

**Guru Jambheshwar University of Science & Technology, Hisar
Department of Mass Communication**



FACULTY OF HUMANITIES AND SOCIAL SCIENCES

Scheme and Syllabi of Examination of Post Graduate Programme for

Master of Arts in Mass Communication (M.A Mass Communication)

**According to Curriculum and Credit Framework for Post Graduate Programme of
NEP-2020**

For UTD (Regular Course)

First Year

(w.e.f. Academic Session 2025-26)

(In phase manner)



Guru Jambheshwar University of Science and Technology
Hisar-125001, Haryana
(‘A+’ NAAC Accredited State Govt. University)



P.G. Programme/NEP-2020

Programme: M.A. Mass Communication (2 Years)

According to Curriculum and Credit Framework for Post Graduate Programme of NEP-2020

First Year

SEMESTER-I									
Type of Course	Course Code	Nomenclature of Paper/Courses/e	Theory/Practical	Credits	Contact Hours	Internal Marks	External Marks	Total Marks	Duration of Exam (Hrs)
DSC	U25MCM101T	Introduction to Mass Communication	T	4	4	30	70	100	3
	U25MCM102T	Basics of Reporting and Editing	T	4	4	30	70	100	3
	U25MCM103T	Writing for Media	T	4	4	30	70	100	3
	U25MCM104T	Advanced Media Technology	T	2	2	15	35	50	2
VAC		<i>To be opted from the pool of VAC</i>	T	2	2	15	35	50	2
DEC (Students will need to opt only one specialization from the following DEC)									
Print Media -A	U25MCM111T	Introduction to Reporting	T	4	4	30	70	100	3
	U25MCM112P	Reporting Productions	P	4	8	30	70	100	3
OR									
Electronic Media- B	U25MCM113T	Introduction to Radio	T	4	4	30	70	100	3
	U25MCM114P	Radio Productions	P	4	8	30	70	100	3
OR									
Advertising-C	U25MCM115T	Advertising: Creativity & Consumer Behavior	T	4	4	30	70	100	3
	U25MCM116P	Advertising Productions	P	4	8	30	70	100	3
OR									
Corporate Communications and Public Relations- D	U25MCM117T	PR Principles and Tools	T	4	4	30	70	100	3
	U25MCM118P	PR Productions	P	4	8	30	70	100	3
Total Credits				24					

SEMESTER-II										
Type of Course	Course Code	Nomenclature of Paper/Courses/le	Theory/Practical	Credits	Contact Hours	Internal Marks	External Marks	Total Marks	Duration of Exam (Hrs)	
DSC	U25MCM201T	Graphics and Media Productions	T	4	4	30	70	100	3	
	U25MCM202T	Mass Media Structure and Management	T	4	4	30	70	100	3	
	U25MCM203T	Media Laws and Ethics	T	4	4	30	70	100	3	
Seminar	U25MCM201S	Seminar	T	2	2	--	--	50	2	
Internship	U25MCM201I	Internship	P	4	8	--	---	100	--	
DEC (Students will allow to opt specialization in 1st semester only and in 2nd semester the specialization will not be changed)										
Print Media -A	U25MCM211T	Introduction to Editing	T	4	4	30	70	100	3	
	U25MCM212P	Editing Productions	P	4	8	30	70	100	3	
OR										
Electronic Media- B	U25MCM213T	Introduction to Television	T	4	4	30	70	100	3	
	U25MCM214P	Television Productions	P	4	8	30	70	100	3	
OR										
Advertising-C	U25MCM215T	Advertising Management & Media Planning	T	4	4	30	70	100	3	
	U25MCM216P	Advertising Campaign Production	P	4	8	30	70	100	3	
OR										
Corporate Communications and Public Relations- D	U25MCM217T	Administrative Communication	T	4	4	30	70	100	3	
	U25MCM218P	PR Campaign Production	P	4	8	30	70	100	3	
Total Credits				26						

Note: Student shall be required to undergo Internship of 4 credits of 4 Weeks (120 hrs.) during summer vacation after 2nd semester examination. If he/she opt to exit after one year PG Diploma need to complete internship course before exit.

Courses offer for the pool of VAC for the students of other Departments of the UTD (Semester- I)										
VAC	U25VAC121T	Media Literacy	T	2	2	15	35	50	2	

Introduction to Mass Communication
Discipline Specific Course (DSC) (Semester-I)

Paper Code: U25MCM101T
60 Hrs (4 Hrs/ Week)
Credits: 4
Time-3 Hrs

Internal Marks: 30 Marks
External Marks: 70 Marks
Total Marks: 100 Marks

Major Test-

The contents of the course, having 04 credits, will be distributed among 4 Units and maximum marks will be assigned 100 (70 external: 30 internal). The maximum duration for attempting the paper will be 3 hours. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus consisting of 2 marks each. In addition to that eight more questions will be set, two questions from each Unit. The students should be required to attempt five questions in all, selecting one question from each Unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

Course Objectives

1. Introduce foundational concepts and models in mass communication.
2. Explore the historical development and relevance of major mass communication theories.
3. Analyze the effects and influence of mass media on individuals and society.
4. Develop critical thinking to apply and evaluate theories in contemporary media contexts.

Unit-I

Foundations of Mass Communication: Elements and process of communication, Definition and scope of mass communication, Forms of Communication- Intrapersonal, Interpersonal Communication, Small Group Communication, Public Communication, Mass Communication

Unit-II

Models of Mass Communication: Aristotle, Lasswell, Shannon & Weaver, Osgood-Schramm, Berlo, Newcomb Model, Westley Maclean Model, Dance Model, Barnlund's transactional Model.

Unit-III

Normative and Effects Theories: Normative theories: Authoritarian, Libertarian, Social Responsibility, Communist. Early effects theories: Magic Bullet/Hypodermic Needle, Limited Effects.

Unit-IV

Media Effects Theories: Two-Step Flow, Multi-Step Flow, Gatekeeping, Diffusion of Innovations, Uses and Gratifications, Agenda Setting, Framing Theory, Cultivation theory, Spiral of Silence, Cognitive Dissonance.

Suggested Readings:

1. *Denis McQuail, McQuail's Mass Communication Theory*
2. *Melvin L. DeFleur & Margaret H. DeFleur, Mass Communication Theories: Explaining Origins, Processes, and Effects.*
3. *Stanley J. Baran & Dennis K. Davis, Mass Communication Theory: Foundations, Ferment, and Future*
4. *Wilbur Schramm, The Process and Effects of Mass Communication*

Course Outcomes (COs)

- CO. 1 Students will be able to **recall** and define key concepts of mass communication. (L1)
- CO. 2 Students will be able to **explain** the processes, models, and theoretical frameworks that underpin mass communication. (L2)
- CO. 3 Students will be able to **apply** major communication models and theories to analyze real-world media scenarios and communication process. (L3)
- CO. 4 Students will be able to **differentiate** and compare various normative and media effects theories, identifying their unique features and relevance in different contexts. (L4)
- CO. 5 Students will be able to critically **assess** the impact and significance of mass communication theories and models on media practices. (L6)

Basics of Reporting and Editing
Discipline Specific Course (DSC) (Semester-I)

Paper Code: U25MCM102T
60 Hrs (4 Hrs/ Week)
Credits: 4
Time: 3 Hrs

Internal Marks: 30 Marks
External Marks: 70 Marks
Total Marks: 100 Marks

Major Test-

The course contents of the course, having 04 credits, will be distributed among 4 Units and maximum marks will be assigned 100 (70 external: 30 internal). The maximum duration for attempting the paper will be 3 hours. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus consisting of 2 marks each. In addition to that eight more questions will be set, two questions from each Unit. The students should be required to attempt five questions in all, selecting one question from each Unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

Course Objectives

1. To provide foundational knowledge of news reporting and editing principles
2. To develop practical skills in news writing, interviewing, and editing for various media platforms.
3. To familiarize students with the organizational structure and editorial departments in news organizations.
4. To cultivate analytical abilities for evaluating news stories, combating misinformation, and upholding journalistic standards.

Unit-I

Fundamentals of Reporting: Concept and definitions of news; news values and elements, Types of news: hard and soft, News sources, news gathering skills, and principles of news writing, Structure of news stories: Headline, leads (types), body, and inverted pyramid style,

Unit II

Reporting Techniques: Significance of accuracy, objectivity, balance, and fairness in reporting, Reporting techniques: interviews, covering speeches, events, and press conferences, Investigative and interpretative reporting, Specialized beats: politics, economics, science, sports, crime, culture, and disaster reporting.

Unit-III

Principles and Processes of Editing: Concept and significance of editing, Editorial values: objectivity, impartiality, and balance, Structure and functioning of editorial desks; roles of editor, sub-editor, and copy editor, Copyediting: rewriting, proofreading, grammar, and style sheets.

Unit-IV

Editing with digital platforms: Use of data and digital tools in modern reporting, Desktop publishing, digital editing tools, and newsroom, Fact-checking, combating fake news, AI tools for reporting and Editing.

Suggested Readings:

1. *News Reporting and Editing* by K.M. Shrivastava.
2. *The Art of Editing* by Baskette and Scissors.
3. *News Writing and Reporting for Today's Media* by Bruce Itule and Douglas Anderson.
4. *The Newspaper's Handbook* by Richard Keeble.
5. *Modern News Editing* by Mark Ludwig and Gene Gilmore.
6. *Melvin Mencher's News Reporting and Writing* by Melvin Mencher.

Course Outcomes (COs)

- CO. 1 Students will be able to **identify** core elements, values, and structures of news reporting and editing. (L1)
- CO. 2 Students will be able to **demonstrate** proficiency in editing news copy, writing effective headlines, and designing news pages. (L2)
- CO. 3 Students will be able to **apply** appropriate reporting and interviewing techniques to gather and present news stories across beats. (L3)
- CO. 4 Students will be able to **analyze** and evaluate news content for factual accuracy, balance, and ethical standards. (L4)
- CO. 5 Students will be able to **create** news stories and edited content using digital tools, reflecting an understanding of newsroom operations. (L6)

Writing for Media
Discipline Specific Courses (DSC) (Semester-I)

Paper Code: U25MCM103T
Duration: 60 Hrs (4 Hrs/Week)
Credits: 4
Time: 3 Hrs

Internal Marks: 30 Marks
External Marks: 70 Marks
Total Marks: 100 Marks

Major Test-The contents of the course, having 04 credits, will be distributed among 4 Units and maximum marks will be assigned 100 (70 external: 30 internal). The maximum duration for attempting the paper will be 3 hours. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus consisting of 2 marks each. In addition to that eight more questions will be set, two questions from each Unit. The students should be required to attempt five questions in all, selecting one question from each Unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

Course Objective- Writing skill is the foundation on which the mansion of media world is built. In this paper students will be exposed to different types of writing. They will also be made aware of the fundamentals of writing. In this paper students will also be made aware of writing for Public Relations and beat reporting.

Unit-I

Introduction to writing: Fundamentals of Writing Importance of Style in writing, Importance of Structure in Writing, 7Cs of Writing, Authenticity, Objectivity, Fairness.

Unit-II

Writing for Print Media: Basics of reporting, Basics of editing, News story, Feature writing, Article writing, Editorial writing, News analysis, Back grounder, Human interest stories.

Unit-III

Writing for PR: Basics of PR writing, Press release writing & difference between news, story & press release, Writing minutes & Memos, Report writing, Letter writing.

Unit-IV

Writing for Electronic media: Basics of Radio writing, Radio genres: News, News reel, Documentaries, Drama, Feature, Talk, Interview Basics of Television Writing, Television genres: News, News features, Documentaries, Interviews, Discussions & Debates, Talk shows, Content development for audience specific program.

Suggested Readings:

1. Basic Media Writing by Melvin Mencher
2. Writing for the Mass Media (8th Edition) by James Glen Stovall
3. Writing for Digital Media by Brian Carroll: Taylor & Francis
4. News Reporting and Editing by K.M Srivastava, Advent book Publication
5. Beat Reporting and Editing: Journalism in the Digital Age by Surbhi Dahiya, Shambhu Sahu, SAGE Publications, 2022
6. Writing for the Media by Usha Raman, Oxford University Press (OUP) India
7. Reporting and Editing by Dr. Hemanta Joshi, Manjari Joshi, Ravindra Dubey, Krishna Kumar Tiwari, Gopal Misra, Srimoy Patra, VIKAS® Publishing House Pvt. Ltd.

Course Outcomes:

- CO. 1 Students will be able to **define** key concepts, terminologies, and processes in news reporting and editing. (L1)
- CO. 2 Students will be able to **explain** the structure of news stories, editorial departments, and the role of various editorial staff. (L2)
- CO. 3 Students will be able to **demonstrate** the ability to write, edit, and proofread news reports and features for print and digital media. (L2)
- CO. 4 Students will be able to critically **analyze** news stories for accuracy, balance, and ethical considerations, including identification of fake news. (L4)
- CO. 5 Students will be able to **assess** the effectiveness of editorial decisions, layout, and design in news presentation. (L5)

Advanced Media Technology

Discipline Specific Courses (DSC) (Semester-I)

Paper Code: U25MCM104T

Duration: 30 Hrs (2 Hrs/Week)

Credits:2

Time-2 Hrs.

Internal Marks: 15 Marks

External Marks: 35 Marks

Total Marks: 50 Marks

Major Test-

The examiner is required to set five questions in all. The first question will be compulsory, consisting of five short questions covering the entire syllabus consisting of 3 marks each. In addition to that, four more questions will be set, two questions from each Unit. The students shall be required to attempt three questions in all selecting one question from each Unit consisting of 10 marks each in addition to compulsory Question No. 1.

Course Objectives

1. To equip students with advanced knowledge and practical skills in emerging media technologies.
2. To understand the impact on content creation, distribution, and audience engagement in the digital era.

Unit-I

Evolution and Impact of Advanced Media Technologies: Historical development of media technologies: from analog to digital. Convergence of Media, digitization and interactivity, New media platforms: social media, OTT, podcasts, VR/AR, Digital storytelling: multimedia integration (text, audio, video, graphics).

Unit-II

Tools and Practices in Digital Content Production: Introduction to advanced production tools (e.g., Adobe Creative Suite, Canva, InVideo, Chat GPT), Evolution of AI in media communications: Application and Impact, AI technologies: natural language processing and generative AI, Automation, AI, and emerging trends in media production, Data analytics and audience insights powered by AI.

Suggested Readings:

1. Pavlik, J. V., & McIntosh, S. *"Converging Media: A New Introduction to Mass Communication"*
2. Briggs, A., & Burke, P. *"A Social History of the Media: From Gutenberg to the Internet"*
3. Siapera, E. *"Understanding New Media"*
4. Leeway Hertz: *"AI in Media and Entertainment: Use Cases, Benefits and Solutions"*
5. *Digital resources and tutorials for Adobe Creative Suite*

Course Outcomes:

- CO. 1 Students will be able to **illustrate** advanced media technologies and digital storytelling techniques to create engaging content for diverse platforms. (L1)
- CO. 2 Students will be able to **apply** AI and data analytics to optimize content strategies and enhance audience engagement in the digital media landscape. (L4)

Introduction to Reporting
Departmental Elective Course (DEC): Print Media-A

Paper Code: U25MCM111T
Duration: 60 Hrs (4 Hrs/Week)
Credits:4
Time-3 Hrs.
Major Test-

Internal Marks: 30 Marks
External Marks: 70 Marks
Total Marks: 100 Marks

The course contents of the course, having 04 credits, will be distributed among 4 Units and maximum marks will be assigned 100 (70 external: 30 internal). The maximum duration for attempting the paper will be 3 hours. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus consisting of 2 marks each. In addition to that eight more questions will be set, two questions from each Unit. The students should be required to attempt five questions in all, selecting one question from each Unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

Course Objectives

1. To provide students with a thorough understanding of the concept and structure of news.
2. To familiarize students with various methods and techniques of news gathering and writing.
3. To cultivate skills in news agency reporting and the analysis of visual elements in journalistic content.
4. To encourage ethical awareness and critical reflection on contemporary issues in journalism.

Unit-I

Concept and Definition of News, Source of News, Types of News, News and Views, Methods and advance techniques of News gathering, Structure of a News Report, Techniques of News Writing: straight, quoting, paraphrasing, Interpretation, comment, analysis.

Unit-II

Types of reporting: Political, Economic, Crime, Science, Sports, Culture, Legislature, Judicia, Travelogue, Obituary, Conference, human Interest, Environmental Health, Investigative, Interpretative, Developing- Follow Up.

Unit-III

News Agency Reporting, Type of News Agencies, Review & Criticism: Books, films, T.V. Programs, Theatre, Art exhibition, Cartoons, caricatures, illustrations in newspapers/magazines.

Unit-IV

Participatory journalism - role of receivers, citizen journalism, Investigative journalism – contemporary trends, sting operations, Journalism and democracy, Objectivity in Reporting, Yellow Journalism & check book Journalism, Precision journalism.

Suggested Readings:

1. Natrajan :History of Indian Journalism, Publications Division, Ministry of Information & Broadcasting, India
2. Parthasarthy, Rangaswami :Journalism in India, Sterling Publishers Pvt. Ltd., New Delhi, 1997
3. N N Sarka :Art and Production, Sagar Publishers, New Delhi, 2001
4. J K Sharma :Print Media and Electronic Media, Authors Press, 2003
5. Paul De Maeseneer: Here is the News : A Radio News Manual, UNESCO
6. Shyamali Bhattacharjee: Media and Mass Communication, Kanishka ,Publication, New Delhi, 2005
7. News Reporting and Editing by K.M Srivastava, Advent book Publication
8. Beat Reporting and Editing: Journalism in the Digital Age by Surbhi Dahiya, Shambhu Sahu, SAGE Publications, 2022
9. Writing for the Media by Usha Raman, Oxford University Press (OUP) India
10. Reporting and Editing by Dr. Hemanta Joshi, Manjari Joshi, Ravindra Dubey, Krishna Kumar Tiwari, Gopal Misra, Srimoy Patra, VIKAS® Publishing House Pvt. Ltd.

Course Outcomes

- CO. 1 Students will be able to **identify**, gather, and structure news stories using appropriate methods and techniques. (L1)
- CO. 2 Students will be able to **demonstrate** proficiency in different types of reporting. (L2)
- CO. 3 Students will be able to **apply** ethical principles, social responsibility, and critical thinking to contemporary issues in journalism. (L4)
- CO. 4 Students will be able to critically **analyze** and evaluate news content, reviews, and visual elements such as cartoons and illustrations. (L6)

Reporting Productions

Practical : Print Media-A (Semester- I)

Paper Code: U25MCM112P

Duration: 120 Hrs (8 Hrs/Week)

Credits:4

Time-3 Hrs.

Internal Mark: 30 Marks

External Marks: 70 Marks (Portfolio-40, Practical-30)

Total Marks: 100 Marks

Major Test (Practical)- Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of productions mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher assigns work corrects and need be asks to rewrite and puts his signature on each work assigned with date. Portfolio is for 40 marks. Examiner will give three questions to answer any two which should be of 15 marks and 15 marks will be of viva voce. A student who does not have the portfolio will not be allowed to appear for the examination.

An external examiner will ask three practical questions and students need to answer any two. There will be 15 marks for written examination and 15 marks for Viva voce (total 30 marks)

Course Objective:

Production is the life line in any professional course. This paper aims at imparting practical training to the students on print Media.

News Stories	10
Backgrounders	05
Obituary	02
Editorial	05
Articles	05
Features	05
Human Interest Stories	03
Film, Book and TV reviews	02(each)
Travelogue	02
Caption Writing for photographs	10 with photographs

Suggested readings:

1. *Walt Harrington 'Intimate Journalism : The Art and Craft of Reporting Everyday Life' New Delhi, 1999*
2. *J. C. Chaudhary 'Introduction to Journalism and Mass Communication' Authors Press, Delhi, 2008*
3. *David Berry 'Ethics and Media Culture' Focal Press, New Delhi, 2000*
4. *News Reporting and Editing by K.M Srivastava, Advent book Publication*
5. *Beat Reporting and Editing: Journalism in the Digital Age by Surbhi Dahiya, Shambhu Sahu, SAGE Publications, 2022*
6. *Writing for the Media by Usha Raman, Oxford University Press (OUP) India*
7. *Reporting and Editing by Dr. Hemanta Joshi, Manjari Joshi, Ravindra Dubey, Krishna Kumar Tiwari, Gopal Misra, Srimoy Patra, VIKAS® Publishing House Pvt. Ltd.*

Course Outcomes:

- CO 1. Students will be able to **identify** the fundamental formats and structures of various print media writing. (L1)
- CO 2. Students will be able to **explain** and interpret the distinguishing characteristics and purposes of different types of print media content. (L2)
- CO 3. Students will be able to **demonstrate** the ability to write original news stories, editorials, articles, features etc. (L3)
- CO 4. Students will be able to **examine** and differentiate between the writing styles and approaches used in print media. (L4)
- CO 5. Students will be able to **produce** a portfolio of diverse print media works—including news stories. (L6)

Introduction to Radio

Departmental Elective Course (DEC): Electronic Media-B (Semester- I)

Paper Code: U25MCM113T
Duration: 60 Hrs (4 Hrs/Week)
Credits:4
Time-3 Hrs.

Internal Marks: 30 Marks
External Marks: 70 Marks
Total Marks: 100 Marks

Major Test-

The contents of the course, having 04 credits, will be distributed among 4 units and maximum marks will be assigned 100 (70 external: 30 internal). The maximum duration for attempting the paper will be 3 hours. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus consisting of 2 marks each. In addition to that eight more questions will be set, two questions from each unit. The students should be required to attempt five questions in all, selecting one question from each Unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

Course Objectives

1. Develop an understanding of the history, structure, and evolution of radio broadcasting in India.
2. Acquire foundational knowledge and practical skills in radio program production and transmission.
3. Learn to write, produce, and present various radio formats such as news bulletins and interviews.
4. Cultivate effective broadcasting voice techniques, pronunciation, flow, and delivery.

Unit-I

History & Development of Radio in India, Reach and role of AIR, Structure and functions of AIR and different type of Radio stations, Privatization of Radio broadcasting.

Unit-II

Basics of Radio Program production: equipment and process, Basics of Radio Transmission: equipment and process, Community Radio: Scope and Functioning, Podcasting: Tools and Techniques.

Unit-III

Broadcasting voice, quality, pronunciation, flow, delivery, Production of News Bulletins: Compilation, Presentation, Production of Radio Newsreels, Spotlight, Talks.

Unit-4

Radio Interview, Panel Discussion, Radio Drama, Features and Documentaries, Radio reels, Scripts for Radio Ads.

Suggested Readings:

1. *H.R. Luthra, Indian Broadcasting (Publications Division, Government of India)*
2. *Mehra Masani, Broadcasting and the People (National Book Trust)*
3. *P.C. Chatterji, Broadcasting in India (Sage Publications)*
4. *U.L. Baruah, This is All India Radio (Publications Division, Government of India)*
5. *S.C. Bhatt, Broadcast Journalism: Basic Principles (Har-Anand Publications)*

Course Outcomes:

- CO 1. Students will be able to **define** and discuss the development, structure, and social role of radio broadcasting in India. (L1)
- CO 2. Students will be able to **demonstrate** proficiency in writing for radio, including news, features, interviews, and advertisements. (L2)
- CO 3. Students will be able to **apply** the production techniques of radio in podcasting. (L3)
- CO 4. Students will be able to **analyze** present and deliver radio content with clear voice modulation, proper pronunciation, and engaging flow. (L4)
- CO 5. Students will be able to **create** script, and produce different types of radio programs using industry-standard equipment. (L6)

Radio Productions
Practical : Electronic Media -B (Semester- I)

Paper Code: U25MCM114P
Duration: 120 Hrs (8 Hrs/Week)
Credits:4
Time-3 Hrs.

Internal Marks: 30 Marks
External Mark- 70 Marks (Portfolio-40, Practical-30)
Total Marks: 100 Marks

Major Test (Practical)-Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher assigns work corrects and need be asks to rewrite and puts his signature on each and every work assigned with date. Portfolio is for 40 marks. Examiner will give three questions to answer any two which should be of 15 marks and 15 marks will be of viva voce. A student who does not have the portfolio will not be allowed to appear for the examination.

An external examiner will ask three practical questions and students need to answer any two. There will be 15 marks for written examination and 15 marks for Viva voce (total 30 marks).

Course Objective—Production is the life line in any professional course. This paper aims at imparting practical training to the students on Electronic Media.

A. Radio

Radio editing assignment- 2

Radio News Bulletin- 2 Radio

feature ----- 1

Radio interview- 2

Radio jingles/Advertisement ---2

Radio talk ----- 2

Radio discussion- 2

Suggested Reading:

1. *"Radio Production" by Robert McLeish and Jeff Link*
2. *Writing and Producing Radio Dramas" by Peter Lewis and John Boot*
3. *"The Radio Handbook" by Carole Fleming*
4. *"Basic Radio Journalism" by Paul Chantler and Peter Stewart*
5. *"Making Radio: A Practical Guide to Working in Radio" by Steve Ahern*

Course Outcomes:

- CO 1. Students will be able to **recall** the fundamental elements, formats, and terminologies associated with radio production(L1)
- CO 2. Students will be able to **apply** technical skills and creative techniques to produce, edit, and present various types of radio content such as news bulletins. (L3)
- CO 3. Students will be able to **analyze** radio programs for content structure, audience engagement, technical quality, and effectiveness, providing constructive feedback for improvement. (L4)
- CO 4. Students will be able to **collaborate** with peers in the production of radio programs, demonstrating effective teamwork. (L6)

Advertising: Creativity & Consumer Behavior
Departmental Elective Course (DEC): Advertising-C (Semester-I)

Paper Code: U25MCM115T
Duration: 60 Hrs (4 Hrs/Week)
Credits:4
Time-3 Hrs.

Internal Marks: 30 Marks
External Marks: 70 Marks
Total Marks: 100 Marks

Major Test—

The course contents of the course, having 04 credits, will be distributed among 4 Units and maximum marks will be assigned 100 (70 external: 30 internal). The maximum duration for attempting the paper will be 3 hours. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus consisting of 2 marks each. In addition to that eight more questions will be set, two questions from each Unit. The students should be required to attempt five questions in all, selecting one question from each Unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

Course Objectives

1. Introduce students to the fundamental concepts, history, and theoretical models of advertising.
2. Develop an understanding of creativity in advertising, including copywriting, layout and designing.
3. Analyze consumer behavior, demographic and psychographic profiling and the implications of consumerism.
4. Explain the structure, functions advertising agencies, including client relationships.

Unit-I

Introduction to Advertising: Concept and genesis of advertising, Advertising Theories and Models-AIDA model, DAGMAR Model, Maslow's Hierarchy Model. Economic, Cultural, Psychological and Social aspects of advertising. Advertising as a tool of communication, Marketing mix, Green advertising.

Unit-II

Creativity: Concept and definition, Creativity in advertising, Idea generation, Idea to copy and visual, Copy platform, Copy writing, Layout and design, Appeals in advertising, Development of radio jingles and TV commercials.

Unit-III

Consumer Behaviour: Psychology of consumers, Demography of consumers, Preparing the socio-psycho profile of target group. Consumption patterns of durables and non-durables. Life style: Comprehension and application in advertising.

Unit-IV

Advertising Agency: Advertising agency: structure and function and role, Agency-client relationship, Client brief. Account planning, Account handling. Functions of an Ad department and in-house agencies in corporate sector. Apex advertising organizations- AAAI, ABC, ASCI.

Suggested Readings:

1. Jaishri Jethwaney & Shruti Jain : *Advertising Management*, Oxford University Press
2. Vilmshurst John & Mackay Adrian: *The Fundamentals of Advertising* Butterworth Henemann, Oxford
3. S.A. Chunawalla & K.C. Sethia, *Foundations of Advertising: Theory and Practice*
4. William F. Arens, *Contemporary Advertising*
5. J.V. Vilanilam & A.K. Varghese, *Advertising Basics! A Resource Guide for Beginners*
6. George E. Belch & Michael A. Belch, *Advertising and Promotion: An Integrated Marketing Communications perspective*
7. *Ogilvy on Advertising* by David Ogilvy.

Course Outcomes

- CO 1. Students will be able to **explain** the evolution, core concepts, and models of advertising. (L2)
- CO 2. Students will be able to **describe** the organizational structure and functions of advertising agencies. (L2)
- CO 3. Students will be able to **recognize** target audiences using demographic and psychographic data. (L2)
- CO 4. Students will be able to **apply** creative principles to generate advertising ideas. (L3)
- CO 5. Students will be able to **analyze** the basics of advertising and consumer behaviour according to current situation. (L5)

Advertising Productions

Practical : Advertising-C (Semester-I)

Paper Code: U25MCM116P
Duration: 120 Hrs (8 Hrs/Week)
Credits:4
Time-3 Hrs.

Internal Marks: 30 Marks
External Marks 70 Marks (Portfolio-40, Practical-30)
Total Marks: 100 Marks

Major Test (Practical)-Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher assigns work corrects and need be asks to rewrite and puts his signature on each and every work assigned with date. Portfolio is for 40 marks. Examiner will give three questions to answer any two which should be of 15 marks and 15 marks will be of viva voce. A student who does not have the portfolio will not be allowed to appear for the examination.

An external examiner will ask three practical questions and students need to answer any two. There will be 15 marks for written examination and 15 marks for Viva voce (total 30 marks)

Course Objectives

1. To enable students to develop practical skills in creating a variety of advertising materials and campaigns using industry-relevant techniques and tools.
2. To foster analytical abilities in students for evaluating the effectiveness, creativity, and strategic impact of advertising content.

Only those students will be permitted to sit in the examination who is having the portfolio.

1. Students will develop at least one advertising campaign
2. Each student will maintain a portfolio of the following:
 - Classified Ads 3
 - Classified display Ads 5
 - Display Ads 5
 - Hoarding/Billboard Ads 5
 - Transit Ads 3
 - Pamphlets/Leaflets 5
 - Brochures 3
 - Folders 3
 - Wall writing 5
 - Banners 3
 - Posters 5
 - Dangler and Buntings 5
 - Packaging 5
 - Ad appreciation (any current) 3

Suggested Readings:

1. *Frank Jefkins : Advertising, Tata Mcgraw Hill, New Delhi*
2. *Jaishri Jethwaney & Shruti Jain :The Fundamentals of Advertising Butterworth Henemann, Oxford*
3. *J.V. Vilanilam & A.K. Verghese : Advertising Basics, Response Books, New Delhi, 2004*
4. *Vilmshurst John & Mackay Adrian Advertising Management, Oxford University Press*

Course Outcomes:

- CO 1. Students will be able to **identify** and recall various types of advertising materials such as classified ads. (L1)
- CO 2. Students will be able to **explain** the purpose, distinct features, and appropriate use of different advertising formats in the context of marketing campaigns. (L2)
- CO 3. Students will be able to **apply** creative and technical skills to develop at least one advertising campaign and produce a portfolio. (L3)
- CO 4. Students will be able to **analyze** current advertisements for their effectiveness, creativity, and strategic intent, within the portfolio. (L4)

PR Principles and Tools
Departmental Elective Course (DEC): Corporate Communication & Public Relations-D)

Semester-I

Paper Code: U25MCM117T
Duration: 60 Hrs (4 Hrs/Week)
Credits:4
Time-3 Hrs.

Internal Marks: 30 Marks
External Marks: 70 Marks
Total Marks: 100 Marks

Major Test-

The contents of the course, having 04 credits, will be distributed among 4 Units and maximum marks will be assigned 100 (70 external: 30 internal). The maximum duration for attempting the paper will be 3 hours. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus consisting of 2 marks each. In addition to that eight more questions will be set, two questions from each Unit. The students should be required to attempt five questions in all, selecting one question from each Unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

Course Objectives

1. Develop a comprehensive understanding of the concept, history, and evolution of public relations (PR).
2. Examine the relationship between PR, marketing and explore the integration of communication tools.
3. Analyze the principles of corporate brand image, including corporate personality and brand management.
4. Understand the fundamentals of service marketing in various service sectors such as education, hospitality etc.

Unit- 1

Concept of Public Relations: Development of PR, present status and future, PR in India, PR in relation to Marketing, Publicity and Advertising, Tools of public relations, I C T tools.

Unit- 2

Corporate Brand Image: Corporate personality, Corporate identity, Integrating corporate identity into communication process, Case studies in corporate identity, Corporate Image, Corporate Brand Management.

Unit-III

Service marketing: Meaning and concept of Social marketing, Consumer behavior in service marketing, Key elements of service marketing, Management of service delivery process.

Unit- 4

PR and Service Marketing: PR in educational institutes, PR in hotels, PR in hospitals, PR in police, PR in Government, PR in Insurance sector.

Suggested Readings:

1. *Richard R Dolpinh : The Fundamentals of Corporate Communication, Butterworth Heinmann*
2. *Donald R G: Corporate Reputation, London: Kogan page*
3. *Tom Means: Business communication, Thomson*
4. *Paul Argentli PaulThe Power of Corporate Communication, NY: McGraw Hill*
5. *Neeru Vashishth & Namita RajputBusiness Organisation and Management, Kitab Mahal, Allahabad, 2005*
6. *Jaishri N Jethwaney Public relations, ND: Sterling*
7. *Kutlip Centre & BroomEffective Public Relations, Prentice Hall, New Delhi*
8. *Sukul Lomash & P.K.Mishra,Business policy and strategic management, Vidya Vikash Publishing house, New Delhi*

Course Outcomes

- CO. 1 Students will be able to **explain** the development of public relations as a communication process. (L2)
- CO. 2 Students will be able to **identify** and apply key PR tools and ICT strategies to real-world communication challenges. (L2)
- CO. 3 Students will be able to **analyze** consumer behavior in service marketing and design effective PR strategies. (L4)
- CO. 4 Students will be able to **evaluate** and develop corporate brand identity and image. (L5)

PR Productions

Practical : Corporate Communication & Public Relations-D (Semester-I)

Paper Code: U25MCM118P

Internal Marks:30 Marks

Duration: 120 Hrs (8 Hrs/Week)

External Marks:70 Marks (Portfolio-40, Practical-30)

Credits:4

Total Marks:100 Marks

Time-3 Hrs.

Major Test (Practical)-Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of productions mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher assigns work corrects and need be asks to rewrite and puts his signature on each and every work assigned with date. Portfolio is for 40 marks. Examiner will give three questions to answer any two which should be of 15 marks and 15 marks will be of viva voce. A student who does not have the portfolio will not be allowed to appear for the examination.

An external examiner will ask three practical questions and students need to answer any two. There will be 15 marks for written examination and 15 marks for Viva voce (total 30 marks)

Course Objectives

1. To equip students with the practical knowledge and skills required to design and produce a comprehensive portfolio of visual communication.
2. To develop students' ability to evaluate and enhance the effectiveness, clarity, and professionalism of their own and others'.

Only those students will be permitted to sit in the examination who is having the portfolio.

- | | |
|---|--------|
| 1. Logo Designing | 2 |
| 2. Corporate stationery like visiting cards | 5 |
| 3. Letter heads | 5 |
| 4. Envelops | 5 |
| 5. Signage | 2 |
| 6. Press releases | 5 |
| 7. Minutes, Memos | 5 each |
| 8. Reports | 5 |
| 9. Brochures | 2 |
| 10. Pamphlets | 2 |
| 11. Poster | 2 |

Suggested Reading:

1. *Richard R Dolpinh :The Fundamentals of Corporate Communication, Butterworth Heinmann*
2. *Donald R G: Corporate Reputation, London: Kogan page*
3. *Tom Means: Business communication, Thomson*
4. *Paul Argenti Paul : The Power of Corporate Communication, NY: McGraw Hill*
5. *Neeru Vashishth & Namita Rajput: Business Organisation and Management, Kitab Mahal, Allahabad, 2005*
6. *Jaishri N Jethwaney : Public relations, ND: Sterling*
7. *Kutlip Centre & Broom: Effective Public Relations, Prentice Hall, New Delhi*
8. *Sukul Lomash & P.K.Mishra : Business policy and strategic management, Vidya Vikash Publishing house, New Delhi.*

Course Outcomes:

- CO 1. Students will be able to **identify** and recall the fundamental design elements and formats of visual communication. (L1)
- CO 2. Students will be able to **apply** technical and creative skills to design, develop, and produce a portfolio of professional visual communication materials as specified in the course requirements. (L2)
- CO 3. Students will be able to **analyze** the effectiveness, clarity, and professionalism of visual and written communication materials, and provide constructive feedback for improvement. (L4)
- CO 4. Students will be able to **design**, develop, and present an original and comprehensive portfolio of visual communication and corporate identity materials. (L6)

Semester- II

Graphics and Media Production
Discipline Specific Course (DSC) (Semester-II)

Paper Code: U25MCM201T
Duration: 60 Hrs (4 Hrs/Week)
Credits:4
Time-3 Hrs.

Internal Marks: 30 Marks
External Marks: 70 Marks
Total Marks: 100 Marks

Major Test—

The course contents of the course, having 04 credits, will be distributed among 4 Units and maximum marks will be assigned 100 (70 external: 30 internal). The maximum duration for attempting the paper will be 3 hours. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus consisting of 2 marks each. In addition to that eight more questions will be set, two questions from each Unit. The students should be required to attempt five questions in all, selecting one question from each Unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

Course Objectives

1. Introduce core principles and techniques in graphics and media production.
2. Develop technical proficiency with industry-standard media technologies and software.
3. Foster creative and conceptual skills for visual storytelling and media design.
4. Prepare students to manage the full media production workflow, from concept to distribution.

Unit-I

Concept and Philosophy of Graphics and Production: Elements of Design, Principles of design (design syntax), Type and typefaces, Choosing types in design layout, Layout Composing methods, Desktop publishing, Visual copy of reproduction, Color and production aspects, Printing paper Costing and estimating.

Unit 2

Introduction to various type of print publication: Newspaper, Magazines, Books, Leaflets, Booklets, Brochures, Posters, Folders, Packages, Cards

Unit 3

Digital Camera technology: Digital Camera parts and type of Cameras, Photographic techniques- Composition and Exposure, Various Digital Image Formats- JPG, JPEG, GIF, SVG, PNG, BMP, TIFF. Various Video Formats – AVI, MOV, MP4, WMV, MKV.

Unit 4: Digital Media Production Tools and Techniques: Basics of digital imaging and editing, Introduction to motion graphics and VFX. 2D/3D animation fundamentals, motion graphics, and stop motion, Overview of design software (e.g., Adobe Photoshop, Illustrator, Canva).

Suggested Readings:

1. *Michael Freeman, The Photographer's Eye*
2. *Ellen Lupton, Graphic Design: The New Basics*
3. *Mark Christiansen, Adobe After Effects Classroom in a Book*
4. *Jon Gress, Digital Visual Effects and Compositing*
5. *Selected articles and case studies on media technology (provided during the course)*

Course Outcomes:

- CO. 1 Students will be able to **demonstrate** practical skills in graphic design, 2D/3D animation, motion graphics, and video production. (L1)
- CO. 2 Students will be able to **apply** media technology tools for editing, compositing, and visual effects. (L3)
- CO. 3 Students will be able to **conceptualize** and execute media projects, integrating design, narrative, and technical components. (L4)
- CO. 4 Students will be able to **collaborate** effectively in production teams and adapt to emerging trends in media technology. (L5)
- CO. 5 Students will be able to **create** their own design according to the new technology. (L6)

Mass Media: Structure and Management
Discipline Specific Course (DSC) (Semester-II)

Paper Code: U25MCM202T
Duration: 60 Hrs (4 Hrs/Week)
Credits:4
Time-3 Hrs.

Internal Marks: 30 Marks
External Marks: 70 Marks
Total Marks: 100 Marks

Major Test-

The course contents of the course, having 04 credits, will be distributed among 4 Units and maximum marks will be assigned 100 (70 external: 30 internal). The maximum duration for attempting the paper will be 3 hours. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus consisting of 2 marks each. In addition to that eight more questions will be set, two questions from each Unit. The students should be required to attempt five questions in all, selecting one question from each Unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

Course Objective

1. Understand media organizational structures and management about the organizational setup.
2. Analyze media economics and Policy through financial aspects of media production for print, electronic media.
3. Explore advertising and public relations practice through the structure, functions, and operations of advertising agencies.
4. Evaluate the impact of technology and policy on media operations including digital technology, internet editions, and policy changes.

Unit-I

Print Media: Organizational structure of newspaper and management, Ownership and control of newspaper, Economics of Production of newspaper and magazines, Managing internet edition of a newspaper, Newsprint policy.

Unit-II

Electronic media: Administrative structure of Prasar Bharti & Private Channels, Ownership and control of Radio and TV, Economics of Producing programs for Radio and TV, Cinema Industry in India: structure, organization and economics.

Unit-III

Advertising Agency: Structure and functions of Ad Agencies, Ad Agency Commission system, Budgeting Ad Campaign, Empaneling of Ad Agency, Interface of various departments of an Ad Agency.

Unit-IV

PR Department Agencies: Structure and functions of PR Departments, Consulting Agencies, PR Campaign and Budgeting, Empaneling of PR consultancies, Functioning of PR Departments in Corporate Sectors.

Suggested readings:

1. *Newspaper Organization and Management* by Williams Herbert Lee, The Iowa State University Press, US
2. *India's Newspaper Revolution: Capitalism, Politics, and Indian-Language Press, 1977-1999* by Robin Jeffrey, Hurst & Company, London
3. *An Introduction to Media Management* by Anuradha Mishra, Singhal Law Publisher, New Delhi
4. *Indian Media Business* by Vanita Kohli Khandekar, Sage India, New Delhi
5. *Advertising Principles and Practice* by Wells, Moriarty & Burnett
6. *Effective Public Relations* by Centre, Cutlip & Broom, Pearson Education, Singapore
7. *Public Relations: Principles and Practices* by Iqbal Singh Sachdeva, Oxford University Press

Course Outcomes:

- CO. 1 Students will be able to **identify** various ownership patterns, organizational hierarchies, and management functions across media. (L1)
- CO. 2 Students will be able to **analyze** the economics of media production, understand newsprint and programme production policies. (L4)
- CO. 3 Students will be able to **design** advertising and PR campaigns, including budgeting, agency empanelment, and inter-departmental coordination. (L5)
- CO. 4 Students will be able to **evaluate** the impact of technological advancements, policy changes, and market challenges on media organizations. (L6)

Media Laws and Ethics
Discipline Specific Course (DSC) (Semester-II)

Paper Code: U25MCM203T
Duration: 60 Hrs (4 Hrs/Week)
Credits: 4
Time-3 Hrs.
Major Test-

Internal Marks: 30 Marks
External Marks: 70 Marks
Total Marks:100 Marks

The course contents of the course, having 04 credits, will be distributed among 4 Units and maximum marks will be assigned 100 (70 external: 30 internal). The maximum duration for attempting the paper will be 3 hours. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus consisting of 2 marks each. In addition to that eight more questions will be set, two questions from each Unit. The students should be required to attempt five questions in all, selecting one question from each Unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

Course Objectives

1. Enable students to comprehend the constitutional foundations of freedom of speech and expression in India.
2. Familiarize students with major legal provisions affecting media, such as the Right to Information and Defamation.
3. Provide insight into the regulatory environment for broadcasting and cinema, covering the Broadcasting Codes, Cable TV Regulations Act, Cinematograph Act.
4. Cultivate an understanding of professional codes of conduct and self-regulation for journalists, advertising, and public relations.

Unit-I

Freedom of speech & expression, Article 19 1 (a) & (2) Reasonable Restrictions, Right to Information, Laws of Defamation, Contempt of Court, Contempt of Legislature.

Unit-II

Official Secrets act, Copy Right Act, Press and Books Registration act, First Press commission and second Press Commission, Press council of India.

Unit-III

Broadcasting Laws: Prasar Bharati Act, Cable TV Network (Regulation) Act, Cinematograph Act, 1952

Unit-IV

Cyber Laws: Information Technology Act, 2000 (and its amendments); Digital Piracy, Social Media, OTT Regulation, Ethical Issues in Indian Media: Media Bias, Sensationalism, Privacy, Hate Speech, Fake News, Code of Ethics by Advertising Standard Council of India, Regulations for Public Relations (IPRA Code of Ethics)

Suggested Readings

1. Media Law by Sallie Spilsbury: Taylor & Francis
2. Digital Media Law by Ashley Packard: John Wiley & Son
3. Press Laws and Ethics of Journalism by Ravindranath, PK
4. B. Basu: Laws of Press in India
5. D.D. Basu: Press Laws (Wadhwa and Company)
6. S.K. Aggarwal: Media and Ethics
7. Press Council of India: Norms of Journalistic Conduct
8. Information Technology Act, 2000 (with Amendments)

Course Outcomes:

- CO 1. Students will be able to **recall** and identify the key legal provisions, acts, committees, and codes relevant to media law and ethics. (L1)
- CO 2. Students will be able to **explain** the purpose, scope, and significance of major laws, regulations, and ethical codes governing media, journalism, and advertising in India. (L2)
- CO 3. Students will be able to **apply** knowledge of media laws and ethical codes to practical situations, analyzing how these frameworks guide journalistic practice. (L3)
- CO 4. Students will be able to **analyze** the relationship between media freedom and legal/ethical restrictions, comparing and evaluating the impact of various statutes. (L4)
- CO 5. Students will be able to **design** and propose innovative solutions, policies, or guidelines to address contemporary challenges in media law and ethics. (L6)

Introduction to Editing
Departmental Elective Course : Print Media -A (Semester-II)

Paper Code: U25MCM211T
Duration: 60 Hrs (4 Hrs/Week)
Credits:4
Time-3 Hrs.
Total Marks: 100 Marks
Major Test-

Internal Marks: 30 Marks
External Marks: 70 Marks
Total Marks: 100 Marks

The course contents of the course, having 04 credits, will be distributed among 4 Units and maximum marks will be assigned 100 (70 external: 30 internal). The maximum duration for attempting the paper will be 3 hours. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus consisting of 2 marks each. In addition to that eight more questions will be set, two questions from each Unit. The students should be required to attempt five questions in all, selecting one question from each Unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

Course Objectives

1. To introduce students to the principles and practices of news editing, including the roles of sub editors and news editors.
2. To develop students' skills in editing features, articles, and photos, as well as editorial writing.
3. To impart knowledge of headline writing, including types and its characteristics.
4. To equip students with the ability to write and edit news and non-news content for digital platforms, including social media.

Unit-I

Basis of Editing, Role of Sub editor, Role of News Editor, Editorial Policy, Editing News Stories, News Agency Copy, Filed Stories.

Unit-II

Editing Features& Articles, Photo Editing: Choice of Picture, Cropping, and Caption writing, Editorial writing, News Analysis, Columns. Difference between newspaper and magazine journalism.

Unit--3

Types of headlines and headline writing, Headlining – characteristics/features, types/ patterns, Rules/principles of headline writing, Changing trend of headline writing – influence of other media, Making the page.

Unit-IV

Writing news contents for digital media, Writing non-news contents for digital media, Writing of blogs/opinion articles, Writing news for mobile phones, Writing non-news contents for mobile phones.

Suggested Readings:

1. Scholastic journalism- Tom rolnicki, C. Tate, Sherri Taylor
2. The editor's toolbox- Buck ryan, Michael o Donnell
3. News Reporting and Editing by K.M Srivastava, Advent book Publication
4. Beat Reporting and Editing: Journalism in the Digital Age by Surbhi Dahiya, Shambhu Sahu, SAGE Publications, 2022
5. Writing for the Media by Usha Raman, Oxford University Press (OUP) India
6. Reporting and Editing by Dr. Hemanta Joshi, Manjari Joshi, Ravindra Dubey, Krishna Kumar Tiwari, Gopal Misra, Srimoy Patra, VIKAS® Publishing House Pvt. Ltd.

Course Outcomes

- CO. 1 Students will be able to edit news stories, agency copies, and **understand** the of editorial roles and policies. (L2)
- CO. 2 Students will be able to **identify** features, articles, columns and distinguish between newspaper and magazine journalism. (L2)
- CO. 3 Students will be able to **demonstrate** proficiency in headline writing by applying appropriate types. (L3)
- CO. 4 Students will be able to **apply** the writing skills for various media channels. (L3)
- CO. 5 Students will be able to **create** news and non-news content for digital as well as print publications. (L6)

Editing Productions

Practical : Print Media-A (Semester-II)

Paper Code: U25MCM212P

Duration: 120 Hrs (8 Hrs/Week)

Credits:4

Time-3 Hrs.

Internal Marks: 30 Marks

External Marks: 70 Marks (Portfolio-40, Practical-30)

Total Marks: 100 Marks

Major Test (Practical)- Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of productions mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher assigns work corrects and need be asks to rewrite and puts his signature on each and every work assigned with date. Portfolio is for 40 marks. Examiner will give three questions to answer any two which should be of 15 marks and 15 marks will be of viva voce. A student who does not have the portfolio will not be allowed to appear for the examination.

An external examiner will ask three practical questions and students need to answer any two. There will be 15 marks for written examination and 15 marks for Viva voce (total 30 marks)

In this paper the student will be doing specialized reporting, writing and Proof-reading-

1. Interviews-5 (Two Media persons)
2. Profiles ----- 5
3. Development story-2
4. Investigative story—2
5. Travelogue-2
6. Profile of a village-2
7. Conference/Seminar reporting-1
8. Soft stories-5
9. Cultural reporting-
10. Photo feature—1
11. Editing Assignments-2

Suggested Readings:

1. *Natrajan J.: History of Indian Journalism, Publications Division, Ministry of Information & Broadcasting, Govt. of India, 1997*
2. *Parthasarthy, Rangaswami: Journalism in India, Sterling Publishers Pvt. Ltd., New Delhi, 1997*
3. *NN Sarkar: Art and Production, Sagar Publishers, New Delhi, 2001*
4. *JK Sharma: Print Media and Electronic Media, Authors Press, 2003*
5. *Shyamali Bhattacharjee: Media and Mass Communication, Kanishka Publication, New Delhi, 2005*

Course Outcomes

- CO 1. Students will be able to edit news stories, agency copies, and **understand** the editorial roles and policies. (L2)
- CO 2. Students will be able to **identify** and edit features, articles, columns and distinguish between newspaper and magazine journalism. (L2)
- CO 3. Students will be able to **demonstrate** proficiency in headline writing and editing by applying appropriate types. (L3)
- CO 4. Students will be able to **apply** the writing and editing skills for various media channels. (L3)
- CO 5. Students will be able to **create** news and non-news content for digital as well as print publications. (L6)

Introduction to Television

Departmental Elective Course : Electronic Media-B (Semester-II)

Paper Code: U25MCM213T
Duration: 60 Hrs (4 Hrs/Week)
Credits:4
Time-3 Hrs.
Major Test-

Internal Marks: 30 Marks
External Marks: 70 Marks
Total Marks: 100 Marks

The course contents of the course, having 04 credits, will be distributed among 4 Units and maximum marks will be assigned 100 (70 external: 30 internal). The maximum duration for attempting the paper will be 3 hours. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus consisting of 2 marks each. In addition to that eight more questions will be set, two questions from each Unit. The students should be required to attempt five questions in all, selecting one question from each Unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

Course Objectives

1. To introduce the history, development, and organizational framework of television in India.
2. To develop practical skills in TV program production, including camera work, lighting, and sound techniques.
3. To train students in TV news reporting, editing, presentation, and studio-based interactions.
4. To equip students with the fundamentals of TV scriptwriting for various program formats and advertisements.

Unit -1

History & Development of TV in India, Reach & Role of TV in India, Organizations set up, Technology of TV Program production.

Unit -2

TV Program Production equipment, Camera movements and angles, shots. Lighting and Sound techniques, Single camera and multicamera, Productions.

Unit -3

Video Editing Techniques, Online editing, TV news, reporting, news sources, selection, presentation, News reading, Announcing on TV. TV Interviews and Studio discussions.

Unit -4

Basics of TV script writing, Writing scripts for TV features, Special Programs and Serials, Story board, Scripts for TV ads

Suggested Readings:

1. *Television production- Jim Owens and Gerald Millerson*
2. *Television production handbook- Herbert Zettl*
3. *The public relations handbook- Alison theaker*
4. *Public relations- Edward Bernays*
5. *The editor's toolbox- Buck ryan, Michael o Donnell*
6. *Scholastic journalism- Tom rolnicki, C. Tate, Sherri Taylor*

Course Outcomes

- CO 1. Students will be able to **explain** the evolution and role of television in India and identify organizations and technologies involved. (L2)
- CO 2. Students will be able to **demonstrate** competence in operating TV production equipment. (L2)
- CO 3. Students will be able to **apply** the online and offline editing on various productions. (L3)
- CO 4. Students will be able to effectively **produce** and present TV news and non-news content. (L5)
- CO 5. Students will be able to **create** well-structured scripts for special programs on television (L6)

Television Productions

Practical : Electronic Media-B (Semester-II)

Paper Code: U25MCM214P

Duration: 120 Hrs (8 Hrs/Week)

Credits:4

Time-3 Hrs.

Internal Marks: 30 Marks

External Marks: 70 Marks (Portfolio-40, Practical-30)

Total Marks: 100 Marks

Major Test (Practical)-Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of productions mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher assigns work corrects and need be asks to rewrite and puts his signature on each work assigned with date. Portfolio is for 40 marks. Examiner will give three questions to answer any two which should be of 15 marks and 15 marks will be of viva voce. A student who does not have the portfolio will not be allowed to appear for the examination.

An external examiner will ask three practical questions and students need to answer any two. There will be 15 marks for written examination and 15 marks for Viva voce (total 30 marks)

Each of the Following:

1. TV News Bulletin- 2
2. TV ad Script- 2
3. Video Editing Assignment -2
4. Chat show- 1
5. Talk show- 1
6. Count down Show- 1
7. One Documentary - 1

Suggested Readings:

1. *Television production handbook- Herbert Zettl*
2. *Television production- Jim Owens and Gerald Millerson*
3. *Video production Handbook by by Jim Owens , Gerald Millerson*
4. *Video Basics 7 by Herbert Zettl*
5. *Video Production by Vasuki Balavedi, Oxford publication.*

Course Outcomes:

- CO 1. Students will be able to **explain** and identify organizations and technologies involved in video production. (L2)
- CO 2. Students will be able to **demonstrate** competence in operating TV production equipment. (L2)
- CO 3. Students will be able to **apply** online and offline editing on various productions. (L3)
- CO 4. Students will be able to effectively **produce** and present TV news and non-news content. (L5)
- CO 5. Students will be able to **create** well-structured scripts for special programs on television (L6)

Advertising Management & Media Planning
Departmental Elective Course : Advertising-C (Semester-II)

Paper Code: U25MCM215T
Duration: 60 Hrs (4 Hrs/Week)
Credits:4
Time-3 Hrs.
Major Test-

Internal Marks: 30 Marks
External Marks: 70 Marks
Total Marks: 100 Marks

The course contents of the course, having 04 credits, will be distributed among 4 Units and maximum marks will be assigned 100 (70 external: 30 internal). The maximum duration for attempting the paper will be 3 hours. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus consisting of 2 marks each. In addition to that eight more questions will be set, two questions from each Unit. The students should be required to attempt five questions in all, selecting one question from each Unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

Course Objectives

1. To provide a comprehensive understanding of advertising budget planning and methods of appropriation.
2. To introduce the principles and practices of media planning, including media characteristics, selection, and the evolving media landscape in India.
3. To familiarize students with audience measurement concepts, tools, and techniques essential for effective media planning and buying.
4. To develop knowledge of Integrated Marketing Communication (IMC), including its components, models, and the challenges faced in modern advertising.

Unit-I

Advertising Budget: Ad budget- an overview, Pre-budget thinking, Methods of determining advertising appropriation, Agency commission concept, Presentation of financial information and decision making, Monitoring and controlling budget, Production and cost analysis.

Unit- II

Media Planning: Introduction to media planning, Media characteristics-advantages and disadvantages of various media, Media class, vehicle, options. Media scene in India- changing profile of the Press, Radio and TV in India, Emerging media- Cable and Satellite TV, Internet.

Unit-III

Audience Measurement: Concept of audience measurement; Opportunity to See (OTS), Cost Per Thousand (CPT), Gross Impression, Gross Rating Point (GRP). Media measurement tools. Reach and frequency. Syndicate Studies- NRS and IRS, Media Selection, Media tariff, Media buying, Reach, Frequency, Continuity. Role of Computers in Media Planning, Media innovations.

Unit-IV

Integrated Marketing Communication: Meaning and Concept of IMC, Components of IMC, Models of IMC, Outdoor advertising and Transit advertising, Media Research and sources of media information.

Suggested Readings

1. *The Fundamentals of Advertising* Butterworth Henemann, Oxford
2. *J.V. Vilanilam & A.K. Verghese -Advertising Basics, Response Books, New Delhi, 2004*
3. *Vilshurst John & Mackay Adrian-Advertising Management, Oxford University Press*
4. *Advertising Media Planning, 7th Edition by Jack Z. Sissors and Roger Baron McGraw-Hill Education.*
5. *Advertising Media Planning: A Brand Management Approach, 5th Edition by Kelley, Sheehan, Dobias, Koranda, and Jugenheimer, Routledge.*
6. *Covers brand management, digital planning, and global media landscape.*
7. *Ogilvy on Advertising by David Ogilvy, Vintage.*
8. *Media Planning: A Practical Guide, 3rd Edition by Jim Surmanek, NTC Business Books.*

Course Outcomes:

- CO 1. Students will be able to understand the core concepts and significance of advertising, media planning, and integrated marketing communication. (L2)
- CO 2. Students will be able to apply media planning tools and audience measurement metrics (such as OTS, CPT, GRP) to design targeted advertising campaigns. (L3)
- CO 3. Students will be able to analyze and compare various methods for determining advertising budgets, media options, and audience measurement. (L4)
- CO 4. Students will be able to evaluate the effectiveness of advertising strategies and media choices using financial, audience, and performance data. (L5)
- CO 5. Students will be able to develop comprehensive advertising and media plans that integrate multiple channels and leverage research-based insights for successful marketing communication. (L6)

Advertising Campaign Productions

Practical : Advertising-C (Semester-II)

Paper Code: U25MCM216P

Duration: 120 Hrs (8 Hrs/Week)

Credits:4

Time-3 Hrs.

Internal Marks: 30 Marks

External Marks: 70 Marks (Portfolio-40, Practical-30)

Total Marks: 100 Marks

Major Test (Practical)-Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of productions mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher assigns work corrects and need be asks to rewrite and puts his signature on each and every work assigned with date. Portfolio is for 40 marks. Examiner will give three questions to answer any two which should be of 15 marks and 15 marks will be of viva voce. A student who does not have the portfolio will not be allowed to appear for the examination.

An external examiner will ask three practical questions and students need to answer any two. There will be 15 marks for written examination and 15 marks for Viva voce (total 30 marks)

- Each student will conceive plans, do pre-launch research, and prepare advertising campaigns for:
 - One social issue campaign/ Public Service Advertisements campaign
 - One product of large multi-national organization

1. Classified Ads	3
2. Classified display Ads	5
3. Display Ads	5
4. Hoarding/Billboard Ads	5
5. Transit Ads	3
6. Pamphlets/Leaflets	5
7. Brochures	3
8. Folders	3
9. Wall writing	5
10. Banners	3
11. Posters	5
12. Dangler and Buntings	5
13. Packaging	5

An account of each step of these advertising campaigns shall be maintained. Finally, each student will make a presentation of the campaign he or she has made. Advertising campaign must contain the above-mentioned items for the chosen product.

Suggested Reading:

1. *Advertising Management* by Rajeev Batra, John G. Myers, and David A. Aaker
2. *Ogilvy on Advertising* by David Ogilvy
3. *Confessions of an Advertising Man* by David Ogilvy
4. *Advertising Management in a Digital Environment: Text and Cases* by Larry D. Kelley, Donald W. Jugenheimer, and Kim Bartel Sheehan.
5. *Scientific Advertising* by Claude C. Hopkins
6. *Advertising and Sales Promotion Management* by S.A. Chunawalla and K.C. Sethia

Course Outcomes:

- CO 1. Students will be able to **apply** media production tools and audience measurement metrics to design targeted advertising campaigns. (L3)
- CO 2. Students will be able to **analyze** and compare various methods for determining advertising budgets, media options, and audience measurement by field work. (L4)
- CO 3. Students will be able to **evaluate** the effectiveness of advertising strategies and media choices using various tools. (L5)
- CO 4. Students will be able to **develop** comprehensive advertising and media content that integrate multiple channels and leverage research-based insights for successful marketing communication. (L6)

Administrative Communication

Departmental Elective Course: Corporate Communication & Public Relations-D (Semester-II)

Paper Code: U25MCM217T

Duration: 60 Hrs (4 Hrs/Week)

Credits:4

Time-3 Hrs.

Major Test-

Internal Marks: 30 Marks

External Marks: 70 Marks

Total Marks: 100 Marks

The course contents of the course, having 04 credits, will be distributed among 4 Units and maximum marks will be assigned 100 (70 external: 30 internal). The maximum duration for attempting the paper will be 3 hours. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus consisting of 2 marks each. In addition to that eight more questions will be set, two questions from each Unit. The students should be required to attempt five questions in all, selecting one question from each Unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

Course Objectives

1. To provide foundational knowledge of organizational communication, types, and the interface of public relations
2. To develop practical skills in business communication, including meetings, internal and external correspondence.
3. To introduce the principles of service marketing, focusing on consumer behavior and management of service delivery processes.
4. To train students in the production of corporate identity materials, including corporate photography and video production.

Unit-I

Organizational Communication: Structure of an organization, Different kinds of organizations, Management Structure in an organization, Types of communication in an organization, Role and scope of Public Relations in an organization. Interface between Public Relations with departments of various management disciplines.

Unit-II

Business Communication: Meetings, Introduction, Negotiations, Press releases, Handling information sources, Annual reports, Speech Writing, Internal Communication, External Communication.

Unit-III

Service marketing: Service Marketing: Introduction, Consumer behavior in service marketing, Key elements of service marketing, Management of service delivery process.

Unit-IV

Production of corporate identity materials: Corporate photography, Corporate video production

Suggested Readings:

1. *Richard R Dolpinh : The Fundamentals of Corporate Communication, Butterworth Heinmann*
2. *Donald R G: Corporate Reputation, London: Kogan page*
3. *Tom Means: Business communication, Thomson*
4. *Paul Argenti Paul :The Power of Corporate Communication, NY: McGraw Hill*
5. *Neeru Vashishth & Namita Rajput: Business Organisation and Management, Kitab Mahal, Allahabad, 2005*
6. *Jaishri N Jethwaney : Public relations, ND: Sterling*
7. *Kutlip Centre & Broom: Effective Public Relations, Prentice Hall, New Delhi*
8. *Sukul Lomash & P.K.Mishra : Business policy and strategic management, Vidya Vikash Publishing house, New Delhi*

Course Outcomes:

- CO. 1 Students will be able to **understand** the role of public relations within organizations. (L1)
- CO. 2 Students will be able to **demonstrate** effective business communication skills, including conducting meetings and negotiations. (L2)
- CO. 3 Students will be able to **apply** techniques to analyze consumer behavior and manage service delivery processes. (L4)
- CO. 4 Students will be able to **produce** corporate identity materials for utilizing skills in organizational communication. (L5)
- CO. 5 Students will be able to **create** publicity and promotional materials for the corporate houses. (6)

P R Campaign Productions
Practical: Corporate Communication & Public Relations- D (Semester-II)

Paper Code: U25MCM218P

Marks: 30 Marks Duration: 120 Hrs (8 Hrs/Week)

Marks (Portfolio-40, Practical-30)

Credits:4

Marks: 100 Marks Time-3 Hrs.

Internal
External Marks: 70

Total

Major Test (Practical)-Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of productions mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher assigns work corrects and need be asks to rewrite and puts his signature on each work assigned with date. Portfolio is for 40 marks. Examiner will give three questions to answer any two which should be of 15 marks and 15 marks will be of viva voce. A student who does not have the portfolio will not be allowed to appear for the examination.

An external examiner will ask three practical questions and students need to answer any two. There will be 15 marks for written examination and 15 marks for Viva voce (total 30 marks)

Course Objective—Production is the lifeline in any professional course. This paper aims at imparting practical training to the students on Public Relations.

Only those students will be permitted to sit in the examination who is having the portfolio.

Each student must plan and launch

1. A PR Campaign
2. A social marketing Campaign
3. Students in group must organize a press conference

Suggested Reading:

1. *Richard R Dolpinh : The Fundamentals of Corporate Communication, Butterworth Heinmann*
2. *Donald R G: Corporate Reputation, London: Kogan page*
3. *Tom Means: Business communication, Thomson*
4. *Paul Argenti Paul: The Power of Corporate Communication, NY: McGraw Hill*
5. *Neeru Vashishth & Namita Rajput: Business Organisation and Management, Kitab Mahal, Allahabad, 2005*
6. *Jaishri N Jethwaney : Public relations, ND: Sterling*
7. *Kutlip Centre & Broom: Effective Public Relations, Prentice Hall, New Delhi*
8. *Sukul Lomash & P.K.Mishra: Business policy and strategic management, Vidya Vikash Publishing house, New Delhi*

Course Outcomes

- CO. 1 Students will be able to **demonstrate** effective business communication skills, including writing for conducting meetings and negotiations. (L2)
- CO. 2 Students will be able to **apply** techniques to analyze consumer behavior and manage service delivery processes. (L4)
- CO. 3 Students will be able to **produce** corporate identity materials for utilizing skills in organizational communication. (L5)
- CO. 4 Students will be able to **create** publicity and promotional materials for the corporate houses. (6)

Internship

Paper Code: U25MCM2011
Marks: 100 Marks
Duration: 120 Hrs (8 Hrs/Week)
Credits:4
Time-3 Hrs

Total

Scheme of examination- The media training is to be undertaken soon after the end of the semester examination for a period of a minimum of **4 weeks (120 hrs)**. Media training is complimentary to the classroom training /education of the student. Hence the student must take training in the field of their specialization only. However, they can choose any government organization or non-government organization where there is communication wing to facilitate development.

The Media organization where the student has taken training needs to send a confidential report of the conduct of the student during the training. Students need to fill the Performa in prescribed by the department to fill daily described the day's experience.

Seminar

Paper Code: U25MCM201S
Marks: 50 Marks
Credits:2
Time-2 Hrs.

Total

Detailed Course:

<p>Unit-I Seminar Preparation: Selection of the topic, gathering facts, collecting data, use of technology, References.</p> <p>Unit-II Seminar Presentation: Basics of a Good presentation, Visual elements, Concise the data and Basics of Oral presentation.</p>	<p>Students will prepare a portfolio of in-depth analysis on the current topics related to the field of Mass Communication, Journalism, Media and Society, Political Communication, Development issues, Environmental issues covered by the media or any other general current issues given by the class teacher during the semester.</p> <p>Seminar/ Group discussions /Presentations/ Interactive sessions will be organized by the students on the topics given by the class teacher.</p>
<p>At the end of the semester students need to submit a portfolio containing in-depth analysis of at least one topic and present the same during the examination.</p>	



Guru Jambheshwar University of Science and Technology
Hisar-125001, Haryana
 ('A+' NAAC Accredited State Govt. University)



PG Programme/NEP-2020
Programme: M.A. Mass Communication (Two-year Programme & One Year Programme)
 According to Curriculum and Credit Framework for Post Graduate Programme of NEP-2020
Second Year

SEMESTER-III									
Type of Course	Course Code	Nomenclature of Paper/Cours/e	Theory/Practical	Credits	Contact Hours	Internal Marks	External Marks	Total Marks	Duration of Exam (Hrs)
DSC	U25MCM301T	Communication and New Media	T	4	4	30	70	100	3
	U25MCM302T	Journalism and Media Technology	T	4	4	30	70	100	3
	U25MCM303T	Integrated Marketing Communication	T	4	4	30	70	100	3
	U25MCM304T	Digital Content Development	T	2	2	15	35	50	2
OEC	<i>To be opted from the pool of OEC</i>		T	2	2	15	35	50	2
DEC	<i>(Students need to opt only one specialization from the following DEC)</i>								
Print Media -A	U25MCM311T	Newspaper Production and Management	T	4	4	30	70	100	3
	U25MCM312P	Print Media Productions	P	4	8	30	70	100	3
or									
Electronic Media- B	U25MCM313T	Audio - Visual Culture	T	4	4	30	70	100	3
	U25MCM314P	Audio - Visual Productions	P	4	8	30	70	100	3
or									
Advertising-C	U25MCM315T	Advertising Campaign Management	T	4	4	30	70	100	3
	U25MCM316P	Digital Advertising Productions	P	4	8	30	70	100	3
or									

Corporate Communication and Public Relations- D	U25MCM317T	Public Relations Campaign Management	T	4	4	30	70	100	3
	U25MCM318P	Digital Public Relations Productions	P	4	8	30	70	100	3
Total Credits				24					
(Semester- IV)									
DSC	U25MCM401T	Mass Media Research	T	4	4	30	70	100	3
	U25MCM402T	Presentation and Communication Skills	T	4	4	30	70	100	3
DEC	U25MCM411P	Comprehensive Viva	P	2	4	15	35	50	2
Dissertation	U25MCM401D	Dissertation	P	12	--	--	--	300	--
SEC/EEC/VOC		To be opted from the pool of SEC/EEC/VOC	T	2	2	15	35	50	2
Total Credits-				24					

(Note: The medium of instruction and examination shall be in both languages -Hindi and English)

Courses offer for the Pool of OEC of the University Teaching Departments (UTD)									
(Semester III)									
OEC	U25OEC321T	Film Appreciation	T	2	2	15	35	50	2
Courses offer for the Pool of SEC/EEC/VOC of the University Teaching Departments (UTD)									
(Semester- IV)									
SEC	U25SEC421T	Technical Communication	T	2	2	15	35	50	2
EEC	U25EEC421T	Transmedia Storytelling	T	2	2	15	35	50	2
VOC	U25VOC421P	Documentary Film Making	P	2	4	15	35	50	2

(Note: The medium of instruction and examination shall be in both languages Hindi and English)

Communication and New Media

Discipline Specific Course (DSC) (Semester-III)

Course code: U25MCM301T

60 Hrs (4Hrs/Week)

Credit: 4

Internal Marks: 30 Marks

External Marks: 70 Marks

Total Marks: 100 Marks

Time: 3 Hrs

Major test—The contents of the course, having 04 credits, will be distributed among 4 units and maximum marks will be assigned 100 (70 external: 30 internal). The maximum duration for attempting the paper will be 3 hours. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus consisting of 2 marks each. In addition to that eight more questions will be set, two questions from each unit. The students should be required to attempt five questions in all, selecting one question from each unit in addition to compulsory question no. 1. All questions shall carry equal marks.

Course objectives

1. Technology shapes the journalism profession.\
2. Computers have transformed the newsroom landscape.
3. The paper seeks to educate students on fundamental information technology relevant to the field.

Unit-1 Communication Technology

- ICT and their scope in media
- Web data scraping & extraction, making online identity
- Fake news, verifying the UGC- user generated content

Unit-2 Computer Technologies

- Creating content online, video tutorials
- Making web pages, blogs, editing, linking webpages
- Netiquette, importance of personalized e-content

Unit-3 Advantages and Disadvantages of ICT

- Internet and its various elements & applications
- Social media- definition, characteristic and applications
- Data journalism, social network analysis

Unit-4 New Media Technology

- Effective searching techniques of internet
- Twitter (X), Facebook, Whatsapp, Youtube, Linkdin
- Data on social networking sites
- E-commerce, buying, selling, banking & advertising

Suggested Readings:

1. *Information And Communication Technologies: Visions And Realities-* William H. Dutton, Malcolm Peltu: Oxford University Press
2. *The Social Shaping Of Information Superhighways: European And American Roads To The Information Society-* Herbert Kubicek, William H. Dutton, Robin Williams
3. *World Wide Research: Reshaping The Sciences And Humanities-* William H. Dutton, Paul W. Jeffreys: Mit Press
4. *Information And Communication Technology-* Abdul Mannan
5. *Society And The Internet: How Networks Of Information And Communication Are Changing Our Lives-*Mark Graham, William H. Dutton: Oup Oxford
6. *Web Journalism: Practice And Promise Of A New Medium-* James G. Stovall
7. *New Media Technology-* John Vernon Pavlik: Allyn & Bacon
8. *Reshaping Communication-* Paschal Preston : Sage Publication
9. *Introduction To Information Technology -* Chetan Shrivastava

Course Outcomes (COs):

Students Will be able to-

- CO1. **Gain** foundational knowledge of historical media contexts and contemporary issues like media convergence.(L1)
- CO2. Critical **evaluation** of the societal impact of New Media in a global culture. (L3)
- CO3. **Analysis** of economic, social, and political implications of media. (L4)
- CO4. **Develop** communication theories and analyze media messages. (L6)

Journalism and Media Technology

Discipline Specific Course (DSC) (Semester-III)

Course code: U25MCM302T
60 Hrs (4Hrs/Week)
Credit: 4

Internal Marks: 30 Marks
External Marks: 70 Marks
Total Marks: 100 Marks
Time: 3 Hrs

Major test—The contents of the course, having 04 credits, will be distributed among 4 units and maximum marks will be assigned 100 (70 external: 30 internal). The maximum duration for attempting the paper will be 3 hours. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus consisting of 2 marks each. In addition to that eight more questions will be set, two questions from each unit. The students should be required to attempt five questions in all, selecting one question from each unit in addition to compulsory question no. 1. All questions shall carry equal marks.

Course Objectives

1. Introduce students to the evolution and impact of technology on journalism and media practices.
2. Examine the transformation of news production, distribution, and consumption in the digital era.
3. Develop technical competencies in digital tools, multimedia storytelling, and data journalism.
4. Encourage critical reflection on the ethical, social, and professional implications of emerging media technologies.

Course Content

Unit I: Evolution of Media Technology and Journalism

- History and phases of technological innovation in journalism
- Convergence of media platforms and cross-media production
- Role of the internet, social media, and mobile communication
- Impact of technology on newsroom structures and workflows

Unit II: Digital Journalism and Online News Ecosystem

- Fundamentals of digital journalism and online news production
- Multimedia storytelling: text, photo, audio, and video integration
- Content management systems (CMS) and newsroom automation
- Citizen journalism and user-generated content

Unit III: Data Journalism and Emerging Technologies

- Basics of data journalism: sourcing, cleaning, and visualizing data
- Artificial Intelligence (AI), automation, and algorithmic news production
- AR/VR and immersive journalism: opportunities and challenges
- Blockchain, cloud computing, and cybersecurity in media

Unit IV: Ethics and Future Trends in Media Technology

- Ethical dilemmas in digital journalism: privacy, misinformation, and deepfakes
- Regulation and policy frameworks for digital media
- The future newsroom: AI, robotics, and human-AI collaboration
- Sustainability and innovation in digital journalism .

Suggested Readings

1. Pavlik, J. V. (2013). *Journalism and New Media*. Columbia University Press.
2. Bradshaw, P. (2018). *The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age*. Routledge.
3. Allan, S. (2020). *Online News: Journalism and the Internet*. Open University Press.
4. Meikle, G., & Young, S. (2012). *Media Convergence: Networked Digital Media in Everyday Life*. Palgrave Macmillan.
5. Diakopoulos, N. (2019). *Automating the News: How Algorithms are Rewriting the Media*. Harvard University Press.
6. Franklin, B., et al. (Eds.). (2019). *The Routledge Companion to Digital Journalism Studies*. Routledge.
7. Hermida, A. (2017). *Tell Everyone: Why We Share and Why It Matters*. Doubleday.

8. Singer, J. B., et al. (2011). *Participatory Journalism: Guarding Open Gates at Online Newspapers*. Wiley-Blackwell.

Course Outcomes (COs)

Students will be able to:

- CO1. **Explain** the historical development and current trends in media technologies.(L2)
- CO2. **Demonstrate** proficiency in using digital tools for reporting, editing, and content creation. (L3)
- CO3. **Analyze** the impact of technology on news values, audience behavior, and journalistic ethics. (L4)
- CO4. **Produce** multimedia news stories integrating text, audio, video, and interactive elements.(L6)

Integrated Marketing Communication **Discipline Specific Course (DSC) (Semester-III)**

Course code: U25MCM303T

60 Hrs (4Hrs/Week)

Credit: 4

Internal Marks: 30 Marks

External Marks: 70 Marks

Total Marks: 100 Marks

Time: 3 Hrs

Major test—The contents of the course, having 04 credits, will be distributed among 4 units and maximum marks will be assigned 100 (70 external: 30 internal). The maximum duration for attempting the paper will be 3 hours. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus consisting of 2 marks each. In addition to that eight more questions will be set, two questions from each unit. The students should be required to attempt five questions in all, selecting one question from each unit in addition to compulsory question no. 1. All questions shall carry equal marks.

Course Objectives

1. To provide a comprehensive understanding of Integrated Marketing Communication.
2. To equip students with knowledge of various marketing communication tools.
3. To develop the ability to design, implement, and manage IMC campaigns that align with consumer behavior.
4. To foster evaluative skills for effective media planning, campaign measurement, and adaptation to current trends.

Unit 1: Introduction to Integrated Marketing Communication

- Communication: Meaning and Significance in Organization
- Integrated Marketing Communication, Marketing Mix
- Nature of Different Marketing Communication tools
- Consumer Behaviour Perspective, Meaning, features, and evolution of IMC

Unit 2: Advertising and Sales Promotion

- Advertising: Role in IMC
- Types of advertising and media (TV, print, radio, OOH, digital)
- Advertising campaign development and celebrity endorsements

- Sales promotion: Scope and tools of sale promotion
- Types of sales promotion

Unit 3: Direct Marketing

- Direct marketing: components, and tools
- Advantages and limitations of direct marketing
- Public relations and publicity: tools, and managing reputation
- Personal selling: qualities of good salespeople

Unit 4: Media Planning

- Media planning: Process, objectives, scheduling, implementation
- Integration of media and message
- Internet as a media
- Current trends and challenges in IMC

Suggested Readings:

- Belch, G. E., & Belch, M. A. (2023). *Advertising and Promotion: An Integrated Marketing Communications Perspective* (8th Edition). McGraw-Hill Education.
- Shah, K., & D'Souza, A. (2021). *Advertising and Promotions: An IMC Perspective*. Tata McGraw-Hill.
Focuses on Indian and global perspectives of IMC, advertising, and campaign planning.
- Clow, K. E., & Baack, D. (2022). *Integrated Advertising, Promotion, and Marketing Communications* (9th Edition). Pearson.
Covers consumer behavior, IMC tools, and the integration of digital media.
- Jethwaney, J., & Jain, S. (2018). *Advertising Management*. Oxford University Press.
Useful for understanding campaign development, media, and sales promotion.

- *Fill, C., & Turnbull, S. (2019). Marketing Communications: Discovery, Creation and Conversations (8th Edition). Pearson. Explores communication tools, consumer perspectives, and media integration.*
- *Shimp, T. A., & Andrews, J. C. (2018). Advertising, Promotion, and Other Aspects of Integrated Marketing Communications (10th Edition). Cengage Learning. Covers direct marketing, public relations, and media planning in detail.*

Course Outcomes (COs):

- CO1. Students will be able to **identify** the key concepts, tools, and evolution of Integrated Marketing Communication . (L2)
- CO2. Students will be able to **explain** the roles and interrelationships of various marketing communication tools. (L4)
- CO3. Students will be able to **examine** consumer behavior, media options, and market trends to select and justify effective IMC. (L5)
- CO4. Students will be able to **develop** an IMC campaign plan that integrates appropriate communication tools.(L6)

Digital Content Development

Discipline Specific Course (DSC) (Semester-III)

Course code: U25MCM304T

30 Hrs (2Hrs/Week)

Credit: 2

Internal Marks: 15 Marks

External Marks: 35 Marks

Total Marks: 50 Marks

Time: 2 Hrs

Major test— The examiner is required to set five questions in all. The first question will be compulsory, consisting of five short questions covering the entire syllabus consisting of 3 marks each. In addition to that, four more questions will be set, two questions from each unit. The students shall be required to attempt three questions in all selecting one question from each unit consisting of 10 marks each in addition to compulsory Question No. 1.

Course Objective:

1. Introduce students to the concepts and scope of digital content and online media.
2. Develop understanding of different types and formats of digital content such as text, audio, video, and graphics.
3. Train students to plan, create, and manage digital content for various platforms like websites, blogs, and social media.
4. Familiarize students with basic digital tools used in content production and management.

Course Content:

Unit I – Fundamentals of Digital Content Development

- Types of Digital Content: Text, Audio, Video, Graphics, and Interactive Content
- Basics of SEO (Search Engine Optimization) and Keywords
- Digital Storytelling: Elements, Narrative Structure, and Audience Engagement
- Ethics in Digital Content: Copyright, Fair Use, and Plagiarism

Unit II – Tools and Practices of Digital Content Creation

- Content Creation Tools: Canva, Adobe Express, WordPress, Blogger, etc.
- Video Production for Digital Platforms: Scripting, Shooting, Editing
- Social Media Content Development: Facebook, Instagram, YouTube, LinkedIn, X (Twitter)
- Analytics and Performance Measurement: Understanding Engagement Metrics

Suggested Readings:

1. Ryan, D. (2016). *Understanding Digital Marketing*. Kogan Page.
2. Handley, A., & Chapman, C. C. (2012). *Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More)*. Wiley.
3. Scott, D. M. (2021). *The New Rules of Marketing and PR*. Wiley.
4. Krug, S. (2014). *Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability*. New Riders.
5. Meerman, D. S. (2017). *Marketing and PR in the Digital Age*. McGraw-Hill.
6. Zarrella, D. (2010). *The Social Media Marketing Book*. O'Reilly.

Course Outcomes (COs):

Students will be able to:

- CO1. **Explain** key concepts and trends in digital media and online content creation. (L2)
- CO2. **Apply** basic digital tools for text, image, audio, and video content creation. (L4)
- CO3. **Plan and execute** a digital content strategy with attention to ethics and copyright. (L5)
- CO4. **Develop** audience-specific content for web, social, and multimedia platforms. (L6)

Newspaper Production and Management

Discipline Elective Course (DEC): Print Media-A (Semester – III)

Course code: U25MCM311T

60 Hrs (4Hrs/Week)

Credit: 4

Internal Marks: 30 Marks

External Marks: 70 Marks

Total Marks: 100 Marks

Time: 3 Hrs

Major test—The contents of the course, having 04 credits, will be distributed among 4 units and maximum marks will be assigned 100 (70 external: 30 internal). The maximum duration for attempting the paper will be 3 hours. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus consisting of 2 marks each. In addition to that eight more questions will be set, two questions from each unit. The students should be required to attempt five questions in all, selecting one question from each unit in addition to compulsory question no. 1. All questions shall carry equal marks.

Course Objectives

1. To understand of print media formats and the processes involved in launching and managing newspapers.
2. To equip students with knowledge of pre-production activities such as sourcing newsprint, test marketing.
3. To foster the ability to design effective marketing strategies for newspapers and magazines, including editorial packaging.
4. To analyze the economic aspects, editorial policies, and emerging trends in newspaper and magazine.

Unit-1 Print media

- New formats of newspapers and magazines including internet
- Planning the launch of new newspaper
- Pre-launch research and marketing
- Registration of the title

Unit-2 Pre- Production

- Newsprint sources and types
- Test marketing
- Circulations, strategies and practices
- Space selling, concept and practice

Unit-3 Marketing

- Marketing of newspaper and magazines
- Concept of news as commodity and packages of news
- Devising editorial packages: audience taste and product mix.
- Contingency planning for particular editions

Unit-4 Economics of Newspaper

- Economics of newspaper and magazine production
- Editorial policies
- Problems of newspapers and futuristic trends
- Freelancing and feature agencies

Suggested Readings:

1. *Walt Harrington- Intimate Journalism : The Art And Craft Of Reporting Everyday Life, New Delhi, 1999*
2. *J. C. Chaudhary- Introduction To Journalism And Mass Communication, Authors Press, Delhi, 2008*
3. *David Berry- Ethics And Media Culture, Focal Press, New Delhi, 2000*
4. *Tony Harcup- Journalism : Principles And Practice, New Delhi, 2004*
5. *Swati Chauhan And Navin Chandra - Modern Journalism : Issues And Chanllenges, Kanishka Publishers, New Delhi, 2005*
6. *J K Sharma- Print Media And Electronic Media, Authors Press*

Course Outcomes:

- CO 1. Students will be able to **identify** the formats, processes, and terminology related to print media.(L1)
- CO 2. Students will be able to **explain** the pre-production activities, marketing strategies, and economic principles.(L2)
- CO 3. Students will be able to **develop** and implement plans for launching and managing print media.(L4)
- CO 4. Students will be able to **examine** various circulation, space selling, and editorial practices, assessing their impact on print media performance.(L5)
- CO 5. Students will be able to **assess** the challenges, trends, and economic issues facing newspapers and magazines.(L6)

Print Media Production

Discipline Elective Course (DEC): Print Media – A (Semester – III)

Course code: U25MCM312P

60 Hrs (8Hrs/Week)

Credit: 4

Internal Marks: 30 Marks

External Marks: 70 Marks

Total Marks: 100 Marks

Time: 3 Hrs

Major Test (Practical)- Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of productions mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher assigns work corrects and need be asks to rewrite and puts his signature on each work assigned with date. Portfolio is for 40 marks. Examiner will give three questions to answer any two which should be of 15 marks and 15 marks will be of viva voce. A student who does not have the portfolio will not be allowed to appear for the examination.

Objective of the Paper—Production is the life line in any professional course. This paper aims at imparting practical training to the students on print Media.

Detailed Course:

- News Stories 10
- Backgrounders 05
- Obituary 02
- Editorial 05
- Articles 05
- Features 05
- Human Interest Stories 03
- Film, Book and TV reviews 02(each)
- Travelogue 02
- Caption Writing for photographs 10 with photographs News Stories 10

Suggested Reading:

1. *Walt Harrington Intimate Journalism: The Art and Craft of Reporting Everyday Life, New Delhi, 1999*
2. *J. C. Chaudhary Introduction to Journalism and Mass Communication, Authors Press, Delhi, 2008*
3. *David Berry Ethics and Media Culture, Focal Press, New Delhi, 2000*
4. *Tony Harcup Journalism: Principles and Practice, New Delhi, 2004*
5. *Swati Chauhan and Navin Chandra Modern Journalism: Issues and Challenges, Kanishka Publishers, New Delhi, 2005*
6. *J K Sharma Print Media and Electronic Media, Authors Pres*

Course Outcomes (COs)

Students will be able to:

- CO1. **Understand** the workflow of print media production — from news gathering and editing to layout and printing.(L2)
- CO2. **Apply** principles of typography, color, and design to produce visually appealing print materials such as newspapers, newsletters, and magazines. (L4)
- CO3. **Demonstrate** skills in page design and layout using software like Adobe InDesign, QuarkXPress, or Canva.(L6)
- CO4. **Write, edit,** and proofread content suitable for different print media formats.(L6)

Audio - Visual Culture

Discipline Elective Course (DEC): Electronic Media – B (Semester – III)

Course code: U25MCM313T

60 Hrs (4Hrs/Week)

Credit: 4

Internal Marks: 30 Marks

External Marks: 70 Marks

Total Marks: 100 Marks

Time: 3 Hrs

Major test—The contents of the course, having 04 credits, will be distributed among 4 units and maximum marks will be assigned 100 (70 external: 30 internal). The maximum duration for attempting the paper will be 3 hours. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus consisting of 2 marks each. In addition to that eight more questions will be set, two questions from each unit. The students should be required to attempt five questions in all, selecting one question from each unit in addition to compulsory question no. 1. All questions shall carry equal marks.

Course Objectives

1. To introduce students to the key concepts of visual culture and its significance in contemporary society.
2. To explore cinema as a major form of visual communication and cultural expression.
3. To understand the relationship between visual media, ideology, identity, and audience perception.
4. To encourage critical analysis of films through theoretical and cultural perspectives.

Course Content

Unit I – Introduction to Audio-Visual Culture

- Definition and scope of audio-visual culture
- Evolution of sound and image in communication
- Role of technology in shaping audio-visual media
- Audio-visual media and everyday life

Unit II – Theories and Concepts

- Semiotics of sound and image
- Representation, ideology, and power in visual media
- Theories of visual pleasure (Laura Mulvey, Roland Barthes, Stuart Hall)
- Sound studies: music, noise, silence, and emotion

Unit III – Media Forms and Practices

- Cinema and television as cultural texts
- Advertising and music videos: image-making and branding
- Digital media, memes, and internet visual culture
- Popular culture and celebrity imagery

Unit IV – Contemporary Perspectives

- Globalization and hybrid visual cultures
- Gender, race, and class in visual media
- Political and activist uses of audio-visual culture
- Emerging technologies: VR, AR, streaming platforms

Suggested Readings

1. Berger, John. *Ways of Seeing*. Penguin Books.
2. Hall, Stuart (Ed.). *Representation: Cultural Representations and Signifying Practices*. Sage.
3. Mirzoeff, Nicholas. *An Introduction to Visual Culture*. Routledge.
4. Mulvey, Laura. *Visual and Other Pleasures*. Palgrave Macmillan.
5. Monaco, James. *How to Read a Film: Movies, Media, and Beyond*. Oxford University Press.
6. Sturken, Marita & Cartwright, Lisa. *Practices of Looking: An Introduction to Visual Culture*. Oxford University Press
7. Gunning, Tom. *The Cinema of Attractions: Early Film, Its Spectator and the Avant-Garde*.
8. Rajadhyaksha, Ashish & Willemsen, Paul. *Encyclopaedia of Indian Cinema*. Oxford University Press.

Course Outcomes (COs)

Students will be able to:

- CO1. **Understand** the foundations of visual culture and its connection with media and society. (L1)
- CO2. **Recognize** how cinema shapes and reflects social values, identity, and ideology. (L2)
- CO3. **Apply** visual literacy to interpret cinematic narratives and imagery critically. (L4)
- CO4. **Analyze** films using visual and cultural theories. (L5)

Audio - Visual Production

Discipline Elective Course (DEC): Electronic Media – B (Semester – III)

Course code: U25MCM314P

120 Hrs (8Hrs/Week)

Credit: 4

Internal Marks: 30 Marks

External Marks: 70 Marks

Total Marks: 100 Marks

Time: 3 Hrs

Major Test (Practical)- Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of productions mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher assigns work corrects and need be asks to rewrite and puts his signature on each work assigned with date. Portfolio is for 40 marks. Examiner will give three questions to answer any two which should be of 15 marks and 15 marks will be of viva voce. A student who does not have the portfolio will not be allowed to appear for the examination.

Course Objectives

1. To introduce students to the fundamentals of visual production for film, television, and digital media.
2. To develop understanding of visual storytelling techniques—composition, lighting, framing, color, and movement.
3. To provide hands-on experience in camera work, sound recording, and video editing.
4. To train students to conceptualize, plan, and execute short visual projects.

Course Content

Unit I – Audio Production

- **Soundscape Recording – 1:** Record everyday ambient sounds to capture mood and environment.
- **Radio Script Writing – 1:** Write a short radio feature (2–3 minutes) on a social or cultural theme.
- **Audio Editing Exercise – 1:** Edit raw recordings using basic editing software (Audacity/Adobe Audition) to create a 1-minute audio story.
- **Podcast Segment – 1:** Produce a short podcast episode/interview (3–5 minutes) with intro, outro, and background sound.
- **Audio Review – 1:** Analyze a popular radio show or podcast focusing on sound design, tone, and presentation style.

Unit II – Visual Production

- **Camera Basics – 1:** Practice shot composition, angles, and movements with mobile or DSLR cameras.
- **Lighting Practice – 1:** Experiment with indoor/outdoor lighting setups and their emotional effects.
- **Video Editing Exercise – 1:** Edit a short 1-minute sequence using continuity and montage techniques (Premiere Pro/FCP).
- **Film Scene Breakdown – 1:** Analyze a 3–5 minute scene from a film/OTT series (shots, sound, color, emotion).
- **Short Video Project – 1:** Create a 2–3 minute short film, interview, or video feature based on a social theme.

Suggested Readings

- Millerson, Gerald & Owens, Jim. *Television Production*. Focal Press.
- Thompson, Roy & Bowen, Christopher. *Grammar of the Shot*. Focal Press.
- Brown, Blain. *Cinematography: Theory and Practice*. Focal Press.
- Zettl, Herbert. *Sight, Sound, Motion: Applied Media Aesthetics*. Wadsworth Publishing.
- Arijon, Daniel. *Grammar of the Film Language*. Silman-James Press.
- Hurbis-Cherrier, Mick. *Voice & Vision: A Creative Approach to Narrative Film and DV Production*. Focal Press.
- Mascelli, Joseph V. *The Five C's of Cinematography: Motion Picture Filming Techniques*. Silman-James Press.
- Block, Bruce. *The Visual Story: Creating the Visual Structure of Film, TV and Digital Media*. Routledge.
- Millerson, Gerald. *Lighting for Television and Film*. Focal Press.

- Bowen, Christopher. *Grammar of the Edit*. Focal Press.

Course Outcomes (COs)

Students will be able to:

- CO1. **Understand** the principles of visual aesthetics and their application in production.(L1)
- CO2. **Plan and produce** short video projects from concept to final edit.(L5)
- CO3. **Apply** techniques of framing, composition, and continuity in storytelling.(L4)
- CO4. **Operate** video cameras, lighting, and sound equipment effectively.(L6)

Advertising Campaign Management

Discipline Elective Course (DEC): Advertising-C (Semester – III)

Course code: U25MCM315T

60 Hrs (4Hrs/Week)

Credit: 4

Internal Marks: 30 Marks

External Marks: 70 Marks

Total Marks: 100 Marks

Time: 3 Hrs

Major test—The contents of the course, having 04 credits, will be distributed among 4 units and maximum marks will be assigned 100 (70 external: 30 internal). The maximum duration for attempting the paper will be 3 hours. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus consisting of 2 marks each. In addition to that eight more questions will be set, two questions from each unit. The students should be required to attempt five questions in all, selecting one question from each unit in addition to compulsory question no. 1. All questions shall carry equal marks.

Course Objectives

1. To develop an understanding of campaign management and evaluation of information and marketing campaigns.
2. To equip students with the skills to create effective creative strategies, including copywriting, media selection, budgeting, and campaign appraisal.
3. To foster the ability to manage special campaigns, such as political and brand-building campaigns.
4. To enable students to design, research, and launch new product campaigns, incorporating test marketing.

Course Content

Unit-1

- Campaign management
- Introduction to information campaign
- Campaign planning
- Appraisal and analysis for a campaign
- Setting campaign objectives
- Target group analysis

Unit-2

- Creative strategy
- Copy writing and art work
- Media structure, media options and media selection
- Budgeting

Unit-3

- Special campaign: political campaign analysis and management, image/brand building through political campaigns
- Developing marketing strategy: swot analysis, strategic planning
- Evaluation, feedback and analysis of the campaign

Unit-4

- Conceiving, planning and doing pre launch research and marketing of a new product.
- Preparing campaign for the launch of product
- Techniques of test marketing and the process of actual launch of the product
- Process of building brand equity and brand image
- Advertising research

Suggested Readings:

- *Jaishri Jethwaney & Shruti Jain – Advertising Management, Oxford University Press.*
- *Batra, Myers & Aaker – Advertising Management, Prentice Hall, New Delhi.*
- *O’Guinn, Allen & Semenik – Advertising and Integrated Brand Promotion, Vikas Publishing House, New Delhi.*
- *Frank Jefkins – Advertising, Tata McGraw Hill, New Delhi.*
- *J.V. Vilanilam & A.K. Verghese – Advertising Basics, Response Books, New Delhi, 2004.*
- *Vilmshurst, John & Mackay, Adrian – The Fundamentals of Advertising, Butterworth-Heinemann, Oxford.*
- *David A. Aaker – Managing Brand Equity, Free Press.*
- *Philip Kotler & Kevin Lane Keller – Marketing Management, Pearson Education.*
- *Chris Hackley – Advertising and Promotion: An Integrated Marketing Communications Approach, Sage Publications.*

- *George E. Belch & Michael A. Belch – Advertising and Promotion: An Integrated Marketing Communications Perspective, McGraw Hill.*
- *William Wells, John Burnett & Sandra Moriarty – Advertising: Principles and Practice, Pearson Education.*
- *Sandra Moriarty, Nancy Mitchell & William Wells – Advertising & IMC: Principles and Practice, Prentice Hall.*
- *Nigel Bradley – Advertising Principles, Routledge.*
- *Terence A. Shimp & J. Craig Andrews – Advertising Promotion and Other Aspects of Integrated Marketing Communications, Cengage Learning.*

Course Objectives

- CO 1. Students will be able to **describe** the concepts, processes, and tools involved in campaign management. (L2)
- CO 2. Students will be able to **explain** the stages of campaign planning, creative development, media selection, and the role of research and feedback in campaign effectiveness. (L3)
- CO 3. Students will be able to **execute** integrated campaigns for products or special contexts. (L5)
- CO 4. Students will be able to **examine** various campaign types, audience targeting methods, and revenue generation strategies. (L6)

Digital Advertising Production

Discipline Elective Course (DEC): Advertising – C (Semester – III)

Course code: U25MCM316P
120 Hrs (8Hrs/Week)
Credit: 4

Internal Marks: 30 Marks
External Marks: 70 Marks
Total Marks: 100 Marks
Time: 3 Hrs

Major Test (Practical)- Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of productions mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher assigns work corrects and need be asks to rewrite and puts his signature on each work assigned with date. Portfolio is for 40 marks. Examiner will give three questions to answer any two which should be of 15 marks and 15 marks will be of viva voce. A student who does not have the portfolio will not be allowed to appear for the examination.

Course Objectives

1. To introduce students to the processes, and techniques involved in creating effective advertising content.
2. To develop practical skills in conceptualizing, scripting, designing, and producing advertisements for print, radio, television, and digital media.
3. To familiarize students with the technical aspects of production, including camera work, lighting, sound, editing, and post-production.
4. To encourage creative thinking and problem-solving in crafting messages that engage and persuade target audiences.

An account of each step of these advertising campaigns shall be maintained. Finally, each student will make a presentation of the campaign he or she has made. Advertising campaign must contain following items for the chosen product:

Type of Digital Advertisement	No. of Exercises	Details / Focus
Social Media Static Ads	2	Design creative ads for platforms like Instagram, Facebook, or Twitter using Canva or Photoshop.
Display Ads (Web Banners)	2	Create banner ads for websites in different sizes (leaderboard, skyscraper, square, etc.).
Video Ads	2	Produce short video ads (10–30 sec) for YouTube, Instagram, or OTT platforms using Premiere Pro or Cap Cut.
Audio Ads / Podcast Spots	2	Record and edit short audio advertisements or jingles using Audacity.
Animated / Motion Ads	1	Create simple animated posts or GIFs using Canva, After Effects, or online tools.
Influencer/Content Ads	1	Plan and create sample influencer-style content (product demo, review, or reel).
Email / Newsletter Ads	1	Design one promotional email layout or newsletter ad.

Suggested Readings

1. Wells, William, Burnett, John & Moriarty, Sandra. *Advertising: Principles and Practice*. Pearson.
2. Belch, George E. & Belch, Michael A. *Advertising and Promotion: An Integrated Marketing Communications Perspective*. McGraw-Hill.
3. Moriarty, Sandra, Mitchell, Nancy & Wells, William. *Advertising & IMC: Principles and Practice*. Pearson.
4. Clow, Kenneth E. & Baack, Donald. *Integrated Advertising, Promotion, and Marketing Communications*. Pearson.
5. Moriarty, Sandra. *Creative Advertising: An Introduction*. Prentice Hall.
6. Hackley, Chris. *Advertising and Promotion: Communication and Brand Management*. Sage.

7. *Moriarty, Sandra & Koslow, Scott. Creative Strategy in Advertising. Routledge.*
8. *Arens, William. Contemporary Advertising. McGraw-Hill.*
9. *Thwaites, Tony, Davis, Helen & Mules, Warwick. Tools for Cultural Studies: An Introduction. Allen & Unwin.*

Course Outcomes (COs)

Students will be able to:

- CO1. **Understand** the complete process of advertising production from concept development to final output.(L2)
- CO2. **Apply** technical skills in filming, sound recording, lighting, editing, and post-production.(L4)
- CO3. Critically **evaluate** advertisements for effectiveness, clarity, and cultural relevance.(L5)
- CO4. **Create** creative, professional, and persuasive advertising content across multiple media platforms.(L6)

Public Relations Campaign Management

Discipline Elective Course (DEC): Corporate Communications and Public Relations – D (Semester – III)

Course code: U25MCM317T

60 Hrs (4Hrs/Week)

Credit: 4

Internal Marks: 30 Marks

External Marks: 70 Marks

Total Marks: 100 Marks

Time: 3 Hrs

Major test—The contents of the course, having 04 credits, will be distributed among 4 units and maximum marks will be assigned 100 (70 external: 30 internal). The maximum duration for attempting the paper will be 3 hours. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus consisting of 2 marks each. In addition to that eight more questions will be set, two questions from each unit. The students should be required to attempt five questions in all, selecting one question from each unit in addition to compulsory question no. 1. All questions shall carry equal marks.

Course Objectives

1. To introduce students to the fundamentals of public relations and strategic campaign management.
2. To develop skills in planning, executing, and evaluating PR campaigns for diverse audiences.
3. To understand the role of research, media relations, and digital tools in effective PR campaigns.
4. To enhance students' ability to create persuasive messages, build brand reputation, and manage stakeholder relationships.

Course Content:

Unit-1

PR campaign management

- Management of public relations campaigns
- Public opinion, propaganda, publicity,
- Rumors, misinformation, disinformation
- Crisis communication and management
- Case studies related to PR

Unit-2

Consumer behavior

- Motivation, needs, involvement experience, learning,
- Knowledge, attitude models, consumer satisfaction

Unit – 3

Social marketing

- Introduction to social marketing
- Basic principles of social marketing
- Social marketing strategies
- Case studies of corporate social marketing

Unit – 4

Corporate social responsibility

- Introduction, need, future
- Case studies of CSR efforts in India: times of India, Indian oil corporation, tata.

Suggested Readings

1. *Cutlip, Scott M., Allen H. Center, and Glen M. Broom. Effective Public Relations. Pearson.*
2. *Smith, Ronald D. Strategic Planning for Public Relations. Routledge.*
3. *Wilcox, Dennis L., Glen T. Cameron, and Bryan H. Reber. Public Relations: Strategies and Tactics. Pearson.*
4. *Gregory, Anne. Planning and Managing Public Relations Campaigns. Kogan Page.*
5. *Coombs, W. Timothy & Holladay, Sherry J. The Handbook of Crisis Communication. Wiley-Blackwell.*
6. *Heath, Robert L. & Johansen, Winni. The International Encyclopedia of Strategic Communication. Wiley-Blackwell.*
7. *Breakenridge, Deirdre. Social Media and Public Relations: Eight New Practices for the PR Professional. FT Press.*
8. *Wilcox, Dennis L., and Glen T. Cameron. Public Relations Cases. Pearson.*
9. *Taylor, Maureen. Public Relations in the Digital Age. Palgrave Macmillan.*

Course Outcomes (COs)

1. **Execute** campaigns using traditional, digital, and social media channels effectively.(L4)
2. **Evaluate** the impact of PR campaigns using qualitative and quantitative methods.(L4)
3. **Plan and design** PR campaigns that are research-based and audience-centric. (L5)
4. **Demonstrate** a thorough understanding of PR principles and campaign strategies.(L6)

Digital Public Relations Productions

Discipline Elective Course (DEC): Corporate Communications and Public Relations – D (Semester – III)

Course code: U25MCM318P

120 Hrs (8Hrs/Week)

Credit: 4

Internal Marks: 30 Marks

External Marks: 70 Marks

Total Marks: 100 Marks

Time: 3 Hrs

Major Test (Practical)- Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of productions mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher assigns work corrects and need be asks to rewrite and puts his signature on each work assigned with date. Portfolio is for 40 marks. Examiner will give three questions to answer any two which should be of 15 marks and 15 marks will be of viva voce (total 30 marks). A student who does not have the portfolio will not be allowed to appear for the examination.

Objective of the Paper—Production is the life line in any professional course. This paper aims at imparting practical training to the students on Public Relations.

Type of Digital PR Activity	No. of Exercises	Details / Focus
Digital Press Release Writing & Distribution	3	Write and format digital press releases for online publication and email dissemination.
E-mail Media Kit / E-Press Kit Preparation	2	Create and design an e-press kit with background info, photos, bios, and contact details.
Social Media Posts for PR Events	4	Design social media content for events, announcements, and CSR activities using Canva or Photoshop.
Blog Writing / Thought Leadership Article	2	Write a blog or article representing a brand's voice or spokesperson.
Online Crisis Communication Plan	2	Create and present a digital crisis response strategy (mock scenario).
Influencer / Blogger Collaboration Plan	2	Identify influencers and design a sample collaboration proposal or post.
Digital Newsletter / Email Campaign	2	Design and schedule a PR-oriented newsletter using free tools (e.g., Mailchimp).
Online Event / Press Conference (Simulation)	2	Plan and simulate a virtual press conference or live social media event.

Suggested Readings

1. *Cutlip, Scott M., Allen H. Center, and Glen M. Broom. Effective Public Relations. Pearson.*
2. *Smith, Ronald D. Strategic Planning for Public Relations. Routledge.*
3. *Wilcox, Dennis L., Glen T. Cameron, and Bryan H. Reber. Public Relations: Strategies and Tactics. Pearson.*
4. *Gregory, Anne. Planning and Managing Public Relations Campaigns. Kogan Page.*
5. *Coombs, W. Timothy & Holladay, Sherry J. The Handbook of Crisis Communication. Wiley-Blackwell.*
6. *Heath, Robert L. & Johansen, Winni. The International Encyclopedia of Strategic Communication. Wiley-Blackwell.*
7. *Breakenridge, Deirdre. Social Media and Public Relations: Eight New Practices for the PR Professional. FT Press.*
8. *Wilcox, Dennis L., and Glen T. Cameron. Public Relations Cases. Pearson.*
9. *Taylor, Maureen. Public Relations in the Digital Age. Palgrave Macmillan.*

Course Outcomes (COs)

Students will be able to:

- CO1. **Apply** effective communication techniques to manage relationships with media, stakeholders, and the public.(L4)
- CO2. **Plan, execute,** and evaluate PR campaigns for organizations, brands, and events.(L5)
- CO3. **Demonstrate** understanding of PR principles, processes, and strategies.(L6)
- CO4. **Produce** professional PR materials, including press releases, brochures, newsletters, and digital content. (L6)

Course offered for the pool of Open Elective Course (OEC) Semester- III

Film Appreciation Open Elective Course (OEC) Semester-III

Course code: U25OEC321T
30 Hrs (2Hrs/Week)
Credit: 2

Internal Marks: 15 Marks
External Marks: 35 Marks
Total Marks: 50 Marks
Time: 2 Hrs

Major test— The examiner is required to set five questions in all. The first question will be compulsory, consisting of five short questions covering the entire syllabus consisting of 3 marks each. In addition to that, four more questions will be set, two questions from each unit. The students shall be required to attempt three questions in all selecting one question from each unit consisting of 10 marks each in addition to compulsory Question No. 1.

Course Objective : This course introduces students to the art of film appreciation, exploring the history, aesthetics, and cultural significance of cinema. Students will analyse and critique films from various genres, periods, and cultures, developing their critical thinking and visual literacy skills.

Unit 1: Introduction to Film Appreciation

Overview of film history and evolution

Film language and terminology

Film criticism and review writing

Understanding film genres- Classical Hollywood genres (western, film noir, musical), Contemporary genres (superhero, sci-fi, horror), International film genres (Bollywood, Japanese cinema, French New Wave)

Unit 2: Film Directors and Auteurs

Study of renowned directors (Akira Kurosawa, Martin Scorsese, Satyajit Ray)

Auteur theory and directorial style

Representation and diversity in films

Film Movements and Styles: German Expressionism, Italian Neorealism, French New Wave, Dogme 95

Recommended Films:

"The Godfather" (1972), "Twelve Angry men" (1957), "No Country for Old Men (2007)

"The Shawshank Redemption" (1994), "Pather Panchali" (1955), "Guide" (1965), "Lagaan" (2001), "Pyasha" (1957)

Suggested Readings:

1. "Film Art: An Introduction" by David Bordwell and Kristin Thompson
2. "The Film Experience" by Timothy Corrigan and Patricia White
3. "The Routledge Encyclopedia of Film" edited by Martin Rubin and Timothy Corrigan

Course Outcomes (COs):

Students will be able to

- CO 1. Understand the historical development of **cinema and film language**, including key terminology and classical as well as contemporary film genres. (L2)
- CO 2. Apply knowledge of auteur theory and **directorial styles** to interpret the representation and diversity within films, developing informed perspectives on **cinematic art**. (L3)
- CO 3. Analyse various **film genres** and **critically evaluate** films through the lens of film criticism and review writing techniques.(L4)
- CO 4. Evaluate the **impact** of renowned auteurs and film movements such as **German Expressionism**, Italian Neorealism, and French **New Wave** on global and Indian cinema. (L5)

Semester- IV

Mass Media Research
Discipline Specific Course (DSC) (Semester-IV)

Course code: U25MCM401T
60 Hrs (4Hrs/Week)
Credit: 4

Internal Marks: 30 Marks
External Marks: 70 Marks
Total Marks: 100 Marks
Time: 3 Hrs

Major test—The contents of the course, having 04 credits, will be distributed among 4 units and maximum marks will be assigned 100 (70 external: 30 internal). The maximum duration for attempting the paper will be 3 hours. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus consisting of 2 marks each. In addition to that eight more questions will be set, two questions from each unit. The students should be required to attempt five questions in all, selecting one question from each unit in addition to compulsory question no. 1. All questions shall carry equal marks.

Course objectives

1. To develop a foundational understanding of the principles, scope, and significance of communication research.
2. To equip students with knowledge of various research designs and methodologies applicable to communication studies.
3. To enable students to design, implement, and evaluate research instruments (e.g., questionnaires, interviews).
4. To foster analytical and ethical skills for interpreting research data, applying statistical tools, and effectively communicating research.

Unit-1 introduction to research

Definition, role, function, scope & importance of communication research .
Social science research and communication research,
Communication research and media research
Basics and applied research

Unit-2

Research design , experimental, semi-experimental, bench mark,
Longitudinal studies, simulation, panel studies, empirical studies
Methods of communication research
Census method, random sample survey method, observation method
Case studies, clinical studies, content analysis

Unit-3

Sampling techniques questionnaire purpose, preparation, and administration, types of questions, pre-coded questionnaire, interview guide
Primary, secondary and tertiary sources, Preparation of code book & coding
Tabulation, analysis & interpreting, Variables, independent & dependents hypothesis

Unit-4

Statistical analysis in communication research
Mean, median, mode, standard deviation, chi square test
Evaluation feedback, feed forward, media habits, public surveys,
Pre election studies and exit polls, Report writing

Suggested Readings:

1. *A handbook of media and communication research: qualitative and quantitative methodologies* by klaus bruhn jensen: routledge
2. *Mass media research: an introduction* by roger d. Wimmer , joseph r. Dominick
3. *Media and communication research methods: an introduction to qualitative and quantitative approaches* by arthur asa berger: sage
4. *Doing media research* by susanna hornig priest: sage
5. *Dictionary of mass communication & media research: a guide for students, scholars and professionals* by david demers

Course Outcomes:

- CO 1. Students will be able to **differentiate** between communication, social science, and media research.(L2)
- CO 2. Students will be able to **analyse** and interpret quantitative and qualitative data using statistical methods.(L3)
- CO 3. Students will be able to **prepare** comprehensive research reports that synthesize findings, demonstrate ethical research practices.(L5)
- CO 4. Students will be able to **design** and conduct communication research using appropriate methodologies. (L6)

Presentation and Communication Skills
Discipline Specific Course (DSC) (Semester-IV)

Course code: U25MCM402T
60 Hrs (4Hrs/Week)
Credit: 4

Internal Marks: 30 Marks
External Marks: 70 Marks
Total Marks: 100 Marks
Time: 3 Hrs

Major test—The contents of the course, having 04 credits, will be distributed among 4 units and maximum marks will be assigned 100 (70 external: 30 internal). The maximum duration for attempting the paper will be 3 hours. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus consisting of 2 marks each. In addition to that eight more questions will be set, two questions from each unit. The students should be required to attempt five questions in all, selecting one question from each unit in addition to compulsory question no. 1. All questions shall carry equal marks.

Course objectives

1. Understand and apply the essentials of effective communication skills, including verbal, non-verbal, and written forms.
2. Demonstrate proficiency in public speaking, group discussions, interviews, and presentation techniques.
3. Develop effective study skills such as Readings comprehension and note-making to support academic and professional growth.
4. Prepare, structure, and deliver clear written and oral communications, including letters, reports, and presentations, using modern aids and technology

Unit- 1 Communication skills

Essentials of communication skills
Small group communication techniques, group discussion etc.
Public speaking techniques, Body language- verbal & non verbal cues
Interviews- kinds of interview as interviewee & interviewer
Dress codes, Workshops, Mock interviews, Group discussion, Jam session

Unit-2 Reading Skills

How to improve your Readings
Making notes

Unit-3 Written communication

Developing content : Style and structure
Drafting a letter, reports, minutes, memos & notices
Language of writing, preparation of cv/resume, official correspondence & report writing.

Unit-4 Presentation Communication

Pre presentation preparation, Presentation skills, Post presentation follow up
Presentation aids : Audio aids, Visual aids, Audio-video aids, Printed aids, AI aids
Computer aided presentation & use of power point
Meetings: convening, presentation, managing- post meeting follow ups, organizing
Meeting manners, presiding over a meeting- participating in a meeting

Suggested Readings:

1. S. K. Mandal, *effective communication and public speaking*, jaico, 2007.
2. Vasantha r. Patri & neelakant patri, *essentials of effective communication*, greenspan, 2002.
3. Sanjay kumar & pushpalata, *communication skills*, oxford press, 2011.
4. Gopala swamy ramesh, *the ace of soft skills: attitude, communication and etiquette for success*, pearson, 2013.
5. Garr Reynolds: *Presentation Zen: Simple Ideas on Presentation Design and Delivery*, 2008
6. Andrew Bradbury : *Successful Presentation Skills*,2000
7. Sailesh Patil : *Handbook on Public Speaking ,Presentation & Communication*, 2020.

Course Outcomes:

- CO 1. Students will be able to **communicate** ideas clearly and confidently in various professional scenarios. (L1)
- CO 2. Students will be able to **analyse** and interpret verbal and non-verbal cues, using appropriate body language.(L3)
- CO 3. Students will be able to **plan, prepare**, and deliver impactful presentations using audio, visual, and computer-aided tools.(L4)
- CO 4. Students will be able to **draft** professional documents such as cvs/resumes, official correspondence, reports, and meeting minutes.(L6)

Comprehensive Viva
Discipline Elective Course (DEC) Semester- IV

Course code: U25MCM411P
30 Hrs (4Hrs/Week)
Credit: 2

Internal Marks: 15 Marks
External Marks: 35 (Portfolio+ Viva)
Total Marks: 50 Marks
Time: 2 Hrs

Major Test: Each student will prepare a portfolio containing the productions carried out during the course. Portfolio is that document which maintained all activities from day one of the course. It should contain whatever he/she has done of the syllabus and outside the syllabus. Based on his/her whole work/achievement as documented in the Portfolio he/she should be awarded total 35 marks. Chairperson of the Department must verify the work with his/her signature with date at least once in a week.

Student will appear before a panel consisting at least three teachers appointed by the Chairperson to face the Viva voce. A student who has not maintained the Portfolio must not be allowed to appear in the examination.

Course Objective: Objective of the paper is to make the student revise the whole syllabus and document his/her course work.

Dissertation Practicum (PC) Semester-IV

Course code: U25MCM401D

Credit: 12

Total Marks: 300 Marks

Time: 3 Hrs

Major test-The dissertation thesis submitted by the students should be sent for evaluation to some external examiner. Same examiner should come to conduct the viva. Students need to give a power point presentation of his research work.

Course Details: In this paper, students will learn the systematic process of conducting academic research. As part of this course, each student will undertake a dissertation project on a topic selected in consultation with the faculty. The chosen topic should align with the student's area of specialization. Students are required to present their research proposal before a panel of three faculty members appointed by the Chairperson. Upon the approval of the topic, the student will carry out an independent study under the guidance of an assigned supervisor. It is essential that the research employs appropriate methodology and contributes new insights to the field.

Each student will have to submit three typed copies of the dissertation before the commencement of the theory examination, failing which the penalty as per the university rules will be levied.

Suggested Readings:

1. *A handbook of media and communication research: qualitative and quantitative methodologies*, klaus bruhn jensen, routledge
2. *Mass media research: an introduction by roger d. Wimmer , joseph r. Dominick*
3. *Media and communication research methods: an introduction to qualitative and quantitative approaches* , arthur asa berger, sage
4. *Doing media research, second edition, susanna hornig priest, sage*
5. *Dictionary of mass communication & media research: a guide for students, scholars and professionals by david demers*

Course Outcomes (COs)

Students will be able to :

- CO 1. **Understand** the fundamental principles, scope, and methodologies of communication research to identify relevant and researchable problems within the field.(L2)
- CO 2. **Apply** appropriate research design and data collection techniques to conduct independent studies in alignment with disciplinary and ethical standards. (L3)
- CO 3. **Analyze** and evaluate research proposals, demonstrating the ability to justify theoretical frameworks, methods, and data interpretation strategies. (L4)
- CO 4. **Create** and present an original dissertation project that contributes new insights to the field of communication through systematic inquiry and effective academic reporting. (L6)

Department of Mass Communication
Course offered for the pool of Employability Enhancement Course (EEC) Semester- IV

Transmedia Storytelling
Employability Enhancement Course (EEC) Semester- IV

Course code: U25EEC421T
30 Hrs (2Hrs/Week)
Credit: 2

Internal Marks: 15 Marks
External Marks: 35 Marks
Total Marks: 50 Marks
Time: 2 Hrs

Major test— The examiner is required to set five questions in all. The first question will be compulsory, consisting of five short questions covering the entire syllabus consisting of 3 marks each. In addition to that, four more questions will be set, two questions from each unit. The students shall be required to attempt three questions in all selecting one question from each unit consisting of 10 marks each in addition to compulsory Question No. 1.

Course Objective: Students shall learn to design a strategy for developing and telling a transmedia story, understanding how to shape ideas into compelling narratives, identify and engage audiences, and create cohesive user experiences across platforms.

Unit 1: What is Transmedia Storytelling?

- Anatomy of story
- Examples of contemporary transmedia storytelling
- Creative Ideas Generation: Building a Story world
- Creative thinking techniques for developing a cohesive story
- Tools and techniques for expanding narrative into a story world

Unit 2: Understanding a Transmedia Audience

- Understanding audience engagement
- Participatory design for identifying and engaging audiences
- Transmedia User Experience: Designing and evaluating engaging, persuasive, and enjoyable transmedia user experiences
- Importance of continuity and expectation in transmedia storytelling

Suggested Readings:

1. *Dark Things by Sukanya Venkataraghavan*
2. *Transmedia Storytelling in the Indian Context: Select Structural Challenges and Significant Possibilities by M.N.V.V.K. Chaitanya and Mallam Sasi Kiran Reddy*
3. *Understanding Engagement in Transmedia Culture by Elizabeth Evans*
4. *Transmedia Storytelling: Imagery, Shapes and Techniques by Max Giovagnoli*

Course Outcomes (COs):

CO 1. Students will be able to **understand** the principles and practices of transmedia storytelling and identify key elements that constitute a transmedia narrative. (L2)

CO 2. Students will be able to **apply** creative thinking techniques and tools to build cohesive and immersive story worlds across multiple media platforms. (L3)

CO 3. Students will be able to **analyze** audience engagement strategies and participatory design methods to evaluate the effectiveness of transmedia experiences. (L4)

CO 4. Students will be able to **create** an original transmedia project by integrating narrative design, user experience principles, and cross-platform storytelling strategies. (L6)

Department of Mass Communication
Course offered for the pool Skill Enhancement Course (SEC) Semester- IV

Technical Communication
Skill Enhancement Course (SEC) Semester- IV

Course code: U25SEC421T
30 Hrs (2Hrs/Week)
Credit: 2

Internal Marks: 15 Marks
External Marks: 35 Marks
Total Marks: 50 Marks
Time: 2 Hrs

Major test— The examiner is required to set five questions in all. The first question will be compulsory, consisting of five short questions covering the entire syllabus consisting of 3 marks each. In addition to that, four more questions will be set, two questions from each unit. The students shall be required to attempt three questions in all selecting one question from each unit consisting of 10 marks each in addition to compulsory Question No. 1.

Course Objectives:

1. To initiating critical thinking and analysis about films.
2. To developing techniques for comprehension of technical documents related to cinema
3. To enhancing technical presentation skills through audio visual content.
4. To understanding mechanics of writing and elements of formal/ technical correspondence

Unit 1: Introduction to Technical Communication

Definition and importance of technical communication
Forms and aspects of technical communication
Technical communication skills (listening, speaking, writing, reading)
Technical Materials/Texts: Reading and comprehending technical texts and instructions.

Unit 2: Technical Writing and Documentation

Writing, drafting, and revising technical documents
Grammar and editing strategies
Technical reports and proposals
Writing for technical Presentation
Planning and delivering technical presentations

Suggested Readings:

1. *"Technical Report Writing Today"* by Riordan and Pauley
2. *"Practical English Usage"* by Michael Swan
3. *"Essential Communication Strategies for Scientists, Engineers and Technology Professionals"* by Herbert Hirsh
4. *"The Elements of Style"* by Strunk and White

Course Outcomes:

- CO 1. Students will be able to **gain** knowledge about mechanics of writing and elements of formal correspondence. (L1)
CO 2. Students will be able to **understand** and summarize technical documents. (L2)
CO 3. Students will be able to **apply** basic elements of language in formal correspondence. (L4)
CO 4. Students will be able to compose project reports/documents and make technical presentations. (L6)

Department of Mass Communication
Course offered for the pool Vocational Course (VOC) Semester- IV

Documentary Film Making
Vocational Course (VOC) Semester- IV

Course code: U25VOC421P
60 Hrs (4Hrs/Week)
Credit: 2

Internal Marks: 15 Marks
External Marks: 35 Marks
Total Marks: 50 Marks
Time: 2 Hrs

Major Test (Practical)- Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of productions mentioned against each item must be part of the portfolio. Portfolio means the class note in which concerned teacher assigns work corrects and need be asks to rewrite and puts his signature on each work assigned with date. Portfolio is for 35 marks. Examiner will take viva voce of 10 marks and 25marks will be for portfolio. A student who does not have the portfolio will not be allowed to appear for the examination.

Practical Assignment-

S.N	Activity	Items	Time
1.	Script development for a Documentary	2	2 to 10 Minutes
2.	Camera Shots with Different Lighting	10	---
3.	Video Editing assignments	2	2 to 5 minutes
4.	Documentary Production on any issue	1	5 to 10 Minutes

Suggested Readings:

1. Nichols, Bill — *Introduction to Documentary*
2. Rabiger, Michael & Hurbis-Cherrier, Mick — *Directing the Documentary*
3. Aufderheide, Patricia — *Documentary Film: A Very Short Introduction*
4. Winston, Brian — *Claiming the Real: The Documentary Film Revisited*
5. Chabria, Suresh — *Light of Asia: Indian Silent Cinema, 1912–1934*

Course Outcomes (COs):

Students will be able to :

- CO 1. **Understand** the styles of documentary production, including observational, participatory, and expository forms. (L1)
- CO 2. **Apply** research and scripting techniques to develop structured and meaningful documentary narratives. (L3)
- CO 3. **Analyze** visual and audio elements to design coherent, engaging, and ethically responsible non-fiction films. (L4)
- CO 4. **Create** an original short documentary project that demonstrates concept development, technical proficiency, and storytelling skill. (L6)