-prepared for careers in diverse sectors.

Ethical and Cultural Awareness- The curriculum promotes critical thinking and ethical considerations in media creation and consumption. Students will learn to analyze the social impact of media content and make responsible choices in their work.

Digital Literacy and Innovation- In alignment with the digital era, the program will equip students with the ability to adapt to emerging technologies, ensuring they remain competitive in the ever-evolving field of multimedia.

Communication and Soft Skills- Beyond technical expertise, the program focuses on enhancing students' communication, teamwork, and presentation skills, which are essential for effective collaboration and career advancement.

Industry Exposure- Guest lectures, workshops, internships and industry partnerships will provide students with valuable insights into the professional world, helping them bridge the gap between academia and industry.

Research and Creativity- Students will have opportunities to explore their creative potential and conduct research in areas such as media trends, user experience and multimedia innovations.

The B.A. Journalism and Mass Communication program aligns with the spirit of NEP2020 by fostering holistic education, promoting creativity, and preparing students for a technology-driven future. Graduates of this program will be equipped to contribute meaningfully to the media and entertainment industry while being conscious of their roles in shaping society's perceptions and interactions with multimedia content.

CHOICE BASED CREDIT SYSTEM (CBCS)-

The CBCS provides an opportunity for the students to choose courses from the prescribed courses comprising core, elective/minor or skill-based courses. The courses can be evaluated following the grading system, which is considered to be better than the conventional marks system. Therefore, it is necessary to introduce a uniform grading system in the entire higher education in India. This will benefit the students to move across institutions within India to begin with and across countries. The uniform grading system will also enable potential employers in assessing the performance of the candidates. In order to bring uniformity in the evaluation system and computation of the Cumulative Grade Point Average(CGPA) based on student's performance in examinations, the UGC has formulated the guidelines to be followed.
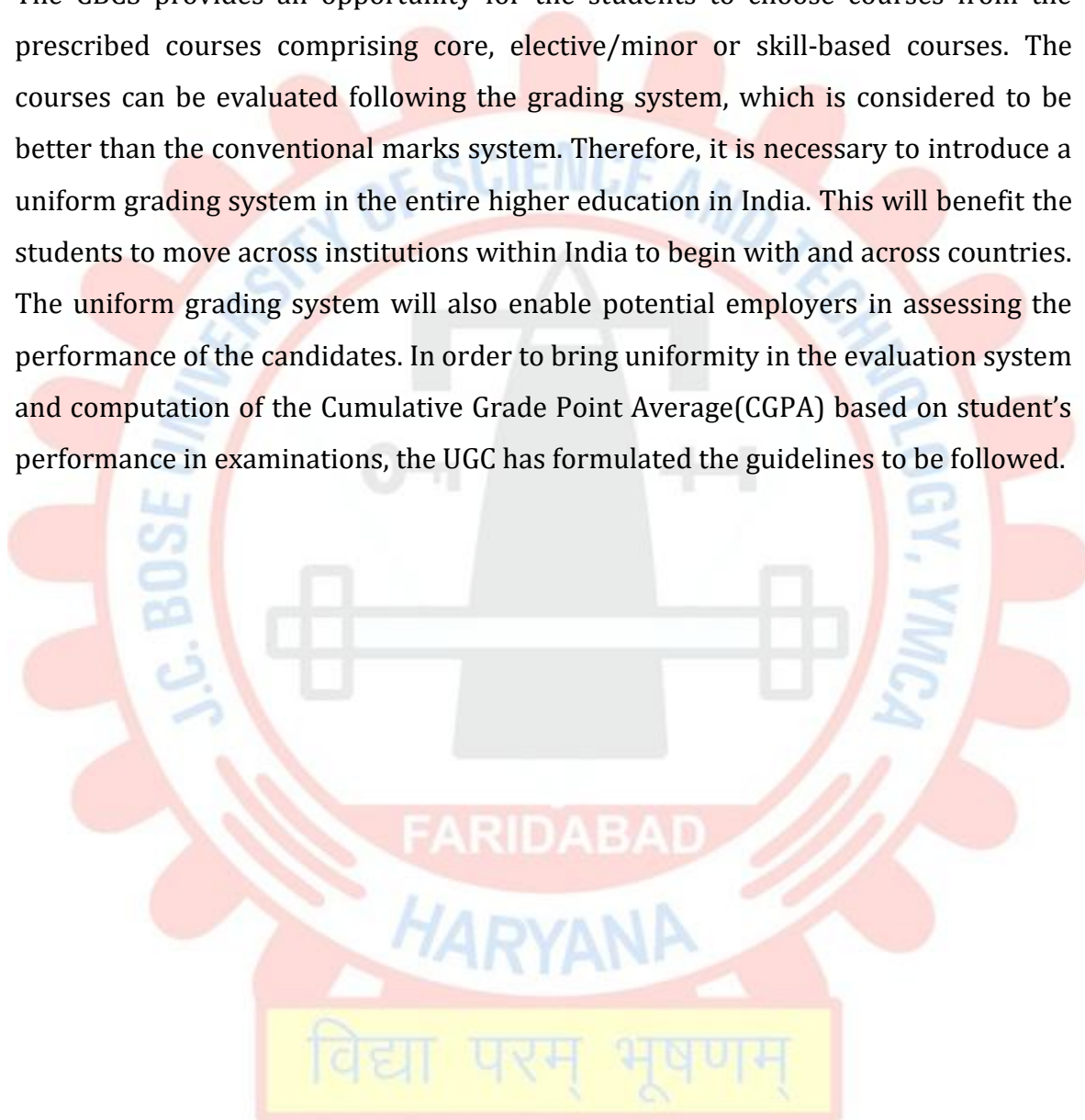
COURSE STRUCTURE

According to National Education Policy (NEP-2020)

Sr. No.	Course Name	Course Code	Credits
Discipline-Specific Courses(DSC)			
1.	Introduction to Communication	JMU 101-V	4
2.	Introduction and History of Media	JMU 103-V	4
3.	Introduction to Print Media	JMU 105-V	4
4.	News Reporting and Writing	JMU 102-V	4
5.	Basics of Editing	JMU 104-V	4
6.	Basics of Graphics and Design	JMU 106-V	4
7.	Radio- Concept, Process and Production	JMU 201-V	4
8.	Media Laws and Ethics	JMU 203-V	4
9.	Digital Photography	JMU 205-V	4
10.	Television Journalism	JMU 2 0 2 -V	4
11.	New Media	JMU 204-V	4
12.	Media Literacy	JMU 206-V	4
13.	Development Communication	BA JMC 501-23	4
14.	Storyboarding and Scriptwriting	BA JMC 502-23	4
15.	Film Appreciation	BA JMC 503-23	4
16.	Advertising- Concept & Management	BA JMC 601-23	4
17.	Public Relation	BA JMC 602-23	4
18.	Corporate Communication	BA JMC 603-23	4
19.	Multimedia Technologies- Culture & Society	BA JMC 701-23	4
20.	Media Industry and Management	BA JMC 702-23	4
21.	Data Journalism Practices	BA JMC 703-23	4
22.	Social Networking & Webcasting	BA JMC 704-23	4
23.	Event Management	BA JMC 705-23	4
24.	Global Media Scenario	BA JMC 801-23	4
25.	Science Communication	BA JMC 802-23	4
26.	Health Communication	BA JMC 803-23	4
27.	Crisis Communication	BA JMC 804-23	4
28.	Convergent Journalism	BA JMC 805-23	4
29.	Communication & Media Research	BA JMC 801(A)-23	4
30.	Research Methodology	BA JMC 802(A)-23	4

Minor Courses (MIC)			
1.	Creative Writing Skills	JMU 107-V	2
2.	Soft Skills	JMU 108-V	2
3.	Fundamentals of Visual Communication	JMU 207-V	4
4.	Art of Anchoring	JMU 208-V	4
5.	Documentary/Short Filmmaking	BA JMC 504-23	4
7.	Fashion Communication	BA JMC 604-23	4
8.	Mobile Journalism	BA JMC 704-23	4
9.	Drone Journalism	BA JMC806-23	4
10.	Data Analysis Tools and Publication Ethics	BA JMC 803A(H)-23	4
Multi-disciplinary Courses(MDC)			
1.	Cultural Heritage & Nation Building	VAC-102-V	3
2.	Current Affairs & General Studies II	JMU-110-V	3
3.	Startups and Entrepreneurship	JMU-209-V	3
Ability Enhancement Courses(AEC)			
1.	Communicative Hindi-I	AEC-107-V	2
2.	English I	AEC-105-V	2
3.	English II	AEC-201-V	2
4.	Communication, Meditation and Resolution (CMR)	AEC-102-V	2
Skill Enhancement Courses(SEC)/Internship/Dissertation			
1.	Current Affairs & General Studies-I	JMU-109-V	2
2.	Design & Graphics Lab	JMU-112-V	3
3.	Digital Photography Lab	JMU-211-V	3
4.	Industrial Internship	BA JMC 605-23	4
5.	Research Project/Dissertation	BA JMC 804(H)-23	12
Value–Added Courses(VAC)			

1.	Environmental Science-I	ESU-202-V	2
2.	Environmental Science - II	ESU-202-V	2
3.	Indian Knowledge System	VAC-104-V	2
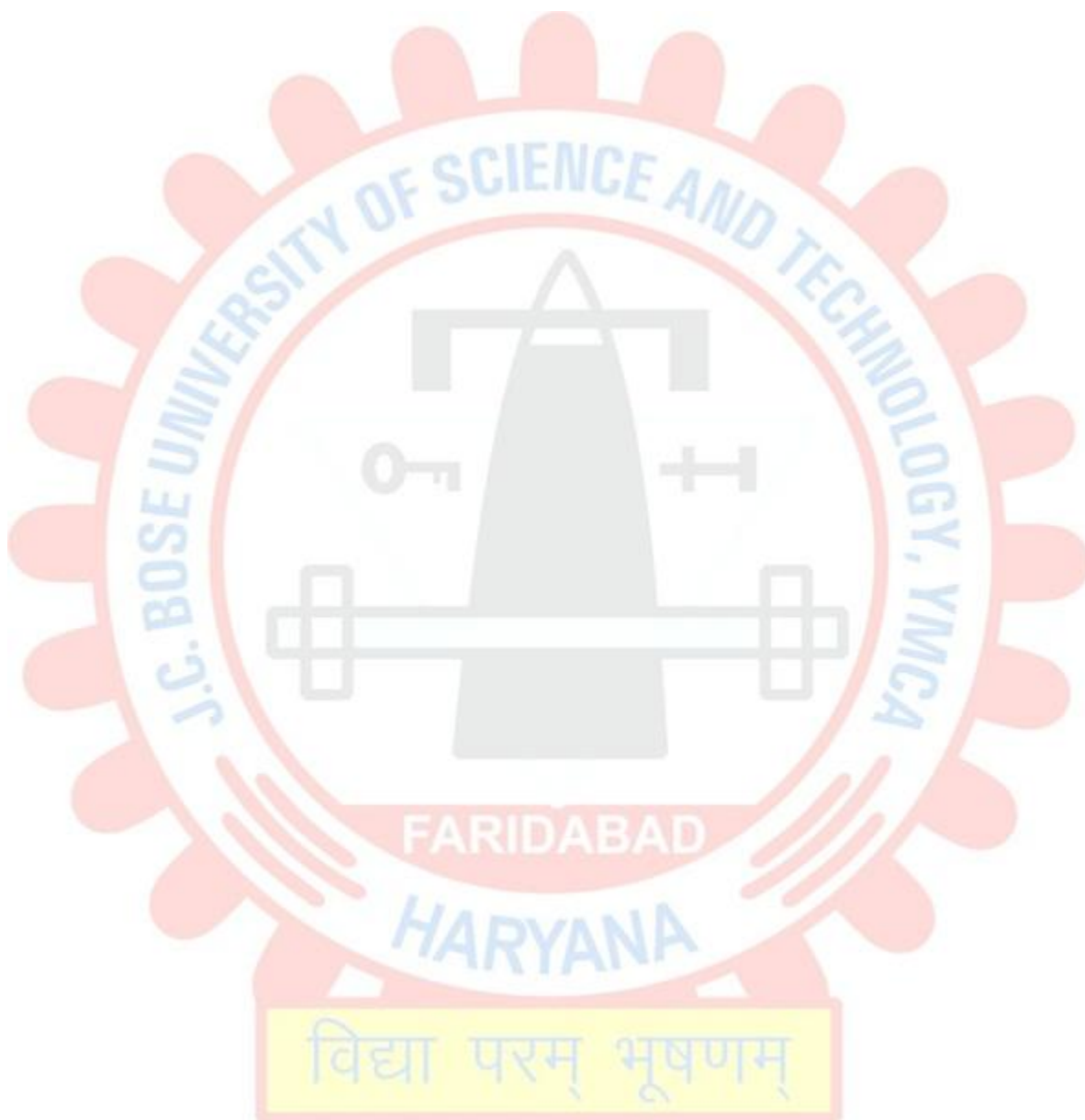
PROGRAMME EDUCATION OBJECTIVES

PEO1	To equip students with the knowledge and essential skills required for working in various media organizations with different mass communication apparatuses and varied audiences need.
PEO2	To instill knowledge and fundamentals of communication in the students and hone written and spoken communication skills essential for various media platforms.
PEO3	To encourage critical thinking and research aptitude in the students.
PEO4	To encourage ethics and social responsibility related to media in the students.

PROGRAMME OUTCOMES

PO1	Students will acquire a functional knowledge of the underlying principles and recent emerging trends of the media industry.
PO2	Students will develop communication skills and appreciation for creativity, critical thinking, and analytical approach.
PO3	Students will be equipped to conceptualize, create, design, and strategies high-quality media content for print, TV, Radio, Films and various digital platforms like social media, mobile etc.
PO4	Students will appreciate and demonstrate the ability to produce reliable outcomes firmly founded on socially responsible framework, backed with decent knowledge of media ethics and law.

विद्या परम् भूषणम्

Semester-I

S. No.	Course Code	Course Title	L	T	P	Sessional	Final Exam Marks	Total	Credit	Category Code
Discipline-Specific Courses(DSC)										
1.	JMU-101-V	Introduction to Communication	4	0	0	25	75	100	4	DSC
2.	JMU-103-V	Introduction and History of Media	4	0	0	25	75	100	4	DSC
3.	JMU-105-V	Introduction to Print Media	4	0	0	25	75	100	4	DSC
Minor(MIC)										
1.	JMU-107-V	Creative writing Skills	2	0	0	15	35	50	2	MIC
Multi-disciplinary Courses(MDC)										
1.	VAC-102-V	Cultural Heritage & Nation Building	3	0	0	25	75	100	3	MDC
Ability Enhancement Courses(AEC)										
1.	AEC-107- V	Communicative Hindi-I	2	0	0	15	35	50	2	AEC
Skill Enhancement Courses(SEC)/Internship/Dissertation										
1.	JMU-109-V	Current Affairs& General Studies- 1	3	0	0	25	50	75	3	SEC
Value–Added Courses(VAC)										
1.	ESU-201-V	Environmental Science - I	2	0	0	25	75	100	2	VAC
								675	**24**	

Semester-II

S. No.	Course Code	Course Title	L	T	P	Sessional	Final Exam Marks /Viva	Total	Credit	Category Code
Discipline-Specific Courses(DSC)										
1.	JMU-102-V	News Reporting and Writing	4	0	0	25	75	100	4	DSC
2.	JMU-104-V	Basics of Editing	4	0	0	25	75	100	4	DSC
3.	JMU-106-V	Basics of Graphic & Design	4	0	0	25	75	100	4	DSC
Minor(MIC)										
1.	JMU-108-V	Soft Skills	2	0	0	25	50	75	2	MIC
Multidisciplinary Courses(MDC)										
1.	JMU-110-V	Current Affairs & General Studies-II	3	0	0	25	50	75	3	MDC
Ability Enhancement-Courses(AEC)										
1.	AEC- 105-V	English I	2	0	0	25	75	100	2	AEC
Skill Enhancement Courses(SEC)/Internship/Dissertation										
1.	JMU-112-V	Design & Graphics Lab	0	0	3	25	50	75	3	SEC
Value–Added Courses(VAC)										
1.	ESU-202-V	Environmental Science - II	2	0	0	25	75	100	2	VAC
								725		**24**

Students exiting the programme after second semester and securing 52 credits including 4 credits of summer internship will be awarded UG certificate in the BA Journalism and Mass Communication.(48+4=52)

Semester-III

S. No.	Course Code	Course Title	L	T	P	Sessional	Final Exam Marks /Viva	Total	Credit	Category Code
Discipline-Specific Courses(DSC)										
1.	JMU-201-V	Radio- Concept, Process and production	4	0	0	25	75	100	4	DSC
2.	JMU-203-V	Media Laws & Ethics	4	0	0	25	75	100	4	DSC
3.	JMU-205-V	Digital Photography	4	0	0	25	75	100	4	DSC
Minor(MIC)										
1.	JMU-207-V	Fundamentals of Visual Communication	4	0	0	25	75	100	4	MIC
Multidisciplinary Courses(MDC)										
1.	JMU-209-V	Startups and Entrepreneurship	3	0	0	25	50	75	3	MDC
Ability Enhancement Courses(AEC)										
1.	AEC- 201- V	English II	2	0	0	25	75	100	2	AEC
Skill Enhancement Courses(SEC)/Internship/Dissertation										
1.	JMU-211-V	Digital Photography Lab	0	0	3	25	50	75	3	SEC
								650	**24**	

Semester-IV

S.No.	Course Code	Course Title	L	T	P	Sessional	Final Exam Marks	Total	Credit	Category Code
Discipline-Specific Courses(DSC)										
1.	JMU-202-V	Television Journalism	4	0	0	25	75	100	4	DSC
2.	JMU-204-V	New Media	4	0	0	25	75	100	4	DSC
3.	JMU-206-V	Media Literacy	4	0	0	25	75	100	4	DSC
Minor(MIC)										
1.	JMU-208-V	Art of Anchoring	4	0	0	25	75	100	4	MIC
Multidisciplinary Courses(MDC)										
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Ability Enhancement Courses(AEC)										
1.	AEC- 102-V	Communication, Meditation and Resolution(CMR)	2	0	0	25	75	100	2	AEC
Skill Enhancement Courses(SEC)/Internship/Dissertation										
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Value–Added Courses(VAC)										
1.	VAC-104-V	Indian Knowledge System	2	0	0	25	75	100	2	VAC
								600	20	

Students exiting the programme after fourth semester and securing 96 credits including 4 credits of summer internship will be awarded UG diploma in the B.A. Journalism and Mass Communication.(48+44+4=96)

Semester-V

S. No.	Course Code	Course Title	L	T	P	Sessional	Final Exam Marks/ Viva	Total	Credit	Category Code
Discipline-Specific Courses(DSC)										
1.	BA JMC 501-23	Development Communication	4	0	0	25	75	100	4	DSC
2.	BA JMC 502-23	Storyboarding & Scriptwriting	4	0	0	25	75	100	4	DSC
3.	BA JMC 503-23	Film Appreciation	4	0	0	25	75	100	4	DSC
Minor(MIC)										
1.	BA JMC 504-23	Documentary/Short Film Making	4	0	0	25	75	100	4	MIC
Multidisciplinary Courses(MDC)										
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Ability Enhancement Courses(AEC)										
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Skill Enhancement Courses(SEC)/Internship/Dissertation										
1.	BA JMC 505-23	Production Portfolio	0	0	4	25	75	100	4	SEC
Value–Added Courses (VAC)										
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								500		**20**

Semester-VI

S. No.	Course Code	Course Title	L	T	P	Sessional	Final Exam Marks /Viva	Total	Credit	Category Code
Discipline-Specific Courses(DSC)										
1.	BA JMC 601-23	Advertising-Concept & Management	4	0	0	25	75	100	4	DSC
2.	BA JMC 602-23	Public Relations	4	0	0	25	75	100	4	DSC
3.	BA JMC 603-23	Corporate Communication	4	0	0	25	75	100	4	DSC
Minor(MIC)										
1.	BA JMC 604-23	Fashion Communication	4	0	0	25	75	100	4	MIC
Multidisciplinary Courses(MDC)										
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Ability Enhancement Courses(AEC)										
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Skill Enhancement Courses(SEC)/Internship/Dissertation										
1.	BA JMC 605-23	Internship	0	0	4	25	75	100	4	SEC
Value–Added Courses (VAC)										
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								500		**20**

Students will be awarded 3-years UG degree in the B.A. Journalism and Mass Communication upon securing 132 credits.(48+44+40=132)

Semester-VII

S. No.	Course Code	Course Title	L	T	P	Sessional	Final Exam Marks	Total	Credit	Category Code
Discipline-Specific Courses(DSC)										
1.	BA JMC 701-23	Multimedia Technologies-Culture & Society	4	0	0	25	75	100	4	DSC
2.	BA JMC 702-23	Media Industry & Management	4	0	0	25	75	100	4	DSC
3.	BA JMC 703-23	Data journalism Practices	4	0	0	25	75	100	4	DSC
4.	BA JMC 704-23	Social networking & Webcasting	4	0	0	25	75	100	4	DSC
5.	BA JMC 705-23	Event management	4	0	0	25	75	100	4	DSC
Minor(MIC)										
1.	BA JMC 706-23	Mobile Journalism	4	0	0	25	75	100	4	MIC
Multidisciplinary Courses(MDC)										
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Ability Enhancement Courses(AEC)										
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Skill Enhancement Courses(SEC)/Internship/Dissertation										
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Value–Added Courses (VAC)										
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							600		**24**	

Semester-VIII (4 Years UG Honors Degree)

S. No.	Course Code	Course Title	L	T	P	Sessional	Final Exam Marks	Total	Credit	Category Code
Discipline-Specific Courses(DSC)										
1.	BA JMC 801-23	Global Media Scenario	4	0	0	25	75	100	4	DSC
2.	BA JMC 802-23	Science Communication	4	0	0	25	75	100	4	DSC
3.	BA JMC 803-23	Health Communication	4	0	0	25	75	100	4	DSC
4.	BA JMC 804-23	Crisis Communication	4	0	0	25	75	100	4	DSC
5.	BA JMC 805-23	Convergent Journalism	4	0	0	25	75	100	4	DSC
Minor(MIC)										
1.	BA JMC 806-23	Drone Journalism	4	0	0	25	75	100	4	MIC
Multidisciplinary Courses(MDC)										
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Ability Enhancement Courses(AEC)										
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Skill Enhancement Courses(SEC)/Internship/Dissertation										
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Value–Added Courses (VAC)										
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								600		**24**

Semester-VIII UG Honors with Research

S. No.	Course Code	Course Title	L	T	P	Sessional	Final Exam Marks	Total	Credit	Category Code
Discipline-Specific Courses(DSC)										
1.	BA JMC 801A-23	Communication and Media Research	4	0	0	25	75	100	4	DSC
2.	BA JMC 802A-23	Research Methodology	4	0	0	25	75	100	4	DSC
Minor(MIC)										
1.	BA JMC 803A-23	Data Analysis tools and Publication Ethics	4	0	0	25	75	100	4	MIC
Multidisciplinary Courses(MDC)										
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Ability Enhancement Courses(AEC)										
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Skill Enhancement Courses(SEC)/Internship/Dissertation										
1.	BA JMC 804(H)-23	Research Project/ Dissertation	0	0	12	50	250	300	12	SEC
Value–Added Courses(VAC)										
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							600		**24**	

Students will be Awarded with 4 Year UG Honors with Research in B.A. Journalism and Mass Communication after choosing and securing Minimum Grade in this Scheme.

INTRODUCTION TO COMMUNICATION (JMU-101-V)

				Total Credits	4
L	T	P		I.A./Practical	25 Marks
4	0	0		Theory	75 Marks
Time Allowed	3 Hours			Total	100 Marks

COURSE OBJECTIVES-

1. Introduce basic aspects of communication
2. To inculcate knowledge of communication types and Barriers
3. To acquaint students with knowledge of the Communication Theories
4. To orient students toward the Communication Models

UNIT I- COMMUNICATION BASICS

1.1 Communication- Definitions, Meaning and Scope
1.2 Elements, Processes and Functions
1.3 Communication and Information
1.4 Communication and Language
1.5 Essentiality of Communication in Social Groups

UNIT II- COMMUNICATION TYPES AND BARRIERS

2.1 Intrapersonal Communication, Interpersonal Communication
2.2 Group Communication, Mass Communication
2.3 Verbal Communication, Non-verbal Communication
2.4 Barriers to Communication
2.5 Removal of Barriers

UNIT III- COMMUNICATION THEORIES

3.1 Media Theories, Four Theories of Press
3.2 Interactive Theory, Two-step flow (Opinion Leaders)
3.3 Multi-step Flow, Uses & Gratification Theory
3.4 Cultivation Theory
3.5 Agenda Setting Theory

UNIT IV- COMMUNICATION MODELS

4.1 SMCR Model, Shannon & Weaver Model
4.2 Wilbur Schramm Model
4.3 Lasswell Model, Gate Keeping Model etc.
4.4 Sadharanikaran Model of Communication
4.5 Relevance of communication theories to journalism practice

SUGGESTED ASSIGNMENTS

1. Discuss basic communication processes as well as self-perception in communication
2. Write an essay/article on Communication and Social group (500-800) words.

3. Students will test the relevance of any one selected theory on the basis of survey and interaction, and present the result through ppt.
4. Assignment on audience understanding

COURSE OUTCOMES

At the end of the course, student will be able to:
1. Introduce themselves to the nature of communication.
2. Inculcate knowledge of Communication types and barriers.
3. Develop knowledge of Communication theories.
4. Develop a knowledge of Communication models.

SUGGESTED READINGS/WEB LINKS

1. Garga, B. D. (1996). So many cinemas- The motion picture in India. Eminence Design Pvt. Ltd.
2. Joshi, P. C. (1986). Communication & nation-building- Perspective and policy. Publications Division.
3. Kumar, K. J. (2000). Mass communication in India (4th ed.). Jaico Publishing House.
4. Littlejohn, S. W. (1989). Theories of human communication (3rd ed.). Wadsworth.
5. Malhan, P. N. (1992). Communication media- Yesterday, today and tomorrow. Publications Division.
6. McQuail, D. (2000). Mass communication theory (4th ed.). Sage Publications.
7. National Book Trust. (2005). The press in India- An overview. Author.
8. Rogers, E. M. (1997). A history of communication study. Free Press.
9. Thakur, K. (2018). Handbook of print journalism. MLC University of Mass Communication & Journalism.

INTRODUCTION AND HISTORY OF MEDIA (JMU-103-V)

				Total Credits	4
L	T	P		I.A./Practical	25 Marks
4	0	0		Theory	75 Marks
Time Allowed		3 Hours		Total	100 Marks

COURSE OBJECTIVES-

1. To acquaint them with important aspects of the process of journalism.
2. To enhance understanding of the technical terms and jargon of journalism.
3. To acquaint students with the glorious journey of journalism.
4. To enhance understanding of the origin of the traditional print, electronic and web media

UNIT I- ORIGIN AND DEVELOPMENT OF THE PRESS

1.1 Origin and development of the press in India
1.2 The press and freedom movement
1.3 Post-independent journalism
1.4 Traditional media- Evolution of Folkdances &Folk Theatre
1.5 Indian Folk culture

UNIT II- HISTORY OF RADIO AND TELEVISION

2.1 Invention of Radio and its advent as a tool of information/entertainment
2.2 Evolution and development of Television, History of TV in India.
2.3 Growth of Doordarshan
2.4 Growth of private channels
2.5 Public service and commercial TV broadcasting

UNIT III- CINEMA

3.1 Evolution of Cinema in the World
3.2 Silent Era of Indian Cinema Major Features and Personalities
3.3 The Talkies Popular Cinema
3.4 New Wave and Middle Cinema
3.5 Parallel Cinema

UNIT IV- INTRODUCTION TO PRINT JOURNALISM

4.1 Journalism- Concept, nature, scope
4.2 Function, types and Role of Journalism in Society
4.3 Journalism and Democracy, Alternative Journalism
4.4 Concept of Fourth Estate
4.5 Journalism- Contemporary Issues in Journalism Debates in Journalism

SUGGESTED ASSIGNMENTS

1. Students will prepare a list of influential newspapers of before freedom in all the languages
2. Visit important media centers, observe their functioning and write reports thereof.
3. Exercise of Precision, formats, synonyms, omission and inclusion highlighting, underlining, Revise, Cross-checking, headlines writing and making intros.
4. Preparing a handwritten newspaper to understand the anatomy of the newspaper.

COURSE OUTCOMES

At the end of the course, student will be able to:
1. Understand the Journalism basics and its elements.
2. Acquaint themselves with important aspects of the process of journalism.
3. Enhance their understanding of the technical terms and jargon of journalism.
4. Acquaint themselves with the glorious journey of journalism.

SUGGESTED READINGS/WEB LINKS

1. Garga, B. D. (1996). *So many cinemas- The motion picture in India*. Eminence Design Pvt. Ltd.
2. Kumar, K. J. (2000). *Mass communication in India* (4th ed.). Jaico Publishing House.
3. National Book Trust. (2005). *The press in India- An overview*. New Delhi, India- Author.
4. Thakur, K. (2018). *Handbook of print journalism*. MLC University of Mass Communication & Journalism.
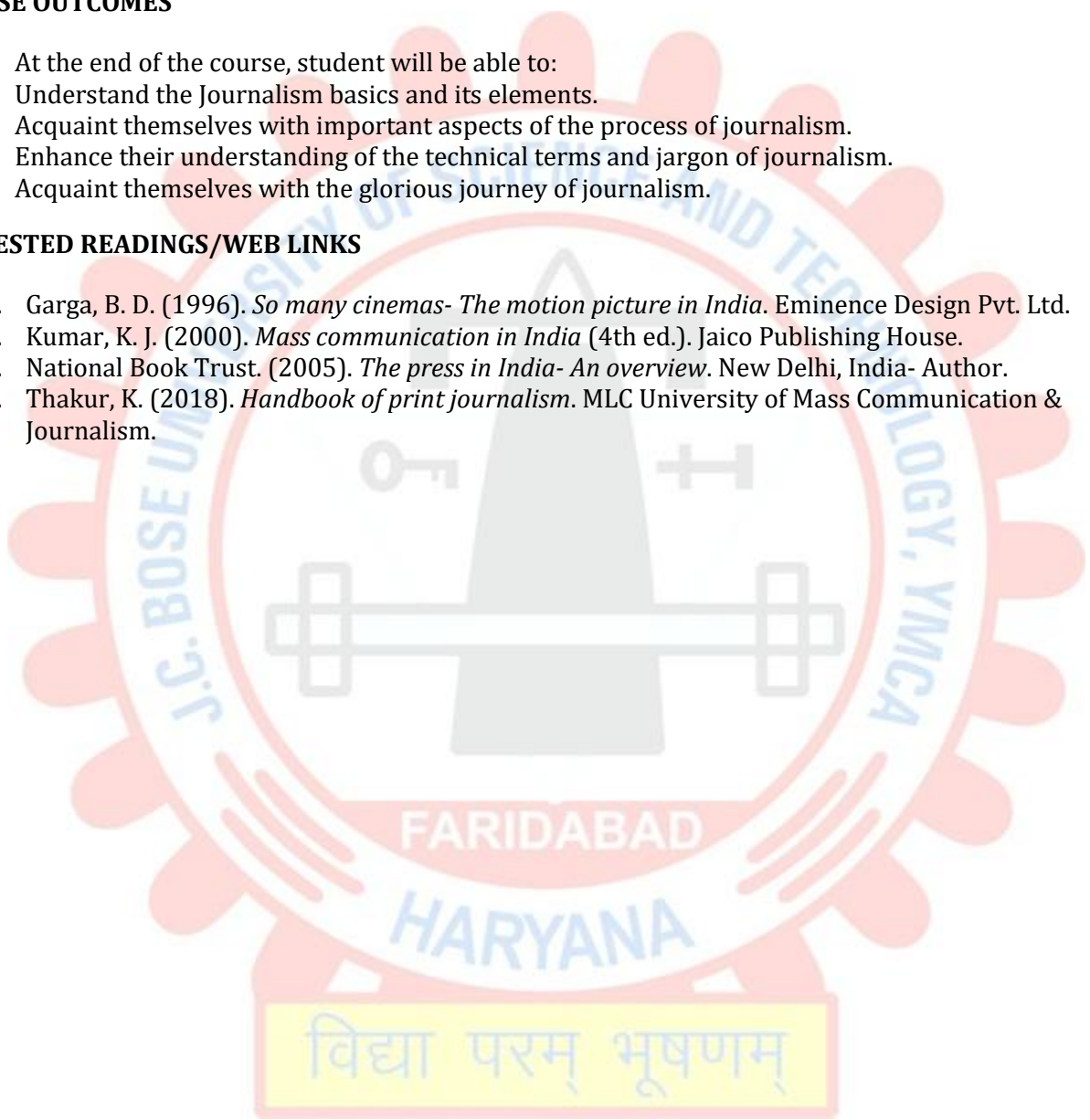
Introduction to Print Media (JMU-105-V)

				Total Credits	4
L	T	P		I.A./Practical	25 Marks
4	0	0		Theory	75 Marks
Time Allowed		3 Hours		Total	100 Marks

COURSE OBJECTIVE

1. To Understand the Historical significance development and evolution of print media.
2. To build students' writing proficiency and design content for print media platforms.
3. To understand various forms of print media & writing styles
4. To understand the printing process and production on Print media

UNIT-I OVERVIEW OF PRINT MEDIA

1.1 Different forms of print media – an overview
1.2 Penny press; Tabloid press and Broadsheet
1.3 Robert Guning – Principle of Clear writing, Rudolf flesch formula – Skills to writing
1.4 Element of a News & News Values
1.5 The role and relevance of print media in the digital age

UNIT-II PRINTING PROCESS & PRINT MEDIA

2.1 History of the printing press
2.2 Newspaper printing in India, Digital technology in Print Media
2.3 E papers and web editions – importance & differences
2.4 Printing in Digital Age
2.5 Circulation & Readership of a newspaper

UNIT-III PRINT MEDIA PRODUCTION

3.1 Newspapers- Structure, content, and journalism principles
3.2 Style sheet of a newspaper, pagination & Characteristics
3.3 Writing for print- News articles, editorials, columns, Features, headlines, and captions
3.4 Editing and proofreading techniques
3.5 Layout and design principles

UNIT-IV NEWS AGENCIES & PRINT MEDIA

4.1 News Services Organizations
4.2 Indian news agencies- Hindi, English and others
4.3 Foreign News agencies, Difference between News agency reporting and newspaper reporting
4.4 Print Media Regulatory Authorities in India
4.5 RNI, ABC etc.

SUGGESTED ASSIGNMENTS

1. Students will prepare a list of influential newspapers of before freedom in all the languages
2. Visit important media centers, observe their functioning and write reports thereof.
3. Exercise of Precision, formats, synonyms, omission and inclusion highlighting, underlining, Revise, Cross-checking, headlines writing and making intros.
4. Preparing a handwritten newspaper to understand the anatomy of the newspaper.

COURSE OUTCOMES

At the end of the course, student will be able to:
1. Demonstrate an in-depth understanding of the historical evolution of print media
2. Enhanced writing skills by crafting well-structured and engaging content suitable for print media platforms
3. Gain insight into the printing process used in producing print media materials, including the steps involved, printing technologies
4. Learn about different news agencies & their workflow

SUGGESTED READING/WEB LINKS

1. Davies, N. (2008). *Flat Earth news- An award-winning reporter exposes falsehood, distortion, and propaganda in the global media*. Chatto & Windus.
2. Hughes, H. (2015). *The newspaper- An international history*. Thames & Hudson.
3. Kovach, B., & Rosenstiel, T. (2021). *The elements of journalism- What newspeople should know and the public should expect* (4th ed.). Crown.
4. Man, J. (2002). *The Gutenberg revolution- The story of a genius and an invention that changed the world*. Headline Book Publishing.
5. Morrish, J., & Bradshaw, P. (2019). *Magazine editing- In print and online* (4th ed.). Routledge.
6. The Associated Press. (2022). *The Associated Press stylebook 2022–2024*. Basic Books.

CREATIVE WRITING SKILLS (JMU-107-V)

				Total Credits	2
L	T	P		I.A./Practical	15 Marks
2	0	0		Theory	35 Marks
Time Allowed	1.5 Hours			Total	50 Marks

COURSE OBJECTIVES

1. To develop and enhance students creative writing skills.
2. To develop students to demonstrate effective written communication, critical thinking, and creativity through various forms of creative writing.

UNIT I- CREATIVE WRITING TECHNIQUES AND STYLES

1.1 Importance and relevance of creative writing skills
1.2 Different genres of creative writing- short stories poetry, fiction, non-fiction, drama and other forms
1.3 Different writing techniques
1.4 The Art and Craft of writing
1.5 Research for Creative Writing

UNIT II- WRITING FOR MEDIA

2.1 Writing for Print Media
2.2 Writing for Radio
2.3 Writing for Television
2.4 Writing for New Media & Social Media
2.5 New Trends in Media Writing

PRACTICAL/ SUGGESTED ASSIGNEMENTS

1. Written assignments- Assess students creative writing pieces based on originality, creativity, structure, and style.
2. Peer feedback- Evaluate student's ability to provide constructive criticism and incorporate feedback into their revisions.
3. Class participation- Assess student's engagement in class discussions, writing exercises, and presentation.

COURSE OUTCOMES

At the end of the course, student will be able to:
1. Develop the ability to express ideas and thoughts effectively through written communication.
2. Cultivate critical thinking skills by analyzing and evaluating different forms of creative writing.

SUGGESTED READINGS/WEBLINKS

1. Cameron, J. (2016). *The artist's way- A spiritual path to higher creativity* (25th anniv. ed.). TarcherPerigee.
2. Gilbert, E. (2015). *Big magic- Creative living beyond fear*. Riverhead Books.
3. Goldberg, N. (2016). *Writing down the bones- Freeing the writer within* (30th anniv. ed.). Shambhala.
4. King, S. (2000). *On writing- A memoir of the craft*. Scribner.
5. Lamott, A. (1994). *Bird by bird- Some instructions on writing and life.* Anchor Books.
6. Truby, J. (2007). *The anatomy of story- 22 steps to becoming a master storyteller*. Farrar, Straus and Giroux.
7. MasterClass. (2021). *Tips for getting started with creative writing*. Retrieved November 5, 2023, from https-//www.masterclass.com/articles/tips-for-getting-started-with-creative-writing
8. Oxford Summer Courses. (n.d.). *What is creative writing?* Retrieved November 5, 2023, from https-//oxfordsummercourses.com/articles/what-is-creative-writing/
9. Self-Publishing School. (2022). *Creative writing- A beginner's guide*. Retrieved November 5, 2023, from https-//self-publishingschool.com/creative-writing/

CULTURAL HERITAGE & NATION BUILDING (VAC-102-V)

				Total Credits	2
L	T	P		I.A./Practical	25 Marks
2	0	0		Theory	75 Marks
Time Allowed	1.5 Hours			Total	100 Marks

COURSE OBJECTIVES

1. To develop an understanding of the importance of cultural heritage in promoting national identity and unity.
2. To explore the historical, social, and cultural significance of different aspects of cultural heritage.

UNIT I- DIFFERENT PERSPECTIVES TO CULTURAL HERITAGE AND NATION BUILDING

1.1 Definition and components of cultural heritage
1.2. Significance of cultural heritage in nation-building
1.3 Evolution of cultural heritage
1.4 Historical events and movements influencing cultural heritage
1.5 Career opportunities in Cultural Heritage

UNIT II- CULTURAL HERITAGE IN THE CONTEMPORARY CONTEXT

2.1 Cultural heritage and social cohesion
2.2 Tourism and cultural heritage
2.3 Challenges in preserving cultural heritage
2.4 Govt. initiatives in preserving cultural heritage
2.5 Role of mass media in promoting cultural preservation

SUGGESTED ASSIGNEMENTS

1. Short quiz to assess understanding of key concepts.
2. Group presentation on the impact of a historical event on cultural heritage.Group project on proposing a preservation plan for a specific cultural heritage site.
3. Class debate on the repatriation of cultural artifacts.
4. Organize Visits/Exhibitions for students.

COURSE OUTCOMES

At the end of the course, student will be able to:
1. Define cultural heritage and discuss its importance in promoting national identity.
2. Analyze the historical factors that have shaped cultural heritage and also able to discuss the challenges and opportunities of utilizing cultural heritage for nation- building.

SUGGESTED READING/WEB LINKS

1. Akagawa, N., & Smith, L. (Eds.). (2008). *Intangible cultural heritage- A global perspective*. Routledge.
2. Archaeological Survey of India. (n.d.). *National cultural heritage sites list*. Retrieved November 5, 2023, from https-//asi.nic.in/national-cultural-heritage-sites-list/
3. Consulate General of India, São Paulo. (n.d.). *Swami Vivekananda Cultural Centre (SVCC)*. Retrieved November 5, 2023, from https-//www.cgisaopaulo.gov.in/svcc.php
4. Leask, A., & McCarthy, C. (Eds.). (2017). *Cultural heritage management- A global perspective*. Routledge.
5. National Mission for Clean Ganga. (n.d.). *River basin guide for medium and minor rivers*. Retrieved November 5, 2023, from https-//www.nmcg.nic.in/writereaddata/fileupload/47_River%20Basin%20Guide%20for%20Medium%20and%20Minor%20Rivers.pdf
6. Thapar, R. (2010). *Cultural heritage and nation building- Modern India and its ancient past*. National Cultural Fund.
7. Timothy, D. J. (2011). *Cultural heritage and tourism- An introduction*. Channel View Publications.
8. UNESCO. (2021). *UNESCO World Heritage Sites- A complete guide*. UNESCO Publishing.

कम्युनिकेटिव हिंदी - AEC-107 N1

				Total Credits	2
L	T	P		I.A./Practical	15 Marks
2	0	0		Theory	35 Marks
Time Allowed	1.5 Hours			Total	50 Marks

पाठ्यक्रम के उद्देश्य

1. हिंदी क्षेत्रीय भाषा में मौखिक संचार कौशल को मजबूत करना I
2. हिंदी क्षेत्रीय भाषा में लिखित ज्ञान का विकास करना I

इकाई I- भाषा की संकल्पना

1.1 राष्ट्रीय तथा अंतरराष्ट्रीय परिप्रेक्ष्य में हिंदी का महत्व, स्वतंत्रता पूर्वक हिंदी समाचार पत्र एवं पत्रिकाओं का स्वरूप, स्वतंत्रता पश्चात से लेकर आज तक की भाषाई स्थिति
1.2 कार्यालयी पत्राचार एवं प्रेस विज्ञप्ति, पत्र लेखन
1.3 ज्ञापन एवं प्रतिवेदन लेखन, साक्षात्कार एवं परिचर्चा, कहानी और उपन्यास लेखन की शैली, संपादन
1.4 हिंदी मीडिया की प्रचलित शब्दावली, हिंदी और रोजगार-बाजार
1.5 हिंदी की प्रयोगात्मक त्रुटियां, हिंदी में प्रयुक्त विभिन्न चिन्ह

इकाई II- जनसंचार माध्यमों में हिन्दी का वर्चस्व, भाषा तथा अनुवाद

2.1 प्रिंट माध्यम और हिंदी भाषा रेडियो, टेलीविजन, विज्ञापन तथा फिल्म एवं प्रचलित गीतों की भाषा
2.2 नव जनसंचार माध्यम सोशल मीडिया और हिंदी
2.3 हिंदी समाचार पत्र, विभिन्न हिंदी चैनलों के कार्यक्रमों तथा समाचारों की प्रस्तुति में हिंदी भाषा, अध्ययन एवं विश्लेषण
2.4 रेडियो, टेलीविजन, सिनेमा, इंटरनेट तथा नई मीडिया हिंदी अनुवाद की आवश्यकता एवं प्रासंगिकता
2.5 वर्तमान जनमाध्यमों में बढ़ता भाषायी संकट

व्यावहारिक कार्य-

1. हिंदी समाचार पत्रों/ हिंदी चैनल के कार्यक्रमों व समाचार प्रस्तुति में से किसी एक का भाषिक अध्ययन
2. विभिन्न जनसंचार माध्यमों में कॉपी सम्पादन
3. किसी हिंदी कहानी अथवा उपन्यास की समीक्षा
4. संपादक को पत्र

सन्दर्भ पुस्तकें/वेबलिंक्स

1. अरविंदाक्षन, ए. (2018). *कम्युनिकेटिव हिंदी* [Communicative Hindi]. प्रेंटिस हॉल ऑफ इंडिया.
2. मिश्र, म. (2020). *संप्रेषणीय हिंदी- सिद्धांत और प्रयोग* [Communicative Hindi- Theory and Practice]. विद्यानिधि प्रकाशन.

3. शुक्ल, ज., & शर्मा, आ. (2019). *रचनात्मक हिंदी- एक संप्रेषणीय दृष्टिकोण* [Creative Hindi- A Communicative Approach]. लोकभारती प्रकाशन.
4. कुमार, ग. (2017). *हिंदी व्यावहारिक व्याकरण और रचना* [Hindi Practical Grammar and Composition]. ओरिएंट ब्लैकस्वान.
5. द्विवेदी, र. (2015). *प्रयोजनमूलक हिंदी व्याकरण* [Functional Hindi Grammar]. वाणी प्रकाशन.
6. बाजपेयी, अ. (2016). *हिंदी की पत्रकारिता- शैली और संप्रेषण* [Hindi Journalism- Style and Communication]. राजकमल प्रकाशन.
7. गुप्ता, स., & सिंह, प. (2019). *व्यावसायिक हिंदी और प्रलेखन* [Business Hindi and Documentation]. प्रगति प्रकाशन.
8. वर्मा, क. (2018). *कार्यालयी हिंदी- प्रयोग और प्रक्रिया* [Official Hindi- Use and Procedure]. लोकभारती प्रकाशन.
9. पाठक, न. (2020). *अनुवाद- सिद्धांत और अभ्यास* [Translation- Theory and Practice]. सरस्वती प्रेस.
10. त्रिपाठी, र. (2017). *हिंदी संप्रेषण कौशल* [Hindi Communication Skills]. भारती भवन.

CURRENT AFFAIRS & GENERAL STUDIES I (JMU-109-V)

				Total Credits	3
L	T	P		I.A./Practical	25 Marks
3	0	0		Theory	50 Marks
Time Allowed	2 Hours			Total	75 Marks

COURSE OBJECTIVES

1. Awareness of the surroundings in fields such as politics, business, economics, entertainment, sports etc.
2. Raise awareness level and develops an opinion or a perspective on worldly affairs and ability to express effectively. Providing an engaging, active, learner-centered activity.

UNIT I- INDIAN CONSTITUTION, ECONOMY, HISTORY AND GEOGRAPHY

1.1 Indian Constitution- Features
1.2 Fundamental Rights, Directive principles, Fundamental Duties
1.3 Citizenship, Constitutional Amendments
1.4 Population, Poverty, Unemployment; Planning and Development
1.5 Salient features of Indian Society, Diversity of India

UNIT II- CURRENT AFFAIRS

2.1. Major Events & Current Affairs- Local/ Regional/National/International
2.2. Personalities in News
2.3. Govt. Policies and Schemes
2.4. International News
2.5. Group Discussion on Grassroots topics

PRACTICAL/ SUGGESTED ASSIGNEMENTS

1. Class participation (daily) listening as well as speaking
2. Current news assignments (daily)
3. Regular analytical writings skills
4. Quizzes
5. Group Discussions
6. Case Study Discussions
7. Face-to-Face Interviews
8. General Aptitude and Mental Ability
9. Focus Group Discussions

COURSE OUTCOMES

At the end of the course, student will be able to:
1. Explore broad and ever-changing arrays of social concerns and issues.
2. Research on various topics and thoroughly explore all sides of the issues.

SUGGESTED READINGS /WEB LINKS

1. Arora, R. K., & Goyal, R. (2018). *Indian administration*. Jawahar Publishers & Distributors.
2. Basu, D. D. (2022). *Introduction to the Constitution of India* (25th ed.). LexisNexis.
3. Bottomore, T. B. (2017). *Sociology- A guide to problems and literature* (3rd ed.). Routledge.
4. Dhar, P. K. (2020). *Economic and social issues in India*. Sage Publications.
5. Dutt, R., & Sundaram, K. P. M. (2021). *Indian economy* (78th ed.). S. Chand Publishing.
6. *Economic and Political Weekly*. (n.d.). [Academic journal]. EPW Research Foundation.
7. Haralambos, M., & Heald, R. M. (2013). *Sociology- Themes and perspectives* (8th ed.). Oxford University Press.
8. Johan, M. (2019). *Indian government and politics*. Pearson Education.
9. Kapoor, A. C. (2016). *Principles of political science*. S. Chand Publishing.
10. Gateway House. (n.d.). *Indian Council on Global Relations*. Retrieved November 5, 2023, from https-//gatewayhouse.in/
11. Institute for Defence Studies and Analyses. (n.d.). *IDSA- Defence and security research*. Retrieved November 5, 2023, from https-//idsa.in/
12. Ministry of Environment, Forest and Climate Change. (n.d.). *Official website*. Government of India. Retrieved November 5, 2023, from http-//envfor.nic.in/
13. National Council of Educational Research and Training. (n.d.). *NCERT textbooks and resources*. Retrieved November 5, 2023, from https-//ncert.nic.in/
14. National Institute of Open Schooling. (n.d.). *NIOS study materials and courses*. Retrieved November 5, 2023, from https-//nios.ac.in/
15. Press Information Bureau. (n.d.). *Government of India updates and press releases*. Retrieved November 5, 2023, from https-//pib.gov.in/
16. PRS Legislative Research. (n.d.). *Tracking legislation and parliamentary affairs*. Retrieved November 5, 2023, from https-//prsindia.org/
17. Yojana. (n.d.). *Yojana and Kurukshetra magazines*. Publications Division, Ministry of Information and Broadcasting. Retrieved November 5, 2023, from https-//yojana.gov.in/

ENVIRONMENTAL SCIENCE –I (ESU-201-V)

				Total Credits	2
L	T	P		I.A./Practical	25 Marks
2	0	0		Theory	75 Marks
Time Allowed	3 Hours			Total	100 Marks

COURSE OBJECTIVES

1. To develop the ability to analyze the evolution of human-environment interactions and evaluate the development of environmental thought from ancient to modern times.
2. To make understand and identify types of natural resources and assess their sustainable utilization in the context of current environmental challenges.
3. To enhance the ability to examine key environmental issues at various spatial scales and their impact on ecosystems and human societies.
4. To make students understand the ecosystem structure and biodiversity conservation strategies with emphasis on Indian and global contexts.

UNIT I- HUMANS AND THE ENVIRONMENT

1. *The man-environment interaction:* Humans as hunter-gatherers, Mastery of fire, Origin of agriculture, Great ancient civilizations and the environment, Industrial revolution and its impact on the environment, Population growth and natural resource exploitation.
2. *The emergence of environmentalism:* Anthropocentric and eco-centric perspectives, The Club of Rome- Limits to Growth, UN Conference on Human Environment 1972, World Commission on Environment and Development, Rio Summit.

UNIT II- NATURAL RESOURCES AND SUSTAINABLE DEVELOPMENT

1. Definition of resource; Classification of natural resources- biotic and abiotic, renewable and non-renewable.
2. *Biotic resources:* Major type of biotic resources- forests, grasslands, wetlands, wildlife and aquatic (fresh water and marine), Microbes as a resource.
3. *Water resources:* Types of water resources- fresh water and marine resources, Availability and use, Environmental impact of over-exploitation, issues and challenges, Water scarcity and stress, Conflicts over water.
4. *Soil and mineral resources:* Important minerals, Mineral exploitation, Environmental problems due to extraction of minerals and use, Soil as a resource and its degradation.
5. *Energy resources:* Sources of energy and their classification, renewable and non-renewable sources of energy, Conventional energy sources- coal, oil, natural gas, nuclear energy, non-conventional energy sources- solar, wind, tidal, hydro, wave, ocean thermal, geothermal, biomass, hydrogen and fuel cells, Implications of energy use on the environment.

6. *Introduction to sustainable development:* Sustainable Development, Sustainable Development Goals (SDGs)

UNIT III- ENVIRONMENTAL ISSUES: LOCAL, REGIONAL AND GLOBAL

1. Temporal and spatial extents of local, regional, and global phenomena.
2. *Pollution:* Types of Pollution- air, noise, water, soil, municipal solid waste, hazardous waste, Transboundary air pollution, Acid rain, Smog.
3. *Land use and Land cover change:* land degradation, deforestation, desertification, urbanization.
4. *Global issues:* Ozone layer depletion, Green-house effect, Global Warming, Climate change.

UNIT IV- CONSERVATION OF BIODIVERSITY AND ECOSYSTEMS

1. *Ecosystems and ecosystem services*: Concept; Structure and Functions of Ecosystem, Ecosystem types- forests, wetlands, grasslands, agriculture, coastal and marine; Ecosystem services.
2. *Biodiversity and its distribution:* Biodiversity as a natural resource, Levels and types of biodiversity, Biodiversity in India and the world, Biodiversity hotspots.
3. Threats to biodiversity, in-situ and ex-situ conservation approach, role of traditional knowledge, community-based conservation.

CASE STUDIES AND FIELD WORK

The students are expected to be engaged in some of the following or similar identified activities:

1. Discussion on one national and one international case study related to the environment and sustainable development.
2. Field visits to identify local/regional environmental issues, make observations including data collection and prepare a brief report.
3. Documentation of campus biodiversity.
4. Campus environmental management activities such as solid waste disposal, water management, and sewage treatment

COURSE OUTCOMES:

At the completion of this course, the learner will be able to:

1. Analyze the evolution of human-environment interactions and evaluate the development of environmental thought from ancient to modern times.
2. Identify types of natural resources and assess their sustainable utilization in the context of current environmental challenges.
3. Examine key environmental issues at various spatial scales and their impact on ecosystems and human societies.
4. Explain ecosystem structure and biodiversity conservation strategies with emphasis on Indian and global contexts.

SUGGESTED READINGS:

1. Barrow, C. J. (1999). Environmental management: Principles and practice. Routledge.
2. Berrang-Ford, L., J.D. Ford & J. Paterson (2011). Are we adapting to climate change? Global Environmental Change—Human and Policy Dimensions 21: 25-33.
3. Chiras, D. D and Reganold, J. P. (2010). Natural Resource Conservation: Management for a Sustainable Future.10th edition, Upper Saddle River, N. J. Benjamin/Cummins/Pearson.
4. De Anil, K. (2003). Environmental chemistry. New Age International.
5. Gilbert M. Masters and W. P. (2008). An Introduction to Environmental Engineering and Science, Ela Publisher (Pearson)
6. Kaushik, A., & Kaushik, C. P. (2006). Perspectives in environmental studies. New Age International.
7. Krishnamurthy, K.V. (2003) Textbook of Biodiversity, Science Publishers, Plymouth, UK
8. Rajagopalan, R. (2011). Environmental Studies: From Crisis to Cure. India: Oxford University Press.
9. Simmons, I. G. (2008). Global Environmental History: 10,000 BC to AD 2000. Edinburgh University Press
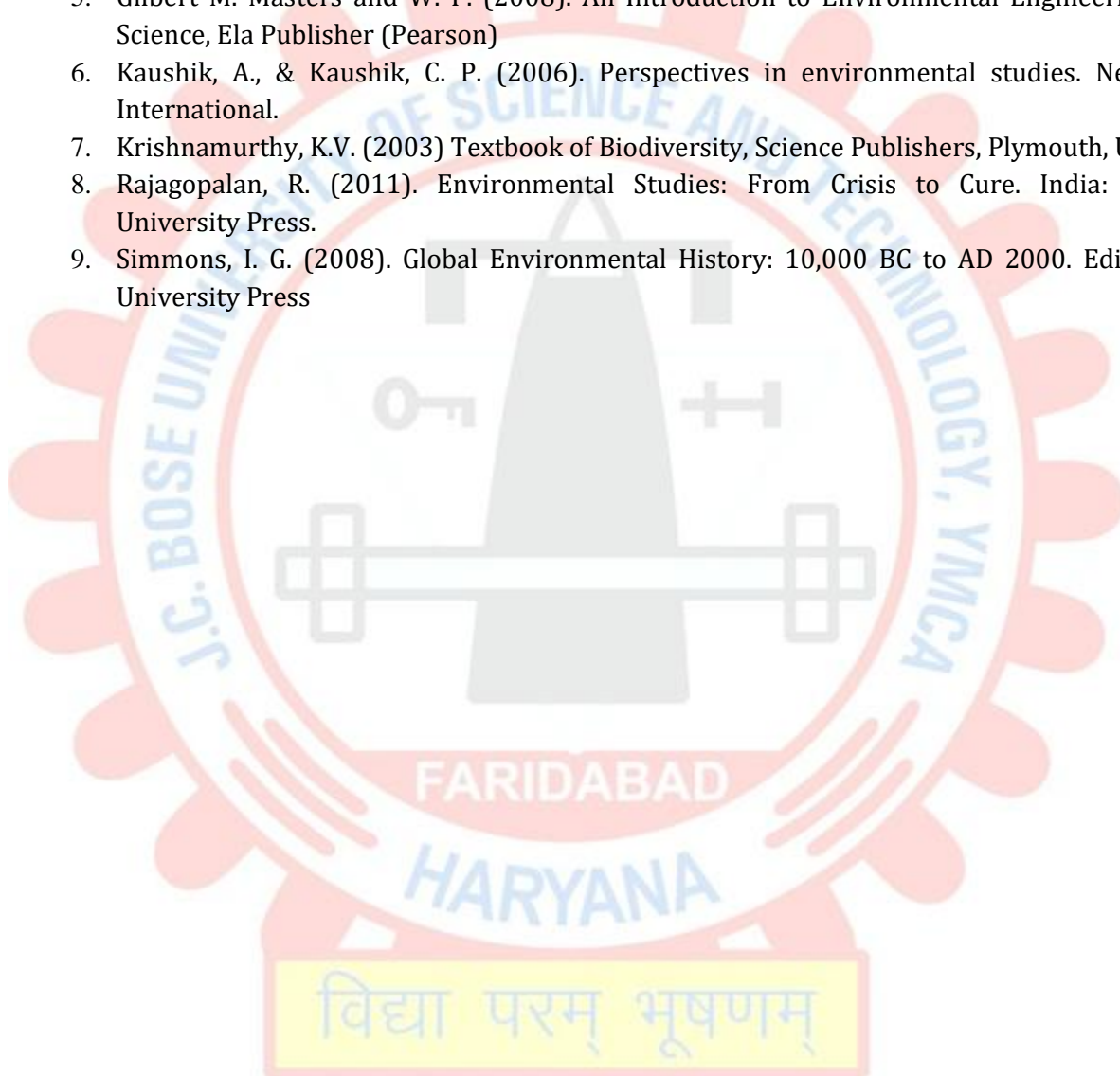
NEWS REPORTING & WRITING (JMU-102-V)

				Total Credits	4
L	T	P		I.A./Practical	25 Marks
4	0	0		Theory	75 Marks
Time Allowed		3 Hours		Total	100 Marks

COURSE OBJECTIVES

1. To understand the basics of news writing
2. To understand the theory, methods, and practice of gathering information and writing news
3. To understand different writing techniques
4. To develop the knowledge of Reporting

UNIT I- INTRODUCTION TO NEWS & NEWS WRITING

1.1 Concept & Definitions of News, Elements of News, News values, Social welfare and relevance of facts
1.2 Differences between news writing and other forms of media writing
1.3 Headlines- Types, Function and Importance & Various techniques of writing headlines
1.4 Types of News stories, Introduction to writing news, Article & Features
1.5 Elements and structure of news reports, Types of news- Hard and Soft

UNIT II- NEWS GATHERING & STRUCTURE OF NEWS STORIES

2.1 Methods and techniques of News gathering, structure of a News Report
2.2 Techniques of News Writing- straight, quoting, paraphrasing, Interpretation, comment, analysis
2.3 Source of News, validation of news source
2.4 Types of reporting- Political, Economic, Crime, Science, Sports, Culture, Legislature, Judicial Disaster, Accident, Travelogue, Obituary, Conference, Seminar, human Interest, Environmental Health, Investigative, Interpretative, Follow Up
2.5 News Agency Reporting, Beat Reporting

UNIT III- REPORTER& REPORTING

3.1 Reporter- Skills, Duties, and Responsibilities of a Reporter.
3.2 Kinds of reporting- investigative, interpretative, in-depth, etc.
3.3 Photo journalism and photo-editing; photo and illustration; scaling a picture.
3.4 Interview; techniques for interviewing for gathering News,
3.5 Ethics of Reporting and Professional hazards

UNIT IV-PROFESSIONAL ETHICS IN REPORTING

4.1 Code of conduct of Journalism
4.2 Yellow journalism vs. Fair Journalism
4.3 Media Trial and right to privacy
4.4 Sensationalism, Framing & one sided News
4.5 Fabrication VS Interpretative Reporting

SUGGESTED ASSIGNMENTS

1. Write any five news reports for print medium
2. Write any five news reports for Television
3. Write any five news reports for web
4. Report changing trends of print media

COURSE OUTCOMES

At the end of the course, student will be able to:
1. Understand the basics of news writing.
2. Understand the theory, methods, and practice of gathering information and writing news.
3. Understand different writing techniques.
4. Enhance the knowledge of web writing.

SUGGESTED READINGS/WEBLINKS

1. George, A. H. (1990). *News writing*. Kanishka Publications.
2. Itule, B. D., & Anderson, D. A. (2002). *News writing and reporting for today's media*. McGraw Hill.
3. Evans, H. (1972). *Newsman's English*. William Heinemann Ltd.
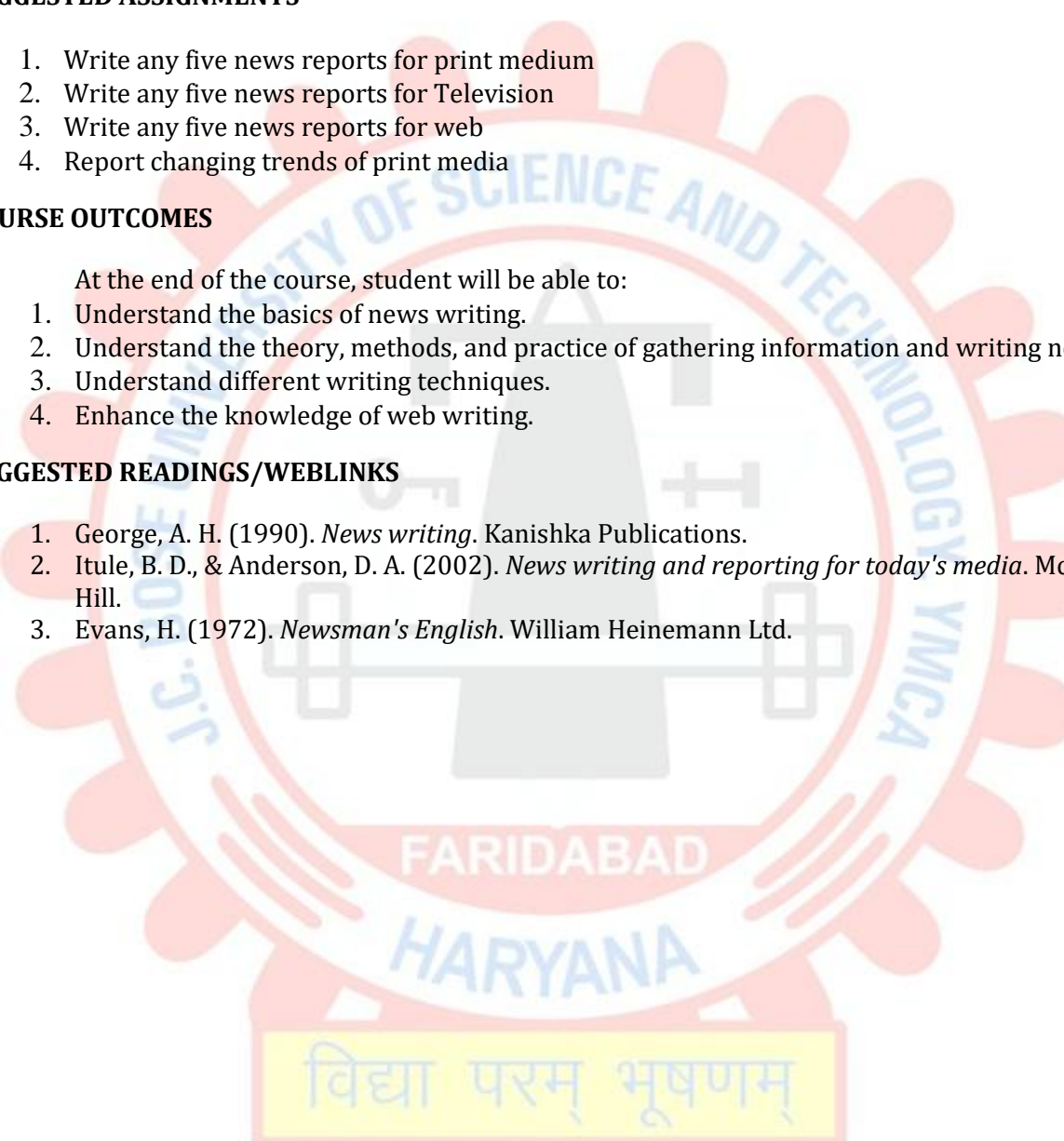
BASICS OF EDITING (JMU-104-V)

				Total Credits	4
L	T	P		I.A./Practical	25 Marks
4	0	0		Theory	75 Marks
Time Allowed	3 Hours			Total	100 Marks

COURSE OBJECTIVES

1. To familiarize the students with the basics of editing
2. To create understanding about the working of the news desk
3. To inculcate the knowledge of dummy and Layout
4. To develop the knowledge of printing

UNIT I- EDITING CONCEPT AND PROCESS

1.1 Editing Concept, process and its Significance in Journalism
1.2 Editorial values- objectivity, facts, impartiality and balance
1.3 Role of News Editor, Chief Sub Editor and Copy Editor,
1.4 Editing of Newspaper & Magazine
1.5 Editing of web content

UNIT II- NEWSPAPER LAYOUT

2.1 News Selection- News Value and Other Parameters
2.2 Handling a News Copy, Planning and Visualizing of News Rewriting News Stories
2.3 Page Designing, Principle, Forms and Utility of Dummy
2.4 Web Journalism,
2.5 Translation and Tran-creation

UNIT III- EDITING NEWSPAPER/MAGAZINES

3.1 Editing for On-line newspaper
3.2 Editing for Magazines
3.3 Editorial structure of newspaper/magazines
3.4 Editorial hierarchy
3.5 Responsibilities of various functionaries

UNIT IV- STAGES OF MAKING NEWSPAPER

4.1 Stages of Making a Newspaper
4.2 Page Designing, Principle, Forms and Utility
4.3 Layout, Changing Trends of Lay-out, Use of Written Matter and Graphs
4.4 lay-out Preparing for Newspaper, Magazines and On Line Paper

4.5 Problems of Lay-Out

SUGGESTED ASSIGNMENTS-

1. Copy editing assignment
2. Writing headlines for different, types of news.
3. Intro/lead writing assignment.
4. Creating a dummy.
5. Layout- Preparing the layout of the front, back and other pages of a newspaper and a magazine
6. Photo coverage of news events on campus or outside
7. Shooting and preparing Photo features along with write-up.

COURSE OUTCOMES

At the end of the course, student will be able to:
1. Familiarize themselves with the basics of editing.
2. Understand the process and working of News Desk
3. Enhance their knowledge about editing for various platforms
4. Able to understand the dummy and layout.

SUGGESTED READINGS/WEBLINKS

1.Kamath, M. V. (1980). *Professional journalism*. Vikas Publishing House.
2.Joseph, M. K. (2002). *Outline of editing*. Anmol Publications.
3.Click, J. W., & Baird, R. N. (1994). *Magazine editing & production* (5th ed.). WCB Brown & Benchmark.
4.Hicks, W., & Holmes, T. (2001). *Subediting for journalists*. Routledge.
5.John, M. (2015). *Editing today- Rules, tools and styles*. Media House.

Basics of Graphics & Design (JMU-106-V)

				Total Credits	4
L	T	P		I.A./Practical	25 Marks
4	0	0		Theory	75 Marks
Time Allowed		3 Hours		Total	100 Marks

COURSE OBJECTIVES

1. To understand the fundamentals of design principles and elements.
2. To acquire proficiency in using graphic design software and tools.
3. To learn typography techniques for effective visual communication.
4. To learn vector graphics and illustration techniques.

UNIT 1- INTRODUCTION TO GRAPHICS DESIGN

1.1 Understanding the fundamentals of graphics design
1.2 Evolution and history of graphics design
1.3 Role of graphics design in various industries
1.4 significance of graphics in the contemporary market
1.5 Introduction to popular graphics design software (e.g., Adobe Illustrator, Adobe Photoshop)

UNIT 2- DESIGN PRINCIPLES AND ELEMENTS

2.1 Understanding design elements
2.2 Exploring design principles (balance, contrast, emphasis, movement, pattern, rhythm, unity)
2.3 Applying design principles and elements in practical exercises
2.4 Composition and layout, Web design layout
2.5 User interface (UI) principles

UNIT 3- TYPOGRAPHY AND DIGITAL IMAGING

3.1 Introduction to typography and its importance in design
3.2 Understanding font families, styles, and classifications
3.3 Typography in logo design, posters, and Brands
3.4 Basics of digital image editing and manipulation,
3.5 Retouching photos and enhancing images, Creating photo compositions and collages

UNIT 4- VECTOR GRAPHICS AND ILLUSTRATIONS

4.1 Introduction to vector graphics and their advantages
4.2 Creating vector illustrations and artwork, Logo Design and Branding
4.3 Using vector graphics in logo Design and info Graphics
4.4 Preparing illustrations for different media and formats

4.5 Working with layers, masks, and filters

SUGGESTED ASSIGNMENTS

1. Create a poster for a fictional event, using design principles like contrast and balance to make it visually engaging.
2. Design a logo for a start-up company, focusing on simplicity and symbolism to represent their brand identity.
3. Use graphic design software to digitally enhance a photograph, demonstrating image manipulation skills.
4. Design a magazine cover layout, considering typography hierarchy and grid systems for a professional look.
5. Create a vector illustration of a nature scene, showcasing mastery in using vector graphics tools.

COURSE OUTCOMES-

At the end of the course, student will be able to:
1. Demonstrate a strong understanding of design principles and elements, enabling them to create visually appealing and balanced designs.
2. Gain proficiency in using graphic design software and tools, empowering them to create digital artwork and manipulate images effectively.
3. Master typography techniques, allowing them to communicate messages effectively through well-crafted typefaces and layouts.
4. Develop expertise in creating vector graphics and illustrations, enabling them to design scalable and high-quality artwork for various applications

SUGGESTED READING/WEBLINKS

1. Lupton, E. (2010). *Thinking with type- A critical guide for designers, writers, editors, & students* (2nd ed.). Princeton Architectural Press.
2. Müller-Brockmann, J. (1996). *Grid systems in graphic design- A visual communication manual for graphic designers, typographers and three dimensional designers* (4th ed.). Verlag Niggli AG.
3. Norman, D. A. (2013). *The design of everyday things* (Revised and expanded ed.). Basic Books.
4. White, A. W. (2011). *The elements of graphic design* (2nd ed.). Allworth Press.
5. Williams, R. (2015). *The non-designer's design book* (4th ed.). Peachpit Press.

SOFT SKILLS (JMU-108-V)

				Total Credits	2
L	T	P		I.A./Practical	25 Marks
2	0	0		Theory	50 Marks
Time Allowed		3 Hours		Total	75 Marks

COURSE OBJECTIVES

1. To acquire interpersonal & professional skills to be an effective goal-oriented team player
2. To acquire communication, problem-solving skills & to reengineer their attitude & understand its influence on behavior

UNIT-1 ATTITUDE & COMMUNICATION

1.1 Who am I? SWOT analysis
1.2 Importance of self-confidence & self-esteem, Self-Awareness, factors influencing attitude
1.3 challenges & lessons from the attitude
1.4 Practice activities (JAM, SPIN a story, diagram description etc.) Activities for evaluation (Extempore, speaking news & Book review)
1.5 Resume with Objective and Project description, Body language for Interview, Interview handling, High-Frequency words in resume and interviews

UNIT-2 GOAL SETTING, PUBLIC SPEAKING & CREATIVITY

2.1 SMART goals, Blueprint for success, Short term, Long term, Lifetime goals
2.2 Value of time, Diagnosing time management & Prioritizing work
2.3 Activities for evaluation (Surveying & Reporting, Debate, Group discussion)
2.4 Out of box thinking, lateral thinking, Handling crisis
2.5 Personal Development, Etiquette and Manners, Persuasion Skills, Group Discussion & Storytelling

SUGGESTED ASSIGNMENTS

1. Class presentation,
2. Group discussion,
3. Script writing Practices,
4. Mock interviews,
5. Resume preparation

SUGGESTED READING/WEBLINKS

1. Alexander, R., & Jones, L. (1998). *New international business English*. Cambridge University Press.
2. Cambridge University Press. (n.d.). *Grammar practice activities- A practical guide for teachers*. Retrieved November 5, 2023, from https-//www.cambridge.org/
3. GeethaRajeevan, & Prakash, C. L. N. (2018). *English for job seekers- Language and soft skills for the aspiring*. Cambridge University Press.
4. YourStory. (2020, June 15). *How to improve your English speaking skills* [Video]. YouTube. https-//www.youtube.com/watch?v=ZojM8Q8P8OY
5. YouTube. (2021, March 12). *Job interview tips in English* [Video]. YouTube. https-//www.youtube.com/watch?v=hZSARM4VaVs

CURRENT AFFAIRS & GENERAL STUDIES II (JMU-110-V)

				Total Credits	2
L	T	P		I.A./Practical	25 Marks
2	0	0		Theory	50 Marks
Time Allowed	1.5 Hours			Total	75 Marks

COURSE OBJECTIVES

1. Awareness of the surroundings in fields such as politics, business, economics, entertainment, sports etc.
2. Raise awareness level and develops an opinion or a perspective on worldly affairs and ability to express effectively. Providing an engaging, active, learner-centered activity.

UNIT- I CONTEMPORARY INDIA

1.1 Indian Cabinet Constitution
1.2 Indian organizations- ISRO, RBI, DRDO, BARC, SEBI, NITI AAYOG, FICCI, NABARD, CBFC etc.
1.3 UN and India
1.4 NATO, SAARC, ASEAN, BIMSTEC, BRICS, G-15, G-20, G-77, IAEA, SCO etc.
1.5 India and its foreign policy

UNIT- II CURRENT AFFAIRS

2.1 Major Events & Current Affairs- Local/ Regional/National/International
2.2 Personalities in News
2.3 Sports, Health and Science News
2.4 Current Research in the field of Journalism and Mass Communication
2.5 Group Discussion on Grassroots topics

PRACTICAL/ASSIGNEMENTS

1. Class participation (daily) listening as well as speaking
2. Current news assignments (daily)
3. Regular analytical writings skills
4. Quizzes
5. Group Discussions
6. Case Study Discussions
7. Face-to-Face Interviews
8. General Aptitude and Mental Ability

COURSE OUTCOMES

At the end of the course, student will be able to:
1. Get an opportunity to explore broad and ever-changing arrays of social concerns and issues.
2. Research on various topics and thoroughly explore all sides

SUGGESTED READING AND WEBLINKS

1. Basu, D. D. (2022). *Introduction to the Constitution of India* (25th ed.). LexisNexis.
2. Bottomore, T. B. (2017). *Sociology- A guide to problems and literature* (3rd ed.). Routledge.
3. Dhar, P. K. (2020). *Economic and social issues in India*. Sage Publications.
4. Dutt, R., & Sundaram, K. P. M. (2021). *Indian economy* (78th ed.). S. Chand Publishing.
5. *Economic and Political Weekly*. (n.d.). [Academic journal]. EPW Research Foundation.
6. Haralambos, M., & Heald, R. M. (2013). *Sociology- Themes and perspectives* (8th ed.). Oxford University Press.
7. Johan, M. (2019). *Indian government and politics*. Pearson Education.
8. Kapoor, A. C. (2016). *Principles of political science*. S. Chand Publishing.
9. Gateway House. (n.d.). *Indian Council on Global Relations*. Retrieved November 5, 2023, from https-//gatewayhouse.in/
10. Institute for Defence Studies and Analyses. (n.d.). *IDSA- Defence and security research*. Retrieved November 5, 2023, from https-//idsa.in/
11. Ministry of Environment, Forest and Climate Change. (n.d.). *Official website*. Government of India. Retrieved November 5, 2023, from http-//envfor.nic.in/
12. National Council of Educational Research and Training. (n.d.). *NCERT textbooks and resources*. Retrieved November 5, 2023, from https-//ncert.nic.in/

English I (AEC- 105 V)

				Total Credits	2
L	T	P		I.A./Practical	25 Marks
2	0	0		Theory	75 Marks
Time Allowed		3 Hours		Total	100 Marks

COURSE OBJECTIVES

1. Learn about the foundation of English language.
2. Familiarize with essentials of grammar of English language.
3. Inculcate creative & aesthetic sensitivity and critical faculty through comprehension, appreciation, and analysis of the prescribed literary texts.
4. Understand proper pronunciation and accent of English language

UNIT 1- BASIC GRAMMER

1.1 Noun, Pronoun, Adjective Understanding the fundamentals of graphics design
1.2 Verb, Adverb
1.3 Prepositions
1.4 Vocabulary- Building- Suffix, Prefix, Synonyms, Antonyms

UNIT 2- ESSENTIALS OF GRAMMAR-I

2.1 Articles
2.2 Subject -Verb agreement
2.3 Parts of Speech
2.4 Tenses

UNIT 3- ESSENTIALS OF GRAMMAR – II

3.1 Vowels, Consonants
3.2 Diphthongs
3.3 Clusters, Syllable
3.4 Direct and Indirect Speech.

UNIT 4- SPOKEN ENGLISH COMMUNICATION

4.1 Speech Drills
4.2 Pronunciation
4.3 Accent Stress
4.4 Intonation

COURSE OUTCOMES

At the end of the course, student will be able to:
1. Learn about the foundation of English language.
2. Familiarize with essentials of grammar of English language.

3. Inculcate creative & aesthetic sensitivity and critical faculty through comprehension, appreciation, and analysis of the prescribed literary texts.
4. Understand proper pronunciation and accent of English language

SUGGESTED READING/WEBLINKS

1. Jha, M. (2004). *Echoes*. Orient Longman.
2. Ramon, N., & Prakash, M. (2012). *Business communication*. Oxford University Press.
3. N Greenbaum, S. (1996). *The Oxford English grammar*. Oxford University Press.
4. Rizvi, M. A. (2005). *Effective technical communication*. Tata McGraw-Hill

DESIGN & GRAPHICS LAB (JMU-112-V)

			Total Credits	3
L	T	P	I.A./Practical	25 Marks
3	0	3	Viva	50 Marks
Time Allowed	3 Hours		Total	75 Marks

COURSE OBJECTIVES

1. To learn about the basics of Design and ideation.
2. Familiarize with essentials of design software.
3. Inculcate creativity & aesthetic sensitivity in different software.

UNIT 1- ADOBE PHOTOSHOP -EXERCISES/ASSIGNMENTS

1.1 Design a Poster
1.2 Design a set of Flash Cards (8)
1.3 Design a Web Banner
1.4 Add Effects to Photographs (Minimum-5)

UNIT 2- QUARK XPRESS -EXERCISES/ASSIGNMENTS

2.1 Design a Brochure
2.2 Design a Tabloid/Broadsheet (4 Pages)

UNIT 3- ADOBE INDESIGN

3.1 Design a dummy
3.2 Practice on tabloid and broadsheet

SUGGESTED ASSIGNMENTS

1. Visit a printing press and write a report on the visit
2. Practice retouching the photographs
3. Design Brochure
4. Prepare a newspaper

COURSE OUTCOMES-

At the end of the course, student will be able to:

1. Inculcate basic design concepts.
2. Apply knowledge gained of photo editing software in design and layout.
3. Demonstrate proficiency of skills in designing and creating layouts using page layout software for print media

ENVIRONMENTAL SCIENCE – II (ESU-202-V)

			Total Credits	2
L	T	P	I.A./Practical	25 Marks
2	0	0	Theory	75 Marks
Time Allowed	3 Hours		Total	100 Marks

COURSE OBJECTIVES

1. To identify major environmental pollutants, their sources and analyze their health and ecological impacts.
2. To evaluate the impacts of climate change and examine adaptation and mitigation strategies at national and global levels.
3. To describe the framework of environmental laws, management systems, and sustainable waste practices in India.
4. To summarize major environmental treaties and assess India's role and commitments under international environmental agreements.

UNIT I- ENVIRONMENTAL POLLUTION AND HEALTH

1. Definition of pollution; Point sources and non-point sources of pollution.
2. *Air pollution:* Sources of air pollution, Primary and secondary pollutants, Criteria pollutants, Other important air pollutants- Volatile Organic compounds, Peroxyacetyl Nitrate, Polycyclic aromatic hydrocarbons and Persistent organic pollutants, Indoor air pollution, health impacts of air pollutants, National Ambient Air Quality Standards.
3. *Water pollution:* Sources of water pollution, River, lake and marine pollution, groundwater pollution, Water quality parameters and standards, health impacts of water pollution on human and aquatic life.
4. *Soil pollution and solid waste*: Soil pollutants and their sources, Solid and hazardous waste, Impact on human health.
5. *Noise pollution*: Definition of noise, measurement and sources of noise pollution, Noise standards, impacts of noise on human health.
6. *Thermal and Radioactive pollution:* Sources and impact on human health and ecosystems.

UNIT II- CLIMATE CHANGE: IMPACTS, ADAPTATION AND MITIGATION

1. Structure of atmosphere, Importance of 1.5 °C and 2.0 °C limits to global warming, Climate change projections for the Indian sub-continent.
2. Impacts of climate change on ocean, land, forests and natural ecosystems, Impacts on animal species, agriculture, health, urban infrastructure; concept of vulnerability, Adaptation vs. resilience, Indigenous knowledge for adaptation to climate change.

3. *Mitigation measures:* Green House Gas (GHG) reduction vs. sink enhancement, carbon neutrality, Net zero targets for the future, Energy efficiency measures, National climate action plan.

UNIT III- ENVIRONMENTAL MANAGEMENT

1. *Introduction to environmental laws and regulation*: Constitutional provisions- Article 48A, Article 51A (g); Introduction to environmental legislations on the forest, wildlife and pollution control.
2. *Environmental management system*: ISO 14001.
3. Environmental audit and impact assessment, Pollution control and management, Waste Management- Concept of 3R (Reduce, Recycle and Reuse) and sustainability, Ecolabeling /Ecomark scheme.

UNIT IV- ENVIRONMENTAL TREATIES AND LEGISLATION (6 HRS)

1. Vienna Convention; Montreal Protocol and the Kigali Amendment. Basel Convention, Stockholm Convention on Persistent Organic Pollutants, Minamata Convention.
2. United Nations Framework Convention on Climate Change (UNFCCC), Kyoto Protocol, Paris Agreement, India's status as a party to major conventions.
3. National Green Tribunal, Convention on Biological Diversity (CBD), Cartagena Protocol, Nagoya Protocol, Convention on International Trade in Endangered Species of Wild Flora and Fauna (CITES), Ramsar Convention on Wetlands of International Importance, Ramsar sites, United Nations Convention to Combat Desertification (UNCCD).

CASE STUDIES AND FIELD WORK

The students are expected to be engaged in some of the following or similar identified activities:

1. Discussion on one national and one international case study related to the environment and sustainable development.
2. Field visits to identify local/regional environmental issues, make observations including data collection and prepare a brief report.
3. Documentation of campus biodiversity.
4. Campus environmental management activities such as solid waste disposal, water management, and sewage treatment

COURSE OUTCOMES:

At the completion of this course, the learner will be able to:

1. Identify major environmental pollutants, their sources and analyze their health and ecological impacts.
2. Evaluate the impacts of climate change and examine adaptation and mitigation strategies at national and global levels.

3. Describe the framework of environmental laws, management systems, and sustainable waste practices in India.
4. Summarize major environmental treaties and assess India's role and commitments under international environmental agreements.

SUGGESTED READINGS

1. Barrow, C. J. (1999). Environmental management: Principles and practice. Routledge.
2. Berrang-Ford, L., J.D. Ford & J. Paterson (2011). Are we adapting to climate change? Global Environmental Change—Human and Policy Dimensions 21: 25-33.
3. De Anil, K. (2003). Environmental chemistry. New Age International.
4. Gilbert M. Masters and W. P. (2008). An Introduction to Environmental Engineering and Science, Ela Publisher (Pearson)
5. India Code – Digital repository of all Central and State Acts: https://www.indiacode.nic.in/
6. Kanchi Kohli and Manju Menon (2021) Development of Environment Laws in India, Cambridge University Press.
7. Kaushik, A., & Kaushik, C. P. (2006). Perspectives in environmental studies. New Age International.
8. Krishnamurthy, K.V. (2003) Textbook of Biodiversity, Science Publishers, Plymouth, UK
9. Rajagopalan, R. (2011). Environmental Studies: From Crisis to Cure. India: Oxford University Press.
10. Richard A. Marcantonio, Marc Lame (2022). Environmental Management: Concepts and Practical Skills. Cambridge University Press.

RADIO- CONCEPT, PROCESS AND PRODUCTION (JMU-201-V)

				Total Credits	4
L	T	P		I.A./Practical	25 Marks
4	0	0		Theory	75 Marks
Time Allowed		3 Hours		Total	100 Marks

COURSE OBJECTIVES-
1. To Understand the basics of writing for Radio
2. To understand different radio programme formats and their writing style
3. To know radio program production process and related equipment
4. To familiarize students about different formats of Radio Transmission

UNIT I- UNDERSTATING RADIO AS MEDIUM
1.1 Introduction to Radio
1.2 Understand Radio as a medium, Radio Journalism
1.3 Radio broadcasting- main characteristics
1.4 Radio as a tool for Development
1.5 Use of Language in Radio (Writing for the ear), Voice Modulation

UNIT II- RADIO PROGRAMME FORMATS
2.1 Types of Radio formats
2.2 Radio Documentary, Radio Live Show
2.3 Jingles, Talk Show
2.4 Discussions
2.5 Radio Music programme, News Bulletins

UNIT III- RADIO TRANSMISSION
3.1 Basic Equipment - Microphone-Types
3.2 Console - meaning and uses,
3.3 Different consoles - digital, analogue recording / multi-track
3.4 Editing software - types and uses
3.5 Software like Neuando, Pro tools, adobe Audition, Audacity and Sony Vegas etc.

UNIT IV- RADIO TRANSMISSION
4.1 AM, MW, FM, Shortwave, Digital Mode
4.2 Future of Radio, Satellite Radio, Challenges in Community Radio & Internet Radio
4.3 Introduction to Podcasting
4.4 Different platforms for podcasting
4.5 Ham Radio and Pandora

SUGGESTED ASSIGNMENTS

1. Prepare an assignment of Podcasting
2. Difference between Could radio and Community Radio

3. Present a Case study on success of Community Radio (Any two Stations)
4. PPT on the present Scenario of Satellite Radio in India and the world

COURSE OUTCOMES

At the end of the course, student will be able to:
1. Develop a practical knowledge of basics of writing for Radio
2. Work in the radio industry after having a clear view of various radio programme formats and writing for the same.
3. Record radio programme
4. Undertake radio programme production in different formats

SUGGESTED READINGS/WEB LINKS

1. McLeish, R. (2012). Radio Production. CRC Press.
2. Stewart, P. (2010). Essential Radio Skills: How to Present a Radio Show. A&CBlack.
3. McInerney, V. (2001). Writing For Radio. Manchester University Press.
4. Brame, J. (n.d.). *Gamification in radio: How top radio stations inspire their listeners*. Brame.io . Retrieved June 5, 2024, from https://brame.io/resources/gamification-in-radio-how-top-radio-stations-inspire-their-listeners/
5. Long Beach City College. (n.d.). *Radio production*. Program Map. Retrieved June 5, 2024, from https://programmap.lbcc.edu/academics/interest-clusters/40e8babd-d8af-4a5e-91ee-2b5b24544be8/programs/bb1ab850-f2e5-fad9-6da0-a8841c1856c8
6. McLeish, R. (1988). *The technique of radio production: A manual for broadcasters*. Focal Press.
7. Mtega, W. P. (2012). *The state of radio broadcasting in Tanzania: A case of community and private radio stations in selected regions* [Master's thesis, University of South Africa]. Core. https://core.ac.uk/download/pdf/234653455.pdf
8. Nakanjako, S. (2021, November 23). *Radio program production (radio presentation & production)* [Video]. YouTube. https://www.youtube.com/watch?v=SYuUWU3D75o
9. Radio & Music. (2021, January 28). *Basics of radio production* [Video]. YouTube. https://www.youtube.com/watch?v=Bd0O6OuI6jQ
10. Šimunjak, M. (2016). The AM and FM radio changes in the multimedia radio emergence. In *Encyclopedia of E-commerce development, implementation, and management* (pp. 2223-2234). IGI Global. https://www.igi-global.com/dictionary/the-am-and-fm-radio-changes-in-the-multimedia-radio-emergence/64675

MEDIA LAWS AND ETHICS (JMU-203-V)

				Total Credits	4
L	T	P		I.A./Practical	25 Marks
4	0	0		Theory	75 Marks
Time Allowed		3 Hours		Total	100 Marks

COURSE OBJECTIVES-

1. To enhance the knowledge of the students regarding press laws vis-à-vis media.
2. To develop knowledge and understanding of the principle and concepts of media ethics.
3. To apply relevant ethical frameworks to case studies from the media.
4. To enhance the knowledge of the students regarding press commissions, committee and freedom of the press

UNIT I- INDIAN CONSTITUTION

1.1 Introduction of the Constitution,
1.2 Preamble of the constitution
1.3 Salient features of Constitution
1.4 Amendments in Constitution
1.5 Indian constitution and freedom of the media

UNIT II- BASIC ACTS FOR MEDIA

2.1 Freedom of expression (Article 19(1) (a) and Article 19(1)
2.2 Freedom of expression and defamation- Libel and slander; In decent representation of Women (Prohibition) Act, 1986 and rules 1987
2.3 Protection of Women against Sexual Harassment Bill, 2007, Sec 67 of IT Act 2000 and 292 IPC and BNS
2.4 Copyright Act, Press & Registration of book Act, Official secret Act
2.5 Contempt of court, cinematography Act, RTI, and Intellectual Property Rights Social Responsibility of the Press

UNIT III- MEDIA TRAIL & FAMOUS CASES IN MEDIA

3.1 Legality and Ethicality of Sting Operations
3.2 Discussion of Important cases- Operation Westend- Tehelka, School Teacher Uma Khurana case etc.
3.3 Trial by Media
3.4 Media trial v. Right to be Represented
3.5 Media Trial vs. Fair Trial

UNIT IV- ETHICS IN JOURNALISM

4.1 Importance of ethics in journalism, Key Components- Truth, Objectivity, Accuracy e

4.2 Fairness; Code of ethics-PCI, AINEC Code of Ethics, NBA Guidelines, Broadcasting Code for Media. Censorship in media

4.3 Commission and Committee for Press, Press Commission: Formation and Recommendations; Mc Bride Commission; Press Council of India (Working, Composition and Powers)

4.4 Press Committees: Sen gupta Committee, Verghese Committee, Joshi Committee, Chanda Committee

4.5 Prasar Bharati Act: Constitution of Prasar Bharti Board and its constitution, Wage board for the working Journalist

SUGGESTED ASSIGNMENTS

1. Make a presentation on right to information act.
2. Discuss about different wage board of journalist in class room.
3. Make a presentation on structure of Prasar Bharti.
4. Make a presentation on working of the PCI

COURSE OUTCOMES

At the end of the course, student will be able to:

1. Gain knowledge of Laws and Ethics related to media.
2. Solve problems of competing values, both news values and social values, when making writing and publishing decisions.
3. Collect and analyze news, information and documents in a way that complies with law also to maintains the boundaries of press freedom and responsibility.
4. Familiar with different – different press committee, wage board and Acts for Media.

SUGGESTED READINGS/WEB LINKS

1. Donald, B. M., & Petheran, M. (1998). *Media ethics*. Mansell.
2. Iyer, V. (2000). *Mass media laws and regulations in India*. Asian Media Information and Communication Centre (AMIC).
3. Mazzarella, W. (2013). *Censorium: Cinema and the open edge of mass publicity*. Duke University Press.
4. Raghvan, V. (2007). *Communication law in India*. LexisNexis.
5. StudyIQ IAS. (2023, July 8). *Media laws in India | Freedom of press | Law optional | UPSC* [Video]. YouTube. https://www.youtube.com/watch?v=dTUQOb95TOw
6. Thakurta, P. G. (2009). *Media ethics*. Oxford University Press.
7. Yadav, A. (2023, May 15). *Media laws in India: A detailed overview* [Video]. YouTube. https://www.youtube.com/watch?v=p-L0i4oCIYA
8. [The Unscripted]. (2023, April 21). *Understanding media laws and ethics* [Video]. YouTube. https://www.youtube.com/watch?v=zeVqFLKV3r0

DIGITAL PHOTOGRAPHY TECHNIQUES (JMU-205-V)

				Total Credits	4
L	T	P		I.A./Practical	25 Marks
4	0	0		Theory	75 Marks
Time Allowed	3 Hours			Total	100 Marks

COUSRE OBJECTIVES

1. To teach students the fundamental principles of photography, including composition, exposure, and lighting.
2. To provide students with hands-on experience using different types of cameras and lenses, as well as editing software.
3. To help students develop their own personal style and vision in photography.
4. To introduce students to different genres of photography, such as portrait, landscape, Wild Life & Nature.

UNIT I- INTRODUCTION TO PHOTOGRAPHY

1.1 Meaning of Photography, History & Evolution of Photography
1.2 Film photography & Digital Photography, VGA vs. Megapixel
1.3 Different Types of Cameras- SLR, DSLR, Mirror Less, Pinhole Camera, Full Frame & Crop Sensor, Action Camera etc.
1.4 Camera Accessories – Tripod, Additional Lens, Gimbal, Flash Light & Camera Bag, Memory unit etc.
1.5 Image Formats – RAW, JPEG, PNG, TIFF, GIF, PSD etc.

UNIT II- CAMERA FUNCTIONS AND SETTINGS

2.1 Understand the Exposure Triangle- aperture, shutter speed, and ISO, Zoom, Optical Zoom vs. Digital Zoom
2.2 Depth of field and focus, Composition and framing
2.3 Focal Length, F stop & T stop, Image sensor
2.4 Angle of View, Program Mode & Auto Mode, Histogram
2.5 Function of White Balance & Rule of Third, Gamma

UNIT III- CAMERA LENSES AND TYPES OF SHOTS, ANGLE & MOVEMENTS

3.1 Different types of Lenses- Standard, Wide/Ultra Angle, Macro, Telephoto, Fisheye Lens, Zoom lens vs. Prime Lens etc.
3.2 Camera Lens on the Basis of Mount-EF Lenses, EFS Lenses, DX & FX Mount Lenses, A Mount lens & A Mount DT etc.
3.3 Different types of Shots.
3.4 Different Camera Angeles.
3.5 Different Camera Movements.

UNIT IV- LIGHTS & FLASH UNIT

4.1 Lighting & types of Light in photography
4.2 Three Point Lightning System, Ring Light & Spot Light
4.3 Light meter in photography, Spot Metering, Center weighted metering mode.

4.4 Flash accessories including diffusers, reflectors, and gels, Soft Boxes, Umbrella lights
4.5 Creative lighting techniques, including high-speed flash and light painting.

SUGGESTED ASSIGNMENTS
1. Handling Camera
2. Experiment with aperture and shutter speed to achieve different effects in photographs. Take photos of the same subject using different apertures and shutter speeds, and compare the results.
3. Set up a still life or portrait scene in a studio and experiment with different types of lighting, modifiers, and techniques to create different moods and effects.
4. Choose a subject and explore different composition techniques, including the rule of thirds, leading lines, symmetry, and depth of field.
5. Analyze the resulting images and discuss how the different compositions affect the overall impact of the photograph.

COURSE OUTCOMES
At the end of the course, student will be able to:
1. Demonstrate an understanding of the technical aspects of photography, including camera operation, lighting, exposure, and post-processing.
2. Learning the importance of light in Photography.
3. Demonstrate an ability to use photography as a means of creative expression, conveying emotion, mood, and message through their images.
4. Apply various shooting techniques for different subjects and contexts, including portraiture, landscape, macro and street photography.

SUGGESTED READINGS/WEB LINKS
1. Hochrein, M. (2019). *Photography bibliography*. ResearchGate. https://doi.org/10.13140/RG.2.2.30918.52800
2. [Digital photography techniques lecture]. (n.d.). Retrieved November 5, 2023, from https://www.youtube.com/watch?v=WXdAX0No2hM
3. Adobe Creative Cloud. (2023, January 15). *Digital photography basics* [Video]. YouTube. https://www.youtube.com/watch?v=y7HrM-fk_Rc
4. Photography Masterclass. (2022, March 10). *Understanding exposure in digital photography* [Video]. YouTube. https://youtu.be/mW0BK5_-oKU

FUNDAMENTALS OF VISUAL COMMUNICATION (JMU-207-V)

				Total Credits	4
L	T	P		I.A./Practical	25 Marks
4	0	0		Theory	75 Marks
Time Allowed		3 Hours		Total	100 Marks

COUSRE OBJECTIVES

1. Introducing the concept of Visual Communication.
2. To inculcate knowledge of Visual communication culture.
3. To acquaint students with knowledge of Design.
4. To orient students toward visual composition.

UNIT I- INTRODUCTION TO VISUAL COMMUNICATION

1.1 Communication: Definition, types of Communication nature of communication
1.2 Understanding Visual Communication and its importance
1.3 Visual Communication as expression and skill
1.4 Visual Communication –Encoding and Decoding
1.5 Scope of Visual Communication

UNIT II- DEVELOPING VISUALS & COMPOSITION

2.1 Ideating Design, Journey of an idea to visual
2.2 Contemporary practices in visual development
2.3 Principles of Visual and Other Sensory Perceptions
2.4 Color psychology
2.5 Color wheel

UNIT III- UNDERSTANDING VISUAL CULTURE

3.1 Visual Universe, Visual Thinking
3.2 Visual Culture and Visual Grammar
3.3 Art and Aesthetics of visual communication
3.4 Narrative representation through Visuals
3.5 Case studies of the visual culture of India

UNIT IV- VISUAL AND MARKET INDIAN CONSTITUTION

4.1 Optical / Visual Illusions
4.2 Visual market and research
4.3 Process of developing ideas-verbal, visual, combination & thematic, visual thinking
4.4 Associative techniques, materials, tools
4.5 Design execution and presentation.

SUGGESTED ASSIGNMENTS

1. Discuss basic visual communication processes as well as self-perception of visual communication
2. Write an essay/article on contemporary visual Communication practices (500-800) words.
3. Students will test the relevance of any one selected theory on basis of survey and interaction, and present the result through ppt.

4. Assignment on audience understanding
5. Other assignment given by the concerned faculty

COURSE OUTCOMES

At the end of the course, student will be able to:
1. Introduce themselves to concept of Visual Communication.
2. Inculcate knowledge of Visual communication culture
3. Develop their knowledge of visual composition
4. Apply of knowledge of the market and visual communication

SUGGESTED READINGS/WEB LINKS

1. Barnes, S. B. (2011). *An introduction to visual communication: From cave art to second life*. Peter Lang.
2. Cheng, K. (2020). *Designing type* (2nd ed.). Yale University Press.
3. Davis, M., & Hunt, J. (2017). *Visual communication design: An introduction to design concepts in everyday experience*. Bloomsbury Publishing.
4. Hollis, R. (2001). *Graphic design: A concise history*. Thames & Hudson.
5. Samara, T. (2020). *Design elements: Understanding the rules and knowing when to break them* (3rd ed.). Rockport Publishers.
6. [Lecture on visual communication]. (n.d.). Retrieved November 5, 2023, from https://www.youtube.com/watch?v=fHqEbvxlu-g
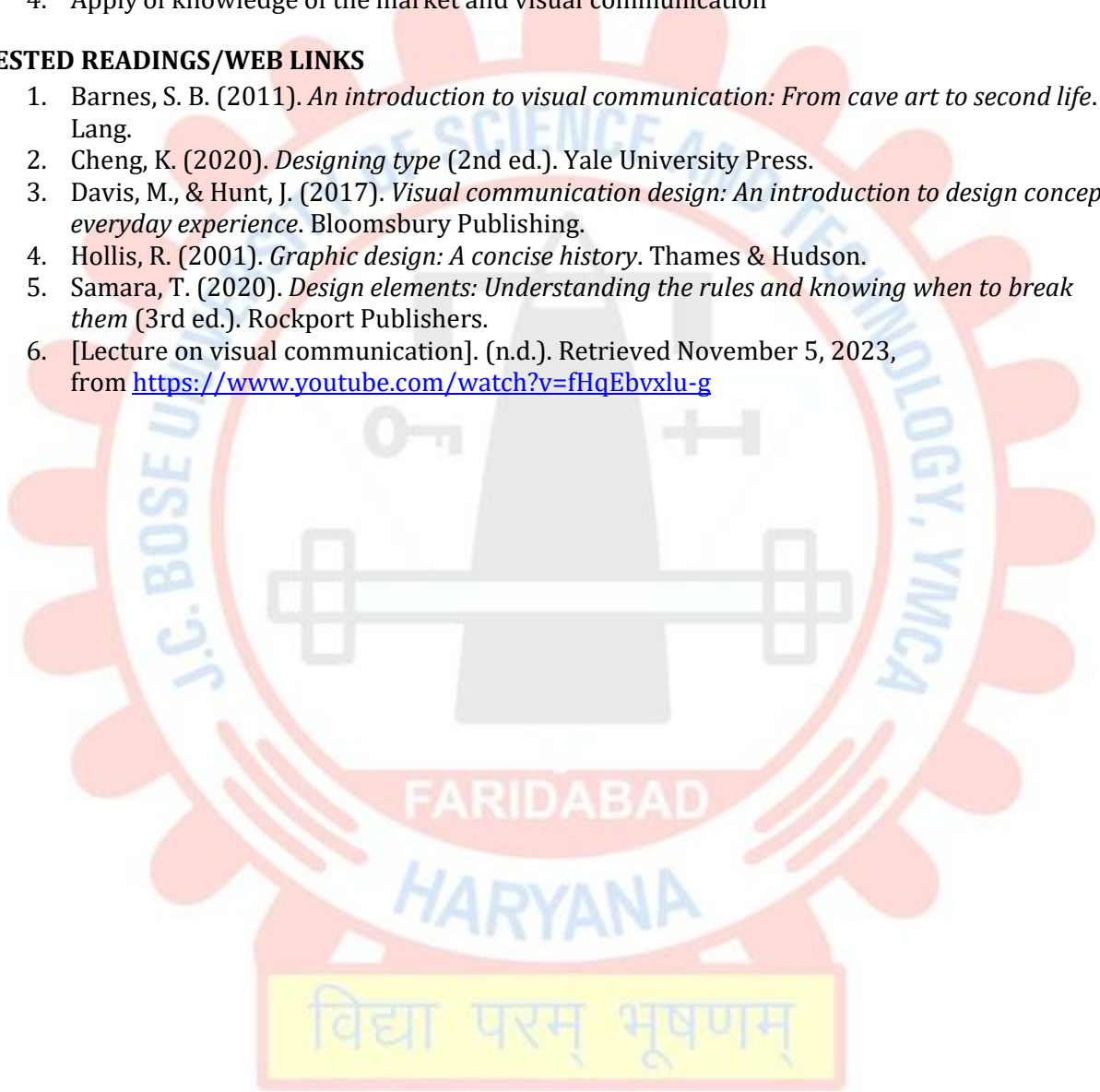
START-UPS & ENTREPRENEURSHIP (JMU-209-V)

				Total Credits	3
L	T	P		I.A./Practical	25 Marks
3	0	0		Theory	70Marks
Time Allowed		3 Hours		Total	75 Marks

COUSRE OBJECTIVES

1. To understand the concept of entrepreneurship and identify the dimensions and resources required to establish a start-up
2. To identify the entrepreneurial strategies and various business models, and develop the entrepreneurial competencies
3. To analyze the schematic of the new venture's environment and understand the elements of business plan.
4. To identify the various sources of finance for a new venture and role of central and state government in promoting entrepreneurship

UNIT I- FOUNDATIONS OF START-UP

- 1.1 Concept of Entrepreneur – Features
- 1.2 Types & Functions of Entrepreneur
- 1.3 Attributes of Strategic Resources – Approaches, Women Entrepreneur
- 1.4 Entrepreneur Process & Role of Entrepreneurship in Economic Development
- 1.5 Sources for Idea Generation

UNIT II- ENTREPRENEURIAL STRATEGIES AND COMPETENCIES

- 2.1 Crafting and Evaluating Strategy
- 2.2 Different types of New Venture expansion strategies
- 2.3 Entrepreneurship competencies - qualities of a successful entrepreneur - Entrepreneurial traits
- 2.4 Developing competencies - Tools of assessment, Organizational structures
- 2.5 Role of public Sector & financial institution in the growth of entrepreneur

UNIT III- UNDERSTANDING VISUAL CULTURE

- 3.1 Sources of new ventures capital, importance & benefits
- 3.2 Processes of Business Environment Analysis
- 3.3 Elements of Business plan, Formalities and procedures in registration of a business
- 3.4 Regulatory norms and legal aspects
- 3.5 Introduction to various incentives, subsidies and grants

SUGGESTED ASSIGNMENTS

1. Discuss basic visual communication processes as well as self-perception of visual communication
2. Write an essay/article on contemporary visual Communication practices (500-800) words.
3. Students will test the relevance of any one selected theory on basis of survey and interaction, and present the result through ppt.
4. Assignment on audience understanding

COURSE OUTCOMES

At the end of the course, student will be able to:

1. Understand the concept of entrepreneurship and identify the dimensions and resources required to establish a start-up
2. Identify the entrepreneurial strategies and various business models, and develop the entrepreneurial competencies
3. Analyze the schematic of the new venture's environment and understand the elements of business plan.
4. Identify the various sources of finance for a new venture and role of central and state government in promoting entrepreneurship

SUGGESTED READINGS/WEB LINKS

1. Bakshi, C. V. (2010). *Entrepreneurship development* (2nd ed.). Excel Publications.
2. Charantimath, P. M. (2018). *Entrepreneurship development and small business enterprises* (3rd ed.). Pearson Education.
3. Desai, V. (2016). *Small-scale enterprises and entrepreneurship ecosystem* (6th ed.). Himalaya Publishing House.
4. Dollinger, M. J. (2008). *Entrepreneurship: Strategies and resources* (4th ed.). Marsh Publications.
5. Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2019). *Entrepreneurship* (11th ed.). McGraw Hill Education.
6. Roy, R. (2011). *Entrepreneurship* (2nd ed.). Oxford University Press.
7. Zacharakis, A., Bygrave, W. D., & Corbett, A. C. (2016). *Entrepreneurship* (4th ed.). Wiley.

English II (AEC- 201 V)

				Total Credits	2
L	T	P		I.A./Practical	25 Marks
2	0	0		Theory	75 Marks
Time Allowed		3 Hours		Total	100 Marks

COURSE OBJECTIVES
1. Understand basics of narration and writing for effective communication.
2. Learn techniques of effective public speaking.
3. Write various kinds of letters, essays, and articles.
4. Practically perform reading and speaking through drills.

UNIT I- NARRATION AND WRITING
1.1 Define, Describe, Narrate and Argue
1.2 Reading Comprehension
1.3 Precise Writing, Letter Writing
1.4 Job Application Letter, Resume writing
1.5 Report Writing.

UNIT II- INTRODUCTION TO ORATORY
2.1 Techniques for effective public speaking
2.2 Prepared
2.3 Extemporaneous
2.4 Brainstorm ideas for your own short speech.
2.5 Oratory exercises

UNIT III- WRITTEN ENGLISH COMMUNICATION
3.1 Progression of Thought/ideas,
3.2 Structure of Paragraph
3.3 Structure of Essays
3.4 Essay Writing
3.5 Grammar

UNIT IV- WRITING FEATURES AND ARTICLES
4.1 Op-Eds (Editorials, Opinions)
4.2 Features; Articles; Performance and Drills
4.3 Reading Drills, Speaking Drills
4.4 Team-Performance Drills
4.5 Solo Performance Drills Speech Drills

COURSE OUTCOMES
At the end of the course, student will be able to:

1. Understand basics of narration and writing for effective communication.
2. Learn techniques of effective public speaking.
3. Write various kinds of letters, essays, and articles.

4. Practically perform reading and speaking through drills.

SUGGESTED READING/WEBLINKS
1. Greenbaum, S. (1996). *The Oxford English grammar*. Oxford University Press.
2. Jha, M. (2004). *Echoes*. Orient Longman.
3. Rizvi, M. A. (2005). *Effective technical communication*. Tata McGraw-Hill.
4. Sethi, A., & Adhikari, B. (2019). *Business communication*. Tata McGraw-Hill.
5. Raman, M., & Prakash, S. (2019). *Business communication*. Oxford University Press.
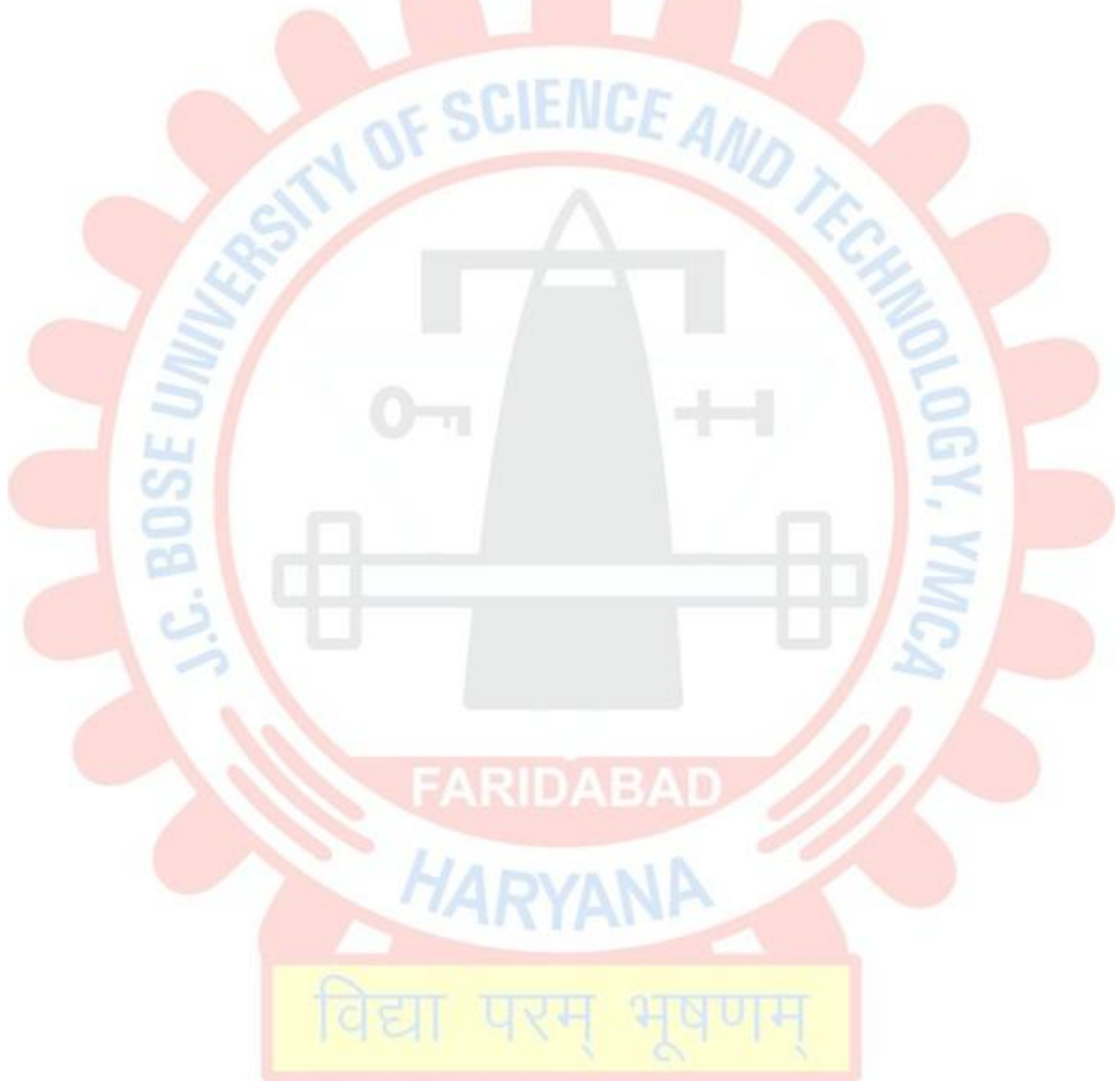
DIGITAL PHOTOGRAPHY TECHNIQUES (JMU-211-V)

				Total Credits	2
L	T	P		I.A./Practical	15 Marks
2	0	0		Viva	35 Marks
Time Allowed		3 Hours		Total	50 Marks

ASSIGNEMENTS

1. Camera Operation: Hands-on practice with camera controls and settings, including aperture, shutter speed, and ISO, focusing, and using different types of lenses. Students will practice shooting in different lighting conditions and learn how to adjust the camera settings accordingly to achieve proper exposure.

2. Lighting: Practice with different types of lighting equipment, such as strobes, continuous lighting, and modifiers, to create different lighting effects in studio and on-location shoots.

3. Composition techniques: Experiment with different composition techniques, including rule of thirds, leading lines, and framing.

4. Critique and Feedback: Participate in group critiques and receive feedback on photographs to improve technical and artistic skills.

5. Create a production Portfolio & Exhibition of different genre of Photography.

TELEVISION JOURNALISM (JMU-202-V)

				Total Credits	4
L	T	P		I.A./Practical	25 Marks
4	0	0		Theory	75 Marks
Time Allowed	3 Hours			Total	100 Marks

COURSE OBJECTIVES-

1. To introduce the basics of TV journalism, and advanced electronic news gathering techniques.
2. To develop the ability of writing for Television.
3. To develop understanding the news production technology behind it, in producing products for television.
4. To develop understanding of the importance of newsroom technology.

UNIT I- UNDERSTANDING TV JOURNALISM
    1.1 Background of TV Journalism
    1.2 Organizational structure of TV news channels
    1.3 Modern TV newsroom: Input/output and Assignment Desks
    1.4 Visual sources for TV: servers, graphics, archives, MSR and OB
    1.5 TV Reporters Tools and techniques

UNIT II- WRITING FOR TV
    2.1 The writing process- Thinking audio -video
    2.2 Planning and structuring the copy for various audio visual inputs
    2.3 Editing bytes, procuring & editing visuals – archives, graphics & other sources
    2.4 Broadcast styles and techniques of writing
    2.5 Outside Broadcast (OB) copy

UNIT III- TV NEWS PRODUCTION
    3.1 The production team and the process: Line producers, field producers and their role
    3.2 The production process and Gate keeping
    3.3 Back timing and going on air, News analysis and experts
    3.4 Commercials and promo breaks, Headlines and Challenges
    3.5 Discussion and talk shows& organizing studio for TV news programs

UNIT IV- THE CHANGING NEWSROOM
    4.1 Live reporting: organizing thoughts and adlibbing
    4.2 Satellite link for News reporting: Satellite bookings & co-ordination with local TV channels
    4.3 Editing facilities
    4.4 Planning news stories
    4.5 Cultural and Social interest stories

SUGGESTED ASSIGNMENTS

1. TV writing for different types of visuals
2. Structuring TV news reports
3. Reporting TV news stories
4. Different types of PTC
5. Interactive OB exercises
6. Facing the camera and voice training
7. Studio anchoring and Use of Teleprompter

COURSE OUTCOMES

At the end of the course, student will be able to:
1. To introduce the basics of TV journalism, and advanced electronic news gathering techniques.
2. To develop the ability of writing for Television.
3. To develop understanding the news production technology behind it, in producing products for television.
4. To develop understanding of the importance of newsroom technology.

SUGGESTED READINGS/WEB LINKS

1. Bignell, J., Orlebar, J., & Holland, P. (2005). *The television handbook*. Routledge.
2. Chatterji, P. C. (1987). *Broadcasting in India*. Sage.
3. Fleming, C., & Wilby, P. (2002). *The radio handbook*. Routledge.
4. Orlebar, J. (2003). *The practical media dictionary*. Arnold.
5. Page, D., & Crawley, W. (2001). *Satellites over South Asia* (1st ed.). Sage Publications.

New Media (JMU-204-V)

				Total Credits	4
L	T	P		I.A./Practical	25 Marks
4	0	0		Theory	75 Marks
Time Allowed		3 Hours		Total	100 Marks

COURSE OBJECTIVES-

1. To understand the concept New Media.
2. To apply idea, rule and concept of New Media in modern communication
3. To analyze different kind New Media trends.
4. To be able to communicate using the best practices of New Media.

UNIT I- UNDERSTANDING NEW MEDIA

1.1 Salient features and advantage of new media over traditional media
1.2 Media Convergence, Online communities and channels, Social Media Activism
1.3 New Media, cyber space and cyber culture, Digital society and digital divide
1.4 Influence of social media; Thinking, Buying, Behavioral pattern and culture
1.5 History and evolution of new media and problems of access

UNIT II- TRENDS IN NEW MEDIA APPLICATIONS

2.1 Social networking and messaging apps, Internet and knowledge society
2.2 Blogs, Micro blogs, Crowd sourcing, crowd funding, Tweets for
story generation and development
2.3 Webcasting, video sharing platforms, cloud technologies and cloud media
2.4 E books, E pub and online education platforms, learning management systems
2.5 New Media for self-demonstration, Media in motion and location based service

UNIT III- TRENDS IN NEW MEDIA TECHNOLOGIES

3.1 Basics of URLs, HTML, hyperlinks, Search engines, Web databases, search and retrieval
3.2 Augmented Reality, Virtual Reality and online gaming
3.3 Artificial intelligence Goals and types
3.4 AI in media and Education: Advance search, specific segment Retrieval, Quicker and easier
3.5 Content creation for different media platforms, curetting and automatic captioning

UNIT IV- DYNAMICS OF SOCIAL MEDIA NETWORKS

4.1 Viral content platform and medium: Video, Audio, Image, Meme & Troll etc.
4.2 Fake News & cyber propaganda, misinformation & disinformation in social media
4.3 Professional community on social media through Linkedin, Interface, effective use
of Linkedin, how to develop a profile & professional networks as a journalist
4.4 Social Media impact on News organizations, Social Media as a source & resource
4.5 Novelty, strength and weakness of New Media, case study on best & worst social
media practices

SUGGESTED ASSIGNMENTS

1. Explain the role of New Media in education delivery.
2. Explain the growth of video streaming and sharing platforms.
3. Explain the role of AI, AR, VR and IoT in growth of media.
4. The menace of fake news is a threat to the credibility of New Media.
5. Analyze the statement with case studies.

COURSE OUTCOMES

At the end of the course, student will be able to:
1. Understand the concept New Media.
2. Apply idea, rule and concept of New Media in modern communication
3. Analyze different kind New Media trends.
4. Communicate using the best practices of New Media.

SUGGESTED READINGS/WEB LINKS

1. Bhargava, G. (2004). *Mass media and information revolution*. Isha Books.
2. Chakravarthy, J. (2004). *Net, media and the mass communication*. Authors Press.
3. Goldsmith, J., & Wu, T. (2006). *Who controls the internet? Illusions of a borderless world*. Oxford University Press.
4. Grossman, L. (2009, June 17). Iran protests: Twitter, the medium of the movement. *Time*. https://content.time.com/time/world/article/0,8599,1905125,00.html
5. Lemann, N. (2006, August 7). Amateur hour: Journalism without journalists. *The New Yorker*. http://www.newyorker.com/archive/2006/08/07/060807fa_fact1
6. Manovich, L. (2001). What is new media? In *The language of new media* (pp. 19–48). MIT Press.
7. Menon, N. (2003). *The communication revolution*. National Book Trust.
8. O'Reilly, T. (2005, September 30). *What is Web 2.0: Design patterns and business models for the next generation of software*. O'Reilly Media. http://oreilly.com/web2/archive/what-is-web-20.html
9. Pavlik, J. V. (2008). *Media in the digital age*. Columbia University Press.
10. Siapera, E. (2011). *Understanding new media*. SAGE Publications.
11. Xiang, B. (2005). Gender, dowry and the migration system of Indian information technology professionals. *Indian Journal of Gender Studies*, *12*(2–3), 357–380. https://doi.org/10.1177/097152150501200214

MEDIA LITERACY (JMU-206-V)

				Total Credits	4
L	T	P		I.A./Practical	25 Marks
4	0	0		Theory	75 Marks
Time Allowed		3 Hours		Total	100 Marks

COURSE OBJECTIVES-

1. To develop understanding of media literacy & media institutions
2. To inculcate understanding of media – culture & analyzing messages
3. To analyze the media - consumption patterns & production
4. To be able to use digital media literacy, social change & future trends of media literacy

UNIT I- UNDERSTANDING MEDIA LITERACY & MEDIA INSTITUTIONS
1.1 Defining Media Literacy
1.2 Media Literacy: Nature, Scope and Importance
1.3 Digital Literacy and Visual literacy
1.4 Media Ownership and Control
1.5 Media Markets, Propaganda, Bias and Agenda Setting

UNIT II- MEDIA – CULTURE & ANALYZING MESSAGES
2.1 Social networking and messaging apps, Internet and knowledge society
2.2 Blogs, Micro blogs, Crowd sourcing, crowd funding, Tweets for story generation and development
2.3 Webcasting, video sharing platforms, cloud technologies and cloud media
2.4 E books, E pub and online education platforms, learning management systems
2.5 New Media for self-demonstration, Media in motion and location based service

UNIT III- MEDIA - CONSUMPTION PATTERNS & PRODUCTION
3.1 Audience: National and Global Contexts
3.2 Media Consumption Habits
3.3 Media Engagement and Participation
3.4 Role of Technology in Media Production
3.5 Freedom, Ethics and Social Accountability

UNIT IV- DIGITAL MEDIA LITERACY, SOCIAL CHANGE & FUTURE TRENDS
4.1 Social Media and Online Communities
4.2 Fake News and Misinformation
4.3 Digital Citizenship and Online Safety
4.4 Media Activism and Advocacy, Media Literacy and Civic Engagement
4.5 Emerging Media Technologies, Building Media Literacy Skills for the Future

SUGGESTED ASSIGNMENTS

1. Assign students to choose a specific media artifact (e.g., a news article, advertisement, film, social media post) and analyze it using media literacy concepts learned in class.
2. Require students to present their media project to the class and explain the media literacy concepts applied.
3. Provide students with a list of news articles or social media posts, some of which contain misinformation or fake news. (Discuss with students)
4. Students can create posters, social media posts, videos, or other materials to communicate key messages about media literacy.
5. Require students to write a reflective essay discussing their findings and proposing strategies for developing healthier media habits.

COURSE OUTCOMES
At the end of the course, student will be able
1. To develop understanding of media literacy & media institutions
2. To inculcate understanding of media – culture & analyzing messages
3. To analyze the media - consumption patterns & production
4. To be able to use digital media literacy, social change & future trends of media literacy

SUGGESTED READINGS/WEB LINKS
1. Dill, K. E. (2009). *How fantasy becomes reality: Seeing through media influence*. Oxford University Press.
2. Hodkinson, P. (2010). *Media, culture and society: An introduction*. SAGE Publications.
3. John, V. (2012). *The media of mass communication*. PHI Learning.
4. Mackey, M. (2004). *Literacies across media: Playing the text*. Routledge.
5. Pike, D. M. (2013). *Media literacy: Seeking honesty, independence, and productivity in today's mass messages*. IDEA.
6. Potter, W. J. (2004). *Theory of media literacy: A cognitive approach*. SAGE Publications.
7. Potter, W. J. (2013). *Media literacy* (7th ed.). SAGE Publications. https://www.youtube.com/watch?v=sPwJ0obJya0&list=PL8dPuuaLjXtM6jSpzb5gMNsx9kdmqBfmY
8. Upadhyay, U. (2024). *Western media narratives on India from Gandhi to Modi*. Rupa Publications.
9. [Media literacy lecture]. (n.d.). Retrieved November 5, 2023, from https://www.youtube.com/watch?v=VmpoPoUgsAc

Art of Anchoring (JMU-208-V)

				Total Credits	4
L	T	P		I.A./Practical	25 Marks
4	0	0		Theory	75 Marks
Time Allowed		3 Hours		Total	100 Marks

COURSE OBJECTIVES-

1. To develop the practical skills of Presentation in Television
2. To understand the importance of voice modulation in TV Anchoring
3. To develop knowledge and understanding of Techniques of TV
4. To learn all the skills required for T.V. Anchoring

UNIT I- ESSENTIALS SKILLS FOR AN ANCHOR
- 1.1 Importance of Anchoring in a program
- 1.2 Role of digitization in Anchoring
- 1.3 Difference between News Reader and News Anchor; Duties and Responsibilities of an Anchor
- 1.4 Duties and responsibilities while news reading, Understanding the news scripts and news agenda, Anchoring for different formats.
- 1.5 Importance of dressing and Makeup in Anchoring

UNIT II- ANCHOR AND VOICE
- 2.1 Voice over for different programming formats
- 2.2 Art of public speaking, gestures, voice and its functions, body language, Voice modulation diction, breathing, Clarity, humming and pitch
- 2.3 Voice exercise, improvements and attention holding
- 2.4 On-air Essentials, Studio autocue reading & Recording the voice
- 2.5 Using of Microphone/lapel, prompter

UNIT III- PRESENTATION TECHNIQUES
- 3.1 How to grab audience attention, how to conduct Live debate shows
- 3.2 Do's & Don'ts for an anchoring
- 3.3 Outdoor anchoring Reporting Techniques-Reporting a news & Interviewing
- 3.4 Recording the byte, transcription & scripting Stages of a multimedia project
- 3.5 Hands on experience of Production Control Room (PCR)

UNIT IV- ANCHOR AND GLAMOUR
- 4.1 Social Media and Online Communities
- 4.2 Fake News and Misinformation
- 4.3 Digital Citizenship and Online Safety
- 4.4 Media Activism and Advocacy, Media Literacy and Civic Engagement
- 4.5 Emerging Media Technologies, Building Media Literacy Skills for the Future

SUGGESTED ASSIGNMENTS

1. To Modify the document (changing background color etc.) using the various tool
2. Create a scene to show the sunrise (using multiple layers and motion twining)
3. Create a short in which text Hello gets converted into Good Bye
4. Create a short video having five images having fade-in fade-out effect

COURSE OUTCOMES

At the end of the course, student will be able

1. To have knowledge about various techniques of anchor
2. To have the understanding knowledge and understanding of Techniques of TV
3. To learn voice modulation for anchoring
4. To develop an approach towards effective presentation

SUGGESTED READINGS/WEB LINKS

1. Bhatt, S. C. (2010). *Broadcast journalism: Basic principles*. Har-Anand Publications.
2. Dutt, B. (2013). *Anchoring TV & live events*. Pustak Mahal.
3. Kalra, R. J. (2015). *The ABC of news anchoring*. Pearson.
4. Shrivastava, K. M. (2013). *News reporting and editing*. Sterling Publishers.
5. Trikha, N. K. (2013). *Reporting*. MCU Publications.
6. GenWise. (n.d.). *Steps to becoming a successful TV anchor in India*. Retrieved November 5, 2023, from http://genwis.com/career/steps-to-becoming-a-successful-tv-anchor-in-India/

COMMUNICATION, MEDIATION AND RESOLUTION (CMR) AEC-102-V

			Total Credits	2
L	T	P		I.A./Practical	25 Marks
2	0	0		Theory	75 Marks
Time Allowed	3 Hours		Total	100 Marks

COURSE OBJECTIVES-
1. To familiarize the students with the process and barriers of communication.
2. To enable the students, develop critical thinking and identify logical fallacies.
3. To help students in recognizing factors and applying strategies in conflict resolution.
4. To inspire students in appreciating the role of mediation and find creative solutions.

UNIT I- COMMUNICATION AND BARRIERS TO COMMUNICATION
1.1 7C's of Communication
1.2 Win-Win Communication
1.3 Strategies for Effective Communication
1.4 Zero-Sum; Reasons for Conflict
1.5 Communication Barriers.

UNIT II- CRITICAL THINKING AND COGNITIVE SKILLS
2.1 Rason; analysis, synthesis, divide and rule; root-cause analysis; logic and logical fallacies
2.2 Reasoning; Logic; Inductive and Deductive Reasoning;
2.3 Logical fallacies: Ad hominem, straw man fallacy; bandwagon fallacy; hasty generalization; false dilemma; false dichotomy; Tu Quoque
2.4 circular reasoning and hasty generalization
2.5 Recognizing fallacies

UNIT III- MEDIATION AND CONFLICT-RESOLUTION
3.1 Cognitive Skills and Critical thinking; Listening for key words, phrases and hints
3.2 Creative Communicating, Managing and celebrating Diversity, Adaptability and Negotiation
3.3 Dispute-resolution; arbitration; mediator's role; caucuses, third party, objectivity, impartiality, neutrality, offers, counter offers, questions, demands, and proposals, impasse, settlement.
3.4 Brainstorming, Problem solving strategies, Stress management,
3.5 Significance of Collaboration, Confronting challenges

UNIT IV- MEDIATION IN PRACTICE
Exercises in role-playing and mediation and one case study assignment as directed by the teacher

COURSE OUTCOMES
At the end of the course, student will be able:
1. To familiarize with the process and barriers of communication.
2. To able develop critical thinking and identify logical fallacies.
3. To recognize factors and applying strategies in conflict resolution.
4. To appreciate the role of mediation and find creative solutions.

SUGGESTED READINGS/WEB LINKS

1. Mangla, R. K. (2020). *Basics of communication, mediation and resolution*. Oxford University Press.
2. Phillips, C. C. (2018). *Conflict, conflict resolution and mediation: Theory, process and practice*. Routledge.
3. Raman, M., & Sharma, S. (2019). *Effective communication skills*. McGraw Hill Education.
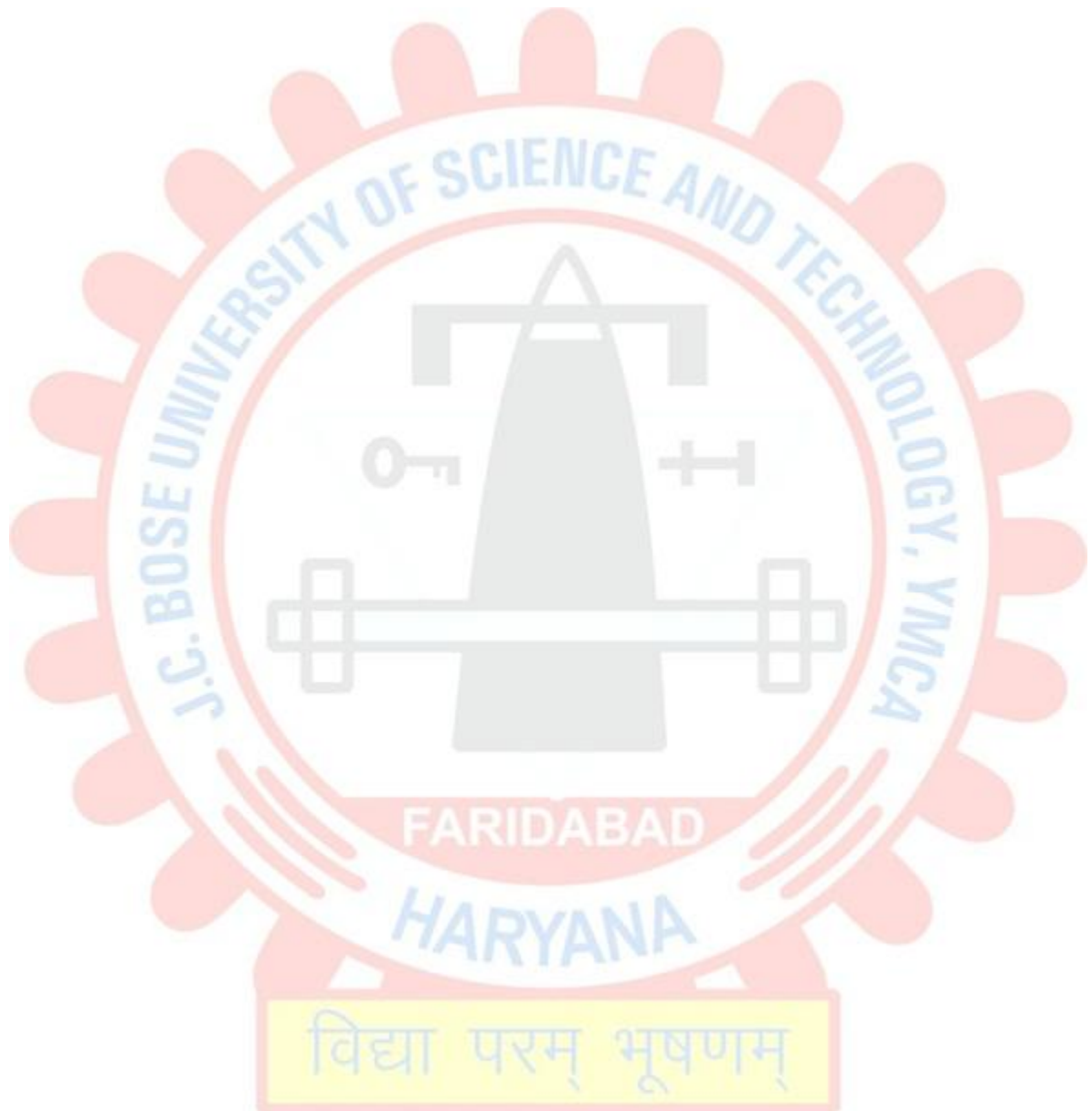
INTRODUCTION TO INDIAN KNOWLEDGE SYSTEM- VAC-104-V

			Total Credits	2
L	T	P	I.A./Practical	25 Marks
2	0	0	Theory	75 Marks
Time Allowed	3 Hours		Total	100 Marks

COURSE OBJECTIVES-

1. To provide an overview of different knowledge systems originated in India.
2. To introduce in the students a comprehensive understanding of Indian ethics and values.

UNIT I- INTRODUCTION AND FOUNDATIONAL CONCEPTS OF IKS

Overview of various streams of knowledge in India and classification of ancient Indian texts; Various philosophical systems of India and fundamental principles inlaid in them

UNIT II- PSYCHOLOGY FROM INDIAN PERSPECTIVE, YOGA AND INDIAN LINGUISTICS

Introduction to Ashtanga Yoga, Rasa Siddhanta of Natyashastra (Theory of Emotions), Panini's contribution to linguistics, contribution of Vakyashastra and Pramanashastra Linguistics.

UNIT III- INDIAN MATHEMATICS AND ASTRONOMY

An overview of Indian mathematics, Development of arithmetic geometry and Trigonometry; Introduction to spherical geometry and calculus in India. Vedic system of arithmetic computation, Vedic sutra for arithmetic computation. An introduction to Indian Astronomy, Pre and Post Siddhantic period

UNIT IV- MEDICINAL TRADITIONS IN INDIA

An introduction to Ayurveda, Distinct features of Ayurveda as compared to Allopathy. Excerpts from Sutrasthana

UNIT V- INDIAN ARCHITECTURE AND PLANNING

Traditional measurement system used in Vastusastra, Prescriptions for residential Vastu, City planning per Vastusastra

UNIT VI- ECONOMICS, MANAGEMENT AND GOVERNANCE

An overview of Indian economic thought-Arthasastra and Nitisastra. Leadership and motivation, Planning and Organizing, Financial Management etc.

SUGGESTED READINGS/WEB LINKS

1. Daegens, B. (2007). *Mayamatam: Indian treatise on housing, architecture and iconography* (Vols. 1–2). Indira Gandhi National Centre for the Arts.
2. Dave, N. V. (2002). *Vedanta and management: Relevance of Vedantic concepts in modern management practices*. Deep & Deep Publications.
3. Mahadevan, B., Bhat, V. R., & Nagendra Pavana, R. N. (2022). *Introduction to Indian knowledge system*. PHI Learning.

4. Patwardhan, K. S., Naimpally, S. A., & Singh, S. L. (2006). *Lilavati of Bhaskaracarya: A treatise of mathematics of Vedic tradition*. Motilal Banarsidass.
5. Radhakrishnan, S. (2009). *Indian philosophy* (Vols. 1–2). Oxford University Press.
6. Ramasubramanian, K., & Sriram, M. S. (2011). *Tantrasangraha of Nilakantha Somayaji: With detailed mathematical explanatory notes*. Hindustan Book Agency.
7. Sanskrit Academy. (2010). *Glimpse into Kautilya's Arthashastra*. Hyderabad.
8. Tirathji, J. S. S. B. K. (1965). *Vedic mathematics*. Motilal Banarsidass.
9. Venkateswara Pai, R., Ramasubramanian, K., Sriram, M. S., & Srinivas, M. D. (2018). *Karanapadhati of Putumana Somayaji.* Hindustan Book Agency.
10. Woods, J. H. (2009). *The yoga system of Patanjali.* Bharatiya Kala Prakashan.
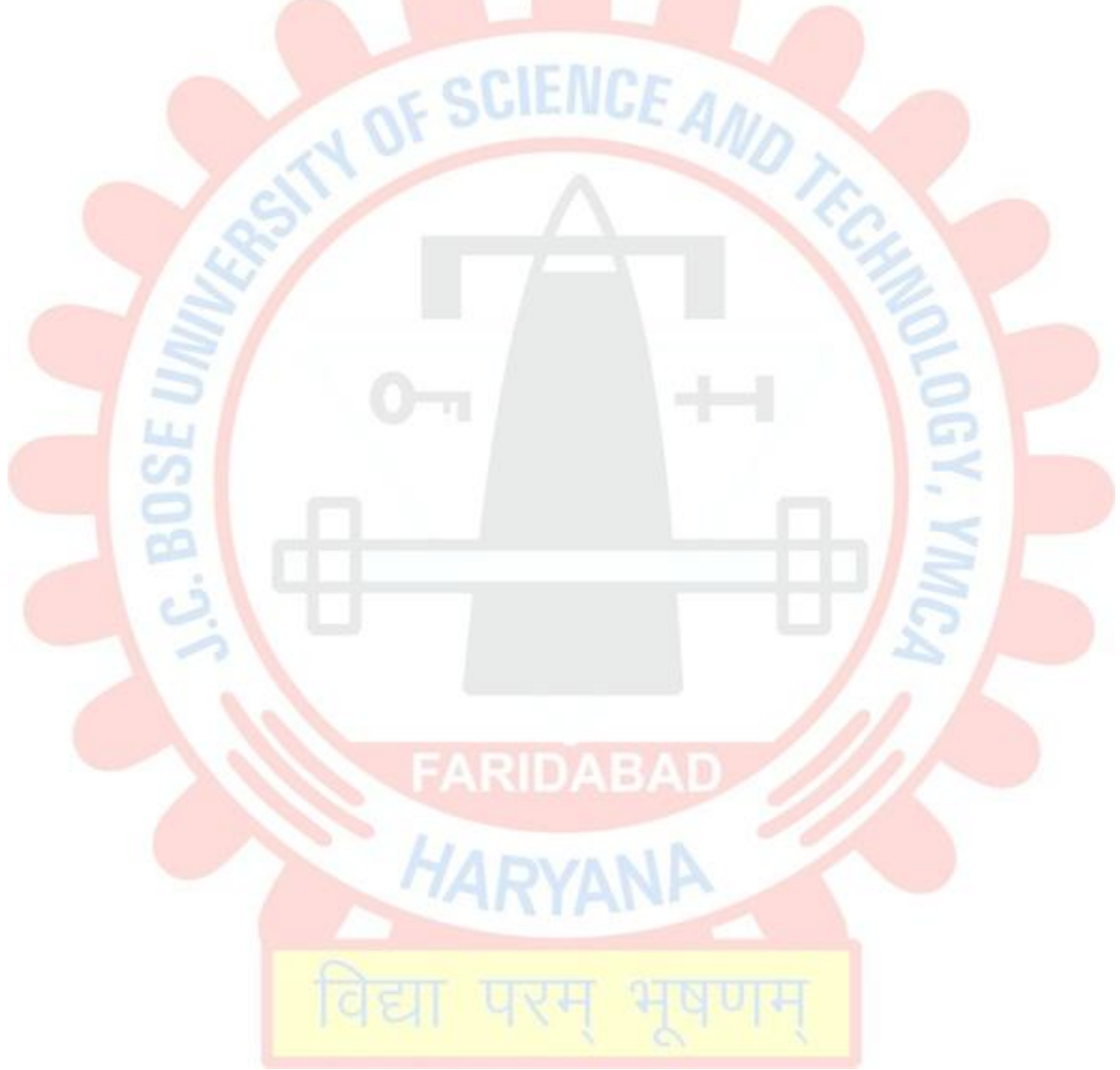
DEVELOPMENT COMMUNICATION (BA JMC 501-23)

				Total Credits	4
L	T	P		I.A./Practical	25 Marks
4	0	0		Theory	75 Marks
Time Allowed		3 Hours		Total	100 Marks

COURSE OBJECTIVES:
1. To inform students about various aspects of development.
2. To familiarize with history, practice, perspective, theories and models of development
3. To analyze the Case Studies and Applications of Development Communication
4. To discuss the Future of Development Communication

UNIT 1- INTRODUCTION AND APPROACHES OF DEVELOPMENT COMMUNICATION
1.1 Development Communication: Concepts, Definitions & Approaches
1.2 Problems and issues in development, characteristics of developing societies
1.3 Theories and Models of Development (Authoritarian, Libertarian, Social Responsibility, Democratic, Participant theory, Dominant Paradigm Model, Basic Needs Model, New Paradigm of Development Model etc.), Indian Perspective of Development Communication
1.4 The Role of Communication in Development
1.5 Communication for Social Change

UNIT - MEDIA AND COMMUNICATION STRATEGIES FOR DEVELOPMENT COMMUNICATION
2.1 Role of Mass Media in Development, Media as an Agent of Change
2.2 New Media and Development, Challenges and Opportunities of Media in Development
2.3 Indian concept of Development, Participatory Development Communication: Media Literacy, Right to Information, Civic Journalism, Mobile Journalism, Community Media and Development
2.4 Digital Storytelling and Multimedia: Use of ICT for awareness, education, and skill-building.
2.5 Development reporting- roles and responsibilities of a development reporter, ethics in reporting, specialized skills required and issues in development reporting

UNIT 3: CASE STUDIES AND APPLICATIONS OF DEVELOPMENT COMMUNICATION
3.1 National and International Development Communication Case Studies: Analysis of key projects and initiatives (e.g., UN's Development Communication projects).
3.2 Community Radio, Television, and Journalism for Development: Real-world applications of communication strategies.
3.3 Challenges in Implementation: Addressing barriers in different contexts (rural, urban, underdeveloped regions)
3.4 Cultural Sensitivity: Adapting communication strategies to different cultural and social contexts
3.5 Evaluation and Impact Assessment: Methods to assess the effectiveness of development communication programs.

UNIT 4- FUTURE OF DEVELOPMENT COMMUNICATION

4.1 Trends and Innovations: Exploring new methods and technologies shaping development communication (e.g., AI, VR, block chain), Viksit Bharat 2047.

4.2 Sustainability and Development Communication: The intersection of environmental sustainability and development communication strategies

4.3 Collaborative Communication in Global Development: Partnerships between governments, Volunteer organization and the private sector, The role of local communities in shaping development projects

4.4 Global Development Challenges: Tackling issues like poverty, climate change, inequality through communication

4.5 Sustainability and Ethical Practices in Development Communication

SUGGESTED ASSIGNMENTS:

1. Analyze how the concept of development communication has evolved with social, political, and technological changes.
2. Choose a development communication campaign that has been successful in achieving its objectives.
3. Identify a community media project (e.g., community radio, local TV station, or community newsletters) that has been used for development purposes.
4. Imagine a new media platform or app designed specifically for development communication in 2047. It could address issues such as health, education, sustainability, or social equity.

COURSE OUTCOMES:

At the end of the course, student will be able to:

1. Have conceptual understanding of development and development communication
2. Implement various Media and Communication Strategies for Development Communication
3. Analyze Case Studies and Applications of Development Communication
4. Prepare media organization for the Future of Development Communication

SUGGESTED READINGS & WEB LINKS:

1. Narula, Uma (1994) Development Communication, New Delhi, Hariand Publication
2. Servaes, Jan (2008). Communication for Development and Social Change, New Delhi, Sage Publication
3. Mefalopulos. P (2008) Development Communication Sourcebook- Broadening the boundaries of communication, The World Bank.
4. Schramm, Wilbur . (1964). Mass Media and National Development, Stanford UP, Stanford.
5. Singhal, Arvind and Rogers, Everett M. (1989). India's Information Revolution sage, New York
6. Raghavan, G.N.S., (1993) Development and Communication in India, Gian Publishing House, New Delhi.
7. Ravindran, N., et. al. (1993) Perspectives in Development Communication, Sage Publications, New Delhi.
8. https://www.youtube.com/watch?v=11CFiCVY_BM
9. https://communication.iresearchnet.com/development-communication/?utm_source=chatgpt.com
10. https://www.youtube.com/watch?v=BdqFNrcm9_M

STORYBOARDING & SCRIPTWRITING (BA JMC 502-23)

				Total Credits	4
L	T	P		I.A./Practical	25 Marks
4	0	0		Theory	75 Marks
Time Allowed		3 Hours		Total	100 Marks

COURSE OBJECTIVES

1. To understand the fundamentals of visual storytelling and scriptwriting.
2. To develop skills in crafting compelling narratives for various media and visual storyboards.
3. To enhance students' ability to communicate ideas effectively through scripts and illustrations.
4. To gain practical experience in structuring screenplays and storyboards.

UNIT 1- FUNDAMENTALS OF STORYTELLING & SCRIPTWRITING

1.1 Basics of storytelling: Structure, conflict, and resolution
1.2 Elements of a script: Plot, characters, dialogues, and setting
1.3 Understanding different genres and their impact
1.4 Writing for various media: Film, TV, Social Media, Animation, and Games
1.5 Formatting and structuring a screenplay

UNIT 2- STORYBOARDING PRINCIPLES & TECHNIQUES

2.1 Introduction to storyboarding: Definition and purpose
2.2 Key elements: Shots, angles, composition, and continuity
2.3 Types of storyboards: Rough, shooting, and production storyboards
2.4 Storyboarding for different media: Animation, film, advertisements
2.5 Software tools for digital storyboarding

UNIT 3- VISUAL STORYTELLING & CINEMATIC LANGUAGE

3.1 The importance of visual storytelling in media
3.2 Camera movements and their impact on narration
3.3 Framing, perspective, and shot sequencing
3.4 Scene transitions and pacing in storyboards
3.5 Using color, lighting, and mood in visual storytelling

UNIT 4: SCRIPT TO SCREEN PROCESS

4.1 Adapting a script into a storyboard
4.2 Collaboration between scriptwriters and storyboard artists
4.3 Analysis of scripts and storyboards
4.4 Common mistakes and challenges in storyboarding
4.5 Final project: Creating a complete storyboard from a script

SUGGESTED ASSIGNMENTS
1. Writing a short script (5-10 pages)
2. Creating a storyboard for a short scene
3. Analyzing a film or animation sequence for visual storytelling techniques
4. Group project: Developing a script and storyboard for an advertisement or short film

COURSE OUTCOMES

At the end of the course, student will be able to:
1. Develop proficiency in scriptwriting and structuring narratives.
2. Gain expertise in visual storytelling through effective storyboarding techniques.
3. Understand cinematic language and apply it to various media formats.
4. Learn to use industry-standard storyboard software and Build a portfolio with scripts and storyboards for professional use.

SUGGESTED READING AND WEB LINKS:

1. Hart, J. (2008). The art of storyboarding. Focal Press.
2. Field, S. (2005). Screenplay: The foundations of screenwriting (3rd ed.). Delta.
3. McCloud, S. (1993). Understanding comics: The invisible art. William Morrow.
4. Block, B. (2008). The visual story: Creating the visual structure of film, TV, and digital media (2nd ed.). Focal Press.
5. Rabiger, M. (2020). Directing: Film techniques and aesthetics (6th ed.). Routledge.
6. Snyder, B. (2005). Save the cat! The last book on screenwriting you'll ever need. Michael Wiese Productions.
7. McKee, R. (1997). Story: Substance, structure, style and the principles of screenwriting. ReganBooks.
8. Celtx. (n.d.). Celtx - Scriptwriting & storyboarding software. [Software]. Retrieved from https://www.celtx.com
9. Adobe. (n.d.). Adobe Creative Cloud - Storyboarding tools. [Software]. Retrieved from https://www.adobe.com

FILM APPRCIATION (BA JMC 503-23)

				Total Credits	4
L	T	P		I.A./Practical	25 Marks
4	0	0		Theory	75 Marks
Time Allowed	3 Hours			Total	100 Marks

COURSE OBJECTIVE
1. To understand the historical development of cinema, from its inception to contemporary times.
2. To explore fundamental concepts of the film medium, such as narrative structure, visual composition, sound, and editing.
3. To gain insight into the film making process, from pre-production to distribution and marketing.
4. Critically assess Indian cinema's growth in relation to socio-political changes.

UNIT I- HISTORY OF CINEMA (1895 TO 1914)
1.1 Brief Motion Picture Records of Actuality and of Performances.
1.2 Telling Stories through Stages and Filmed Pantomime.
1.3 Development of Narrative Techniques
1.4 Work of Edwin S. Porter and D.W. Griffith.
1.5 Film Language Developed by D.W. Griffith

UNIT II- BASIC CONCEPTS ABOUT THE FILM MEDIUM
2.1 Macro structure: Structure of the story in as patio-temporal structure.
2.2 Microstructure: Composition of images, types of sound, and concept of editing.
2.3 Mise-en-Scène: Study of set design, costume, lighting,
2.4 Actors' placement to convey meaning
2.5 Genre and Style: Exploration of different film genres and the unique story telling techniques.

UNIT III- STAGES & ROLES INVOLVED IN FILMS MAKING
3.1 Pre-Production and Production.
3.2 Post-Production, Distribution, and Marketing.
3.3 Overview of Key Roles: Director, producer, cinematographer, editor, sound designer, etc.
3.4 Tools and Technology in Filmmaking
3.5 Introduction to essential equipment—cameras, lights, microphones, and editing software.

UNIT IV: HISTORY OF INDIAN CINEMA
4.1 Beginnings & Silent Period.
4.2 Landmarks of Indian Film till the Sixties.
4.3 New Wave Indian Cinema: Socio-Political Reflections and Institutional Support (Government support through in situations like the Film Finance Corporation(FFC)and the National Film Development Corporation etc.)
4.4 Indian Cinema in the Post-Liberalization Era(1990sonwards)
4.5 Economic reforms and their impact on the film industry.

COURSE OUTCOMES:

At the end of the course, student will be able to:
1. To understand the historical context and evolution of global and Indian cinema
2. To analyze films using key concept so narrative structure, visual storytelling, and sound design.
3. To implement practical knowledge of the film making process and the roles involved.
4. To critically assess Indian cinema's, grow thin relation to socio-political changes.

SUGGESTED ASSIGNMENTS:

1. Analyze one of Edwin S. Porter's or D.W. Griffith's films and discuss its narrative techniques.
2. Conduct a scene analysis focusing on mise-en-scène and camera movement.
3. Research and present on the role of a specific crew member in the filmmaking process.
4. Write comparative analysis of mainstream and parallel cinema.

SUGGESTED READING AND WEBLINKS:

1. Bordwell, D., Thompson, K., & Smith, J. (2019). Film art: An introduction (12th ed.). McGraw-Hill Education.
2. Yale University. (n.d.). Film analysis guide. Yale University, Film and Media Studies Program. https://filmanalysis.coursepress.yale.edu/
3. Bordwell, D., Thompson, K., & Smith, J. (2016). Film history: An introduction (5th ed.). McGraw-Hill Education.
4. Stam, R. (2000). Film theory: An introduction. Wiley-Blackwell.
5. Elsaesser, T., & Hagener, M. (2010). Film theory: An introduction through the senses. Routledge.
6. https://guides.library.umass.edu/c.php?g=672776&p=4737101
7. https://researchguides.dartmouth.edu/filmstudies/primary
8. https://lafilm.libguides.com/online-resources/film-production

DOCUMENTARY/SHORT FILM MAKING (BA JMC 504-23)

				Total Credits	4
L	T	P		I.A./Practical	25 Marks
4	0	0		Theory	75 Marks
Time Allowed		3 Hours		Total	100 Marks

COURSE OBJECTIVES
1. To understand the fundamental concepts of documentary and short film making.
2. To develop skills in ideation, scripting, and structuring a documentary or short film.
3. To gain practical experience in pre-production, production, and post-production.
4. To create a complete documentary or short film as a final project.

UNIT 1- INTRODUCTION TO DOCUMENTARY & SHORT FILM MAKING
1.1 History and evolution of documentary and short films
1.2 Understanding different styles and genres
1.3 Differences between fiction and non-fiction storytelling
1.4 The role of research and subject selection
1.5 Ethics and responsibilities of documentary filmmaking

UNIT 2- PRE-PRODUCTION & SCRIPTING
2.1 Ideation and concept development
2.2 Research and planning for a documentary/short film
2.3 Writing treatments and screenplays
2.4 Budgeting, scheduling, and location scouting
2.5 Preparing storyboards and shot lists

UNIT 3- PRODUCTION TECHNIQUES
3.1 Fundamentals of cinematography for documentaries and short films
3.2 Camera techniques, framing, and composition
3.3 Lighting techniques for production
3.4 Sound recording and the importance of audio in storytelling
3.5 Directing techniques for films

UNIT 4- POST-PRODUCTION & DISTRIBUTION
4.1 Editing principles and software tools
4.2 Sound design and music selection
4.3 Color correction and visual aesthetics
4.4 Subtitling, voiceovers, and final touches
4.5 Film festivals, online platforms, and distribution strategies

SUGGESTED ASSIGNMENTS
1. Writing a treatment for a documentary or short film
2. Creating a storyboard and shot list for a concept
3. Filming and editing a short scene or interview
4. Final project: Producing a complete short film or documentary

COURSE OUTCOMES

At the end of the course, student will be able to:

1. Gain in-depth knowledge of documentary and short film making.
2. Develop the ability to research, script, and plan productions.
3. Master essential cinematography, sound, and editing techniques.
4. Learn how to distribute and showcase films effectively and Build a portfolio with a completed documentary or short film.

SUGGESTED READING AND WEB LINKS

1. Rabiger, M. (2020). Directing the documentary (7th ed.). Routledge.
2. Murch, W. (2001). In the blink of an eye: A perspective on film editing (2nd ed.). Silman-James Press.
3. Bernard, S. C. (2010). Documentary storytelling: Creative nonfiction on screen (3rd ed.). Focal Press.
4. Ascher, S., & Pincus, E. (2019). The filmmaker's handbook: A comprehensive guide for the digital age (5th ed.). Plume.
5. Rodriguez, R. (1995). Rebel without a crew: Or how a 23-year-old filmmaker with $7,000 became a Hollywood player. Plume.
6. Rosenthal, A. (2007). Writing, directing, and producing documentary films and videos (4th ed.). Southern Illinois University Press.
7. No Film School. (n.d.). Filmmaking guides. Retrieved from https://nofilmschool.com
8. IndieWire. (n.d.). Short film & documentary insights. Retrieved from https://www.indiewire.com
9. Film Riot. (n.d.). Filmmaking tutorials. Retrieved from https://www.filmriot.com

PRODUCTION PORTFOLIO (BA JMC 505-23)

				Total Credits	4
L	T	P		I.A./Practical	25 Marks
0	0	4		Viva	75 Marks
Time Allowed		3 Hours		Total	100 Marks

COURSE OBJECTIVES

1. To understand the fundamentals of media production and portfolio development.
2. To explore different forms of media content creation, including video, audio, and digital media.
3. To develop technical and conceptual skills in media production.
4. To create a professional portfolio showcasing various media projects and to prepare students for careers in media, advertising, and content creation.

UNIT 1- INTRODUCTION TO MEDIA PRODUCTION

1.1 Overview of media production industries
1.2 Understanding different media formats: Film, TV, digital, and print
1.3 Basics of storytelling and scriptwriting
1.4 Role of technology in modern media production
1.5 Case studies of successful media production portfolios

UNIT 2- VIDEO & AUDIO PRODUCTION

2.1 Fundamentals of video production: Pre-production, production, and post-production
2.2 Camera techniques, lighting, and shot composition
2.3 Basics of sound recording and editing
2.4 Video editing techniques and software tools
2.5 Creating short films, advertisements, and digital content

UNIT 3- DIGITAL & PRINT MEDIA DESIGN

3.1 Basics of graphic design and layout principles
3.2 Creating digital content for social media and web platforms
3.3 Typography, color theory, and branding in media production
3.4 Designing promotional materials: Posters, brochures, and banners
3.5 Integrating multimedia elements into portfolio projects

UNIT 4- PORTFOLIO DEVELOPMENT & INDUSTRY READINESS

4.1 Understanding the purpose of a professional media portfolio
4.2 Selecting and curating media projects
4.3 Presenting and branding oneself as a media professional
4.4 Online portfolio creation and personal branding strategies
4.5 Final project: Development of a complete media production portfolio

SUGGESTED ASSIGNMENTS

1. Creating a short video or film project
2. Designing a digital media campaign for a brand or social cause
3. Developing a multimedia project integrating video, graphics, and text
4. Final project: Compiling a comprehensive media production portfolio

COURSE OUTCOMES

At the end of the course, student will be able to:

1. Gain proficiency in various aspects of media production.
2. Develop technical skills in video, audio, and digital content creation.
3. Learn to create and present a professional media portfolio.
4. Build industry-ready skills for careers in media and content production and Enhance creativity and storytelling abilities through multimedia projects.

SUGGESTED READING AND WEB LINKS

1. Ascher, S., & Pincus, E. (2019). The filmmaker's handbook: A comprehensive guide for the digital age (5th ed.). Plume.
2. Jago, M. (2020). Adobe Premiere Pro classroom in a book (2020 release). Adobe Press.
3. Boughen, N. (2007). The art of digital media: Design and technology in storytelling. Thomson Course Technology.
4. Kelley, T., & Kelley, D. (2013). Creative confidence: Unleashing the creative potential within us all. Crown Business.
5. Wheeler, A. (2017). Designing brand identity (5th ed.). Wiley.
6. Stockman, S. (2011). How to shoot video that doesn't suck: Advice to make any amateur look like a pro. Workman Publishing.
7. Creative Bloq. (n.d.). Digital design & media tips. Retrieved from https://www.creativebloq.com
8. No Film School. (n.d.). Filmmaking resources. Retrieved from https://nofilmschool.com
9. Adobe. (n.d.). Adobe Creative Cloud - Media production tools. [Software]. Retrieved from https://www.adobe.com

				Total Credits	4
L	T	P		I.A./Practical	25 Marks
4	0	0		Theory	75 Marks
Time Allowed		3 Hours		Total	100 Marks

COURSE OBJECTIVES
1. To understand the basic concepts of Advertising
2. To develop skills to understand creativity in Advertising
3. To learn about Models and Appeals in Advertising
4. To develop critical thinking about to analyze consumer behavior

UNIT 1- INTRODUCTION TO ADVERTISING
1.1 Advertising: working definition and classification & features: on the basis of media, on the basis of industry
1.2 Advertising in Marketing and Business: Importance, Role and Function
1.3 Evolution of Advertising in India and the world: Growth and Development
1.4 Advertising Media: Print media, Electronic Media, Outdoor media, Digital Media, characteristics of different Media
1.5 Advertising Agencies: function, structure and types

UNITII- ADVERTISING: CREATIVITY AND ETHICS
2.1 Advertising and Society: Impact of Advertisements on Children, Portrayal of Women in Advertisements, Social Impact, Psychological Impact
2.2 Understanding the Creative Process- Copywriting: Copywriting for Different Media, Kinds of Copy, Elements of Copy and Layout: Stages of Layout
2.3 Apex Bodies of Advertising: AAAI, ASCI, TAM, NARB, NARC, BARC; Structure, Functions and Roles
2.4 Advertising Ethics: Importance of Self-Regulation in Advertising, Legal Aspects of Advertising
2.5 Social Responsibility in Advertising, Green and Sustainable Advertising Practices, Advertorials

UNIT III- THEORIES, MODELS AND APPEALS IN ADVERTISING
3.1 AIDA Model (Attention, Interest, Desire, Action), DAGMAR Model (Defining Advertising Goals for Measured Advertising Results), VIPS Model
3.2 Hierarchy of Effects Model, Elaboration Likelihood Model, DAGMAR Model
3.3 Ehrenberg Model, The DRIP Model
3.4 The Lavidge and Steiner Model, PLC model
3.5 Lasswell's Model of Communication, Maslow's Hierarchy of Needs, Appeals in Advertising

UNIT IV- CONSUMER BEHAVIOR AND PSYCHOLOGY
4.1 Understanding Consumer Needs and Wants
4.2 Psychological Factors Influencing Consumer Decisions

4.3   Attitude Change and Persuasion in Advertising
4.4   Cognitive, Emotional, and Behavioral Responses to Ads
4.5   Handling media relations - public perception during crises

SUGGESTED ASSIGNMENTS

1. To create an advertising campaign that revitalizes an existing brand that is facing a decline in sales or relevance
2. Design a social media advertising strategy for a product or service
3. Choose a brand and analyze its current positioning and identity
4. Study a specific consumer group and how advertising affects their buying decisions

COURSE OUTCOMES

At the end of the course, student will be able to:
1. Students will understand the concept of Advertising Marketing and strategies
2. Students will develop some creative Advertising
3. Students will be able to learn & understand the Appeals of Advertising
4. Students will acquire the skills to develop critical thinking and problem-solving skills

SUGGESTED READINGS AND WEBLINKS

1. Carbone, L. P. (2004). How to keep customers coming back again and again? FT Press.
2. Rodgers, S., & Thorson, E. (Eds.). (2007). Advertising theory (1st ed.). Routledge.
3. Rao, P., & Wawge, R. S. (2008). Managing emotional appeal in advertising: Concepts and cases. Advertising and Media Series.
4. Klein, A. (2004). Stealing time: Steve Case, Jerry Levin, and the collapse of AOL Time Warner. Simon & Schuster.
5. Altstiel, T., & Grow, J. (n.d.). Advertising creative: Strategy, copy & design (3rd ed.). Sage.
Bovee, C. L., & Arens, W. F. (n.d.). Contemporary advertising. Irwin.
6. Chunawala, S. A., & Sethia, K. C. (n.d.). Foundations of advertising (8th ed.). Himalaya Publishing House.
7. Dennison, D. (2006). The advertising handbook. Jaico Publishing House.
8. http://www.prismjournal.org/index.php?id=homepage
9. https://www.afaqs.com/
10. http://www.davp.nic.in/

PUBLIC RELATIONS (BA JMC 602-23)

				Total Credits	4
L	T	P		I.A./Practical	25 Marks
4	0	0		Theory	75 Marks
Time Allowed		3 Hours		Total	100 Marks

COURSE OBJECTIVES
1. To familiarize students to the Fundamental concepts in Public Relations
2. To understand about the Historical developments across the World and India in the field of Public Relations
3. To develop the Critical and Analytical skills for Public Relations
4. To sensitize the students towards the Ethical and Social Obligations of the Profession.

UNIT I- INTRODUCTION TO PUBLIC RELATIONS
1.1 Public Relations: Concept, Meaning, Definitions, Role of Public Relations
1.2 Public Relations: Nature, Function and Scope
1.3 Understanding Public Relations, Advertising, Propaganda and Publicity: Concept, Dimensions and Distinctions)
1.4 Ethical dilemma of Lobbying in Public Relations, Functions of Lobbyists, Lobbying Scenario in India
1.5 Media and Public Relations: Different Media used for Public Relations; Print. Electronic, Digital, Functions of Different Media

UNIT II- DEVELOPMENT IN PUBLIC RELATIONS
2.1 History and Growth of Public Relations: Evolution of Public Relations in Indian and Global Context, Edward Bernays, Ivy Lee's role in Establishing Public Relations
2.2 Professionalism in Public Relations: Professionalism before the British rule and after the British rule, Growth of Public Sector.
2.3 Professional Bodies: PRSI, IPRA, PRSA; Structure, Function and Role
2.4 Recent Trends in Public Relations: Digital Public Relations, Social Media, Internet tools for Public Relations, Digital Public Relations Campaigns, opinion formation
2.5 Code of Conduct for Public Relations

UNIT III- PUBLIC RELATIONS: PRACTICE AND PROCESS
3.1 Principles of Public Relations: Application of Principles in the Industry
3.2 Process of Public Relations: RPCE (Research, Planning, Communication, Evaluation) Model, PEST Analysis, SWOT Analysis
3.3 Tools of Public Relations: Press Releases, Press Conference, Media Tours, Newsletters, House Journals, Exhibitions, Events, Online Tools, press kit etc.
3.4 Public Relations: Internal Publics; Employees, Investors, Suppliers and External Publics; Customers, Media, Government, Importance of Communicating with the Publics.
3.5 Public Relations in Public and Private Sector: Difference between Public and Private Sector

UNIT IV- MEDIA RELATIONS
4.1 Writing Press Release, Crafting clear and effective speeches

4.2   How to leverage social media platforms (Facebook, X, LinkedIn, Instagram) etc.

4.3   Content Creation: Crafting engaging content for the digital space.

4.4   Feature articles, blog/vlog posts, and newsletters.

4.5   PR campaign media relations - public perception during crisis

SUGGESTED ASSIGNMENTS

1. To develop the skill of writing student has to a write clear and concise press release at least 8-10.
2. To design a Social Media campaign for an organization or event
3. To practice pitching a story idea to journalists or bloggers/ vloggers
4. To analyze an ethical dilemma in Public Relations and propose a solution

COURSE OUTCOMES

At the end of the course, student will be able to:

1. Understand and handle the key processes involved in Public Relations in different industries.
2. Evaluate the tools of Public Relations depending upon different types of Media
3. Develop the Critical and Analytical thinking for Public Relations
4. Enhance their understanding towards the Ethical and Social Obligations of the Profession.

SUGGESTED READINGS AND WEBLINKS

1. Grunig, J. E., Dozier, D. M., Ehling, W. P., Grunig, L. A., Repper, F. C., & White, J. (1992). Excellence in public relations and communication management. Lawrence Erlbaum Associates.
2. Cutlip, S. M. (1994). The unseen power: Public relations, a history. Lawrence Erlbaum Associates.
3. Cornelissen, J. (2020). Corporate communication: A guide to theory and practice (6th ed.). SAGE Publications.
4. Wilcox, D. L., & Cameron, G. T. (2021). Public relations: Strategies and tactics (12th ed.). Pearson.
5. Scott, D. M. (2022). The new rules of marketing and PR (8th ed.). Wiley.
6. https://www.youtube.com/watch?v=OMg6EMQUGpA&list=PLzJRRtzUb1Gv1IL_KLJevrjOw8L 1oaNgj

CORPORATE COMMUNICATION (BA JMC 603-23)

				Total Credits	4
L	T	P		I.A./Practical	25 Marks
4	0	0		Theory	75 Marks
Time Allowed		3 Hours		Total	100 Marks

COURSE OBJECTIVES

1. To understand the importance of effective corporate communication in achieving organizational goals.
2. To develop skills in written and oral communication within a corporate context
3. To learn crisis communication strategies and develop skills to handle communication challenges during crises.
4. To develop critical thinking and problem-solving skills in corporate communication scenarios.

UNIT I- INTRODUCTION TO CORPORATE COMMUNICATION

1.1 Definition -importance of Corporate Communication
1.2 Role, Responsibilities and Functions of Corporate Communication Professionals
1.3 Ethical considerations in Corporate Communication
1.4 Corporate Governance, Corporate Identity and Corporate Communication Strategies
1.5 Corporate Social Responsibility, Trade Media and its relevance in Corporate Communication

UNIT II- INTERNAL COMMUNICATION AND EMPLOYEE ENGAGEMENT

2.1 Importance of internal communication in organizations (House Journals, coffee table etc.)
2.2 Channels and Tools for Internal Communication, Types of Communication in corporate sector
2.3 Effective employee communication strategies
2.4 Employee engagement and its impact on organizational success
2.5 Internal Communication Tools (e.g., intranet, newsletters, meetings, Journals etc.)

UNIT III- CORPORATE BRANDING AND REPUTATION MANAGEMENT

3.1 Building and Managing a Corporate Brand
3.2 The Role of Corporate Communication in Brand Identity
3.3 Reputation Management in the Digital Age
3.4 Building and maintaining relationships with external stakeholders
3.5 Case Study: Successful Corporate Branding

UNIT IV- CRISIS COMMUNICATION

4.1 Principles of Crisis Communication
4.2 Developing a Crisis Communication Plan
4.3 Case Studies: Real-world Crisis Management
4.4 Role of Social Media in Crisis Communication
4.5 Handling media relations - public perception during crises

SUGGESTED ASSIGNMENTS

1. Students will write a press release for a fictional company announcing a new product
2. Students will be given a hypothetical crisis scenario (e.g., a product recall, data breach, or CEO scandal). They will develop a comprehensive crisis communication plan that includes key messages, target audiences, media strategy, and internal communication protocols.
3. Social Media Strategy for Corporate Communication Plan
4. Students will conduct a stakeholder analysis for a company or organization

COURSE OUTCOMES

At the end of the course, student will be able to:
1. Understand the importance of effective corporate communication
2. Develop skills in written and oral communication
3. Learn crisis communication strategies and develop skills to handle communication challenges during crises.
4. Develop critical thinking and problem-solving skills

SUGGESTED READINGS AND WEBLINKS

1. Murphy, H. A., Hildebrandt, H. W., & Thomas, J. P. (2007). Effective business communication (7th ed.). McGraw-Hill Education.
2. Goodman, M. B. (2010). Corporate communication: Strategic adaptation for global practice. Peter Lang Publishing.
3. Argenti, P. A. (2002). The corporate communications bible: Everything you need to know to communicate effectively in today's business world. McGraw-Hill.
4. Oliver, S. (Ed.). (2004). The handbook of corporate communication and public relations. Routledge.
5. https://www.youtube.com/watch?v=QGeHS4jO0X0&pp=ygUYQ29ycG9yYXRlIENvbW11bmljYXRpb24g
6. https://www.youtube.com/watch?v=6dSuJvMdtzk&list=PLLLIW4PYFJIREOSW2QKWzOTayFqR SO1R0

FASHION COMMUNICATION (BA JMC 604-23)

				Total Credits	4
L	T	P		I.A./Practical	25 Marks
4	0	0		Theory	75 Marks
Time Allowed	3 Hours			Total	100 Marks

COURSE OBJECTIVES
1. To understand the fundamentals of fashion communication and its role in the fashion industry.
2. To explore various media and communication strategies in fashion.
3. To develop visual, verbal, and written communication skills for fashion branding.
4. To gain knowledge of fashion photography, styling, and digital media and to create a portfolio showcasing fashion communication projects.

UNIT 1- INTRODUCTION TO FASHION COMMUNICATION
1.1 Understanding fashion as a form of communication
1.2 The role of fashion communication in branding and marketing
1.3 Evolution of fashion media and journalism
1.4 Semiotics and visual language in fashion
1.5 Case studies of iconic fashion campaigns

UNIT 2- MEDIA & COMMUNICATION STRATEGIES
2.1 Print media: Magazines, advertisements, and editorial design
2.2 Digital media: Social media, blogging, and influencer marketing
2.3 Public relations and event management in fashion
2.4 Fashion films, commercials, and promotional videos
2.5 Fashion photography: Techniques, trends, and storytelling

UNIT 3- VISUAL MERCHANDISING & STYLING
3.1 Principles of visual merchandising and retail display
3.2 Window dressing and store layout strategies
3.3 Fashion styling for editorial and commercial projects
3.4 Role of color, texture, and accessories in styling
3.5 Celebrity and personal styling techniques

UNIT 4: FASHION BRANDING & PORTFOLIO DEVELOPMENT
4.1 Fashion branding and identity creation
4.2 Designing a fashion communication campaign
4.3 Portfolio development: Graphic design and visual presentation
4.4 Writing for fashion: Articles, blogs/vlog, and press releases
4.5 Final project: Creating a complete fashion communication campaign

SUGGESTED ASSIGNMENTS
1. Writing and designing a fashion magazine spread
2. Developing a social media campaign for a fashion brand

3. Creating a mood board and styling concept for a photoshoot
4. Final project: A complete fashion branding and communication portfolio

COURSE OUTCOMES

At the end of the course, student will be able to:
1. Develop an understanding of fashion communication in branding and marketing.
2. Gain expertise in various forms of media used in the fashion industry.
3. Learn styling, visual merchandising, and photography techniques.
4. Build strong written, verbal, and visual communication skills and to Create a professional portfolio for career advancement in fashion communication.

SUGGESTED READING AND WEB LINKS

1. Mair, C. (2018). Fashion communication: History, theory, and practice. Routledge.
2. Barthes, R. (1983). The fashion system (M. Ward & R. Howard, Trans.). University of California Press. (Original work published 1967)
3. Cope, J., & Maloney, D. (2016). Fashion promotion in practice. Fairchild Books.
4. Agins, T. (1999). The end of fashion: How marketing changed the clothing business forever. William Morrow.
5. Barthes, R. (2013). The language of fashion (A. Stafford & M. Carter, Eds.). Bloomsbury Academic.
6. Bradford, J. (2014). Fashion journalism. Routledge.
7. Vogue Business. (n.d.). Fashion communication insights. Retrieved from https://www.voguebusiness.com
8. The Business of Fashion. (n.d.). Retrieved from https://www.businessoffashion.com
9. Fashion Revolution. (n.d.). Ethical fashion communication. Retrieved from https://www.fashionrevolution.org
10. Not Just a Label. (n.d.). Emerging fashion talent. Retrieved from https://www.notjustalabel.com
11. Dazed Digital. (n.d.). Fashion & culture. Retrieved from https://www.dazeddigital.com

INDUSTRIAL INTERNSHIP (BA JMC 605-23)

				Total Credits	4
L	T	P		I.A./Practical	25 Marks
0	0	4		Viva	75 Marks
Time Allowed	3 Hours			Total	100 Marks

Procedure for Annual Exam & Continuous Assessment of Industrial Training

(A)   Internship Exam Marks

Training Evaluation   25 Marks

Training Seminar & Viva   50 Marks

(B)   Continuous Assessment Marks

Assessment by University Faculty   25 Marks

Total 100 Marks

Students has to join their internship from April month onwards and complete 4 to 6 weeks' internship before final examination. Every student required to pass both internal & External assessment separately by scoring at least 40% both in Internal & University exam.