



Department of Mass Communication

**Scheme of Examination and Syllabus for
Under Graduate Programme**

**Under Multiple Entry and Exit, Internship and
CBCS-LOCF as per NEP-2020
w.e.f. session 2024-25 (in phased manner)**

Subject: Mass Communication



**Guru Jambheshwar University of Science
& Technology Hisar-125001, Haryana**

(A+ NAAC Accredited State Govt. University)



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Hisar-125001, Haryana
(‘A+’ NAAC Accredited State Govt. University)



Scheme of Examination & Syllabus for affiliated Degree Colleges for UG Programme
According to National Education Policy-2020

Subject: Mass Communication (Scheme-D)

SEMESTER-I								
Type of Course	Course Code	Nomenclature of Paper/Course	Credits	Contact Hours	Internal Marks	External Marks	Total Marks	Duration of Exam (Hrs)
Discipline Specific Course	C24BMC101T	Introduction to Communication	4	4	30	70	100	3
	C24BMC102T	Introduction to Print Media	4	4	30	70	100	3
	C24BMC103T	Basic of Journalism	4	4	30	70	100	3
Minor Course/ Vocational Course	C24MIC125T	General Current Awareness I	2	2	15	35	50	2
Minor Course#	C24MIN125T	General Current Awareness I	4	4	30	70	100	3
Multidisciplinary Course	C24MDC133T	Idea Generation and Creativity	3	3	25	50	75	2.5
Skill Enhancement Course	C24SEC125T	Article Writing for Newspapers and Magazines	2	2	15	35	50	2
	C24SEC125P	Article Writing for Newspapers and Magazines Lab	1	2	10	15	25	2
SEMESTER-II								
Type of Course	Course Code	Nomenclature of Paper/Course	Credits	Contact Hours	Internal Marks	External Marks	Total Marks	Duration of Exam (Hrs)
Discipline Specific Course	C24BMC201T	Introduction to Electronic Media	4	4	30	70	100	3
	C24BMC202T	Introduction to Persuasive Communication	4	4	30	70	100	3
	C24BMC203T	News Reporting	4	4	30	70	100	3
Minor Course/ Vocational Course	C24MIC225T	General Current Awareness II	2	2	15	35	50	2
Minor Course#	C24MIN225T	General Current Awareness II	4	4	30	70	100	3
Multidisciplinary Course	C24MDC233T	Content Development for Digital Platforms	3	3	25	50	75	2.5
Skill Enhancement Course	C24SEC225T	Feature Writing for Newspapers and Magazines	2	2	15	35	50	2
	C24SEC225P	Feature Writing for Newspapers and Magazines Lab	1	2	10	15	25	2

#for Scheme C only

Program Outcomes:

- PO1** The students acquire knowledge in the field of Mass Communication, which make them sensitive and sensible enough.
- PO2** The B.A. Mass Communication graduates will be acquainted with the Mass Communication
- PO3** The program also empowers the graduates to appear for various competitive examinations or choose the postgraduate programme of their choice.

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

Course Code: C24BMC101T
60 Hrs (4 Hrs/Week)
Credit : 4
Exam Time: 3 Hrs

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

Note: The maximum time duration for attempting the paper will be of 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 shall 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.

Objectives: *To develop the knowledge of basic elements of Communication. To inculcate the knowledge of communication models. To introduce students to the theories of Communication. To acquaint students with the various types of Communication.*

Unit – I

- 1.1 Communication : Concept, Elements and Process
- 1.2 Scope of Communication and Barriers to Communication
- 1.3 Types of Communication
- 1.4 Functions of Communication

Unit – II

- 2.1 Aristotle's Model
- 2.2 Wilbur Schramm's Model
- 2.3 Lasswell's Model
- 2.4 Shannon and Weaver's Model

Unit – III

- 3.1 Hypodermic Needle Theory
- 3.2 Agenda Setting Theory
- 3.3 Use and Gratification Theory
- 3.4 Cultivation Theory

Unit – IV

- 4.1 Four Theories of Press
- 4.2 Dependency Theory
- 4.3 Two Step and Multi Step Theory
- 4.4 Spiral of Silence Theory

Suggested Readings

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

Course Outcomes:

- CO1 Students would be able to introduce themselves to the theories of
- CO2 Communication.
- CO3 Students would be able to inculcate the knowledge of Communication models.
- CO4 Students would be able to develop the knowledge of basic elements of Communication.
- CO5 Students would be able to acquaint themselves with the various types of Communication.

Mapping of CO with PO

Outcomes	PO1	PO2	PO3
CO1	S	M	M
CO2	M	S	S
CO3	S	M	M
CO4	S	S	S
CO5	M	M	M

S= Strong

M=Medium

W=Weak

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

Course Code: C24BMC102T
60 Hrs (4 Hrs/Week)
Credit : 4
Exam Time: 3 Hrs

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

Note: The maximum time duration for attempting the paper will be of 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 shall 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.

Objectives: *To understand the working pattern of various print media platforms. To familiarize the students with the basics of writing for print media. To create understanding of various print media content. To develop the knowledge of news agency journalism.*

Unit- I

- 1.1 Introduction to News
- 1.2 Elements of News Writing
- 1.3 Writing Photo Captions
- 1.4 Writing news stories for different beats

Unit- II

- 2.1 Style sheet for Newspapers
- 2.2 Writing Editorials, Articles and Features
- 2.3 Vocabulary for writing for Newspapers
- 2.4 Editorial policy of Newspapers

Unit-III

- 3.1 Difference between writing for Newspapers and Magazines
- 3.2 Various types of Magazines and their writing styles
- 3.3 Writing Travelogues
- 3.4 Interviewing for Newspapers and Magazines

Unit - IV

- 4.1 Concept of News Agency
- 4.2 Indian and Foreign News Agencies
- 4.3 Writing for News Agencies
- 4.4 Difference between writing for news agencies & Newspapers

Practical / Assignments

- Editing News Reports
- Editing Articles of Magazine
- News Selection

Suggested Readings

1. *History of Journalism in India - J. Natrajan*
2. *Press - M. Chalapati Rao*
3. *Press Commission Report - Publication Division Govt. of India*
4. *Journalism in India: From the Earliest Times to the Present Day, Rangaswami Parthasarthy, Sterling Publishers, New Delhi, 1989*
5. *Journalism in India, Rangaswami Parthasarthy, Sterling Publishers, New Delhi, 1997*
6. *Modern History of Indian Press, Sunit Ghosh, Cosmo Publications, New Delhi, 1998*

Course Outcomes

1. Students would be able to understand the working pattern of various print media platform.
2. Students would be able to familiarize themselves with the basics of writing for print media.
3. Students would be able to create understanding of various print media content.
4. Students would be able to develop the knowledge of news agency.

Mapping of CO with PO

Outcomes	PO1	PO2	PO3
CO1	M	M	M
CO2	S	M	S
CO3	M	S	M
CO4	S	S	S

S= Strong

M=Medium

W=Weak

**Mass Communication
Basic of Journalism (Semester I)
Discipline Specific Course (DSC)**

Course Code: C24BMC103T
60 Hrs (4 Hrs/Week)
Credit : 4
Exam Time: 3 Hrs

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

Note: The maximum time duration for attempting the paper will be of 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 shall 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.

Objectives: *To introduce basic concepts of communication and its role in society • to introduce students to various processes and theories of communication • to introduce the students to basics of journalism and its role in society • to introduce different types of media their characteristics, merits and demerits • the students...*

Unit –I

Introduction of Journalism

Journalism: Meaning, definition
Practice of journalism
Tabloid & Magazine Journalism
Type of Journalism- investigative journalism, precision Journalism,
Yellow journalism,

Unit-II

Principles of journalism

News gathering- 5w's and 1H
News values & selection process of News
Use of Archives, Source of News & Use of internet

Unit-III

New Trends in Journalism

Changing Trends in Journalism: An
overview new sources of news gathering
New Media and News Credibility

Unit-IV

Writing for different Media

Difference between Print, Radio & Television
writings writing of online journalism
Mobile Journalism

Suggested Readings:

A Handbook of Journalism: Media in the Information Age -edited by V. Eshwar Anand, K. Jayanthi, Sage Publication (2018)

Mass Communication and Journalism in India- By Mr. D.S. Mehta, Allied publisher; New Delhi
Print Journalism: A Complete Book of Journalism- By Charanjit Ahuja, partridge publishing (2016).
Professional Journalism – M. V. Kamath, Vikas Publishing House Pvt Limited (2009) The
journalist Handbook-M.V. Kamath, Vikas Publishing House Pvt Limited (2009)

Course Outcomes:

CO1: Students would be able to understand the basics of journalism.

CO2: Students would be able to inculcate the knowledge of students' elements of journalism.

CO3: Students would be able to acquaint them with important aspects of the process of journalism.

CO4: Students would be able to enhance understanding of the technical terms and jargons of journalism.

Mapping of CO with PO

Outcomes	PO1	PO2	PO3
CO1	S	M	M
CO2	M	S	S
CO4	S	S	S
CO5	M	M	M

S= Strong

M=Medium

W=Weak

Mass Communication
General Current Awareness I (Semester I)
Minor Course (MIC)

Course Code: C24MIC125T
30 Hrs. (2 Hrs./Week)
Credit: 2
Exam Time: 2 Hrs.

External Marks : 35
Internal Marks : 15
Total Marks: 50

Note: The maximum time duration for attempting the paper will be of 2 hours. 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.

Objectives: *To understand the Indian political system. To gain knowledge about Political concepts. To gain knowledge about Democracy. To develop the knowledge of various aspect of political systems.*

Unit I

- Indian Political System
- Political Equality
- Relationship between Equality and Freedom
- Democracy
- Concept of Power: Hegemony, Ideology and Legitimacy
- Indian Political Thoughts

Unit II

- Quit India Movement
- Non –Coptative Movement
- Militant and Revolutionary Movements during India’s Freedom Struggles
- Major Units of Union Government
- Major Units of State Government
- Parliamentary System

Suggested reading:

1. *Introduction to the constitution of India by Dr Durga Das Basu*
2. *India after Gandhi: The History of the World’s Largest Democracy by Ramachandra Guha*
3. *India: A History by John Keay*
4. *The story of my experiments with truth by Mahatma Gandhi*
5. *India’s struggle for Independence by Bipin Chandra*
6. *The Argumentative Indian: writings on Indian History, Culture and Identity by Amartya Sen*

Course Outcomes

- CO1 Students would be able to understand the concept of politics.
 CO2 Students would be able to impart knowledge about Indian Political System.
 CO3 Students would be able to impart knowledge about Democracy.
 CO4 Students would be able to develop the knowledge of various political systems.

Mapping of CO with PO

Outcomes	PO1	PO2	PO3
CO1	M	S	S
CO2	S	M	M
CO3	S	S	S
CO4	M	M	M

S= Strong M=Medium W=Weak

Mass Communication
General Current Awareness I (Semester I)
Minor Course (MIC)

Course Code: C24MIN125T
60 Hrs (4 Hrs/Week)
Credit : 4
Exam Time: 3 Hrs

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

Note: The maximum time duration for attempting the paper will be of 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 shall 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.

Objectives: *To understand the Indian political system. To gain knowledge about Political concepts. To gain knowledge about Democracy. To develop the knowledge of various aspect of political systems.*

Unit I

- Indian Political System
- Political Equality
- Relationship between Equality and Freedom
- Various types of Rights

Unit II

-
- Democracy
- Concept of Power: Hegemony, Ideology and Legitimacy
- Political Ideology: Meaning and Concept
- Indian Political Thoughts

Unit III

- Quit India Movement
- Non –Cooperative Movement
- Civil Disobedience
- Militant and Revolutionary Movements during India's Freedom Struggles

Unit IV

- Major Units of Union Government
- Major Units of State Government
- Directive Principles
- Parliamentary System

Suggested reading:

1. *Introduction to the constitution of India* by Dr Durga Das Basu
2. *India after Gandhi: The History of the World's Largest Democracy* by Ramachandra Guha
3. *India : A History* by John Keay
4. *The story of my experiments with truth* by Mahatma Gandhi
5. *India's struggle for Independence* by Bipin Chandra
6. *The Argumentative Indian : writings on Indian History, Culture and Identity* by Amartya Sen

Course Outcomes

- | | |
|------------|---|
| CO1 | Students would be able to understand the concept of politics. |
| CO2 | Students would be able to impart knowledge about Indian Political System. |
| CO3 | Students would be able to impart knowledge about Democracy. |
| CO4 | Students would be able to develop the knowledge of various political systems. |

Mapping of CO with PO

Outcomes	PO1	PO2	PO3
CO1	S	M	M
CO2	S	M	M
CO3	S	S	S
CO4	M	M	M

S= Strong

M=Medium

W=Weak

Mass Communication
Introduction to Electronic Media (Semester II)
Discipline Specific Course (DSC)

Course Code: C24BMC201T
60 Hrs (4 Hrs/Week)
Credit : 4
Exam Time: 3 Hrs

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

Note: The maximum time duration for attempting the paper will be of 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 shall 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.

Objectives: *To understand the working pattern of electronic media platform. To familiarize the students with the basic techniques of broadcasting. To create understanding of electronic media content creation. To inculcate the knowledge of scriptwriting. To develop the knowledge of online journalism.*

Unit I

Foundations of Electronic Media

- 1.1 Introduction to Electronic Media
- 1.2 Historical evolution of electronic media in India
- 1.3 Theories and concepts in electronic media studies
- 1.4 Role and impact of electronic media in society

Unit II

Radio Broadcasting

- 2.1 Introduction to radio as an electronic medium
- 2.2 Radio programming and formats
- 2.3 Radio production techniques
- 2.4 Radio journalism and storytelling

Unit III

Television Production

- 3.1 Overview of television as an electronic medium
- 3.2 Television production processes
- 3.3 Scriptwriting for television
- 3.4 Studio and field production techniques

Unit IV

Digital Media and Online Platforms

- 4.1 Rise of digital media
- 4.2 Social media platforms
- 4.3 Online streaming services
- 4.4 Convergence of electronic media

Practical / Assignments (To be Assigned by the Teacher)

- TV and Radio Exercises-Radio news reporting of events and recordings.
- Writing of news reports.
- TV news - Writing, presenting and recording of PTCs. Online content editing assignment.

Suggested Readings:

- "Understanding Media: The Extensions of Man" by Marshall McLuhan
- "Media and Culture: An Introduction to Mass Communication" by Richard Campbell, Christopher R. Martin, and Bettina Fabos
- "Electronic Media: An Introduction" by Norman J. Medoff and Barbara Kaye
- "Introduction to Mass Communication: Media Literacy and Culture" by Stanley J. Baran
- "Digital Media Ethics" by Charles Ess
- "Electronic Media Management" by Peter K. Pringle and Michael G. Starr
- "The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying" by Helen Katz
- "Media Effects: Advances in Theory and Research" by Jennings Bryant and Dolf Zillmann
- "Introduction to Broadcasting" by Michael C. Keith
- "Convergence Culture: Where Old and New Media Collide" by Henry Jenkins

Course Outcomes:

- CO1 Students will be able to understand the working pattern of electronic media platform.
- CO2 Students will be able to familiarize the students with the basic techniques of broadcasting.
- CO3 Students will be able to have understanding of electronic media content creation.
- CO4 Students will be having the knowledge of script writing.
- CO5 Students will be having the knowledge of online journalism.

Mapping of CO with PO

Outcomes	PO1	PO2	PO3
CO1	S	M	M
CO2	M	S	S
CO3	S	M	M
CO4	S	S	S
CO5	M	M	M

S= Strong

M=Medium

W=Weak

Mass Communication
Introduction to Persuasive Communication (Semester II)
Discipline Specific Course (DSC)

Course Code: C24BMC202T
60 Hrs (4 Hrs/Week)
Credit : 4
Exam Time: 3 Hrs

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

Note: The maximum time duration for attempting the paper will be of 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 shall 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.

Objectives: *To Understand the Foundations of Persuasion in communication. To Develop Critical Thinking Skills in persuasive communication. To Identify Persuasive Techniques in communication. To Adapt Communication to Different Audience. To Enhance Verbal and Nonverbal Persuasion*

Unit I

Introduction to Persuasive Communication

- 1.1 What is persuasive communication
- 1.2 The importance of persuasion in various contexts
- 1.3 Scope of persuasive communication
- 1.4 The ethics of persuasive communication

Unit II

Advanced Persuasion Principles

- 2.1 Overview of advanced persuasion theories
- 2.2 Understanding the psychology of persuasion
- 2.3 Cognitive dissonance and its role in persuasive communication
- 2.4 Ethical considerations in persuasive communication

Unit III

Advanced Verbal Persuasion

- 3.1 Crafting compelling narratives
- 3.2 Advanced use of language and rhetoric
- 3.3 Persuasive speech techniques and strategies
- 3.4 Speech analysis and critique

Unit IV

Non-Verbal Persuasion

- 4.1 Body language and its impact on persuasion
- 4.2 Facial expressions, gestures, and posture in communication
- 4.3 Using visual aids effectively
- 4.4 Analyzing non-verbal cues in persuasive scenarios

Practical / Assignments (To be Assigned by the Teacher)

Analysing Persuasive Techniques in Advertisings, Write Persuasive Speech, Writing Persuasive Essay

Suggested Readings:

- "Influence: The Psychology of Persuasion" by Robert B. Cialdini
- "Made to Stick: Why Some Ideas Survive and Others Die" by Chip Heath and Dan Heath
- "Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds" by Carmine Gallo
- "Thank You for Arguing: What Aristotle, Lincoln, and Homer Simpson Can Teach Us About the Art of Persuasion" by Jay Heinrichs
- "Diffusion of Innovations" by Everett M. Rogers
- "Crucial Conversations: Tools for Talking When Stakes Are High" by Kerry Patterson, Joseph Grenny, Ron McMillan, and Al Switzler
- "The Art of Woo: Using Strategic Persuasion to Sell Your Ideas" by G. Richard Shell and Mario Moussa
- "Rhetoric" by Aristotle

- "The Elements of Persuasion: Use Storytelling to Pitch Better, Sell Faster & Win More Business" by Richard Maxwell and Robert Dickman
- "Persuasion: Social Influence and Compliance Gaining" by Robert H. Gass and John S. Seiter

Course Outcomes:

- CO1 Students will able to understand the Proficiency in Persuasive Communication
- CO2 Students will able to understand the Critical Thinking Competence
- CO3 Students will understand the Application of Persuasive Techniques
- CO4 Students will understand Adaptability in Communication
- CO5 Students will understand Enhanced Verbal and Nonverbal Skills

Mapping of CO with PO

Outcomes	PO1	PO2	PO3
CO1	M	S	S
CO2	S	S	M
CO3	S	M	M
CO4	S	S	S
CO5	M	M	M

S= Strong

M=Medium

W=Weak

Mass Communication
News Reporting (Semester II)
Discipline Specific Course (DSC)

Course Code: C24BMC203T
60 Hrs (4 Hrs/Week)
Credit : 4
Exam Time: 3 Hrs

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

Note: The maximum time duration for attempting the paper will be of 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 shall 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.

Objectives: *Reporting is meant to portray issues and events in a neutral and unbiased manner, regardless of the writer's opinion or personal beliefs.*

Unit -1

Understanding News

Ingredients of news

News: meaning, definition, nature

Hard news vs. Soft news, basic components of a news story Balance and fairness, brevity, date line, credit line, by line.

Unit- II

News Coverage

Role of Reporter functions and qualities

Reporting/working on a beat

Covering Speeches, Meetings and Press Conferences

Special beats-crime, courts, local reporting, hospitals, health, education, sports

Unit-III

Type of writing

News, Articles, Editorial, Features, human-interest stories, Difference between articles and features

Type of Article & Feature

Unit- IV

New Trends in Reporting

Selection of online content

New media technology and gathering News

Challenges of reporting

Suggested Readings

Reporting for the Media, Fred Fedler and John R. Bender, Oxford University

Bruce D. Itule and Douglas A. Anderson. *News writing and reporting for today's media;*

McGraw Hill Publication, 2000.

M.L. Stein, Susan Paterno & R. Christopher Burnett. *News writer's*

Handbook: An Introduction to Journalism; Blackwell Publishing, 2006.

George Rodmann. *Mass Media in a Changing World;* McGraw Hill Publication,

2007. Carole Flemming and Emma Hemmingway. *An Introduction to Journalism;* Vistaar Publications, 2006.

Richard Keeble. *The Newspaper's Handbook;* Routledge Publication, 2006

Course Outcomes:

CO1: Students would be able to understand the basics of reporting.

CO2: Students would be able to familiarize themselves with different types of reporting.

CO3: Students would be able to create understanding of specialized reporting.

CO4: Students would be able to develop the general understanding of art culture and sports reporting.

Mapping of CO with PO

Outcomes	PO1	PO2	PO3
CO1	S	S	S
CO2	S	S	M
CO3	S	M	M
CO4	S	S	S

S= Strong

M=Medium

W=Weak

Mass Communication
General Current Awareness II (Semester II)
Minor Core (MIC)

Course Code: C24MIN225T
60 Hrs (4 Hrs/Week)
Credit : 4
Exam Time: 3 Hrs

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

Note: The maximum time duration for attempting the paper will be of 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 shall 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.

Objectives: *Analyse and discuss current economic events and trends. Understand the impact of economic policies and decisions on individuals and society. Recognize the interconnectedness of the global economy. Apply economic principles to real-world situations. Engage in informed discussions and debates on economic issues.*

UNIT-I

Follow ups of stories during semester and special coverage of issues in print, electronic, and online media.
Popular interviews of various personalities in various media.

UNIT-II

Life sketch and contribution of people in news.
Issues related media organization and debate over media coverage
Issues related working of media organizations and their coverage.

UNIT-III

Critical analysis of coverage of important issues in media
Comparative analysis of coverage of print and electronic media on important happenings

UNIT-IV

Comparative analysis of debates on social media on major happenings
Discussion the issue taken up by various television channel radio stations/news and other platforms

Suggested Readings:

- "Economics: Principles, Problems, and Policies" by Campbell R. McConnell, Stanley L. Brue, and Sean M. Flynn
- "The Economist" A weekly magazine covering global economic and political events. Reading regularly will help students stay current with global economic affairs.
- "Freakonomics: A Rogue Economist Explores the Hidden Side of Everything" by Steven D. Levitt and Stephen J. Dubner
- "Capital in the Twenty-First Century" by Thomas Piketty
- "The Undercover Economist" by Tim Harford
- "Nudge: Improving Decisions About Health, Wealth, and Happiness" by Richard H. Thaler and Cass R. Sunstein
- "Thinking, Fast and Slow" by Daniel Kahneman
- "Globalization and Its Discontents" by Joseph E. Stiglitz
- "The World Is Flat: A Brief History of the Twenty-First Century" by Thomas L. Friedman
- "Economic Policy: Theory and Practice" by Agarwal S. N.
- "The Economic Times" Regularly reading articles from the Financial Times will keep students updated on global economic developments.

Course Outcomes:

- | | |
|-----|--|
| CO1 | Students will able to analyze current economic events and trends. |
| CO2 | Students will able to understand the impact of economic on policies and society. |
| CO3 | Students will able to recognize the interconnectedness of the global economy. |
| CO4 | Students will able to apply economic principles to real-world situations. |
| CO5 | Students will able to engage in informed discussions and debates on economic issues. |

Mapping of CO with PO

Outcomes	PO1	PO2	PO3
CO1	M	S	S
CO2	S	S	M
CO3	S	M	M
CO4	S	S	S
CO5	M	M	M

S= Strong

M=Medium

W=Weak

Mass Communication
Content Development for Digital Platforms (Semester II)
Multi-Disciplinary Course (MDC)

Course Code: C24MDC233T
45 Hrs (3 Hrs/Week)
Credit : 3
Exam Time: 2.5 Hrs

External Marks : 50
Internal Marks : 25
Total Marks: 75

Note: The maximum time duration for attempting the paper will be of 2.5 hours. The examiner is required to set seven questions in all. The first question will be compulsory consisting of five short questions covering the entire syllabus consisting of 2.5 marks each. In addition to that six more questions will be set, two questions from each unit. The students shall be required to attempt four questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks i.e. 12.5 marks.

Objectives: *Understand the fundamentals of digital content development. Develop content strategies for different digital platforms. Create high-quality written and multimedia content. Optimize content for search engines (SEO). Promote and measure the effectiveness of digital content.*

Unit I

Introduction to Digital Content Development Duration

- 1.1 Definition and scope of digital content
- 1.2 Understanding Target Audiences: Identifying and analyzing target audiences
- 1.3 Content Strategy and Planning: Developing a content strategy
- 1.4 Legal and Ethical Considerations: Copyright, fair use, and intellectual property

Unit II

Content Creation Techniques Duration

- 2.1 Writing for Digital Platforms: writing styles for online consumption, SEO principles for content creation
- 2.2 Visual Content Development: Importance of visuals in digital content, Graphic design basics for non-designers
- 2.3 User-Generated Content and Social Media
- 2.4 Mobile Content Optimization
- 2.5 Ethics and challenges in AI content creation
- 2.6 Future Trends in Digital Content: Emerging technologies shaping content creation

Unit III

Content Distribution and Marketing Duration

- 3.1 Digital Content Distribution Channels: Platforms for content distribution (social media, websites, email)
- 3.2 Augmented Reality (AR) and Virtual Reality (VR) Content
- 3.3 Email Marketing and Newsletters: Creating effective email campaigns
- 3.4 Analytics and Measurement: Introduction to content analytics
- 3.5 Augmented Reality (AR) and Virtual Reality (VR) Content
- 3.6 Artificial Intelligence in Content Creation

Suggested Readings:

- "Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content" by Ann Handley
- "Content Strategy for the Web" by Kristina Halvorson and Melissa Rach
- "Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less" by Joe Pulizzi
- "The Elements of Content Strategy" by Erin Kissane
- "Don't Make Me Think, Revisited: A Common-Sense Approach to Web Usability" by Steve Krug
- "Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses" by Joe Pulizzi
- Online Articles and Blogs: Google's Search Engine Optimization (SEO) Starter Guide
- "The Art of SEO: Mastering Search Engine Optimization" by Eric Enge, Stephan Spencer, and Jessie Stricchiola

Course Outcomes:

- CO1 Students will able to understand the fundamentals of digital content development.
- CO2 Students would be able to develop content strategies for different digital platforms.
- CO3 Students would be able to create high-quality written and multimedia content.
- CO4 Students would be able to optimize content for search engines (SEO).
- CO5 Students will able to promote and measure the effectiveness of digital content.

Mapping of CO with PO

Outcomes	PO1	PO2	PO3
CO1	S	M	S
CO2	S	S	M
CO3	M	M	M
CO4	S	S	S
CO5	M	M	M

S= Strong

M=Medium

W=Weak

Mass Communication
Feature Writing for Newspapers and Magazines (Semester II)
Skill Enhancement Course (SEC)

Course Code: C24SEC225T
30 Hrs. (2 Hrs./Week)
Credit : 2
Exam Time: 2 Hrs.

External Marks : 35
Internal Marks : 15
Total Marks: 50

Note: The maximum time duration for attempting the paper will be of 2 hours. 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.

Objectives: *Understand the unique characteristics of feature writing. Identify and research engaging story ideas. Develop strong interviewing and research skills. Craft compelling feature articles. Understand the editorial and publication process.*

Unit 1

Introduction to Feature Writing

- Understanding Feature Writing: Definition and characteristics of feature writing
- Types of Features: Profile features, Human interest features, Trend analysis features, In-depth investigative features
- Elements of a Compelling Feature: Identifying a strong angle, Effective story telling techniques
- Research and Interview Skills: Conducting thorough research, Interview techniques and strategies

Unit 2

Writing Techniques and Style

- Crafting a Feature Story: Structuring a feature article, Importance of pacing and rhythm
- Style and Tone in Feature Writing: Developing a distinctive writing style
- Editing and Revision: Self-editing techniques, Peer review and constructive feedback
- Multimedia Integration: Incorporating visuals, multimedia, and interactive elements

Feature Writing for Newspapers and Magazines Lab

Course Code: C24SEC225P
30 Hrs. (2 Hrs./Week)
Credit : 1
Exam Time: 2 Hrs.

External Marks : 15
Internal Marks : 10
Total Marks: 25

- Specialized Feature Writing
- Cultural and Travel Features
- Science and Technology Features
- Environmental and Health Features
- Entertainment and Lifestyle Features
- Assessment: Assessment methods may include feature article assignments, story pitches, class participation, quizzes, a final portfolio of feature articles, and peer evaluations.

Suggested Readings:

- "On Writing Well" by William Zinsser
- "The New Journalism" edited by Robert S. Boynton
- "The Elements of Story: Field Notes on Nonfiction Writing" by Francis Flaherty
- "Feature Writing: The Pursuit of Excellence" by Edward Jay Friedlander and John Lee
- "The Art and Craft of Feature Writing: Based on The Wall Street Journal Guide" by William E. Blundell
- "Telling True Stories: A Nonfiction Writers' Guide" edited by Mark Kramer and Wendy Call
- "Story craft: The Complete Guide to the Art of Narrative Nonfiction" by Jack Hart
- "The Feature Writer's Handbook" by Thomas B. Connery
- "The Art of Fact: A Historical Anthology of Literary Journalism" edited by Kevin Kerrane and Ben Yagoda

Course Outcomes:

- CO1 Students would be able to understand the unique characteristics of feature writing.
- CO2 Students would be able to identify and research engaging story ideas.
- CO3 Students would be able to develop strong interviewing and research skills.
- CO4 Students would be able to craft compelling feature articles.
- CO5 Students would be able to understand the editorial and publication process.

Mapping of CO with PO

Outcomes	PO1	PO2	PO3
CO1	M	S	S
CO2	S	S	M
CO3	S	M	M
CO4	S	S	S
CO5	M	M	M

S= Strong M=Medium W=Weak