



Programme Structure

**Sharda School of Media, Film & Entertainment
Department of Mass Communication**

Bachelor of Arts (Journalism & Mass Communication)

Programme Code: SDM0101

Academic Year 2023-24

Batch: 2023-2027

Programme Structure Template
Name of School: Sharda School of Media,
Film & Entertainment
Bachelor of Arts (Journalism & Mass
Communication)
Batch: 2023 - 2027
TERM: I

S. No.	Course Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/Co-Requisite	Type of Course: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY SUBJECTS								
1	BCJ 119	Understanding Media	3	0	0	3	Co-Requisite	CC
2	BCJ 120	Communication: Concepts & Principles	5	0	0	5	Core	CC
JURY SUBJECTS								
3	BCJ 112	Basics of Computer & IT Skills	0	0	2	1	Core Elective	DSE
	BCJ 113	Understanding Media Tools						
4	OPE 110	Audio-Visual Production Process	0	2	2	3	Elective	AECC
5	VOF 101	Script Writing	0	2	2	3	Co-Requisite	SEC
6	ARP 101	Communicative English I	1	0	2	2	Co-Requisite	AECC
7	BCJ 111	Understanding Indian Culture & Art Forms	0	2	2	3	Co-Requisite	AECC
TOTAL CREDITS						20		

Programme Structure
Name of School: Sharda School of Media,
Film & Entertainment
Bachelor of Arts (Journalism & Mass
Communication)
Batch: 2023 - 2027
TERM: II

S. No.	Course Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/Co-Requisite	Type of Course: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY SUBJECTS								
1	BCJ 107	Basics of Research Methodology	4	0	0	4	Core	CC
2	BCJ 114	Understanding Media Laws & Ethics	3	0	0	3	Core	CC
JURY SUBJECTS								
3	BCJ 115	Basics of Sound & Image	0	0	2	1	Core	CC
4	BCJ 116	Art of Writing for Media	0	0	2	1	Core	DSE
	BCJ 117	Media Trial - Case Studies						
5	OPE	Material Animation Technique	0	2	2	3	Elective	AECC
6	VOF 104	Writing and Anchoring for Radio, TV & Digital Media	0	2	2	3	Co-requisite	SEC
7	ARP 102	Communicative English II	1	0	2	2	Co-requisite	AECC
8	BCJ 118	Entrepreneurship & Start Ups	0	2	2	3	Co-Requisite	AECC
TOTAL						20		

Programme Structure Template
Name of School: Sharda School of Media,
Film & Entertainment
Bachelor of Arts (Journalism & Mass
Communication)
Batch: 2023 - 2027
TERM: III

S. No.	Course Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/Co-Requisite	Type of Course: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY PAPER								
1	BCJ 223	Introduction to Print & Convergent Journalism	4	0	0	4	Core	CC
2	BCJ 239	Contemporary Media & Gender Studies	3	0	0	3	Core	CC
3	BCJ 240	Socio-Economic & Political Issues	3	0	0	3	Co-Requisite	CC
JURY PAPER								
4	BCJ 241	Print & Convergent Media Lab	0	0	2	1	Core	CC
5	BCJ 242	Art of Designing & Layout	0	0	2	1	Core	CC
6	BCJ 243	Photography & Image Editing	0	0	2	1	Co-Requisite	DSE
	BCJ 244	Seminar on Contemporary India: Issues & Debates						
7	RBL 001	Research Based Learning – I	0	0	4	0	Co-Requisite	AECC
8	OPE	Radio Jockeying, Podcast & Programme Production	0	2	2	3	Elective	AECC
9	VOF 202	Smartphone Film Making	0	2	2	3	Co-Requisite	SEC
10	ARP 207	Communicative English III - Logical Skills Building and Soft Skills	1	0	2	2	Co-Requisite	AECC
TOTAL						21		

Programme Structure Template
Name of School: Sharda School of Media,
Film & Entertainment
Bachelor of Arts (Journalism & Mass
Communication)
Batch: 2023 - 2027
TERM: IV

S. No.	Course Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co-Requisite	Type of Course: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY PAPER								
1	BCJ 231	Advertising: Concepts, Principles & Practices	3	0	0	3	Co-Requisite	CC
2	BCJ 245	Introduction to Public Relations & Corporate Communication	3	1	0	4	Core	CC
3	BCJ 246	Radio Programming & Production*	1	1	2	3	Core	CC
JURY PAPER								
4	BCJ 247	Advertisement Production Lab	0	1	2	2	Core Elective	DSE
	BCJ 248	Graphics & Animation Storyboard Lab						
5	BCJ 249	Public Relations & Corporate Communication Production Lab	0	0	2	1	Core	CC
6	BCJ 250	Radio Production Lab	0	0	2	1	Core	CC
7	OPE	Still Photography	0	2	2	3	Elective	AECC
8	RBL 002	Research Based Learning – II	0	0	4	0	Co-Requisite	AECC
9	ARP 306	Communicative English IV – Campus to Corporate	1	0	2	2	Co-Requisite	AECC
TOTAL						19		

* Evaluation is to be done as Jury Subject.

Programme Structure Template
Name of School: Sharda School of Media,
Film & Entertainment
Bachelor of Arts (Journalism & Mass
Communication)
Batch: 2023 – 2027
TERM: V

S. No.	Course Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co-Requisite	Type of Course: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY PAPER								
1	BCJ 314	TV Programming & Production*	1	2	0	3	Core	CC
2	BCJ 315	Introduction to Development Communication	3	0	0	3	Core	CC
3	BCJ 303	International & Intercultural Communication	4	0	0	4	Core	CC
4	BCJ 316	Data Journalism & Mobile Journalism	2	0	0	2	Co-Requisite	CC
JURY PAPER								
5	BCJ 317	Video Editing	0	1	2	2	Core	CC
6	BCJ 318	Development Communication Lab	0	1	2	2	Core	CC
7	BCJ 319	Social Media & Mobile Journalism Lab	0	0	2	1	Co-Requisite	CC
8	RBL 003	Research Based Learning – III	0	0	2	1	Co-Requisite	AECC
9	INC 001	Industry Connect	0	2	0	2	Pre-Requisite	AECC
Total						21		

* Evaluation is to be done as Jury Subject.

Programme Structure Template
Name of School: Sharda School of Media,
Film & Entertainment
Bachelor of Arts (Journalism & Mass
Communication)
Batch: 2023 - 2027
TERM: VI

S. No.	Course Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/Co-Requisite	Type of Course: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY PAPER								
1	BCJ 320	Film Appreciation & History of Cinema	3	0	0	3	Core	CC
2	BCJ 310	Media: Sociology & Psychology	4	0	0	4	Core	CC
3	BCJ 321	Principles of Event Management*	2	3	0	5	Core	CC
JURY PAPER								
4	BCJ 313	Digital Media Marketing Lab	0	0	4	2	Core	CC
5	RBL 004	Research Based Learning – IV	0	0	2	1	Co-Requisite	AECC
6	OPE	Smartphone Mobile Film Making	0	2	2	3	Elective	AECC
7	CCU	Community Connect	0	2	0	2	Co-Requisite	AECC
Total						20		

* Evaluation is to be done as Jury Subject.

Programme Structure Template
Name of School: Sharda School of Media,
Film & Entertainment
Bachelor of Arts (Journalism & Mass
Communication)
Batch: 2023 - 2027
TERM: VII

S. No.	Course Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co-Requisite	Type of Course: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY PAPER								
1	BCJ 412	Qualitative Research Methods	3	0	0	3	Core	CC
2	BCJ 413	Quantitative Research Methods	3	0	0	3	Core	CC
3	BCJ 414	Communication Research Methods & Tools	3	0	0	3	Co-Requisite	CC
4	BCJ 415	Statistics for Research	2	1	0	3	Co-Requisite	CC
JURY PAPER								
5	BCJ 416	Qualitative Research Lab	0	1	2	2	Core	CC
6	BCJ 417	Quantitative Research Lab	0	1	2	2	Co-Requisite	CC
7	BCJ 418	Project on constructing tools for Media & Communication Research	0	2	2	3	Core	CC
8	OPE	Anchoring for Different Media	0	3	2	4	Elective	AECC
Total						23		



Programme Structure Template
Name of School: Sharda School of Media,
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Batch: 2023 – 2027
TERM: VIII

S. No.	Course Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/Co-Requisite	Type of Course: 1. CC 2. AE 3. SEC 4. DSE
			L	T	P			
THEORY PAPER								
1	BCJ 419	Ethical Perspective of Media & Communication Research	3	0	0	3	Co-Requisite	CC
JURY PAPER								
2	BCJ 420	Research Writing Techniques	0	0	2	1	Co-Requisite	CC
3	OPE	Digital Media Marketing	0	3	2	4	Elective	AECC
4	BCJ 421	Media & Communication Dissertation - Project	0	3	12	9	Core	CC
Total						17		

TERM 1

School: SSMFE		Batch : 2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2023-2024	
Branch: Mass Communication		Semester: I	
1	Course Code	BCJ 119	
2	Course Title	Understanding Media	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
	Course Type	Compulsory	
5	Course Objective	The objective of this course is to: 1. To impart basic concepts meaning of media 2. To make students aware about historic development and evolution of different types of media.	
6	Course Outcomes	After completing the course, the student will be able to CO1: Define the basic concept of media CO2: Illustrate the nature, scope, and types of media. CO3: Outline the development of folk/traditional media. CO4: Identify the milestones in the evolution of electronic media. CO5: Explain the journey of Cinema. CO6: Discuss the development of new/digital media.	
7	Course Description	The course focusses on the evolution and historical development of media. The course orients and enhances the theoretical knowledge of the students on the basics of media.	
8	Outline syllabus	CO Mapping	
	Unit 1	Introduction to Media	
	1	Definition and Concept of Media	CO1
	2	Functions and Characteristics of Media	CO1
	3	Nature, Scope, and types of Media	CO1
	Unit 2	Evolution of Media – Folk/Tradition & Print	
	1	Traditional/Folk Media	CO2
	2	Print Media – Pre-Independence Era	CO2
	3	Print Media – Post-Independence Era	CO2
	Unit 3	Evolution of Media – Electronic (Radio & TV)	
	1	Radio	CO3
	2	Television	CO3
	3	Contemporary scenario of Radio & TV	CO3
	Unit 4	Evolution of Media – Cinema	
	1	Silent Era in Cinema	CO4
	2	Middle Era in Cinema	CO4
	3	Contemporary Cinema	CO4&CO5

	Unit 5	Evolution of Media – New/Online/Digital	
	1	History & Evolution	CO5
	2	ICT	CO5 & CO6
	3	Contemporary Digital Media	CO6

	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		15%	10%	75%	
	Text book/s*	Kumar J. K. (2020). Mass Communication in India. New Delhi: Jaico Publishing House. Edition 5.			

	Other References	1. Narula Uma (2022). Handbook of Communication Models, Perspectives, Strategies. Atlantic Publishers. ISBN: 9788126906710 2. Handbook of Journalism and Mass Communication by Vir Bala Aggarwal and VS Gupta
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Course Articulation Matrix

POs COs	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	2	-	3	-	3	2	-	1	-	-
CO2	1	3	-	-	-	-	-	1	-	-
CO3	2	-	2	-	2	3	-	2	-	-
CO4	3	2	-	-		-	-	-	-	-
CO5	2	-	1	-	1	1	-	2	-	-
CO6	-	1	1	-	2	-	-	3	-	-
Average	1.67	1	1.17	0	1.34	1	-	1.5	-	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch : 2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2023-2024	
Branch: Mass Communication		Semester: I	
1	Course Code	BCJ 120	
2	Course Title	Communications: Concepts & Principles	
3	Credits	5	
4	Contact Hours (L-T-P)	5-0-0	
	Course Type	Compulsory	
5	Course Objective	The objective of this course is to: 1. Explain the meaning of communication and why human beings communicate. 2. Explain different types of communication. 3. To know the various channels of distributions of Mass Communication 4. Explain important theories of communication. 5. Explain various models of communication	
6	Course Outcomes	The student will be able to: CO1: Understand concept and meaning of Communication. CO2: Define the different stages and types of communication. CO3: Outline various models of Communication. CO4: Outline various theories of mass communication. CO5: Perceive knowledge on sociological and normative theories of mass communication. CO6: Evaluate different communication theories to critically analyze real-world contemporary issues and employ practical, innovative solutions.	
7	Course Description	The course is designed to inculcate the knowledge of theoretical aspects of Communication, by teaching several models and theories of communication. The course also aims to impart the understanding of applying the theoretical aspect into action.	
8	Outline syllabus		CO Mapping
	Unit 1	Defining Communication	
	1	Definition, Concept and Meaning of Communication	CO1
	2	Elements of Communication, 7Cs of Communication, Barriers to Communication.	CO1
	3	Stages and Types of Communication	CO1
	Unit 2	Introduction to Communication Models	
	1	Aristotle's model, Harold D Lasswell's model (1948), Claude Shannon and Warren Weaver's Model (1949).	CO2
	2	Theodore Newcomb's model (1953)	CO2
	3	Osgood's model (1954)	CO2
	Unit 3	Theories of Communication	

	1	Communication theory: Need and importance - Hypodermic or bullet theory	CO3
	2	Individual differences theory, Cognitive Dissonance Theory, Personal Influence Theory	CO3
	3	Evaluate and analyze communication theories in contemporary context	CO3
	Unit 4	Sociological theories of Mass Communication	
	1	Cultivation Theory, Agenda Setting Theory, Social Learning Theory	CO4
	2	Spiral of Silence, Uses and Gratification Theory, Dependency Theory	CO4
	3	Evaluate and analyze communication theories in contemporary context	CO4& CO6
	Unit 5	Normative Theory of Communication	
	1	Authoritarian Theory, Libertarian Theory, Social Responsibility Theory	CO5
	2	Soviet Media Theory, Development Theory, Democratic-Participant Media Theory	CO5
	3	Evaluate and analyze communication theories in contemporary context	CO6
	Mode of examination		Theory
	Weightage Distribution	CA	MTE
		15%	10%
		ETE	75%
	Text book/s*	Mass Communication In India by Keval J Kumar	
	Other References	1. Handbook of Communication by Uma Narula 2. Handbook of Journalism and Mass Communication by VirBala Aggarwal and VS Gupta 3. Theories of Mass Communication: De Fleur and B. Rokeach 4. Mass Communication Theory: Denis McQuail 5. Mass Communication Journalism in India D S Mehta Hyderabad, ICFAI University Press.	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02
CO1	2	2	3	-	3	2	1	1	-	-
CO2	1	3	-	-	-	-	-	1	-	-
CO3	-	-	2	3	2	3	3	2	-	-
CO4	3	2	-	-	-	-	-	-	-	-
CO5	2	-	2	-	1	1	2	2	-	-
CO6	-	1	1	-	2	-	-	3	-	-
Average	1.34	1.34	1.34	0.5	1.34	1	1	1.5		

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch: 2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2023-2024	
Branch: Mass Communication		Semester: I	
1	Course Code	BCJ 112	
2	Course Title	Basics of Computer & IT Skills	
3	Credits	1	
4	Contact Hours (L-T-P)	0-0-2	
	Course Type	Discipline Elective	
5	Course Objective	The objective of this course is to: 1. To impart knowledge with the fundamentals of computer application. 2. To ensure that the students undergo a survey of various basic computer applications that are available and frequently used in every professional's life	
6	Course Outcomes	After completing the course, the student will be able to - CO1: Identify the principal components of basic computer skills for professional industries. CO2: Explain the usage of required software in the professional field. CO3: Apply the ethical and societal concerns regarding computer technology CO4: Analyze the knowledge gained to work on presentation along with using related tables, graphs, and Pie charts. CO5: Evaluating the need of various Computer and IT skills as per the need of the subject. CO6: Create a promotional brochure using shapes, WordArt, Pictures, SmartArt and page backgrounds and borders	
7	Course Description	The course is designed to impart the fundamentals of computer application and IT among students. The course aims to enhance the technical competency among the students, foundation for the coming semesters.	
8	Outline syllabus		CO Mapping
	Unit 1	WINDOWS And APPLICATION OF MS OFFICE USING MS WORD	
	1	Knowing the MS Word Window, Working on Business letters, knowledge of different fonts, styles and formats of professional documents	CO1
		Saving the files in different formats and working with print & print preview	CO1
	2	FORMATTING THE TEXT Editing and Alignment of text, tabs, characters spacing, Paragraph Indenting & spacing, Bullet and numbering, Changing cases	CO1

	3	TABLE MANIPULATIONS and DRAWING TOOLS Drawing tables, changing cell height and width, Deleting and Inserting rows and columns, merging cells, Using different drawing tools, borders and shading	CO1
	Unit 2	MS EXCEL	
	1	INTRODUCING EXCEL WORKSHEET - Entering data and completing cell entries, Adjusting column width and row heights, Formatting cells, Borders and fills, Perform Worksheet Calculation and Print Preview	CO2
	2	EDITING WORKSHEETS - Inserting and deleting rows, columns and cells, Change the worksheet tab colour, moving , renaming and creating copy of worksheets, Using functions in formulas- Autosum, Sum, Average, Count	CO2
	3	WORKING WITH CHARTS - Create Chart to compare data Working with chart tools, Edit chart data, Adding image to worksheet.	CO2
	Unit 3	MS POWER POINT	
	1	CREATING and DELIVERING OF PRESENTATION - Navigating a power point window, choosing a theme and creating presentation, Adding slides, Choosing Layout and aligning text	CO3
	2	DESIGNING THE PRESENTATION -Working on the aesthetics of slides, Making your own slide format Printing handouts, handout masters, slide footers, slideshow	CO3
	3	ADDING GRAPHICS, ANIMATION and SOUND - Inserting Pictures, clipart's, graphics and other file formats, Adding effects/animations to text and images, Adding sounds and Videos in the presentation	CO3
	Unit 4	USING MS PUBLISHER	
	1	INTRODUCING MS PUBLISHER Introducing MS Publisher Interface Navigation and selection, techniques, Multipage layouts and selection techniques.	CO4
	2	CREATING A NEWSLETTER USING MS PUBLISHER Working on layout design and themes Inserting tables, graphs and images, Conversion of file format and finalizing publication	CO4
	3	PUBLISHING A TRIFOLD BROCHURE Choosing a layout theme and design Placement of information and the Images Finalising publication and taking the print out.	CO4& CO6
	Unit 5	INTERNET and WEB BROWSERS	
	1	Basic HTML & Web designing (through Programming languages & designing tools)	CO5
	2	Search Engine Optimization	CO5& CO6

3	UNDERSTADING URL and SURFING THE WEB		CO6
Mode of examination		Jury/Practical/Viva	
Weightage Distribution		CA	CE(Viva)
		25%	25%
Text book/s*		Beginning Microsoft Office by Gay Hart Davis Websites and Internet material	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO 2
CO1	3	-	-	-	-	1	2	2	-	-
CO2	2	-	-	-	2	-	3	-	-	-
CO3	3	-	3	-	-	3	3	2	-	-
CO4	2	-	-	-	-	-	-	1	-	-
CO5	-	-	-	-	-	-	1	2	-	-
CO6	3	-	3	-	3	3	2	-	-	-
Average	2.6	-	3	-	2.5	2.34	2.2	1.75	-	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch: 2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2023-2024	
Branch: Mass Communication		Semester: I	
1	Course Code	BCJ 113	
2	Course Title	Understanding Media Tools	
3	Credits	1	
4	Contact Hours (L-T-P)	0-0-2	
Course Type		Discipline Elective	
5	Course Objective	The objective of this course is to: 1. Familiarize the students with the various tools of different media starting from folk/traditional to the digital media. 2. Inculcate the understanding of media tools among students.	
6	Course Outcomes	After completing the course, the student will be able to - CO1: Identify various forms of traditional/folk media and its tools. CO2: Explain different print media tools. CO3: Describe various electronic media tools. CO4: Discuss cinema as media and communication tool. CO5: Summarize various digital/social media tools. CO6: Develop and produce the various media tools.	
7	Course Description	The course is specifically designed for the students of communication to make them familiarize with the different media and its tools. The students will be able to analyses the current scenario of media tools.	
8	Outline syllabus	CO Mapping	
	Unit 1	Traditional / Folk Media Tools	
	1	Identify different forms of folk/traditional media	CO1
	2	Discussion on the status of folk/traditional media in contemporary society	CO1
	3	Presentation on a specific (unique) form of folk media (national/international)	CO1
	Unit 2	Print Media Tools	
	1	Identifying different print media tools	CO2
	2	Discussion on print media versus convergent media future and scope	CO2
	3	Presentation/Project on a print media tool	CO2
	Unit 3	Electronic Media Tools	
	1	Identifying electronic media tools	CO3
	2	Discussion on scope of radio as communication tool	CO3
	3	Discussion on Television as communication tool	CO3
	Unit4	Cinema as Media/Communication Tool	

	1	Identifying how Cinema act as a communication tool	CO4						
	2	Discussion on Cinema as communication tool	CO4						
	3	Case study (a film) acting as agent of social change	CO4& CO5						
	Unit 5	Digital Media Tools							
	1	Identifying different digital/social media tools	CO5						
	2	Discussion on the future and scope of digital media tools	CO6						
	3	Discussion/Debate on the pros and cons of digital media tools	CO6						
	Mode of examination		Jury/Practical/Viva						
	Weightage Distribution								
		<table border="1"> <tr> <td>CA</td> <td>CE (Viva)</td> <td>ETE</td> </tr> <tr> <td>25%</td> <td>25%</td> <td>50%</td> </tr> </table>	CA	CE (Viva)	ETE	25%	25%	50%	
CA	CE (Viva)	ETE							
25%	25%	50%							
	Text book/s and reference books*		<ol style="list-style-type: none"> 1. Mass Communication in India By Keval J Kumar 2. Handbook of Communication by Uma Narula 3. Handbook of Journalism and Mass Communication by VirBala Aggarwal and VS Gupta 4. Mass Communication Journalism in India D S Mehta Hyderabad, ICFAI University Press. 						

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	-	-	-	-	1	2	2	-	-
CO2	2	-	-	-	2	-	3	-	-	-
CO3	3	-	3	-	-	3	3	2	-	-
CO4	2	-	-	-	-	-	-	1	-	-
CO5	-	-	-	-	-	-	1	2	-	-
CO6	3	-	3	-	3	3	2	-	-	-
Average	2.6	-	3	-	2.5	2.34	2.2	1.75	-	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch: 2023-2027	
Programme: NA		Current Academic Year: 2023-2024	
Branch: Mass Communication		Semester: I	
1	Course Code	OPE	
2	Course Title	Audio and Visual Production Process	
3	Credits	3	
4	Contact Hours (L-T-P)	0-2-2	
	Course Type	Minor Elective	
5	Course Objective	The objective of this course is to: <ul style="list-style-type: none"> ● To explore basic principles relations to the (re) production of sound and image ● To understand the basic methods of audio recording and (re)generation ● To understand basic methods of image (re)generation and photographic capture ● To understand interactivity between sound, image and context 	
6	Course Outcomes	The student will be able to CO1: Define the basic principles related to production and editing of different kinds of Sounds. CO2: Summarize microphones and different audio accessories CO3: Explain the fundamentals of digital image production using different equipment. CO4: Apply the knowledge of sound and image to create basic audio-visuals. CO5: Examine basic methods of audio recording and re-generation CO6: Demonstrate projects using sound-recording technology	
7	Course Description	This course is designed to offer the students, a primary level understanding of sound and image production and how both can be juxtaposed for the purpose of story-telling using audio visuals.	
8	Outline syllabus		CO Mapping
	Unit 1	Principles of Sound	
	1	What is photography? The role & importance of photography.	CO1
	2	Brief History of photography	CO1
	3	Working principle of a still Camera, Principles of Camera Obscura Types of Cameras	CO1
	Unit 2	Principles of Photographic composition	
	1	Concepts of composition	CO2
	2	Digital Capture, Types of Graphics (Vector and Raster), Various types of Digital Capture and Image, Basic Software for Production of Vector & Raster Graphics	CO2
	3	Practical Applications of Image Editing, Mobile Applications for image editing, Online Tools for Image Processing and Editing	CO2
	Unit 3	Basic Lighting Concept	
	1	Sources of light: Natural & Artificial Correct exposure	CO3

	2	Nature and physical properties of light Direction & angle of light: Front, side, top & back				CO3
	3	Lighting contrast and its control by fill in lights One-, two- & three-point lighting: Key, fill and back light				CO3
	Unit 4	Sound Recording and Mixing				
	1	Sound Recording & Mixing, Nature of Sound, its Properties and Dimensions, Microphones, Audio Accessories for Sound Production				CO4
	2	Digital Audio Formats				CO4
	3	Sound Recording & Reproduction				CO4& CO6
	Unit 5	Audio Visual Production				
	1	Basics of Audio-Visual Mixing				CO5
	2	AV Creation using different Software				CO5
	3	Final AV production				CO6
	Mode of examination	Jury Examination				
	Weightage Distribution	Weightage Distribution	CA	CE (Viva)	ETE	
			25%	25%	50%	
	Text book/s*	Mastering Audio: The Art and the Science by Bob Katz				
	Other References	<ul style="list-style-type: none"> Master Handbook of Acoustics by F. Alton Everest & Ken Pohlmann The Sound Book: The Science of the Sonic Wonders of the World by Trevor Cox 				

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	-	-	-	-	-	-	-	2	-	-
CO2	3	-	2	-	3	-	-	-	-	-
CO3	2	3	3	-	-	-	-	-	-	-
CO4	3	-	-	-	-	-	2	2	-	-
CO5	1	2	3	-	2	-	-	-	-	-
CO6	2	-	2	-	1	-	2	1	-	-
Average	1.83	0.83	1.67		1	-	0.67	0.83	-	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch: 2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2023-2024	
Branch: Mass Communication		Semester: I	
1	Course Code	VOF 101	
2	Course Title	Script Writing	
3	Credits	3	
4	Contact Hours (L-T-P)	0-2-2	
	Course Type	Co-Requisite	
5	Course Objective	To describe the dramatic structure of a story, explain formats in script, the act structure, characterization and the scene creation.	
6	Course Outcomes	After completing the course, student will be able to CO1: Define the dramatic structure of a story CO2: List out different formats in script CO3: Explain a story with three act structure CO4: Outline the importance of characterization in script CO5: Create a scene with a sequence CO6: Elaborate visual storytelling	
7	Course Description	The course is designed to inculcate the basic understanding of script writing. Students will learn the workflow for Story Development, Elements of script writing, and 3-Acts Structure & Development of the Characters.	
8	Outline syllabus	CO Mapping	

	Unit 1	The Principles of Dramatic Wring	
	1	Introduction to Screenwriting	CO1
	2	The Basics: Character, Story, Structure	CO1
	3	The Premise: Story Spine	CO1
	Unit 2	Finding the Story	
	1	How to Format a Script	CO2
	2	How to Write a Short Outline	CO2
	Unit 3	Three Act Structure: Putting It All Together	
	1	“The Godfather”: Beginnings, Middles, and Ends	CO3
	2	Treatment: 5 Key Moments	CO3
	Unit 4	Exploring Character	
	1	Dramatizing Character	CO4
	2	Proper Script Formatting	CO4
	Unit 5	Scene	
	1	Scene defined.	CO5& CO6
	2	Length of scene. Tenets of a good scenes—importance, desire/conflict, structure, compression	CO5

	3	Sequences, Making a step outline				CO5
	4	Visual Storytelling				CO6
Evaluations	Weightage Distribution	CA	CE (Viva)	ETE	N/A	
		25%	25%	50%		
Text book/s*	Screenplay: The Foundations of Screenwriting by Syd Field (2005). Dell Publishing Company. (70% coverage) • The 21st Century Screenplay: A comprehensive guide to writing tomorrow's films by Linda Aronson. (2011). Silman James Press. (30% coverage)					
Other References	• https://www.studiobinder.com/blog/three-act-structure/ https://www.studiobinder.com/blog/what-is-a-premise-of-a-story-definition/					

Course Articulation Matrix

POs COs	PO 1	PO2	PO3	PO4	PO5	PO 6	PO 7	PO 8	PSO 1	PSO 2
CO1	3	2	2	-	-	-	-	1	-	-
CO2	2	-	-	-	-	-	3	2	-	-
CO3	3	2	3	-	3	-	-	-	-	-
CO4	-	-	-	-	-	-	-	2	-	-
CO5	3	1	3	-	2	-	2	-	-	-
CO6	2	3	-	-	-	-	2	3	-	-
Average	2.17	1.34	1.34		0.83		1.17	1.34	-	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch: 2023-2027	
Programme: BA(J&MC)			Current Academic Year: 2023-2024
Branch: Mass Communication		Semester: I	
1	Course Code	ARP 101	
2	Course Title	Communicative English-I	
3	Credits	2	
4	Contact Hours (L-T-P)	1-0-2	
Course Type		Co-Requisite	
5	Course Objective	To minimize the linguistic barriers that emerge in varied socio-linguistic environments through the use of English. Help students to understand different accents and standardize their existing English. Guide the students to hone the basic communication skills - listening, speaking, reading and writing while also uplifting their perception of themselves, giving them self-confidence and building positive attitude.	
6	Course Outcomes	<p>CO1: At the end of the course a student will be able to interpret and apply correct sentence structure and punctuation as well as different parts of speech.</p> <p>CO2: At the end of the course a student will be able to analyze one's self and abilities through language learning and personality development.</p> <p>CO3: At the end of the course a student will be able to interpret and analyze self-strengths, evaluate weaknesses, utilize opportunities, and counter threats.</p> <p>CO4: At the end of the course a student will be able to evaluate people and situations and apply the knowledge to describe the same.</p> <p>CO5: At the end of the course a student will be able to examine and apply digital literacy platforms meaningfully for improving their social and professional lives</p> <p>CO6: At the end of the course a student will be able to relate the significance of Social and cultural etiquettes along with leadership, management and entrepreneurial skills</p>	
7	Course Description	The course is designed to equip students, who are at a very basic level of language comprehension, to communicate and work with ease in varied workplace environment. The course begins with basic grammar structure and pronunciation patterns, leading up to apprehension of oneself through written and verbal expression as a first step towards greater employability.	
8	Outline syllabus		CO Mapping
	Unit 1	Sentence Structure	
	1	Subject Verb Agreement	CO1
	2	Parts of speech	CO1
	3	Writing well-formed sentences	CO1
	Unit 2	Vocabulary Building & Punctuation	
	1	Homonyms/ homophones, Synonyms/Antonyms	CO2
	2	Punctuation/ Spellings (Prefixes-suffixes/Unjumbled Words)	CO2
	3	Conjunctions/Compound Sentences	CO2

Unit 3		Writing Skills			
1	Picture Description – Student Group Activity				CO3
2	Positive Thinking - Dead Poets Society-Full-length feature film - Paragraph Writing inculcating the positive attitude of a learner through the movie SWOT Analysis – Know yourself				CO3
3	Story Completion Exercise –Building positive attitude - The Man from Earth (Watching a Full-Length Feature Film)				CO3
4	Digital Literacy Effective Use of social media				CO3
Unit 4		Speaking Skill			
1	Self-introduction/Greeting/Meeting people – Self branding				
2	Describing people and situations - To Sir with Love (Watching a Full-length Feature Film)				CO4
3	Dialogues/conversations (Situation based Role Plays)				CO4
Unit 5		Professional Skills Career Skills			
1	Exploring Career Opportunities				CO5
2	Brainstorming Techniques & Models				CO5
3	Social and Cultural Etiquettes				CO5
4	Internal Communication				CO5 & CO6
Unit 6		Leadership and Management Skills			
1	Managerial Skills				CO5
2	Entrepreneurial Skills				CO6
Evaluations	Weightage Distribution	CA	CE (Viva)	ETE	N/A
		25%	25%	50%	
Text book/s*	Blum, M. Rosen. How to Build Better Vocabulary. London: Bloomsbury Publication				
Other References	Comfort, Jeremy(et.al). Speaking Effectively. Cambridge University Press				

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	1	-	2	-	-	-	-	-	-
CO2	2	3	-	2	-	3	-	2	-	-
CO3	3	-	3	3	3	1	-	-	-	-
CO4	1	3	-	2		-	-	2	-	-
CO5	2	2	2	1	1	-	-	1	-	-
CO6	3	3	-	-	3	2	-	1	-	-
Average	2.34	2	0.83	1.67	1.17	1	-	1	-	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch: 2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2023-2024	
Branch: Mass Communication		Semester: I	
1	Course Code	BCJ 111	
2	Course Title	Understanding Indian Culture and Art Forms	
3	Credits	3	
4	Contact Hours (L-T-P)	0-2-2	
	Course Type	Compulsory	
5	Course Objective	The objective of pursuing this course is: <ul style="list-style-type: none"> ● To debate on various aspects of Indian history, art and culture ● To critically engage on various socio-economic and political issues in India ● To utilize knowledge gained to influence the social fabric of the country 	
6	Course Outcomes	After completing this course, the student shall be able to CO1: List the various aspects of Indian history, art, and culture CO2: Explain the concept of diversity and underlying unity in Indian culture CO3: Demonstrate critical thinking abilities to analyze and suggest alternatives describe salient features of Indian Constitution and politics system CO4: Apply knowledge in restructuring the system by developing positive, differentiative and analytical capabilities towards Indian Art and Architecture. CO5: Classify Indian Art, and understand Classic Performing Arts. CO6: Examine various socio-economic and political issues in India.	
7	Course Description	The course is aimed to impart knowledge of Indian history, art, and culture among students. The course will also help the student to critically examine the socio-economic and political aspects and issues of the country.	
8	Outline syllabus		CO Mapping
	Unit 1	Indian History: An Introduction	
	1	Society in India through Ages- Ancient period- Varna and Jati, Family and Marriage in India,	CO1
	2	Religion and Philosophy in India: Ancient Period, Pre- Vedic and Vedic Religion, Buddhism and Jainism, Indian Philosophy – Vedanta and Mimansa School of Philosophy	CO1
	3	Indian Freedom Movement (1857-1947) Landmarks	CO1
	Unit 2	Indian Culture: An Introduction	
	1	Socio-cultural Configuration of Contemporary India: Unity, Diversity, Multi-Culturalism	CO2
	2	Art and Culture: Contemporary Issues and Debates	CO2
	3	Scientific Temper: Concept, Relevance and Practice	CO2
	Unit 3	Indian Polity	

	1	Indian Constitution: Preamble; Fundamental Rights and Duties; Directive Principles	CO3
	2	Presidential System and Parliamentary Democracy	CO3
	3	General Elections and Electoral Reforms	CO3
	Unit 4	Indian Art & Architecture:	
	1	Gandharva School and Mathura School of Art; Hindu Temple Architecture, Buddhist Architecture, Medieval Architecture and Colonial Architecture	CO4
	2	Indian Painting Tradition: Ancient, Medieval, Modern Indian Painting and Regional Painting Tradition	CO4
	3	Performing Arts: Divisions of Indian Classical Music: Hindustani and Carnatic, Dances of India: Various Dance forms: Classical and Regional, Rise of Modern Theatre and Indian Cinema. Contemporary Indian Art and Artists	CO4
	Unit 5	Social Movements & Activism	
	1	Marginalization, Socio-Economic Equality and Reservation	CO5
	2	Judicial Activism & Women Safety, Gender Equality and Activism	CO5
	3	Public Health, Hygiene & Sanitation: Swachh Bharathidasan	CO6
	Mode of examination		Theory
	Weightage Distribution	CA	MTE
		25%	25%
			ETE
			50%
	Text book/s*	1. Basham, A. L. (2007). The Illustrated Cultural history of India. New Delhi: Oxford University Press. Ed. 1	
	Other References	1. Nehru, J. (1946). The Discovery of India. New York: The John Day Company. 2. Thapar, R. (2003). The History of Early India: From the Origins to AD 1300. London: Penguin. 3. Dhingra, I. C. (1986). Indian Economics and Development. New Delhi: Sultan Chand & Sons. 4. Verma, N., & Bhalla, A. (2000). India and Europe: Selected Essays. Shimla: Centre for the Study of Indian Civilization and Indian Institute of Advanced Study.	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	2	-	-	-	3	-	3	-	-	-
CO2	3	3	-	-	-	-	-	3	-	-
CO3	-	-	-	2	1	-	2	-	-	-
CO4	3	2	-	2	2	-	1	2	-	-
CO5	1	-	-	-	-	-	-	3	-	-
CO6	3	-	-	2	1	-	1	-	-	-
Average	2	0.83	-	1	1.17	-	1.17	1.34	-	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

TERM 2

School: SSMFE		Batch: 2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2023-2024	
Branch: Mass Communication		Semester: II	
1	Course Code	BCJ 107	
2	Course Title	Basics of Research Methodology	
3	Credits	4	
4	Contact Hours (L-T-P)	4-0-0	
	Course Type	Compulsory	
5	Course Objective	The objective of the course is to: 1. Introduce the basics of communication research 2. Impart knowledge on conducting various types of communication research 3. Familiarize with the types of methodology in communication research 4. Study the applications of academic research in mass communication 5. Understand the steps involve in communication research	
6	Course Outcomes	The student will be able to: CO1: Explain basics of communication research CO2: Identify the different types of communication research CO3: Describe various stages of communication research CO4: Classify data in communication research CO5: Explain and apply the research writing CO6: Discuss the ethical perspective of communication research	
7	Course Description	This course is designed to impart knowledge among students of research work. It is observed that in a media industry there is a tremendous scope of research before any information which is going to be shared in public domain. Without fact finding stages no any text is trustworthy and useful.	
8	Outline syllabus		CO Mapping
	Unit 1	Introduction to Media & Communication Research	
	1	Introduction to Research - Concept and Meaning of Research.	CO1
	2	Research and Scientific Method	CO1
	3	Objective and Significance of Research	CO1
	Unit 2	Types of Research	
	1	Applied and Basic Research & Conceptual and Empirical Research.	CO2
	2	Descriptive and Analytic Research.	CO2
	3	Qualitative and Quantitative Research.	CO2
	Unit 3	Research Process	
	1	Identifying Research Problem and Review of Literature	CO3
	2	Research questions, Hypothesis and Research Design	CO3
	3	Sampling, Types of Sampling.	CO3
	Unit 4	Data in Research	

1	Types and Instruments of Data Collection – Primary Data and Secondary Data; Questionnaire and Schedule.	CO4
2	Methods of collecting data – Field Observation, Focus Groups, Feed forward, Feedback studies and Intensive Interviews.	CO4
3	Methods of collecting data - Content Analysis and Survey and Case Studies.	CO4& CO6
Unit 5 Research Writing & Ethics		
1	Analysis, Interpretation and Conclusion of the data.	CO5
2	Preparation and writing a research report.	CO5
3	Ethical perspectives of media & communication research, plagiarism.	CO6
Mode of examination		Theory
Weightage Distribution	CA 15%	MTE 10% ETE 75%
Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer	
Other References	1.Media and communication research methods by Arthur Berger 2.Mass Communication Research Methods by Anders Hansen	

Course Articulation Matrix

POs COs	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	1	-	-	2	-	-	1	2	-	-
CO2	3	3	-	-	3	-	3	3	-	-
CO3	2	-	-	2	-	-	2	1	-	-
CO4	3	-	-	-	-	-	3	2	-	-
CO5	-	3	-	-	-	-	1	3	-	-
CO6	3	-	-	1	3	-	3	3	-	-
Average	2	1	-	0.83	1	-	2.17	2.34	-	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch: 2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2023-2024	
Branch: Mass Communication		Semester: II	
1	Course Code	BCJ 114	
2	Course Title	Understanding Media Laws & Ethics	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
	Course Type	Compulsory	
5	Course Objective	Objective of this course is to: 1. Provide a thorough understanding of media laws and ethical issues will convince the budding journalists to engage in their career assignments without compromising the professional and ethical standards 2. Make students aware about press laws and ethical issues and professional practices in media. 3. Inculcate the rules and laws for media organizations and the Regulatory bodies of the Print and Electronic media will be discussed in the class. 4. Introduce media laws and ethical frameworks for media practitioners in the Indian and the global contexts.	
6	Course Outcomes	The student will be able to CO1: Define the historical, theoretical, legal and societal contexts for producing news media for consumers, ranging from local to global. CO2: Summarize the knowledge of media Laws and Ethics CO3: Apply knowledge gained in coverage related to media Profession. CO4: Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness, and diversity CO5: Evaluate the provisions of Constitution and IPC in their journalistic practice CO6: Evaluate the regulatory framework and its applicability in the field of media	
7	Course Description	The course introduces students to a broad range of specific ethical and legal issues pertinent to various aspects of the media. The course will investigate and analyse techniques for dealing with moral problems and moral dilemmas that students may encounter in their professional lives. The course will also examine and analyse the general nature of ethical, legal and moral discourse pertaining to professional communication	
8	Outline syllabus		CO Mapping
	Unit 1	Media Laws - Introduction	
	1	Legal Terminology: Bills and Acts, Ordinance, Regulations, Statute, Code, Norms, Conventions, Affidavit, Accused, Acquittal, Bail, Conviction, Defendant, Evidence, Plaintiff, Prosecution, Prima Facie, Sub-Judice	CO1
	2	Press Laws Before	C01
	3	Freedom of the Press and the Indian Constitution, Freedom of Speech and Expression: Article 19(1) (a) and Reasonable Restrictions Article 19 (2)	C01

	Unit 2	Press Commissions and Committees			
	1	Press Commissions and Press Council of India			C02
	2	Committees: Chanda Committee, P.C. Joshi Committee, Sengupta Committee and Verghese Committee			C02
	3	Sedition (section 124A IPC) Defamation (Section 499, 500 IPC), Obscenity (Section 294 IPC) Parliamentary Privileges - Article 361A, Article 105 (Parliament),			C02
	Unit 3	Liberty and Restriction			
	1	Cinematography Act, Copyright Act 1957, Intellectual Property Right			C03
	2	Prasar Bharati Working Journalists Act			C03
	3	Official Secrets Act 1923 and Right to Information Act 2005 (Case studies)			C03
	Unit 4	Regulatory Bodies			
	1	Advertising Council of India			C04
	2	Regulatory Framework: TRAI, BCCC, News Broadcasters Association (NBA) and their functioning			C04
	3	Code of Ethics: Editors' Guild, Press Council of India, AIR & Doordarshan Code,			CO4
	Unit 5	Media Ethics: Social Responsibility of Press			
	1	Privacy and Publicity, Obscenity or Decency, Censorship & Plagiarism			CO5
	2	Media's ethical problems including privacy, right to reply, sting operations Guarding against communal writing and sensational and yellow journalism,			CO5& CO6
	3	Cyber Laws and Ethics: IT Act 2000, Types of Cybercrimes, Issue of privacy on net, Hacking and ethical hacking			CO6
	Mode of examination		Theory		
	Weightage Distribution	CA	MTE	ETE	
		15%	10%	75%	
	Text book/s*	Introduction to Media Laws and Ethics - Dr. Juhi P. Pathak, Shipra Publications, New Delhi.			
	Other References	1. Laws of the Press, D.D.Basu, 1996, Princeton Hall Publishers, New Delhi. 2. Media Law and Ethics by M Neelamalar 3. Mass Media: Laws and Regulations by Rayudu, C.S. 4. History of Press, Press Laws and Communication by Ahuja, B.N. 5. Press and Pressure by Mankakar, D.R. 6. Freedom and Fraud of the Press by Ghosh, Kekar 7. Press and Press Laws in India by Ghosh, Hemendra Prasad 8. Media Ethics and Laws by Jan R. Hakeculdar 9. The Media in your life by Jean Folkerts.			

Course Articulation Matrix

POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2
CO1	-	-	2	-	3	-	-	1	-	-
CO2	3	2	-	-	-	-	1	1	-	-
CO3	2	-	-	2	-	-	1	2	-	-
CO4	2	3	3	2	3	-	-	3	-	-
CO5	1	-	-	-	-	-	-	2	-	-
CO6	3	-	-	1	-	-	-	1	-	-
Average	1.83	0.83	0.83	0.83	1	-	0.34	1.67	-	-

- 1- Slight (Low)
- 2- Moderate (Medium)
- 3- Substantial (High)

School: SSMFE		Batch : 2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2023-2024	
Branch: Mass Communication		Semester: II	
1	Course Code	BCJ 115	
2	Course Title	Basics of Sound and Image	
3	Credits	1	
4	Contact Hours (L-T-P)	0-0-2	
	Course Type	Compulsory	
5	Course Objective	The objective of this course is: <ul style="list-style-type: none"> ● To explore basic principles relations to the (re) production of sound and image ● To understand the basic methods of audio recording and (re)generation ● To understand basic methods of image (re)generation and photographic capture ● To understand interactivity between sound, image and context 	
6	Course Outcomes	The student will be able to CO1: Define the basic principles related to production and editing of different kinds of Sounds. CO2: Summarize microphones and different audio accessories CO3: Explain the fundamentals of digital image production using different equipment. CO4: Apply the knowledge of sound and image to create basic audio-visuals. CO5: Examine basic methods of audio recording and re-generation CO6: Demonstrate projects using sound-recording technology	
7	Course Description	This course is designed to offer the students, a primary level understanding of sound and image production and how both can be juxtaposed for the purpose of storytelling using audio visuals.	
8	Outline syllabus		CO Mapping
	Unit 1	Principles of Sound	
	1	Nature of Sound, its Properties and Dimensions	CO1
	2	Microphones	CO1
	3	Audio Accessories for Sound Production	CO1
	Unit 2	Sound Recording & Mixing	
	1	Digital Audio Formats	CO2
	2	Sound Recording & Reproduction	CO2
	3	Audio Mixing and Editing	CO2
	Unit 3	Digital Imaging	
	1	Types of Graphics (Vector and Raster)	CO3
	2	Digital Imaging Formats	CO3
	3	Basic Software for Production of Vector & Raster Graphics	CO3
	Unit 4	Basic Image Editing	

	1	Practical Applications of Image Editing		CO4
	2	Mobile Applications for image editing		CO4
	3	Online Tools for Image Processing and Editing		CO4
	Unit 5	Audio Visual Production		
	1	Basics of Audio-Visual Mixing		CO5
	2	AV Creation using different Software		CO5& CO6
	3	Final AV production		CO6
	Mode of examination	Jury Examination		
	Weightage Distribution	CA	CE (Viva)	ETE
		25%	25%	50%
	Text book/s*	Mastering Audio: 5% The Art and the Science by Bob Katz		
	Other References	<ul style="list-style-type: none"> • Master Handbook of Acoustics by F. Alton Everest & Ken Pohlmann • The Sound Book: The Science of the Sonic Wonders of the World by Trevor Cox 		

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	-	-	-	-	3	2	-	-
CO2	2	-	1	-	3	-	-	-	-	-
CO3	3	-	2	-	3	-	-	-	-	-
CO4	1	2	3	-	-	-	2	2	-	-
CO5	3	-	2	-	1	-	-	-	-	-
CO6	-	-	3	-	-	-	2	1	-	-
Average	2	0.84	1.84	-	1.17	-	1.17	0.84	-	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch: 2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2023-2024	
Branch: Mass Communication		Semester: II	
1	Course Code	BCJ 116	
2	Course Title	Art of Writing for Media	
3	Credits	1	
4	Contact Hours (L-T-P)	0-0-2	
	Course Type	Discipline Elective	
5	Course Objective	The objective of the course is to 1. Familiarize the students with the term NEWS 2. Create an understanding with different beat reporting 3. To familiarize with different writing style and techniques of journalistic writing.	
6	Course Outcomes	On completion of the course, the student will be able to - CO1: Show the knowledge of news writing & reporting CO2: Explain the various sources of newsgathering. CO3: Identify the different style of journalistic writing. CO4: Classify various beat reporting. CO5: Identify online media as a changing journalism more into conversational. CO6: Develop proficiency in writing in one or more professional media writing applications.	
7	Course Description	The course is aimed to make students learn the skills and knowledge about basic of news writing.	
8	Outline syllabus		CO Mapping
	Unit 1	Understanding Print Media	
	A	Meaning, definition and its role, Inverted Pyramid	CO1
	B	What Makes News, News Structure	CO1
	C	Principles of News Writing and Reporting:	CO1
	Unit 2	Understanding Radio	
	A	Radio News Writing Structure and Fundamentals of Writing	CO2
	B	Radio talks/commentaries/comments	CO2
	C	Radio features and documentaries	CO2
	Unit 3	Understanding TV	
	A	Define the concept of writing for Eye	CO3
	B	Formulated Television Bulletin Scripts	CO3
	C	TV News Writing Terminology (Slug, Sound Bite, Time Code, Sign-in, Sign-Off, PTC, VOV, POP)	CO3
	Unit 4	Understanding online Media	
	A	Journalism as conversation – Audience development, social media, Blogs, Comments, Feedbacks, Opinion polls, Message boards, Messenger, Chat rooms, Games, Quiz	CO4
	B	Newsroom for online journalism, Backpack journalism	CO4
	C	visual language, Narrative Journalism	CO4
	Unit 5	Special Project	
	A	Develop a Newspaper	CO5 & CO6
	B	Make a Radio Programme / TV Programme	CO5

	C	Develop a Blog/ e-paper			CO6
10	Mode of examination	JURY			
11	Weightage Distribution	CA	CE(VIVA)	ETE	
		25%	25%	50%	
12	Text book/s*	1. Adam, G. Stuart and Roy Peter Clark. (2006). Journalism: The Democratic Craft. New York: Oxford University Press.			
13	Other References	1. INDIA 2019: To know the yearlong event. 2. Baggini, Julian. Making Sense: Philosophy behind the headlines. Oxford University Press, Oxford, 2002. 3. Feature writing for Journalists Sharon Wheeler London, Routledge; 2009. 4. Feature Writing for the newspapers and magazines Edward Jay Friedlander and John Lee New York Harper and Row; 1996.			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	-	-	-	-	-	3	-	-
CO2	2	-	-	-	3	-	3	1	-	-
CO3	3	3	-	-	-	-	-	2	-	-
CO4	2	-	-	-	-	-	2	1	-	-
CO5	3	-	-	-	2	-	-	-	-	-
CO6	-	2	-	-	1	-	1	1	-	-
Average	2.17	1.34	-	-	1	-	1	1.34	-	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch: 2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2023-2024	
Branch: Mass Communication		Semester: II	
1	Course Code	BCJ 117	
2	Course Title	Media Trial - Case Studies	
3	Credits	1	
4	Contact Hours (L-T-P)	0-0-2	
5	Course Type	Discipline Elective	
6	Course Objective	<p>The objective of the course is to</p> <ol style="list-style-type: none"> 1. Impart a thorough understanding of media laws and ethical issues will convince the budding journalists to engage in their career assignments without compromising the professional and ethical standards 2. Inculcate the understanding of how deal with press laws and ethical issues and professional practices in media. 3. Describe the rules and laws for media organizations and the Regulatory bodies of the Print and Electronic media will be discussed in the class. 4. Introduce media laws and ethical frameworks for media practitioners in the Indian and the global contexts. 	
7	Course Outcomes	<p>The student will be able to:</p> <p>CO1 Understand and apply the concepts of news in journalistic practice</p> <p>CO2 Understand and apply the concepts of media ethics in journalistic practice</p> <p>CO3 Knowledge of media Laws and Ethics</p> <p>CO4 Apply knowledge gained in Media Trial coverage related to media Profession</p> <p>CO5 Analyze and demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness, and diversity</p> <p>CO6 Apply the provisions of various regulatory bodies in their journalistic practice.</p>	
	Course Description	<p>The course is designed with the aim to impart the knowledge, skill and competency of writing and editing among the students. The course will help the students to understand and apply the concepts, tools of effective written communication.</p>	
9	Outline syllabus		CO Mapping
	Unit 1	News	CO1
	A	Definition and Types of News Activity – Group Discussion	CO1
	B	Elements of News Activity – Identify various elements in news stories of your choice	CO1
	C	News Values Activity – Identify various news values in news stories of your choice	CO1
	Unit 2	Ethics	CO2
	A	Definition of Ethics Activity – Group Discussion	CO2

	B	Concept of Media Ethics Activity – Class Debates	CO2
	C	Current Ethical Issues in Media Activity – Focus Group Discussions	CO2
	Unit 3	Laws	
	A	Fundamental Rights Activity – Cite five case studies of violation of fundamental rights	CO3
	B	Freedom of Speech and Expression Activity – Does freedom of speech extend to Media? Discuss.	CO3
	C	Reasonable Restrictions Activity – Identify cases of violation of reasonable restrictions by Press	CO3
	Unit 4	Media Trial	CO4
	A	Definition Activity – Group Discussion	CO4
	B	Effect of Media Trial on Accused Activity – Identify case studies on the topic	CO4
	C	Effect of Media Trial on Judiciary Activity – Identify case studies on the topic	CO4
	Unit 5	Regulatory Authorities	
	A	For Print – PCI Guidelines, Editor’s Guild Activity – Identify case studies of PCI intervention in Media Ethical violations	CO5
	B	For Broadcast – NBDSA, TRAI, BCCC, AIR and DD Code Activity – Identify case studies of TRAI / NBDSA intervention in Media Ethical violations	CO5& CO6
	C	For Digital – IT Act 2000 Activity – Identify case studies of IT Act violations in Media	CO6
10	Mode of examination	Jury/Practical	
11	Weightage Distribution	CA 25%	CE(VIVA) 25%
			ETE 50%
12	Text book/s*	Introduction to Media Laws and Ethics by Dr. Juhi P. Pathak	
13	Other References	Press Laws by DD Basu	

Course Articulation Matrix

POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	-	-	-	-	-	3	-	-
CO2	2	-	-	-	3	-	3	1	-	-
CO3	3	3	-	-	-	-	-	2	-	-
CO4	2	-	-	-	-	-	2	1	-	-
CO5	3	-	-	-	2	-	-	-	-	-
CO6	-	2	-	-	1	-	1	1	-	-
Average	2.17	1.34	-	-	1	-	1	1.34	-	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch: 2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2023-2024	
Branch: Mass Communication		Semester: II	
1	Course Code	OPE	
2	Course Title	Material Animation Technique	
3	Credits	3	
4	Contact Hours (L-T-P)	0-2-2	
	Course Type	Minor Elective	
5	Course Objective	<ul style="list-style-type: none"> To introduce various techniques and styles of Animation. To provide the students hands on experience of simple ideas for Animation using the materials available in the immediate surroundings. 	
6	Course Outcomes	After completing the course, the student will be able to- CO1: Define the significance of Material Animation. CO2: Explain technique available in Material Animation. CO3: Analyze the process and methods of Material Animation. CO4: Develop and understanding of the phases of Material Animation. CO5: Outline Storyboard & Layout Design CO6: Create of Material Animation film from preferred medium.	
7	Course Description	Students Will Learn The workflow for Story Development, Elements of script writing, and 3Acts Structure & Development of the Characters.	
8	Outline syllabus		CO Mapping
	Unit 1	Introduction to Material Animation	
		A: -Introduction to Material Animation. B: -Different Styles in material animation. C: -Popular material animation and other techniques.	CO1
	Unit 2	Different Techniques	
		A-Different Techniques B-Exploring Different Material C-Rig & Installation.	CO2
	Unit 3	Process and methods of Material Animation	
		A-Visualization of Material Animation. B-Production process for Method. C-Rough Test	CO3
	Unit 4	Material Animation in Action	
		A-Story and Preproduction for Material Animation Film	CO4

		B-Identification and Execution of Material Animation Film			
		C-Post Production of Material Animation Film			
	Unit 5	Material Animation in Action			
		Exercise			CO5
		Exercise			CO6
		Exercise			CO6
	Mode of examination	Jury/Practical			
	Weightage	CA	CE(VIVA)	ETE	
	Distribution	25%	25%	50%	
	Text book/s*	The Animator's Survival Kit: A Manual of Methods, Principles and Formulas for Classical, Computer, Games, Stop Motion and Internet Animators (FARRAR, STRAUS) by Richard Williams			
	Other References	<ul style="list-style-type: none"> • The Advanced Art of Stop-Motion Animation by Ken A. Priebe • Stop Motion: Craft Skills for Model Animation, Second Edition (Focal Press Visual Effects and Animation) by Susannah Shaw 			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2
CO1	3	-	-	-	1	-	-	-	-	-
CO2	2	3	3	-	-	-	-	1	-	-
CO3	3	-	1	-	3	-	-	2	-	-
CO4	-	-	-	-	-	-	-	3	-	-
CO5	1	2	3	-	2	-	2	1	-	-
CO6	3	-	3	-	-	-	2	2	-	-
Average	2	0.84	1.67	-	1	-	0.67	1.5	-	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch: 2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2023-2024	
Branch: Mass Communication		Semester: II	
1	Course Code	VOF 104	
2	Course Title	Writing and Anchoring for Radio, TV, and Digital Media	
3	Credits	3	
4	Contact Hours (L-T-P)	0-2-2	
	Course Type	Co-Requisite	
5	Course Objective	The objective of this course is to: <ol style="list-style-type: none"> 1. Familiarize the students with different aspects of anchoring & news presentation 2. To develop an understanding how to handle different situation during Live News Presentation 3. To make the students understand the roles and responsibility and dos and don'ts of news reader/presenter 	
6	Course Outcomes	After completing the course, students will be able to – CO1. Understand the essentials of writing and speaking skills of a newsreader /presenter CO2. Apply diction/voice modulation, phonetics, pitch, tone, breathing, rhythm of speech etc. CO3. Analyze different kind of desk & live reporting style CO4. Evaluate on-air essentials CO5: Write for various news / anchoring platform CO6: Create own Programme based on any issue	
7	Course Description	This course is designed to produce professional newsreaders and presenters. This course will help the student to face the camera and understand the responsibility, do's and don'ts for the newsreader/presenter.	
8	Outline syllabus	CO Mapping	
	Unit 1	Introduction to Anchoring & News Presentation	
		Practical Anchoring and writing techniques for electronic media and events.	CO1
	Unit 2	Technical and Practical techniques for News presentation- Script Writing- Researching- writing content	CO2
		Performance: Different aspects of understanding how to handle different situation during Live News Bulletin.	CO2
	Unit 3	Voice Analysis and Improvement	
		Importance of voice improvement-	CO3
	Unit 4	Clarity in Hindi pronunciation, grammar and how to get rid of regional touch in language along with practice sessions	CO4
		Clarity in English pronunciation, English grammar and how	CO4

		to get rid of regional touch in language along with practice sessions.									
Unit 5	Facing Camera and Writing Anchor Links										
	Understanding of camera etiquettes, camera microphone, peace to camera, Anchoring and writing skills required for digital media-		CO5, CO6								
	Writing for Anchor Links & Headlines		CO4								
Mode of examination	Jury/Viva/Practical										
Evaluations	<table border="1"> <tr> <td>Weightage Distribution</td> <td>CA</td> <td>CE(Viva)</td> <td>ETE</td> </tr> <tr> <td></td> <td>25%</td> <td>25%</td> <td>50%</td> </tr> </table>		Weightage Distribution	CA	CE(Viva)	ETE		25%	25%	50%	
Weightage Distribution	CA	CE(Viva)	ETE								
	25%	25%	50%								
Text book/s*	<ul style="list-style-type: none"> • Radio Jockeying and News Anchoring Hardcover – 2009 by Aruna Zachariah • The ABC of News Anchoring: A Guide for Aspiring Anchors Kindle Edition by Richa Jain Kalra 										

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	2	-	3	2	2	1	-	-	-	-
CO2	2	2	3	0	2	3	2	3	-	-
CO3	3	-	-	2	-	-	-	-	-	-
CO4	1	3	2	-	2	2	3	2	-	-
CO5	2	2	1	2	2	1	-	-	-	-
CO6	1	1	2	2	3	3	1	3	-	-
Average	1.83	1.33	1.83	1.33	1.83	1.67	1	1.33	-	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch: 2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2023-2024	
Branch: Mass Communication		Semester: II	
1	Course Code	ARP 102	
2	Course Title	Communicative English – II	
3	Credits	2	
4	Contact Hours (L-T-P)	1-0-2	
5	Course Type	Co-Requisite	
6	Course Objective	To Develop LSRW skills through audio-visual language acquirement, creative writing, advanced speech et al and MTI Reduction with the aid of certain tools like texts, movies, long and short essays.	
7	Course Outcomes	<p>CO1: At the end of the course, a student will be able to create a larger goal and vision statement for goal setting.</p> <p>CO2: At the end of the course, a student will be able to adapt a positive attitude towards life.</p> <p>CO3: At the end of the course, a student will be able to apply advanced writing skills in English like full length essays, Precis, Executive Summary etc.</p> <p>CO4: At the end of the course, a student will be able to utilize the science of speech and correct pronunciation through the accent-neutralization Programme followed by reading sessions.</p> <p>CO5: At the end of the course, a student will be able to apply Innovative Leadership and Design Thinking skills and practices along with Ethics and Integrity</p> <p>CO6: At the end of the Programme, a student will be able to demonstrate Love, Compassion, Non-Violence, Truth, Righteousness, Peace, Service and Renunciation (Sacrifice).</p>	
8	Course Description	The course takes the learnings from the previous semester to an advanced level of language learning and self-comprehension through the introduction of audio-visual aids as language enablers. It also leads learners to an advanced level of writing, reading, listening and speaking abilities, while also reducing the usage of L1 to minimal in order to increase the employability chances.	
9	Outline syllabus		CO Mapping
	Unit 1	Acquiring Vision, Goals and Strategies through Audio-visual Language Texts	CO1
	1	Pursuit of Happiness / Goal Setting & Value Proposition in life	CO1
	2	12 Angry Men / Ethics & Principles	CO1
	3	The King’s Speech / Mission statement in life strategies & Action Plans in Life	CO1
	Unit 2	Creative Writing	

	1	Story Reconstruction - Positive Thinking									
	2	Theme based Story Writing - Positive attitude	CO2								
	3	Learning Diary Learning Log – Self-introspection									
	Unit 3	Writing Skills 1									
	1	Precis	CO3								
	2	Paraphrasing									
	3	Essays (Simple essays)									
	Unit 4	MTI Reduction/Neutral Accent through Classroom Sessions & Practice	CO4								
	1	Vowel, Consonant, sound correction, speech sounds, Monothongs, Diphthongs and Triphthongs									
	2	Vowel Sound drills, Consonant Sound drills, Affricates and Fricative Sounds									
	3	Speech Sounds Speech Music Tone Volume Diction Syntax Intonation Syllable Stress									
	Unit 5	Gauging MTI Reduction Effectiveness through Free Speech	CO5								
	1	Jam sessions									
	2	Extempore									
	3	Situation-based Role Play									
	Unit 6	Leadership and Management Skills									
	1	Innovative Leadership and Design Thinking	CO5								
	2	Ethics and Integrity	CO5								
	Unit 7	Universal Human Values									
		Love & Compassion, Non-Violence & Truth	CO6								
		Righteousness, Peace	CO6								
		Service, Renunciation (Sacrifice)	CO5								
	Unit 8	Introduction to Quantitative aptitude & Logical Reasoning									
		Analytical Reasoning & Puzzle Solving	CO5								
		Number Systems and its Application in Solving Problems	CO6								
	Evaluations	<table border="1"> <thead> <tr> <th>Weightage Distribution</th> <th>CA</th> <th>CE (Viva)</th> <th>ETE</th> </tr> </thead> <tbody> <tr> <td></td> <td>25%</td> <td>25%</td> <td>50%</td> </tr> </tbody> </table>		Weightage Distribution	CA	CE (Viva)	ETE		25%	25%	50%
Weightage Distribution	CA	CE (Viva)	ETE								
	25%	25%	50%								
	Text book/s*	<ul style="list-style-type: none"> • Wren, P.C.&Martin H. High English Grammar and Composition, S.Chand& Company Ltd, New Delhi. • Blum, M. Rosen. How to Build Better Vocabulary. London: Bloomsbury Publication • Comfort, Jeremy(et.al). Speaking Effectively. Cambridge University Press • The Luncheon by W.Somerset Maugham - http://mistera.co.nf/files/sm_luncheon.pdf 									

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	-	-	-	-	-	2	-	-
CO2	-	-	-	2	3	2	-	1	-	-
CO3	3	3	-	-	-	-	-	1	-	-
CO4	1	-	-	-	1	-	-	-	-	-
CO5	2	2	-	3	-	3	-	1	-	-
CO6	3	-	-	1	2	1	-	3	-	-
Average	2	1.17	-	1	1	1	-	1.33	-	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch: 2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2023-2024	
Branch: Mass Communication		Semester: II	
1	Course Code	BCJ 118	
2	Course Title	Entrepreneurship & Start Ups	
3	Credits	3	
4	Contact Hours (L-T-P)	0-2-2	
	Course Type	Compulsory	
5	Course Objective	The objective of pursuing this course is: 1. To prepare students for starting their entrepreneurial journey and for launching startups. 2. To upskill students with Basic Business Management, Branding and Marketing Skills 3. To help aspirants write their own business proposals and make budgets for their photography businesses. 4. To make students aware about legal and related issues.	
6	Course Outcomes	After completing this course, the student shall be able to CO1: Relate with basic business management and entrepreneurship knowledge to launch their ventures. CO2: Develop business plans and budgets to secure finances & seed funding. CO3: Plan and Execute branding and marketing strategies to boost business. CO4: Select and secure business interests as per law of the land. CO5: Discuss the stages of the entrepreneurial process. CO6: Develop an understanding of resources needed for the successful development of entrepreneurial ventures.	
7	Course Description	The purpose of this course is to prepare students to start their entrepreneurial journey.	
8	Outline syllabus	CO Mapping	
	Unit 1	Entrepreneurship Basics	
	A	Concept, Functions and Journey of being an entrepreneur	CO1
	B	Innovation & Problem Solving as per Market Needs	CO1
	C	Teams & Resource Mobilization	CO1
	Unit 2	Basic Business Management	
	A	Types of Business organization	CO2
	B	Functional Areas of Management	CO2
	C	Client Servicing & Communication in Management	CO2
	Unit 3	Budgeting and Finance	
	A	Creating Impactful Business Proposals	CO 3
	B	Budgeting for a startup idea	CO 3
	C	Financing Entrepreneurial Ventures	CO 3
	Unit 4	Branding & Marketing	
	A	4 Ps of Marketing – Product, Price, Place & Promotion Additional Ps of Service Marketing – Process, People & Physical Evidence Budgeting	CO4
	B	Branding	CO4& CO6

	C	Traditional and Digital Marketing for SMEs			CO4
	Unit 5	Business, IPR and Taxation Laws			
	A	Overview of Company Laws in India			CO5& CO6
	B	IPR and Copyrights			CO5
	C	Taxation			CO6
	Mode of examination		Theory		
	Weightage Distribution	CA	MTE	ETE	
		25 %	25 %	50%	
	Text book/s*	1. Essentials of Entrepreneurship & small B, Authored by Scarborough/Cornwell, Publisher Pearson Education India, Eight Edition, ISBN-10- 9789332559981 (80% Coverage)			
	Other References	<ul style="list-style-type: none"> ● Entrepreneurship by William Bygrave & Andrew Zacharakis ● PRINCIPLES OF BUSINESS MANAGEMENT by Godfred Koi-Akrofi ● International Marketing by Philip R. Cateora, John Graham, Mary C. Gilly ● BASIC MARKETING by William Perreault, Joseph Cannon, E. Jerome McCarthy ● Introduction to Business Law by Jeffrey Beatty, Susan Samuelson 			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	2	-	-	3	-	1	2	2	-	-
CO2		1	-	-	-	3		1	-	-
CO3	2	1	-	2	-	2	2	1	-	-
CO4	3	-	-	-	-	2	-	-	-	-
CO5	1	3	-	-	-	3	-	2	-	-
CO6	3	-	-	1	-	-	3	2	-	-
Average	1.83	0.83	-	1	-	1.83	1.17	1.33	-	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

TERM 3

School: SSMFE		Batch: 2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2024-2025	
Branch: Mass Communication		Semester: III	
1	Course Code	BCJ 223	
2	Course Title	Introduction to Print and Convergent Journalism	
3	Credits	4	
4	Contact Hours (L-T-P)	(4-0-0)	
5	Course Type	Compulsory	
6	Course Objective	The objective of this course is: 1. To develop intellectual skills to evaluate and analyses the meanings of news and information. 2. To develop the basic understanding of the print and convergent Journalism. 3. To create a foundation to further understand journalism and communication processes in context of political, economic, social and cultural realities of contemporary world with advancement in Journalism practices.	
7	Course Outcomes	After completing the course, the student will be able to - CO1: Define print and convergent journalism. CO2: Explain the core concepts of journalism (Objectivity, Fairness, Balance and Accuracy) CO3: Apply habit of remaining informed and knowledgeable regarding the changing dynamics of the world of Journalism CO4: Analyze and comprehend the foundations, process, and practices of writing for and about the media. CO5: Appraise with various trends, laws and ethics in print media CO6: Develop an understanding of a skilled journalist who will be socially responsible and committed to human welfare and rights	
	Course Description	The course is designed to inculcate the knowledge of the contemporary issues among the students. As prospect media persons this subject will help them to develop the habit of reading newspaper and getting themselves updated.	
9	Outline syllabus		CO Mapping
	Unit 1	Newsroom structure and Contemporary Journalism News Values	
	A	Structure of a newspaper, magazine, or news website	CO1
	B	Recent history of journalism, Understanding news and news values	CO1
	C	Specialization and understanding beats	CO1
	Unit 2	Unit II News Gathering Techniques	
	A	Developing a journalist's toolbox, Parsimony and avoiding clichés	CO2
	B	News gathering techniques- Developing reporting skills - Researching stories	CO2
	C	How to get story ideas - Story mapping - Pitching stories and working with editors - Triangulating and cross-checking information	CO2

	Unit 3	Unit III Story Types			
	A	Developing Story Ideas into Printable Stories, Writing news reports within basic news structures			CO3
	B	structuring stories logically and conventionally, Styles of intros, Copyediting and revising stories, Evaluating and reworking news from wire services and other media institutions			CO3
	C	Sidebars, profiles, updates, follow-ups, team reporting, investigative reporting			CO3
	Unit 4	Specialized areas of Journalism			
	A	Human interest pieces, features, narrative non-fiction, interpretive reporting - Column writing, opinion pieces, editorials, advertorials			CO4
	B	Writing for beats: Sports, business, politics, crime, fashion, food, technology, arts and entertainment, cinema			CO4
	C	Evolution of Journalism with respect to Technology			CO4
	Unit 5	Convergent Journalism			
	A	Nature scope and Definition			CO5 & CO6
	B	Working of a modern-day integrated newsroom - Writing and editing techniques for text, audio, video, multimedia			CO5
	C	Crowdsourcing, vlog, narrowcasting and web podcasting - Developing interactive maps and graphics			CO6
10	Mode of examination	Theory			
11	Weightage Distribution	CA	MTE	ETE	
		15%	10%	75%	
12	Other References	1. Modern Newspaper Reporting by F W Hodgson. 2. Copy Editing 3rd Edition by Butcher J (Cambridge University Press, 1992) 3. Editing for Print by Geoffrey Rogers (MacDonald Book 1993) 4. Art and Production by N.N. Sarkar			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	1	2	3	3	1	1	3	1	2
CO2	2	3	3	2	2	2	3	2	3	1
CO3	2	2	3	1	1	2	2	3	1	3
CO4	3	1	2	2	3	3	2	2	2	2
CO5	2	3	2	3	2	3	2	2	2	3
CO6	3	2	1	2	1	3	3	3	2	2
Average	2.5	2	2.17	2.17	2	2.34	2.17	2.5	1.83	2.17

1-Slight (Low) **2-Moderate (Medium)** **3-Substantial (High)**

School: SSMFE		Batch : 2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2024-2025	
Branch: Mass Communication		Semester: III	
1	Course Code	BCJ 239	
2	Course Title	Contemporary Media and Gender Studies	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
	Course Type	Compulsory	
5	Course Objective	<p>The objective of this course is to:</p> <ol style="list-style-type: none"> 1. Familiarize the student with the sociology and psychology of media and gender. 2. Demonstrate how theories from gender and media apply to modern media systems. 	
6	Course Outcomes	<p>On completion of the course, the student will be able to -</p> <p>CO1: Describe the relation between media, society, and gender. CO2: Explain issues like gender sensitization and representation. CO3: Describe various facets of media and society with reference to gender. CO4: Identify how media technologies can be used to promote positive change and to study the agencies working on this. CO5: Explain the psychology of media & its audiences CO6: Evaluate and interpret information from a variety of sources including print and electronic media, film, video, and other information technologies.</p>	
7	Course Description	<p>The course is designed to inculcate the understanding of the sociology and psychology of media. This course will help the students to understand the interrelation of media and the society and media and the audiences.</p>	
8	Outline syllabus		CO Mapping
	Unit 1	Theorizing Gender and Media	
	1	Concepts and Constructs- Agency and women in third world	CO1
	2	Social Structure, Indian Social System	CO1
	3	Media & Its Audiences – Media & Individual Citizens	CO1
	Unit 2	Content, Image & Representations in the News Media	
	1	Representations of Femininities	CO2
	2	Masculinities in the News Media	CO2

	3	Gendered Violence and Transgression- Feminist Activism coverage			CO2
	Unit 3	Media content and different genres			
	1	Society & Religion – Basic understanding of various religious values.			CO3
	2	Role of media in gender sensitization			CO3
	3	Media & Content – Gender, Race and Class, Global Media Content.			CO3
	Unit 4	Gender & Advertising			
	1	Constructing “Beauty” - Masculinities in Advertising			CO4
	2	Mediated Body Images			CO4
	3	Feminism and Consumption			CO4
	Unit 5	Psychology of media audiences			
	1	Gender disparity in media careers			CO5
	2	Media & Adolescent, media & women			CO5
	3	Gender Movements and agencies around the world			CO6
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		15%	10%	75%	
	Text book/s*	<ul style="list-style-type: none"> ● The Media and Modernity: A Social Theory of the Media, J B Thomson ● Gender and Media: Representing, Producing, Consuming, Tonny Krijnen, Sofie Van Bauwel ● The Gender And Media Reader, Mary Celeste Kearney ● Media/Society: Industry, Images & Audience by David Croteau ● Media Psychology by David Giles ● Bohner, G. (2001). Writing about rape: use of the passive voice and other distancing text features as an expression of perceived responsibility of the victim. <i>British Journal of Social Psychology</i>, 40(4): 515–529. ● Chatterjee, P. (1989). Colonialism, nationalism, and colonized women: The contest in India. <i>American Ethnologist</i>, 16(4), 622-633. ● Chaudhuri, M. (2000). 'Feminism' in Print Media. <i>Indian Journal of Gender Studies</i>, 7(2), 263- 288. ● Cohan. S. & Hark, I.R. (eds) (1993). <i>Screening the Male: Exploring Masculinities in Hollywood Cinema</i>, (chapters by Neale, Wiegman, Fuchs) Routledge. ● Gajjala, R. & Oh, Y. J. (2012) (eds.). <i>Cyberfeminism 2.0 (Digital Formations)</i>. Peter Lang Publishing 			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	2	1	1	3	1	2	3	3	3	2
CO2	3	3	2	1	2	2	2	2	2	3
CO3	1	2	3	3	3	3	3	1	2	3
CO4	3	1	1	2	2	1	2	2	3	2
CO5	2	2	3	3	2	2	1	1	2	3
CO6	3	3	2	2	3	3	2	2	1	2
Average	2.34	2	2	2.34	2.17	2.17	2.17	1.83	2.17	2.5

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch: 2023-2027	
Programme: BA(J&MC)			Current Academic Year: 2024-2025
Branch: Mass Communication		Semester: III	
1	Course Code	BCJ 240	
2	Course Title	Socio-Economic and Political Issues	
3	Credits	3	
4	Contact Hours (L-T-P)	(3-0-0)	
5	Course Type	Compulsory	
6	Course Objective	<p>The objective of the course is</p> <ol style="list-style-type: none"> 1. To develop intellectual skills to evaluate and analyse the meanings of news and information. 2. To develop the basic understanding of the Contemporary Issues. 3. To create a foundation to further understand journalism and communication processes in context of political, economic, social, and cultural realities of contemporary world. 	
7	Course Outcomes	<p>After completing the course, the student will be able to -</p> <p>CO1: Define contemporary issues (National/International)</p> <p>CO2: Show habit of remaining informed and knowledgeable about current and contemporary Issues.</p> <p>CO3: Explain the Indian and world political, social and economic systems.</p> <p>CO4: Identify the core concepts of journalism (Objectivity, Fairness, Balance and Accuracy)</p> <p>CO5: Study the debates on nationalism, language and culture</p> <p>CO6: Develop critical thinking abilities to analyze and suggest alternatives</p>	
8	Course Description	<p>This class will be focused on inculcating the knowledge of contemporary issues. It will also help students to understand the contemporary social, political and economic aspects of the country. This class will help students learn and understand the contemporary issues required to excel in the field of Journalism and media studies.</p>	
9	Outline syllabus		CO Mapping
	Unit 1	Indian political systems	
	A	Indian Political system- Party systems- Political ideologies- Right wing- leftists- centrist-socialists- Democrats	CO1
	B	Marxism-Anarchism-Communism-capitalism-Democracy- Identity Politics	CO1
	C	Socialism- Liberalism- Fascism- Authoritarianism	CO1
	Unit 2	India's Foreign Relations	
	A	Indian Foreign policy since independence	CO2
	B	Politics in South Asia	CO2
	C	India and the world	CO2

	Unit 3	Major world organizations	
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	A	UNO - WHO, UNICEF, UNESCO and ILOWTO, UNDP, World Bank and IMF	CO3						
	B	SAARC, BRICS, NAM, OIC	CO3						
	C	OECD-ITU-WTO-UNIDO-UNESCAP etc.	CO3						
	Unit 4	Social Systems							
	A	Casteism- varna system Racial Diversity-Regionalism-Communalism- Tribalism	CO4						
	B	Ethnocentrism- Traditions- Untouchability-slavery- need for feminism	CO4						
	C	Family- Marriage-Women issues-Dowry- Equality	CO4						
	Unit 5	Economics in India							
	A	Indian economy overview	CO5						
	B	Indian economic systems	CO5						
	C	Role of globalization in economy.	CO6						
10	Mode of examination	Theory							
11	Weightage Distribution	<table border="1"> <tr> <td>CA</td> <td>MTE</td> <td>ETE</td> </tr> <tr> <td>15%</td> <td>10%</td> <td>75%</td> </tr> </table>	CA	MTE	ETE	15%	10%	75%	
CA	MTE	ETE							
15%	10%	75%							
12	Text book/s*	1. Tapan Biswal Human Rights Gender and Environment, Vina Books 2. Prof. S.D. Muni Indian and Nepal, Konark Publisher 3. Madan Gopal India through the Ages, Publication Division 4. Muchkund Dubey Political Issues Prakash Chander International Politics							
13	Other References	INDIA 2019: To know the year-long event.							

Course Articulation Matrix

POs COs	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2
CO1	2	3	1	2	1	2	3	2	1	2
CO2	3	1	2	3	3	3	3	1	3	3
CO3	2	2	3	2	2	3	2	2	1	2
CO4	3	3	2	3	1	2	3	3	2	1
CO5	1	2	2	3	3	3	2	2	1	3
CO6	3	3	3	2	2	2	3	2	3	3
Average	2.34	2.34	2.17	2.5	2	2.5	2.67	2	1.83	2.33

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch: 2023-2027	
Programme: BA(J&MC)			Current Academic Year: 2024-2025
Branch: Mass Communication		Semester: III	
1	Course Code	BCJ 241	
2	Course Title	Print & Convergent Media Lab	
3	Credits	1	
4	Contact Hours (L-T-P)	0-0-2	
5	Course Type	Compulsory	
6	Course Objective	1.To develop the practical aspects of journalistic writings 2. To impart knowledge of the art of editing news reports 3. To study the applications of professional journalism in news editing 4.To understand the working of newsroom	
7	Course Outcomes	After completing the course, students will be able to – CO1: Define and write reports as per news industry requirements CO2: Explain the technical aspects of news editing CO3: Create content for various segments of media industry CO4: Collaborate with teams of editors to create a quality publication. CO5: Apply knowledge gained in writing accurately and creatively for mass media CO6: Compile knowledge gained in editing to be used creatively for mass media	
	Course Description	The course is designed with the aim to impart the knowledge, skill and competency of writing and editing among the students. The course will help the students to understand and apply the concepts, tools of effective written communication.	
9	Outline syllabus		CO Mapping
	Unit 1	News	
	A	Definition and Types of News	CO1
	B	Formats and Principles of News Writing	CO1
	C	News Values and Worthiness	CO1
	Unit 2	Editing	
	A	Definition and principles	CO2
	B	Tools and Technique of Editing	CO2
	C	Rewriting and Proof Reading	CO2
	Unit 3	Newsroom	
	A	Structure and function of newsroom	CO3
	B	Fundamentals of good writing: Revise, rewrite and checklist	CO3

	C	Headline: Types, principles and writing techniques	CO3
	Unit 4	Editorial Department	
	A	Mapping editorial department and editorial board	CO4

	B	Role, function and qualities of editor	CO4
	C	Writing the copy of mofussil correspondence	CO4
	Unit 5	Application of journalistic writing and ethical issues	
	A	The significance of journalistic writing	CO5
	B	Photo editing, caption writing and photo features	CO5
	C	Exaggeration, sensationalism and plagiarism	CO6
10	Mode of examination	Jury/Practical	
11	Weightage Distribution	CA	ETE
		25%	50%
12	Text book/s*	B2B Digital Marketing Strategy: How to Use New Frameworksand Models to Achieve Growth bySimon Hall	
13	Other References	Digital + Marketing & Vice Versa: Featuring Digital Strategieslike the I-Journey, the I-Relevant content, the Spiral Strategy andmuch more byJuan A. Flores Sanchez	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	2	3	3	3	3	3	2	2	3	3
CO2	3	2	2	2	2	2	3	1	2	2
CO3	2	3	2	3	1	3	2	2	3	3
CO4	2	2	1	2	2	2	3	3	2	2
CO5	1	3	3	2	3	3	2	2	3	3
CO6	3	1	2	3	3	2	2	3	1	1
Average	2.17	2.34	2.17	2.5	2.34	2.5	2.34	2.17	2.34	2.34

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch: 2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2024-2025	
Branch: Mass Communication		Semester: III	
1	Course Code	BCJ 242	
2	Course Title	Art of Designing & Layout	
3	Credits	1	
4	Contact Hours (L-T-P)	0-0-2	
5	Course Type	Compulsory	
6	Course Objective	<p>The objective of this course is to:</p> <ol style="list-style-type: none"> 1. Introduce the basics of layout, design and production of newspaper/magazine. 2. Impart knowledge on conducting various types of print productions. 3. Familiarize with the types of software and tools used for newspaper layout, design and production. 4. Study the applications of different tools and software in creating print productions. 5. Understand the steps involve in layout design and publication of a newspaper/magazine 	
7	Course Outcomes	<p>On completion of the course, the student will be able to</p> <p>CO1: Define the basics of layout, design and production of newspaper/magazine.</p> <p>CO2: Understand and demonstrate skills in using software for print layout, design and production.</p> <p>CO3: Apply proficiency in using different tools of print production.</p> <p>CO4: Analyse the knowledge gained to design and develop high quality of layout and graphic design features.</p> <p>CO5: Evaluate best practices and management in the design profession work environment.</p> <p>CO6: Develop proficiency of skills in designing and creating layouts using page layout software's for print media</p>	
8	Course Description	<p>The course aims to equip students to honk skills and capacity to meet the challenges and demands of the layout and designing in print media. The curriculum lays stress on both theoretical and applications. The theoretical portion indicates the students to know how the technological aspects of print media. While as, the application will give the good use of new tools of print media and image editing software.</p>	
9	Outline syllabus		CO Mapping
	Unit 1	Print Layout Design- An Introduction	
	1	Principles and Process Lay-out and Graphic Design	CO1
	2	Newspaper format: Full format, Tabloid and Magazine	CO1
	3	Newspaper Layout, Makeup and Dummy; Elements of Visual Communication: Shape, Color, Texture;	CO1

	Unit 2	Aesthetic Aspects of Print Layout Design			
	1	Text and Sizes, Typography, Color and Visual representation, Form, spacing			CO2
	2	Visual Aesthetics Balance, Contrast, Rhythm, Unity			CO2
	3	Flags, Masthead and headlines, Rules: Column Rule, Cut off Rule, Window, Initial Letters, Ornaments and Border			CO2
	Unit 3	Software and Tools for Layout Design			
	1	PageMaker, Quark Express, Coral Draw			CO3
	2	Photoshop, In-design			CO3
	3	Practicing modular design, Makeup lines (Vertical, Diagonal, Circular, Horizontal), folio line and typography with layout software tools			CO3
	Unit 4	Printing Technology			
	1	Desk Top Publishing			CO4
	2	Offset Printing, Digital Printing			CO4
	3	Colour Printing: Techniques, Colour composition, Colour Separation and correction			CO4
	Unit 5	Portfolio Preparation			
	1	Front Page Design /Functional Design /Horizontal design/Advertisement Design			CO5
	2	Newspaper Design and Printing			CO5
	3	Magazine Design and Printing			CO6
10	Mode of examination	Jury/Practical/Viva			
11	Weightage Distribution	CA	CE	ETE	
		25%	(Viva) 25%	50%	
12	Text book/s*	1. N. N Sarkar, Art and Print Production. Oxford University Press (2013) 2. Dawn Sokol, Graphic Design: Princeton Architectural Press (2015) 3. Premanand M E, Media Studies I Print Media Knowledge, POORNA PUBLICATIONS, KOZHIKODE			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	2	3	1	3	3	3	1	1
CO2	2	3	1	2	2	2	2	3	3	3
CO3	2	3	2	2	3	2	3	1	1	2
CO4	3	2	2	3	3	3	1	3	2	2
CO5	1	3	3	3	2	3	2	2	2	3
CO6	2	2	3	2	1	3	3	3	3	3
Average	2.17	2.67	2.17	2.5	2	2.67	2.34	2.5	2	2.34

1-Slight-(Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch: 2023-2027	
Programme: BA(J&MC)			Current Academic Year: 2024-2025
Branch: Mass Communication		Semester: III	
1	Course Code	BCJ 243	
2	Course Title	Photography & Image Editing	
3	Credits	1	
4	Contact Hours (L-T-P)	(0-0-2)	
5	Course Type	Discipline Elective	
6	Course Objective	The objective of the course is 1. To build skills in creatively using various Image Editing Software for PCs and Mobile. 2. To develop ability of editing digital photos fluently on Adobe Photoshop.	
7	Course Outcomes	After completing this course, students shall be able to CO 1: Enlist Image Editing Software for PCs and Mobile. CO 2: Articulate the digital photo-editing concepts on Adobe Lightroom. CO 3: Manipulate and edit digital images on Adobe Photoshop. CO 4: Distinguish and choose between best image editing tools of various software / app to achieve desired result. CO 5: Assess the best digital format for saving a digital image file. CO6: Enhance the quality of a photograph on a digital image editing software.	
8	Course Description	The course is designed to equip the students with the knowledge and skills of still photography and the basics of image editing. Students will learn several tools and software to edit images.	
9	Outline syllabus		CO Mapping
	Unit 1	Digital Imaging Workflow	
		<ul style="list-style-type: none"> ● Overview of various Photo Editing Software for PCs and Mobile ● Digital Image Formats – Vector and Raster ● Understanding common terms like Resolution, Depth, Cropping, Scaling, Hue, Saturation, Vibrance, Sharpness, etc. ● Histogram & its importance 	CO1
	Unit 2	Basic Image Editing on Adobe Photoshop – I	
		<ul style="list-style-type: none"> ● Understanding Photoshop Interface ● Photoshop Toolbox & Shortcut Keys ● Creating Selection ● Collage and Poster Making 	CO2
		Basic Image Editing on Adobe Photoshop – II	

	Unit 3	<ul style="list-style-type: none"> ● Understanding Layers, Masking & Colour Channels, Blending Options etc. ● Adding and subtracting of digital picture elements (like clouds, hair, makeup, tattoos etc) ● Skin tone correction Using Digital Filters and scripts. 	CO3	
	Unit 4	Advanced Photoshop Practice		
		<ul style="list-style-type: none"> ● Camera RAW ● Using Image adjustment options <ul style="list-style-type: none"> ● Levels, Curves ● Brightness and Contrast ● Vibrancy ● Saturation, Hue ● Selective Coloring ● Posterizing ● Photo Filter 	CO4	
		<ul style="list-style-type: none"> - Gradient Mapping ● Converting color Photo in to Black & White and Vice Versa ● Digital Photo Restoration ● Photo Stitching Digital Panoramas ● Creating High Dynamic Range Images on Photoshop 		
	Unit 5	Lightroom Basics	CO5, CO6	
		<ul style="list-style-type: none"> ● Lightroom keyboard shortcuts, Importing and Organizing Photos, Library & Develop Modules, Photo Fixing & Adjustment Tools, Selective Adjustments and Special Effects, Lightroom brushes, Exporting and Saving, Additional effects, Real Time Workflow, Colour correction 		
10	Mode of examination	Practical/Jury		
11	Weightage Distribution	CA	CE (VIVA)	ETE
		25%	25%	50%
12	Text book/s*	Adobe Lightroom CC and Photoshop CC for Photographers Classroom in a Book by Lesa Snider		
13	Other References	<ul style="list-style-type: none"> ● The Adobe Photoshop Lightroom CC Book for Digital Photographers by Scott Kelby ● Teach Yourself Lightroom by Rod Lawton (Editor) - Future Publishing Limited ● Lightroom CC Complete Training by Serge Ramelli & Dare Stevens 		

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	3	3	3	3	2	3	3	3
CO2	2	3	3	2	2	2	3	2	2	2
CO3	3	3	3	3	1	3	3	3	1	3
CO4	2	2	3	3	2	2	2	2	3	1
CO5	1	3	3	2	2	3	3	3	2	2
CO6	2	2	3	3	3	1	2	2	3	2
Average	2.17	2.5	3	2.67	2.17	2.34	2.5	2.5	2.34	2.17

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch :2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2024-2025	
Branch: Mass Communication		Semester: III	
1	Course Code	BCJ 244	
2	Course Title	Seminar on Contemporary India: Issues and Debates	
3	Credits	1	
4	Contact Hours (L-T-P)	0-0-2	
5	Course Type	Discipline Elective	
6	Course Objective	<p>The objective of this course is to:</p> <ul style="list-style-type: none"> • Debate on various aspects of Indian history, art, and culture • Critically examine multiple socio-economic and political issues in India • Demonstrate critical thinking abilities to analyze and suggest alternatives 	
7	Course Outcomes	<p>On completion of this subject students should:</p> <p>CO1: Comprehend Key Themes and Debates Related to Societies In Contemporary India</p> <p>CO2: Apply Critical Analysis of Arguments and Findings of Research About How Theory and Methods Are Applied</p> <p>CO3: Have Developed an Understanding of Interdisciplinary, Social Science Approaches to Contemporary Issues in Contemporary India</p>	

		CO4: Have an Understanding of India's Democratic System and Its Internal Politics; CO5: Understand the Forces at Play In Contemporary Indian Social And Political Life; CO6: Evaluate & Understand Trends, Issues & Challenges Facing Contemporary India Society			
8	Course Description	This course will seek to introduce undergraduate students to contemporary India. It will not just explore the critical dimensions of contemporary Indian politics and society but also introduce students to the intellectual debates on key issues.			
9	Outline syllabus				CO Mapping
	Unit 1	Multi Media presentations			
	1	Learn to prepare a Multi-media and oral presentation for seminars			CO1
	2	Understand Marginalization, Socio-economic Equality & Reservation			CO1
	3	Understand National Freedom Movement(1857-1947)			CO1
	Unit 2	Seminar			
	1	Understand the concept of seminar			CO2
	2	Types of Seminars			CO2
	3	Importance of seminars in current scenario			CO2
	Unit 3	Exercises			
	1	Exercise 1 – Conduct and participate in a debate on social issues			CO3
	2	Exercise 2 – Conduct and participate in a group discussion on social issues			CO3
	3	Exercise 3 - Organize a seminar on Sustainable development			CO3
	Unit 4	Exercises			
	1	Understand and discuss Judicial Activism.			CO4
	2	Make a presentation on Women Safety			CO4
	3	Make a presentation on Gender equality.			CO4
	Unit 5	Group discussion / presentation			
	1	Public Health,			CO5
	2	Hygiene& Sanitation: Swachh Bharat Abhiyaan			CO5
	3	Role of Media in a democracy			CO6
10	Mode of examination	Jury / Practical			
11	Evaluation	Weightage Distribution	CA 25%	CE(VIVA) 25%	ETE 50%
12	Text book/s*	1. Tapan Biswal Human Rights Gender and Environment, Vina Books 2. Prof. S.D. Muni Indian and Nepal, Konark Publisher 3. Madan Gopal India through the Ages, Publication Division			

		Muchkund Dubey Political Issues Prakash Chander International Politics
13	Other References	1. INDIA 2019: To know the year-long event.

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	3	3	3	3	2	3	3	3
CO2	2	3	3	2	2	2	3	2	2	2
CO3	3	3	3	3	1	3	3	3	1	3
CO4	2	2	3	3	2	2	2	2	3	1
CO5	1	3	3	2	2	3	3	3	2	2
CO6	2	2	3	3	3	1	2	2	3	2
Average	2.17	2.5	3	2.67	2.17	2.34	2.5	2.5	2.34	2.17

1. Slight (Low)
2. Moderate (Medium)
3. Substantial (High)

School: SSMFE		Batch: 2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2024-2025	
Branch: Mass Communication		Semester: III	
1	Course Code	RBL 001	
2	Course Title	Research Based Learning – I	
3	Credits	0	
4	Contact Hours (L-T-P)	0-0-4	
	Course Type	Co-Requisite	
5	Course Objective	<p>The objective of this course is to:</p> <ol style="list-style-type: none"> 1. Strengthen the academic research ability of the students. 2. Evolve the inquisitiveness of the students towards society and various factors affecting media and society at a large. 3. Enhance the problem-solving skills of the students. 	
6	Course Outcomes	<p>The student will be able to</p> <p>CO1. Selecting the research topics related to media research</p> <p>CO2. Demonstrate understanding of research and apply it</p> <p>CO3. Enhance their problem-solving skills through research on the topics related to media and communication which directly impacts the society.</p> <p>CO4. Analyzing and appraising research topic/ project</p> <p>CO5. Evaluating the research topic/ project</p> <p>CO6. Write and present their research topic/ project with proper ethics of research.</p>	
7	Course Description	The course is designed to inculcate the research value and skills among the students.	
8	Outline syllabus		CO Mapping
	Unit 1	● Start of Project/ Dissertation	CO1
	Unit 2	● List of Project/ Dissertation proposal area shall be floated to the students	CO2
	Unit 3	● Mutual Agreement signed between Supervisor & Student	CO3
	Unit 4	● Submission of proposal form by student to the Dissertation/ Project coordinator of the Department after approval from the Supervisor	CO4
	Unit 5	<ul style="list-style-type: none"> ● First Review of Topic ● Second Review of Topic ● Approval of Topic ● Mapping of Dissertation/ Projects to PO-PSO 	CO5, CO6

Mode of examination	Only An Audit course	
Breakage Distribution	CA -100% MTE -0%	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	3	1	2	3	3	3	2	3
CO2	3	3	3	2	2	3	3	3	2	3
CO3	3	3	3	2	2	3	3	3	2	3
CO4	3	3	3	3	2	2	3	3	2	3
CO5	3	3	2	2	3	2	3	3	2	3
CO6	3	3	3	3	2	2	3	3	2	3
Average	3	3	2.84	2.17	2.17	2.5	3	3	2	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch : 2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2024-2025	
Branch: Mass Communication		Semester: III	
1	Course Code	OPE	
2	Course Title	Radio Jockeying, Podcast and Programme Production	
3	Credits	3	
4	Contact Hours (L-T-P)	0-2-2	
	Course Type	Minor Elective	
5	Course Objective	The objective of this course is to: <ol style="list-style-type: none"> 1. Familiarize the students with different aspects of Radio Programming & Radio Production 2. Understand how to conceptualize and deliver radio Programmes. 3. To understand the importance of Voice, punctuation & vocabulary in Radio Programming 4. Understand the difference between outdoor and studio-based Radio production. 	
6	Course Outcomes	The student will be able to CO1: Define Radio as a medium, its working & the audio equipment involved in Programming. CO2: Explain sound and its importance in radio Programming. CO3: Outline and develop different kinds of radio Programmes. CO4: Demonstrate the basic techniques of presenting the radio Programme in an effective manner CO5: Develop an understanding of creativity in audio medium and learn different techniques of audio recording and editing CO6: Elaborate their practical knowledge & produce their own projects.	
7	Course Description	This course is specially designed to deal with various elements of radio production process. Beginning with conceptualization of the radio Programme, various stages of the production process keeping in view the nature of audience and the zone of broadcast will also be dealt with.	
8	Outline syllabus		CO Mapping
	Unit 1	Radio: An Introduction	
	A	Introduction to radio, its development as a medium of mass communication.	CO1
	B	Functions, Characteristics & limitations of Radio. Different types of Radio: Commercial Radio, Community Radio, Satellite Radio & Internet Radio	CO1
	C	Introduction to Sound, Importance of Sound in Producing Radio Programme, Doppler Effect	CO1
	Unit 2	Radio Format & different stages	
	A	Stages of Radio Production a. Pre-Production – (Idea, research, script)	CO2

		b. Production–Creative use of Sound; Listening, Recording, using archived sounds, (execution, requisite, challenges), Podcast c. Post Production	
B		Different formats of radio Programme	CO2
C		Programme format V/s Station format: Music and Non music formats, different formats- talk, discussion, interviews, magazine show, fillers documentary, features etc.	CO2
Unit 3	Radio Jockeying		
A		Voice Modulation Pitch, Tempo, Phonetics, the art of proper articulation and pronunciation, voice projecting.	CO3
B		Use of microphones & Console handling	CO3
C		OB recordings & Live shows.	CO3
Unit 4	Radio: Writing & Editing		
A		Writing for Radio- Styles & Structure	CO4
B		Art of taking Interview for Radio	CO4
C		Radio Editing: Tools & Techniques	CO4
Unit 5	Radio Programme Production		
A		Producing Radio Interviews, Talks, Magazine Show, Phonos	CO5
B		Producing Public Service Announcement, Promo and Jingles	CO5
C		Final Project Submission and Presentation	CO6
	Mode of examination	Jury	
	Weightage Distribution	CA	CE(Viva)
		25%	25%
		ETE	
		50%	
	Text book/s*	Keith, Michael C & Krause, Joseph M. (1989) — “The Radio Station”.	
	Other References	<ul style="list-style-type: none"> ● Aspinall, R. (1971) Radio Production, Paris: UNESCO. ● Flemming, C. (2002) The Radio Handbook, London: Routledge. Keith, M. (1990) ● Radio Production, Art & Science, London: Focal Press McLeish, R. (1988) ● Techniques of Radio Production, London: Focal Press ● Chatterji, P.C. (1993) — “Indian Broadcasting”. 	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO2
CO1	3	2	2	2	2	3	3	2	3	3
CO2	2	2	3	3	3	3	3	3	2	2
CO3	1	3	3	2	2	2	3	3	3	3
CO4	3	2	2	3	3	3	3	1	3	3
CO5	2	3	3	2	2	2	2	1	2	2
CO6	3	3	3	3	3	3	3	1	3	2
Average	2.34	2.5	2.67	2.5	2.5	2.67	2.84	1.84	2.67	2.5

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch : 2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2024-2025	
Branch: Mass Communication		Semester: III	
1	Course Code	VOF 202	
2	Course Title	Smartphone Film Making	
3	Credits	3	
4	Contact Hours (L-T-P)	0-2-2	
	Course Type	Co-Requisite	
5	Course Objective	This course aims at enriching the minds of those students who have an interest in learning the techniques of filmmaking using a smartphone for a various platform (Cinema, Television, Advertisement, Film Festivals, etc.) in the broader context of the Media and Entertainment industry	
6	Course Outcomes	After completing the course, the student will be able to - CO1: Define the basic concepts related to smartphone techniques for filmmaking CO2: Explain the basic methods of audio-visual storytelling, developing idea, scriptwriting, casting and shooting (using a smartphone) CO3: Apply basic methods of capturing cinematic images, audio and image (re)generation CO4: Analyse interactivity between sound, image and context CO5: Demonstrate skills of mobile film editing. CO6: Create a short film using Smartphone	
7	Course Description	This course provides an introduction to smartphone filmmaking and the use of audio integrated with visuals	
8	Outline syllabus		CO Mapping
	Unit 1	Smartphone Film Making	
	A	Introduction to the basic concepts of smartphone filmmaking	CO1
	B	Why smartphone filmmaking is an important and versatile option?	CO1
	C	Appreciation of films made on smartphones	CO1
	Unit 2	Introduction to Smartphone as a tool for Film Making	
	A	The Equipment	CO2
	B	Important Apps and Platform	CO2
	C	The Audio: ➤ Sound Perception and its use for different situation	CO2

		<ul style="list-style-type: none"> ➤ Importance of sound in films and introduction to sound recording ➤ Microphones and their pickup patterns ➤ Microphone placement and usage ➤ Sound perspective and practical application 									
	Unit 3	Basic Smartphone Film Techniques									
	A	Photos: ➤ Composition, leading lines and the rule of thirds, Depth of field and selective focus	CO3								
	B	Video: <ul style="list-style-type: none"> ➤ Significance of different camera angles ➤ Characteristics and impact of various dimensions of Shots <ul style="list-style-type: none"> ➤ White balance ➤ Colour wheel and colour temperatures 	CO3								
	C	Selection of a viewpoint	CO3								
	Unit 4	Idea to Screen									
	A	Story Idea and basics of screenwriting	CO4								
	B	Characterization and shooting on location	CO4								
	C	Lighting: <ul style="list-style-type: none"> ➤ Continuity of lighting, How to use ambient light? 	CO4								
	Unit 5	Editing Essentials									
	A	Imaginary line: 30 & 180-degree rule and placement of the camera	CO5								
	B	Introduction to Video Editing using mobile apps like Kine Master	CO5								
	C	Visualizations: Capture a scene in 5 shot	CO6								
	Mode of examination	Jury									
	Weightage Distribution	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%;">Weightage Distribution</td> <td style="width: 25%;">CA</td> <td style="width: 25%;">CE (Viva)</td> <td style="width: 25%;">ETE</td> </tr> <tr> <td></td> <td>25%</td> <td>25%</td> <td>50%</td> </tr> </table>	Weightage Distribution	CA	CE (Viva)	ETE		25%	25%	50%	
Weightage Distribution	CA	CE (Viva)	ETE								
	25%	25%	50%								
	Text book/s*	The Digital Filmmaking Handbook. Mark Brindle									
	Other References	Smartphone Movie Maker by Stoller Bryan									
		The Smartphone Filmmaking Handbook by Neil Philip Sheppard									

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	2	2	3	2	3	2	3	2	3	2
CO2	3	1	2	3	2	3	3	3	2	3

CO3	3	3	3	2	3	2	2	2	3	2
CO4	2	3	2	3	3	3	3	3	2	3
CO5	1	2	3	2	2	3	3	3	2	3
CO6	3	2	3	3	3	2	2	2	3	2
Average	2.34	2.17	2.67	2.5	2.67	2.5	2.67	2.5	2.5	2.5

1. Slight (Low)
2. Moderate (Medium)
3. Substantial (High)

School: SSMFE		Batch : 2023-2027
Programme: BA(J&MC)		Current Academic Year: 2024-2025
Branch: Mass Communication		Semester: III
1	Course Code	ARP207
2	Course Title	Communicative English III – Logical Skills Building and Soft Skills
3	Credits	2
4	Contact Hours (L-T-P)	1-0-2
	Course Status	Active
5	Course Objective	To enhance holistic development of students and improve their employability skills. To provide a 360-degree exposure to learning elements of Business English readiness Programmed, behavioral traits, achieve softer communication levels and a positive self-branding along with augmenting numerical and altitudinal abilities. To step up skill and upgrade students across varied industry needs to enhance employability skills. By the end of this semester, a student will have entered the threshold of his/her 1 st phase of employability enhancement and skill building activity exercise.
6	Course Outcomes	After completion of this course, students will be able to: CO1: Ascertain a competency level through Building Essential Language and Life Skills CO2: Build positive emotional competence in self and learn GOAL Setting and SMART Goals techniques CO3: Apply positive thinking, goal setting and success-focused attitudes, time Management, which would help them in their academic as well as professional career CO4: Acquire satisfactory competency in use of aptitude, logical and analytical reasoning CO5: Develop strategic thinking and diverse mathematical concepts through building number puzzles CO6: Demonstrate an ability to apply various quantitative aptitude tools for making business decisions

7	Course Description	This Level 1 blended training approach equips the students for Industry employment readiness and combines elements of soft skills and numerical abilities to achieve this purpose.
8	Outline syllabus	
	Unit 1	BELLS (Building Essential Language and Life Skills)
	A	<i>Know Yourself:</i> Core Competence. A very unique and interactive approach through an engaging questionnaire to ascertain a student's current skill level to design, architect and expose a student to the right syllabus as also to identify the correct TNI/TNA levels of the student.
	B	Techniques of Self Awareness Self Esteem & Effectiveness Building Positive Attitude Building Emotional Competence
	C	Positive Thinking & Attitude Building Goal Setting and SMART Goals – Milestone Mapping Enhancing L S R W G and P (Listening Speaking Reading Writing Grammar and Pronunciation)
	Unit 2	Introduction to APTITUDE TRAINING- Reasoning- Logical/ Analytical
	A	Syllogism Letter Series Coding, Decoding, Ranking & Their Comparison Level-1
	B	Number Puzzles
	C	Selection Based On Given Conditions
	Unit 3	Quantitative Aptitude
	A	Number Systems Level 1 Vedic Math's Level-1
	B	Percentage ,Ratio & Proportion Mensuration - Area & Volume Algebra
	Unit 4	Verbal Abilities – 1
	A	Reading Comprehension
	B	Spotting the Errors
	Unit 5	Time & Priority Management
	A	Steven Covey Time Management Matrix
	B	Creating Self Time Management Tracker
	Weightage Distribution	<i>Class Assignment/Free Speech Exercises / JAM – 60% / Group Presentations/Mock Interviews/GD/ Reasoning, Quant & Aptitude – 40%</i>
	Text book/s*	<i>Wiley's Quantitative Aptitude-P Anand Quantum CAT – Arihant Publications Quicker Maths- M. Tyra Power of Positive Action (English, Paperback, Napoleon Hill) Streets of Attitude (English, Paperback, Cary Fagan, Elizabeth Wilson) The 6 Pillars of self-esteem and awareness – Nathaniel Brandon Goal Setting (English, Paperback, Wilson Dobson</i>

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
ARP203.1	3	2	3	2	2	2	3	3	3	3
ARP203.2	2	3	2	3	1	2	3	2	1	3
ARP203.3	1	2	3	2	3	3	2	3	2	3

ARP203.4	2	3	2	3	3	3	2	2	1	2
ARP203.5	1	3	3	2	3	2	2	2	2	2
ARP203.6	1	2	2	3	2	3	3	3	1	2
Average	1.67	2.5	2.5	2.5	2.34	2.5	2.5	2.5	1.67	2.5

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

TERM 4

School: SSMFE		Batch : 2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2024-2025	
Branch: Mass Communication		Semester: IV	
1	Course Code	BCJ 231	
2	Course Title	Advertising: Concepts, Principles & Practices	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
	Course Type	Elective	
5	Course Objective	<p>The objective of this course is to:</p> <ul style="list-style-type: none"> Familiarize with psychological and cultural approach of advertisement for different media Understanding of different segment and categories of advertisement Understanding of means; methods to achieve desired creativity in an advertisement Familiarize with various aspects of advertising 	
6	Course Outcomes	<p>After completing the course, the student will be able to -</p> <p>CO1: Define Advertising and its need, nature, scope and functions</p> <p>CO2: Summarize the concepts that are able to address the desires as well as aspirations of the consumer base behaviour brand promotion etc.</p> <p>CO3: Explain how different media including new media responsible for an advertising behaviour.</p> <p>CO4: Analyze the functions and types of advertising agency</p> <p>CO5: Evaluate and compare advertising agency practices, media organizations, the production of advertising campaigns</p> <p>CO6: Create, plan and execute an Ad Campaign.</p>	

7	Course Description	The course is aimed to make students learn the skills and knowledge about the basic of advertising and its basic principles and practices.	
8	Outline syllabus		CO Mapping
	Unit 1	Advertising	
	1	Meaning, definition and its role	CO1
	2	Growth and development of India and world	CO1
	3	Advertising as a communication tool	CO1
	Unit 2	Unit II: Advertising process	
	1	Models of advertising, AIDA, DAGMAR and Maslow Hierarchy model	CO2
	2	Types of advertising and its characteristics,	CO2
	3	Classification of advertising on basis of PA target audience, area, medium, purpose.	CO2
	Unit 3	Classification of Advertising	
	1	3.1Types and Classification of Advertising	CO3
	2	3.2Factors determining advertising opportunity of a product/service/idea.	CO3
	3	3.3Types of Appeals and Advertising Messages	CO3
	Unit 4	Structure, Role and Function of Advertising Agency	
	1	Advertising Agency: Evolution, Types, Structure	CO4
	2	Functions of Various Departments and their Roles	CO4
	3	Agency – Client Relations and Pitching Process	CO4
	Unit 5	Advertising Objectives; Execution	
	1	Segmentation, Positioning and Targeting Media selection, Planning, Scheduling	CO6
	2	Marketing Strategy	CO5
	3	Research and Branding Advertising department vs. Agency-Structure	CO5
	Mode of examination	Theory	

Weightage Distribution	CA	MTE	ETE	
	15%	10%	75%	

Text book/s*	<ol style="list-style-type: none"> 1. Advertisers Handbook 2001; D V Gandhi; New Delhi; Indraprastha Prakash an; 1999. 2. Advertising Management, -2010, Jaishri, Jethwa Ney and Jain, Shruti, New Delhi, Oxford Univ. Press. 3. Bland, Michael Effective media relations: how to get results. -- London: Kogan Page,1996. 4. Brand Risk: Adding Risk Literacy to Brand Management-2008, Abrahams Dvid, England, Gower, 2008. 5. Essential for Media Planning -1993 Arnold M Barbar USA, NTC Business Book, 1993. 6. Mohan Mahender Advertising Management: Concepts & Cases; Tata McGraw Hill Publishers
Other References	Ogilvy David Ogilvy on Advertising; Prion Books Ltd.

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO 7	PO 8	PSO1	PSO2
CO1	3	3	3	2	3	2	2	3	3	1
CO2	2	2	2	2	3	2	3	1	2	2
CO3	3	3	3	3	2	2	3	2	2	1
CO4	2	3	2	2	2	2	2	3	2	3
CO5	3	2	3	3	3	3	2	1	3	3
CO6	1	3	2	3	2	3	2	2	3	2
Average	2.5	2.34	2.34	2	2.5	2	2.5	2.5	2.34	2.34

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch: 2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2024-2025	
Branch: Mass Communication		Semester: IV	
1	Course Code	BCJ 245	
2	Course Title	Introduction to Public Relation & Corporate Communication	
3	Credits	4	
4	Contact Hours (L-T-P)	3-1-0	
5	Course Type	Compulsory	
6	Course Objective	<p>The objective of this course is to:</p> <ol style="list-style-type: none"> 1. Inculcate in depth understanding of various theories and principles of public relations 2. Familiarize students with PR in different sectors such as government, public sector, NGOs and Corporate sector 3. Familiarize students with different writing style and skills for public relations officer 4. Develop the understanding of various concepts such as public opinion, pressure group and know how about the applied PR. 	
7	Course Outcomes	<p>After completing the course, the student will be able to -</p> <p>CO1: Define the concept of Public Relations and Corporate Communication CO2: Demonstrate the writing and editing skills in Public Relations. CO3: Explain the functions and Principles and tools of PR and Corporate communication. CO4: Analyze the concepts like Lobbying, CSR, corporate image management in public relation and corporate communication. CO5: Examine the role and importance of Public Relations and the functions of PR agency CO6: Create, plan and design a public relations campaign</p>	
8	Course Description	<p>This class will deal with an in depth understanding of the concepts and principles related to Public Relations and Corporate Communication. This class will further deal not only with the evolution and various theories related to PR but also with the various writing skills needed in the field, making the students aware of laws and ethics in it. This will also make the students aware of the existence of PR in various sectors along with the knowledge of strategic PR management and handling crisis communication through it.</p>	
9	Outline syllabus	CO Mapping	
	Unit 1	Public Relation: An Introduction	
	1	PR: Concept and Principles	CO1
	2	Origin and Development of PR	CO1
	3	PR in Public Sector and PR in Private Sector	CO1
	Unit 2	Writing and Editing Skills in Public Relation	
	1	Multi News Release, press Release	CO2
	2	House Journal,	CO2

	3	Bulletin Board, Backgrounders		CO2
	Unit 3	Public Relation Campaign		
	1	Essentials of PR Campaign		CO3
	2	Preparing a PR Campaign		CO3
	3	Media Tracking and Content Analysis		CO3
	Unit 4	Strategic Public Relation		
	1	Political and Civic Communication		CO4
	2	Internal and External Communication		CO4
	3	Propaganda and Publicity		CO4
	Unit 5	Applied Public Relation		
	1	Image and Reputation Managements		CO5
	2	Brand building Management		CO5
	3	Social Marketing and Event Management		CO6
10	Mode of examination	Theory		
11	Weightage Distribution	CA	MTE	ETE
		15%	10%	75%
12	Text book/s*	Public Relation By J. Jethawaney, N.D. Phinix, New Delhi		
13	Other References	1. The Public Relation Handbook, Alison Theaker, Routedledge 2. Sage Handbook of Public Relations, Robet L. Heath 3. Jansampark By Gulab Kothari, Patrika Publication, Jaipur 4. Social Media and Public relations, Judy Motion, Robert L. Heath, Shirley Leitch		

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO 7	PO 8	PSO 1	PSO 2
CO1	2	2	2	2	3	3	3	1	2	2
CO2	3	3	3	3	3	2	2	2	3	3
CO3	2	3	2	3	2	2	3	3	2	2
CO4	3	3	3	1	2	1	2	1	3	2
CO5	2	2	3	2	1	2	3	3	2	2
CO6	3	3	2	2	3	2	3	2	3	3
Average	2.5	2.67	2.5	2.17	2.34	2	2.67	2	2.5	2.34

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch: 2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2024-2025	
Branch: Mass Communication		Semester: IV	
1	Course Code	BCJ 246	
2	Course Title	Radio Programming and Production*	
3	Credits	3	
4	Contact Hours (L-T-P)	1-1-2	
5	Course Type	Compulsory	
6	Course Objective	<p>The objective of this course is to:</p> <ul style="list-style-type: none"> ● Familiarize the students with the basic concepts of audio production ● Describe radio as a medium of mass communication ● Describe the process of radio Programme production & evaluation 	
7	Course Outcomes	<p>After the completion of the course the students will be able to:</p> <p>CO1. Define radio as a medium of mass communication. CO2. Understand the basic concept of radio production CO3. Apply knowledge gained to different Programme CO4. Evaluate the process of Sound recording and best ways to use music in radio CO5. Stimulate the theoretical knowledge to practical. CO6: Production of audio Programme</p>	
8	Course Description	<p>After understanding the basics of writing for radio, this course is designed to give hand-on practical experience to students. The course will help the students to sharpen their skills by producing different Programme for radio.</p>	
9	Outline syllabus		CO Mapping
	Unit 1	Understanding the Medium	
	1	Radio as Medium of Mass Communication	CO1
	2	Radio Broadcasting in India (pre- and post-independence)	CO1
	3	Different Types of Radio Stations and Transmissions: On the Basis of Reach: National, Regional, Local and Community	CO1
	4	Organizational Structure and Functionaries of a Radio Station: Govt. and Private	CO1
	Unit 2	Programme Formats	
	1	Radio Announcement and Links Radio Talk	CO2
	2	Radio Interview and Discussion Radio Feature and Documentary	CO2
	3	Radio Commentary Radio Play/Drama	CO2
	4	Radio Ads (Social and Commercial) Phone-in and Radio Bridge	CO2
	Unit 3	Radio Production and Transmission Process	
	1	Elements of Radio Programme	CO3
		Radio Production Process	

	2	Equipment used in Radio Production: Types of Microphones, Headphones and			CO3
	3	Talk Backs, Audio Mixers and Transmitters, Recording, Broadcasting and Troubleshooting			CO3
	4	Indoor: Studio, Acoustics and Perspective Outdoor: Ambience and Noise			CO3
	Unit 4	Post Production and Evaluation			
	1	Adding Sound Effects and Music			CO4
	2	Audio Filters: Types, Need and Importance			CO4
	3	Evaluation: Process and Measurement Techniques			CO4
	4	Editing and Mixing			CO4
	Unit 5	Broadcast News			
	1	Newsroom organization and structure and functions			CO5
	2	Newsroom functions			CO5
	3	News Bulletin - 15-minute bulletin, 5-minute, news-on- phone, headlines			CO6
	4	Radio News Magazine			CO6
10	Mode of examination		Jury / Practical (<i>*with approval from Dean Academics</i>)		
11	Weightage Distribution	CA - 25%	CE(VIVA) – 25%	ETE – 50%	
12	Text book/s*	Radio Production, Robert McLeish, Focal Press			
13	Other References	1.Broadcast Journalism: Techniques of Radio and Television News, Andrew Boyd, Peter Stewart, Ray Alexander, Focal Press 2.Essential Radio Journalism: How to Produce and Present Radio News (Professional Media Practice), Paul Chantler & Peter Stewart, Methuen Drama Publication			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	2	2	2	3	1	3	3	2
CO2	3	2	3	3	2	3	2	2	2	2
CO3	3	2	1	2	3	2	3	1	3	2
CO4	3	3	2	3	3	3	1	2	3	2
CO5	3	2	3	2	2	2	2	3	3	3
CO6	1	1	2	3	3	3	3	2	3	2
Average	2.67	2	2.17	2.5	2.5	2.67	2	2.17	2.84	2.17

1. Slight (Low)
2. Moderate (Medium)

3. Substantial (High)

School: SSMFE		Batch: 2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2024-2025	
Branch: Mass Communication		Semester: IV	
1	Course Code	BCJ 247	
2	Course Title	Advertisement Production Lab	
3	Credits	2	
4	Contact Hours (L-T-P)	(0-1-2)	
5	Course Type	Discipline Elective	
6	Course Objective	The objective of the course is to make develop - 1. Understanding of visualization and ideation in advertisement 2. Understanding of means & methods to achieve desired creativity in an advertisement 3. Concept of Advertising strategies and production planning	
7	Course Outcomes	The student will be able to: CO1: Define creativity in advertising in different mediums CO2: Explain the creative roles in making advertisement. CO3: Demonstrate the creative process involved in making an advertisement CO4: Build creative strategies in making advertisement. CO5: Develop strategies of a successful advertising campaign. CO6: Plan and execute an advertising campaign.	
	Course Description	The course aims to equip students to honk skills and capacity to meet the challenges and demands of the advertising planning and production process. The curriculum lays stress on both theoretical and applications. The theoretical portion indicates the students to know how the technological aspects of Advertising.	
9	Outline syllabus		CO Mapping
	Unit 1	Understanding Creativity	
	A	Concept and Definition	CO1
	B	Advertising and Creativity	CO1
	C	Creative Thinking	CO1
	Unit 2	Creative Roles	
	A	Words and Picture	CO2
	B	Art Direction	CO2
	C	Copywriting	CO2
	Unit 3	Creative Process	
	A	Creative Thinking and Ideation	CO3
	B	Brainstorming, Lateral Thinking and Various Creative Thinking	CO3
	C	Hats” and Others Steps and Stages	CO3
	Unit 4	Creative Strategies	
	A	Concept and Definition	CO4
	B	Various Steps and Stages	CO4
	C	Planning Cycle	CO4
	Unit 5	Campaign Planning & Execution	
	A	Creative Strategy Formulations and Execution	CO5
	B	Product Category Strategies, The Creative Brief Message Execution	CO5

	C	Make an advertising campaign			CO6
10	Mode of examination	Jury/Practical/Viva			
11	Weightage Distribution	CA	CE(VIVA)	ETE	
		25%	25%	50%	
12	Text book/s*	<ol style="list-style-type: none"> 1. Advertisers Handbook 2001; D V Gandhi; New Delhi; Indraprastha Prakashan; 1999. 2. Advertising Management, -2010, Jaishri, Jethwaney and Jain, Shruti, New Delhi, Oxford Univ. Press. 3. Bland, Michael Effective media relations: how to get results. -- London: Kogan Page, 1996 			
13	Other References	<ol style="list-style-type: none"> 1. Essential for Media Planning -1993 Arnold M Barbar USA, NTC Business Book, 1993. 2. Mohan Mahender Advertising Management: Concepts & Cases; Tata McGraw Hill Publishers 3. Lewis Herschell Gordion The Complete Advertising and Marketing Handbook: East West Books (Madras) Pvt.Ltd., Chennai 			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	2	2	2	3	3	2	2	3	3	3
CO2	3	3	3	1	2	3	2	2	2	1
CO3	2	3	2	3	3	3	2	1	3	2
CO4	3	2	3	1	2	2	2	2	2	2
CO5	1	3	2	2	3	3	2	1	3	2
CO6	3	2	3	2	3	2	2	2	2	3
Average	2.34	2.5	2.5	2	2.67	2.5	2	1.84	2.5	2.17

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch : 2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2024-2025	
Branch: Mass Communication		Semester: IV	
1	Course Code	BCJ 248	
2	Course Title	Graphics & Animation Storyboard Lab	
3	Credits	2	
4	Contact Hours (L-T-P)	0-1-2	
	Course Type	Discipline Elective	
5	Course Objective	The objective of this course is to: 1. Introduce the fundamental elements of Animation. 2. Emphasis on learning the representations, perceptions and applications of animation, graphics and multimedia	
6	Course Outcomes	On completion of the course, the student will be able to CO1: Define the Key concept of basic Animation CO2: Outline the 2D animation packages CO3: Apply different tools to produce material animation CO4: Build proficiency in graphics CO5: Explain the backend functioning of multimedia content creation CO6: Create Design graphics and/or animations using multimedia tools.	
7	Course Description	This studio is designed to introduce to students the art of giving life to objects through motion and storytelling. The course emphasizes foundational principles of motion, visual storytelling, non-linear forms of motion, interactive visualizing, and diverse approaches to motion graphics.	
8	Outline syllabus		CO Mapping
	Unit 1	Basics of Animation and Graphics	
	1	Animation: origin and growth, Basic principle of animation, elements and types,	CO1
	2	Story board, Role of computers in animation, Computer language for animation, Layout and Designing	CO1
	3	Basic of sketching, still life and assignment of basic drawing, Composition of basic elements, Work in different media, such as drawing, collage, and painting,	CO1
	Unit 2	Basics of 2D Animation	
	1	Understanding the concept of 2 D Animation.	CO2
	2	Colour theory and basics, Incorporating sound into 2D animation.	CO2
	3	Create, Edit and working with Animation Graph	CO2

	Unit 3	Introduction to Material Animation			
	1	Introduction to Material Animation. Different Styles in material animation. Popular material animation and other techniques.			CO3
	2	Different Techniques Available for Material Animation.			CO3
	3	Creating short material animation film			CO6
	Unit 4	Basics Graphics			
	1	Introduction to graphic designing			CO4
	2	Design elements, Photoshop basics			CO4
	3	Create media content using photoshop			CO6
	Unit 5	Multimedia Technologies Concept			
	1	Understanding Multimedia Technology			CO5
	2	Fundamentals of Creative Multimedia			CO5
	3	Audio Visual, Graphic & Animation content for multimedia platforms			CO6
	Mode of examination		Jury/Practical/Viva		
	Weightage Distribution		CA	CE (Viva)	ETE
			25%	25%	50%
	Text book/s*		Ze-Nian Li, Skeleton Creek, Fundamentals of Multimedia		
	Other References		Epic Content Marketing – Joe Pulizzi		

Course Articulation Matrix

POs COs	PO1	PO 2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	2	2	2	3	3	2	2	3	3	3
CO2	3	3	3	1	2	3	2	2	2	1
CO3	2	3	2	3	3	3	2	1	3	2
CO4	3	2	3	1	2	2	2	2	2	2
CO5	1	3	2	2	3	3	2	1	3	2
CO6	3	2	3	2	3	2	2	2	2	3
Average	2.34	2.5	2.5	2	2.67	2.5	2	1.84	2.5	2.17

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch: 2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2024-2025	
Branch: Mass Communication		Semester: IV	
1	Course Code	BCJ 249	
2	Course Title	Public Relation & Corporate Communication Production Lab	
3	Credits	1	
4	Contact Hours (L-T-P)	0-0-2	
	Course Type	Compulsory	
5	Course Objective	<p>The objective of this course is to:</p> <ol style="list-style-type: none"> 1. Introduce the application of corporate communication to achieve organizational goals 2. Discuss the role of strategy in corporate communication Familiarize students with different writing style and skills for public relations officer 3. Give hands-on skills in conceiving and implementing corporate communication Programme. 	
6	Course Outcomes	<p>After completing the course, the student will be able to -</p> <p>CO1: Explain and Plan a press conference CO2: Describe and execute a Public Relations Campaign. CO3: Create corporate communication publication. CO4: Analyze crisis management strategies. CO5: Examine corporate communication in digital world. CO6: Create, design and organize Mini projects for PR & CC.</p>	
7	Course Description	<p>This class will deal with an in depth understanding of the concepts and principles related to Public Relations and Corporate Communication. This class will further deal not only with the evolution and various theories related to PR but also with the various writing skills needed in the field, making the students aware of laws and ethics in it.</p>	
8	Outline syllabus		CO Mapping
	Unit 1	Press Conference	
	1	PR Writing - press releases	CO1
	2	Preparing Press Kit	CO1
	3	Organize dummy Press Conference	CO1
	Unit 2	Public Relations Campaign	
	1	Ideation of PR Campaign	CO2
	2	Planning of PR Campaign	CO2
	3	Execution of PR Campaign	CO2
	Unit 3	Corporate Publication	

1	Writing, editing and production of corporate publications - House Journal	CO3
2	Brochures, Booklets, leaflets and folder.	CO3
3	Bulletin Board, Backgrounders	CO3
Unit 4	Crisis Management	
1	Crisis Management and Plan in PR	CO4
2	Crisis Management in Corporate Communication	CO4
3	Case Studies – Crisis Management in PR & CC	CO4
Unit 5	Corporate Communication in Digital Age	
1	Financial Communication in the Digital Age Investor Relations	CO5
2	Online Case Studies. Corporate Communication Channels Corporate Website Facebook, Twitter, LinkedIn, You Tube Accounts Corporate Blog.	CO5
3	Building Online Corporate Community	CO6
Mode of examination		Jury / Practical
Weightage Distribution	CA	CE (Viva) ETE
	25%	25% 50%
Text book/s*	Public Relation by J. Jethawaney, N.D. Phinix, New Delhi	
Other References	5. The Public Relation Handbook, Alison Theaker, Routeledge 6. Sage Handbook of Public Relations, Robert L. Heath 7. Jansampark By Gulab Kothari, Patrika Publication, Jaipur 8. Social Media and Public relations, Judy Motion, Robert L. Heath, Shirley Leitch	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO 7	PO 8	PSO 1	PSO 2
CO1	3	3	2	3	3	3	3	1	3	2
CO2	3	3	3	3	3	2	2	2	2	3
CO3	3	2	2	2	3	3	3	1	3	2
CO4	3	3	3	1	2	1	2	1	3	2
CO5	3	2	2	2	3	2	3	3	3	3
CO6	3	3	3	2	2	2	3	2	2	3
Average	3	2.67	2.5	2.17	2.67	2.17	2.67	1.67	2.6	2.5

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch: 2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2024-2025	
Branch: Mass Communication		Semester: IV	
1	Course Code	BCJ 250	
2	Course Title	Radio Production Lab	
3	Credits	1	
4	Contact Hours (L-T-P)	0-0-2	
	Course Type	Compulsory	
5	Course Objective	The objective of this course is to: 1. Familiarize the students with the production of radio Programme 2. Inculcate the basic concepts of audio production	
6	Course Outcomes	After completing the course, the student will be able to - CO1: Describe the basic concept of radio production. CO2: Explain the technical process involved in Radio Broadcasting CO3: Demonstrate the process of radio news production & other formats of Radio Programme CO4: Modify articulation and modulation of voice for best way of sound recordings CO5: Apply the theoretical knowledge to produce audio Programme CO6: Evaluate the process of radio Programme production	
7	Course Description	After understanding the basics of writing for radio, this course is designed to give hand-on practical experience to students. The course will help the students to sharpen their skills by producing different Programme for radio.	
8	Outline syllabus	CO Mapping	
	Unit 1	Basic concepts of Audio production	
	1	Microphones – Designs, Categories and Applications.	CO1
	2	Digital Studio Mixer. Portable Audio Mixers.	CO1
	3	Understanding sound recording / Perspective of sound	CO1
	Unit 2	Broadcast News	
	1	Newsroom organization and structure and functions	CO2
	2	News Bulletin - 15-minute bulletin, 5-minute, news-on-phone, headlines	CO2
	3	Radio News Magazine	CO2
	Unit 3	Radio Programme	
	1	Radio features/documentaries	CO3
	2	Radio commentaries, Radio Drama	CO3
	3	Spotlight/Talks, etc.	CO3
	Unit 4	Voice for radio Programme	
	1	Voice exercise	CO4
	2	Practice for Hindi/English/Urdu Programme	CO4
	3	Sound recording and best ways to use music in radio	CO4
	Unit 5	Practical Projects	

	1	Preparing a Music clock for FM channels			CO5
	2	Drawing up fixed point chart for community radios			CO5
	3	Production of Studio based Radio Programme in different formats			CO6
	Mode of examination		Jury		
	Weightage Distribution		CA	CE (Viva)	ETE
			25%	25%	50%
	Text book/s*	Handbook of Radio Production, Herbert Zettl, Cengage Learning			
	Other References	<ul style="list-style-type: none"> ● Broadcast Journalism: Techniques of Radio and Television News, Andrew Boyd, Peter Stewart, Ray Alexander, Focal Press ● Essential Radio Journalism: How to Produce and Present Radio News (Professional Media Practice), Paul Chantler & Peter Stewart, Methuen Drama Publication ● Radio Production, Robert McLeish, Focal Press 			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	2	3	3	3	3	3	3	3	1	3
CO2	3	1	3	3	2	2	3	3	3	3
CO3	3	2	2	2	1	3	2	2	2	3
CO4	2	2	3	2	3	3	1	2	2	2
CO5	3	3	2	2	2	2	3	1	3	3
CO6	3	3	3	3	3	3	3	3	3	3
Average	2.67	2.34	2.67	2.5	2.34	2.67	2.5	2.34	2.34	2.84

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch: 2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2024-2025	
Branch: Mass Communication		Semester: IV	
1	Course Code	OPE	
2	Course Title	Still Photography	
3	Credits	3	
4	Contact Hours (L-T-P)	0-2-2	
5	Course Type	Open Elective	
6	Course Objective	<ol style="list-style-type: none"> 1. Describe photography, types of photography, and their purpose 2. Different composition technique 3. Elaborate on basics of visual literacy and composition 4. Lens and its functions 	
7	Course Outcomes	CO1: Define and read visual correctly CO2: Illustrate basic sense of lens and its functions CO3: Outline basic sense of lighting & controlling exposure CO4: Identify and use of different parts of camera CO5: Explain, Understand and apply the fundamentals relating to composition CO6: Discuss and apply basic image editing techniques	
8	Course Description	This course provides an introduction to basic visual composition and Photography techniques	
9	Outline syllabus		CO Mapping
	Unit 1	Introduction to Photography	
	A	What is photography? The role & importance of photography.	CO1
	B	Brief History of photography. How Camera works?	CO1
	C	Principles of Camera Obscura Types of Cameras	CO1
	Unit 2	Principles of Photographic composition	
	A	Concepts of composition	CO2, CO5
	B	Digital Capture	CO2, CO6
	C	Various types of Digital Capture and Image	CO2, CO6
	Unit 3	Lighting	
	A	Sources of light: Natural & Artificial Correct exposure.	CO3
	B	Nature and physical properties of light Direction & angle of light: Front, side, top & back	CO3
	C	Lighting contrast and its control by fill in lights One-, two- & three-point lighting: Key, fill and back light	CO2, CO3
	Unit 4	Photography Composition	

	A	Rule of 3 rd , How to shoot buildings and monuments Portrait	CO3, CO5	
	B	Importance of lens in photography	CO6, CO5	
	C	Different types of camera lenses	CO3, CO5	
	Unit 5	Introduction to image editing software Photoshop	CO6	
	A	Basic image editing technique	CO3, CO2, CO6	
	B	Understanding common terms like Resolution, Depth, Cropping, Scaling, Hue, Saturation, Vibrance, Sharpness, etc.	CO3, CO2, CO6	
	C	Final Project	CO3, CO5, CO2	
	Mode of examination	JURY		
	Weightage Distribution	CA(Internal)	CA(Viva)	ETE/External viva
		25	25	50
	Text book/s*	Michael Langford Basic Photography, Focal Press James A. Folts Ronald P. Lovell Handbook of Photography, Fred C. Zwahlen, Jr. Delmal Thomsan learning Lee Frost Photography, Hodder Headline Audio – Vision – Sound on Screen by Michael Chion		
	Other References			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	1	1	2	1	1	3	3	3
CO2	2	3	3	3	3	3	3	2	2	3
CO3	3	3	2	2	2	2	2	3	3	2
CO4	3	1	3	3	2	3	3	3	2	3
CO5	2	2	3	2	3	2	3	2	3	2
CO6	3	3	2	3	2	3	2	3	2	3
Average	2.67	2.34	2.34	2.34	2.34	2.34	2.34	2.67	2.5	2.67

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch : 2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2024-2025	
Branch: Mass Communication		Semester: IV	
1	Course Code	RBL002	
2	Course Title	Research Based Learning – II	
3	Credits	0	
4	Contact Hours (L-T-P)	0-0-4	
	Course Type	Co-Requisite	
5	Course Objective	The objective of this course is to: <ol style="list-style-type: none"> 1. Strengthen the academic research ability of the students. 2. Evolve the inquisitiveness of the students towards society and various factors affecting media and society at a large. 3. Enhance the problem solving skills of the students. 	
6	Course Outcomes	The student will be able to CO1. Selecting the research topics related to media research CO2. Demonstrate understanding of research and apply it CO3. Enhance their problem solving skills through research on the topics related to media and communication which directly impacts the society. CO4. Analyzing and appraising research topic/ project CO5. Evaluating the research topic/ project CO6. Write and present their research topic/ project with proper ethics of research.	
7	Course Description	The course is designed to inculcate the research value and skills among the students.	
8	Outline syllabus		CO Mapping
	Unit 1	● Dissertation/ Project Monitoring Stage	CO1
	Unit 2	● Progress of Project/ Dissertation after topic approval	CO2
	Unit 3	● Evaluation of progress of Project/ Dissertation after topic approval	CO3
	Unit 4	● First Review of the project by internal committee (R1)	CO4
	Unit 5	● Second Review of the project by internal committee (R2)	CO5, CO6
	Mode of examination	Audit course	

Weightage Distribution	CA - 100 % MTE – 0% ETE – 0%	
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Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	3	1	2	3	3	3	2	2
CO2	3	2	3	2	2	3	3	3	2	3
CO3	2	2	3	2	2	3	3	3	2	3
CO4	1	2	3	3	2	2	3	2	2	1
CO5	3	3	2	2	3	2	2	2	3	2
CO6	3	2	3	3	2	2	3	2	2	3
Average	2.5	2.17	2.84	2.17	2.17	2.5	2.84	2.5	2.17	2.34

- 1-Slight (Low)**
2-Moderate (Medium)
3-Substantial (High)

School: SSMFE		Batch: 2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2024-2025	
Branch: Mass Communication		Semester: IV	
1	Course Code	ARP 306	
2	Course Title	Communicative English IV – Campus to Corporate	
3	Credits	2	
4	Contact Hours (L-T-P)	1-0-2	
	Course Status	Active	
5	Course Objective	<p>To enhance holistic development of students and improve their employability skills. Provide a 360-degree exposure to learning elements of Business English readiness Programmed, behavioral traits, achieve softer communication levels and a positive self-branding along with augmenting numerical and altitudinal abilities. To up skill and upgrade students across varied industry needs to enhance employability skills. By the end of this semester, a will have entered the threshold of his/her 3rd phase of employability enhancement and skill building activity exercise.</p>	
6	Course Outcomes	<p>After completion of this course, students will be able to:</p> <p>CO1: Develop a creative resume, cover letters, interpret job descriptions and interpret KRA and KPI statements and art of conflict management. CO2: Build negotiation skills to get maximum benefits from deals in practical life scenarios. CO3: Develop skills of personal branding to create a brand image and self-branding CO4: Acquire higher level competency in use of logical and analytical reasoning such as direction sense, strong and weak arguments CO5: Develop higher level strategic thinking and diverse mathematical concepts through building analogies, odd one out CO6: Demonstrate higher level quantitative aptitude such as average, ratio & proportions, mixtures & allegation for making business decisions.</p>	
7	Course Description	<p>This penultimate stage introduces the student to the basics of Human Resources. Allows the student to understand and interpret KRA KPI and understand Job descriptions. A student also understands how to manage conflicts, brand himself/herself, understand relations and empathize others with level-4 of quant, aptitude and logical reasoning</p>	
8	Outline syllabus		
	Unit 1	Ace the Interview	CO Mapping
	A	HR Sensitization (Role Clarity KRA KPI Understanding JD) Conflict Management	CO1
	B	Negotiation Skills Personal Branding	CO1
	C	Uploading & Curating Resumes in Job Portals, getting Your Resumes Noticed Writing Cover Letters Relationship Management	CO1

Unit 2	Introduction to APTITUDE TRAINING- Reasoning- Logical/ Analytical	
A	Sitting Arrangement & Venn Diagrams Puzzles Distribution Selection	CO2
B	Direction Sense Statement & Conclusion Strong & Weak Arguments	CO2
C	Analogies, Odd One out Cause & Effect	CO2
Unit 3	Quantitative Aptitude	
A	Average, Ratio & Proportions, Mixtures & Allegation	CO3
B	Geometry-Lines, Angles & Triangles	CO3
C	Problem of Ages Data Sufficiency - L2	CO3
Unit 4	Verbal Abilities-4	
A	Antonyms and Synonyms	CO4
B	Idioms and Phrases	CO4
Unit 5	Problem Solving and Case Studies	
A	Real time Case Study Solving Exercises	CO5
B	Intra student Mock Situation Handling Exercises	CO6
Weightage Distribution	<i>(CA) Class Assignment/Free Speech Exercises / JAM – 60% (ETE) Group Presentations/Mock Interviews/GD/ Reasoning, Quant & Aptitude – 40%</i>	
Text book/s*	<i>Wiley's Quantitative Aptitude-P Anand Quantum CAT – Arihant Publications / Quicker Math's- M. Tyra Power of Positive Action (English, Paperback, Napoleon Hill) Streets of Attitude (English, Paperback, Cary Fagan, Elizabeth Wilson) The 6 Pillars of self-esteem and awareness – Nathaniel Brandon Goal Setting (English, Paperback, Wilson Dobson</i>	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	2	3	3	3	2	1	2	2	3	2
CO2	3	2	2	2	3	2	3	3	1	3
CO3	2	3	3	3	3	2	2	2	2	2
CO4	2	2	2	3	3	3	3	3	1	1
CO5	3	3	3	2	2	2	3	2	2	2
CO6	1	3	2	3	3	3	2	3	1	3
Average	2.17	2.67	2.5	2.67	2.67	2.17	2.5	2.5	1.67	2.17

1. Slight (Low)
2. Moderate (Medium)
3. Substantial (High)

School: SSMFE		Batch: 2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2025-2026	
Branch: Mass Communication		Semester: V	
1	Course Code	BCJ 314	
2	Course Title	TV Programme Production*	
3	Credits	3	
4	Contact Hours (L-T-P)	1-2-0	
	Course Type	Compulsory	
5	Course Objective	The objective of this course is to: Familiarize the students with the various aspects of Television production. Inculcate the skills of writing and equipment handling	
6	Course Outcomes	The student will be able to CO1. Define Television as a visual medium of communication. CO2. Understand the techniques and grammar of Television. CO3. Analyze camera dynamics, techniques and creativity in lighting, sets and props etc. CO4. Evaluate studio recording and coordination with PCR process CO5. Evaluating and understanding ethics in TV production CO6: Execution of theory into practical	
7	Course Description	The course is designed to provide different aspects of writing skills for Audio-Visual media to the students. The course will help to understand the varied and diverse writing for Audio - Visual medium. Students will be able to understand different approaches to meet goals through creative and objective writing.	
8	Outline syllabus		CO Mapping
	Unit 1	[Understanding the Medium]	
	1	Brief Historical Background of Television in India	CO1
	2	Characteristics and Importance of Television	CO1
	3	Various Formats of TV Programme	CO1
	4	Stages of Programme Production	CO1
	Unit 2	[Pre-Production]	
	1	Ideation, Programme Brief, Objectives, Synopsis, Research – Recce and Treatment	CO2
	2	Scripting a Programme: Story Boarding and Script Breakdown	CO2
	3	Maintaining Continuity, Make-up, Set-designs, Costumes, Props, Floor Plan	CO2
	4	Budgeting	CO2
	Unit 3	Production	
	1	Steps involved in production and utilization of a TV Programme	CO3

	2	Production Personnel: Role and Responsibilities in Studio & Location Shoot	
	3	Single Camera Shoot, Multi Camera Shoot	CO3
	Unit 4	Idea to Screen	
	1	Basic concept involved in writing for cinema	CO4
	2	Script writing for different format: Fiction/documentary	CO4
	3	Screenplay writing Technique for fiction films	CO4
	Unit 5	Legal and Ethical Issues	
		Libel, slander and privacy	CO5
		News productions – the public’s right to know, public property, context, public figures, trespassing, hidden cameras, names and numbers, police orders, ethical aspect	CO5
		Copyrights – violations, fair use rules, piracy, exclusivity, public domain materials	CO6
	Mode of examination	Jury / Practical (<i>*with approval from Dean Academics</i>)	
	Weightage Distribution	CA	CE(Viva)
		25%	25%
	ETE	50%	
	Text book/s*	Boyd, A. (1997). Broadcast Journalism: Techniques of Radio and TV news. Boston: Focal Press.	
	Other References	<ul style="list-style-type: none"> ➤ Belagavi, V. (2013). Video production. New Delhi: Oxford University Press. ➤ Hakemulder, J. R., Jonge, F. A., & Singh, P. P. (2005). Broadcast Journalism. New Delhi, India: Anmol Publications. ➤ Millerson, G., & Millerson, G. (1999). Television Production. Oxford: Focal Press,13 edition. ➤ Trewin, J. (2003). Presenting on TV and Radio: An Insider's Guide. Amsterdam: Elsevier. ➤ Utz, P. (2006). Today's Video. Jefferson, NC: McFarland. ➤ Zettl, H. (2005). Television Production Handbook, Cengage Learning. ➤ www.tv-handbook.com/index.html 	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	1	2	1	2	2	1	3	1	1
CO2	3	2	2	3	2	2	1	2	2	2
CO3	3	2	2	3	2	2	2	3	2	2
CO4	3	2	3	3	1	1	1	3	2	2
CO5	3	3	3	2	2	2	2	3	3	3
CO6	3	2	2	3	2	2	2	3	2	2
Average	3	2	2.34	2.5	1.84	1.84	1.5	2.84	2	2

1. **Slight (Low)**
2. **Moderate (Medium)**
3. **Substantial (High)**

School: SSMFE		Batch: 2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2025-2026	
Branch: Mass Communication		Semester: V	
1	Course Code	BCJ 315	
2	Course Title	Introduction to Development Communication	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
	Course Type	Compulsory	
5	Course Objective	<p>The objective of this course is:</p> <ol style="list-style-type: none"> To impart basic concepts meaning and models of development To make students aware about problems and issues of the development. To inculcate knowledge of development communication and relations with media and society. Know the functioning of media in development coverage. 	
6	Course Outcomes	<p>On completing the course, the graduate will be able to:</p> <p>CO1: Define contemporary development concerns, advocacy and communication for sustainable social change</p> <p>CO2: Identify various dimensions of development and communication for social change.</p> <p>CO3: Apply the use of different media in development communication</p> <p>CO4: Analyse the role of development in behaviour and social change</p> <p>CO5: Design and create message for Development Communication</p> <p>CO6: Appraise ICT and development Journalistic reporting</p>	
7	Course Description	<p>The courses offer focus on contemporary development concerns, advocacy and communication for sustainable social change. The other important areas of study are behaviour change communication. The course orients and enhances the capacity of the students in participatory methodologies.</p>	
8	Outline syllabus		CO Mapping
	Unit 1	Models and Paradigms of Development Communication	
	1	Linear Models: Rostow's Demographic (Stages of Growth), Transmission Non-Linear: World System Theory, Neo-Marxist Theory	CO1
	2	Changing Paradigms of Development and Alternative Paradigms: Participatory, think local/Act global - Think global/Act local	CO1
	3	Economic and social indicators of development: GDP/GNP, Human Development Index, Physical Quality of Life Index, Communication as an indicator, Democracy as an indicator, Human Rights as an indicator, Social Relations [inequality] Happiness Index	CO1
	Unit 2	Communication and Social Change	
	1	Gandhian Perspective: Panchayati Raj	CO2
	2	Approaches to Development Communication: Diffusion of Innovation; Magic Multiplier; Empathy	CO2

3	Case Studies: Kheda, SITE, Water Harvesting Management, MNREGA, NHRM, The Millennium Development Goals (MDGs) and Sustainable Development Goals	CO2
Unit 3	Media and Development	
1	Role and performance of Mass Media in Development: Radio, Television, Cinema and Traditional media, Development of message design and communication	CO3
2	Development reporting- roles and responsibilities of a development reporter, ethics in reporting, specialized skills required and issues in development reporting	CO3
3	ICTs: scope in development communication (SITE Experiment, e chaupal, e governance,)	CO3
Unit 4	Behaviour Change Communication: Concept & Approaches	
1	Processes of Behaviour Change Communication	C04
2	Strategic issues and BCC (Health/ Environment/ Consumption)	C04
3	Case study of BCC campaigns for social mobilization and policy change	C04
Unit 5	Gender and Advocacy	
1	Women and Human Rights	CO5
2	Laws for protection of women's rights	CO5
3	Media and gender mainstreaming	CO6
	Mode of examination	Theory
	Weightage Distribution	CA 15 % MTE 10% ETE 75%
Text book/s*	1. Srinivas R. Melkote Communication for Development in the Third World, Sage, New Delhi	
Other References	2. Lerner Daniel and Schramm Wilbur Communication and Changes in Developing Countries, East West Communication Centre, Honolulu 3. Rogers Everett M Communication and Development: Critical Perspective, Sage, New Delhi	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	2	2	3	3	3	3	3	2
CO2	3	1	2	3	3	2	2	3	2	2
CO3	2	3	1	3	3	3	3	3	3	3
CO4	1	2	2	3	3	2	3	3	2	2
CO5	3	3	3	2	3	3	2	3	3	3
CO6	3	3	3	2	3	3	2	3	3	3
Average	2.5	2.5	2.17	2.5	3	2.67	2.5	3	2.67	2.5

1- Slight (Low)

2- Moderate(Medium)

3- Substantial (High)

School: SSMFE		Batch: 2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2025-2026	
Branch: Mass Communication		Semester: V	
1	Course Code	BCJ 303	
2	Course Title	International and Intercultural Communication	
3	Credits	4	
4	Contact Hours (L-T-P)	4-0-0	
	Course Type	Compulsory	
5	Course Objective	The objective of this course is to: 1.Expose students to the role of mass media in a global context 2.Introduce international/transnational media organizations 3. Understand the debate on new world information and communication order 4. Look at globalization and its outcomes in developing nations. 5. Understand the basic concept of intercultural communication.	
6	Course Outcomes	After completing the course, the student will be able to CO1: Tell the History of world media. CO2: Explain the meaning of international relationship. CO3: Analyze the diplomatic relationship of countries across the world. CO4: Build and in-depth understanding Intercultural Communication. CO5: Categorize different communication theories related to international communication CO6: Evaluate and discuss the concept of diversity and underlying unity in Indian culture	
7	Course Description	The course is designed to impart knowledge about basic understanding of journalism, Media and function of organization. The course will help student to get information about tool techniques and impact of media.	
8	Outline syllabus		CO Mapping
	Unit 1	Understanding International Communication	
	1	Meaning and historical overview of International Communication	CO1
	2	Political, Economic and Cultural Dimensions of International Communication	CO1
	3	Imbalance in International flow of news and McBride Commission's Report.	CO1
	Unit 2	Theorizing International Communication	
	1	Modernization theory, Dependency theory	CO2
	2	Structural imperialism, Cultural imperialism	CO2
	3	Hegemony, Propaganda, Globalization, Global Village	CO2

	Unit 3	International/Transnational Organizations			
	1	News Agencies – Evolution and Functions			CO3
	2	Non-Aligned News Agencies Pool (NANAP) -operations, success and failure.			CO3
	3	New International Information and Economic order Demand for NWICO.			CO3
	Unit 4	Key Concepts in Intercultural Communication			
	1	Key Concepts – Communication, Culture, Cross-Cultural and Inter-Cultural Communication.			CO4
	2	Culture- Definition, Components of Culture.			CO4
	3	Barriers to Intercultural Communication.			CO4
	Unit 5	Variables of Intercultural Communication			
	1	Ethnocentric Impulse and Cultural Shock.			CO5
	2	Cultural translation, Intercultural Conflict, Intercultural Relationships and cultural adaptation.			CO5
	3	Development model of Intercultural Sensitivity by MJ Bennet.			CO6
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		15 %	10%	75%	
	Text book/s*	An Introduction to Intercultural Communication: Identities in a Global Community by Fred E. Jandt			
	Other References	1. Intercultural Communication: The Indian Context by Ramesh N Rao 2. Intercultural Communication in Context by Judith Martin and Thomas Nakayama			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	3	3	3	3	3	3	3	3
CO2	2	3	2	2	3	2	2	2	2	3
CO3	3	3	3	2	3	3	2	3	2	2
CO4	2	3	2	3	2	3	3	2	3	3
CO5	3	2	3	3	3	3	3	3	3	2
CO6	3	2	3	2	2	2	3	2	1	3
Average	2.67	2.5	2.67	2.5	2.67	2.67	2.67	2.5	2.34	2.67

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch : 2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2025-2026	
Branch: Mass Communication		Semester: V	
1	Course Code	BCJ 316	
2	Course Title	Data and Mobile Journalism	
3	Credits	2	
4	Contact Hours (L-T-P)	2-0-0	
	Course Type	Compulsory	
5	Course Objective	<p>The objective of this course is:</p> <ol style="list-style-type: none"> 1.To familiarize the students about the use of mobile in journalism 2. Identify the role and impact of mobile technology in news 3. To familiarize the different aspects of mobile and data journalism 4. To familiarize about the evolution of mobile Journalism and challenges it faces. 	
6	Course Outcomes	<p>After completing the course, the student will be able to</p> <p>CO1: Define the concepts of Mobile and Data Journalism CO2: Explain different features and forms of mobile and data journalism CO3: Demonstrate the conceptual understanding of mobile tools. CO4: Analyze new media and alternate media content in contemporary society CO5: Competent in cross cutting issues of human values, professional ethics and sustainability. CO6: Evaluate and develop social media accounts, blogs and discussion forums online</p>	
7	Course Description	<p>The course aims to equip students with skills and capacity to meet the challenges and demands of the convergent Journalism. This course has been made specifically to cater the requirement of students interested in making their career in Journalism and New Media.</p>	
8	Outline syllabus		CO Mapping
	Unit 1	Internet and Mobile Journalism	
	1	Network Society	CO1
	2	1.2Development of internet and online journalism – web 1.0, web 2.0, web 3.0, semantic web and beyond	CO1
	3	Fundamentals concepts and applications - Multimodality, Hyper textuality, Interactivity, Crowdsourcing, RSS, Mashups, Widgets, Folksonomy, Social bookmarking, CC, Metrics, Analytics, passive democratic fundraising (A/B testing) tactics, new concepts	CO1

	Unit 2	Data Journalism			
	1	Data Journalism- concept			CO2
	2	Cybercrime- Computer assisted reporting- infographics- Data Visualization- Interactive Visualization			CO2
	3	Data base Journalism			CO2
	Unit 3	Marketing for the web			
	1	SEO, AdSense, AdWords, PPC, Pops, Ad-blocks, Direct mail, new techniques			CO3
	2	Journalism as conversation – Audience development, social media, Blogs, Comments, Feedbacks, Opinion polls, Message boards, Messenger, Chat rooms, Games, Quiz			CO3
	3	Ethical practices involving the Internet and mobile Journalism			CO3
	Unit 4	Mobile journalism			
	1	Newsroom for online journalism			CO4
	2	Backpack journalism- Citizen Journalism			CO4
	3	Non-linear story telling			CO4
	Unit 5	New styles of writing			
	1	visual language			CO5
	2	Micro-content			CO5
	3	Narrative journalism			CO6
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		15 %	10 %	75%	
Text book/s*	<ul style="list-style-type: none"> ● Introduction to Online Journalism: Publishing News and Information by Ronald De Walk. ● The Data Journalism Handbook, Jonathan Gray ● Data + Journalism A Story Driven Approach to Learning Data Reporting, Mike Reilly Samantha Sunne ● Web Journalism: Practice and Promise of a New Medium by James Glen. Online Journalism: Principles and Practices of News for the Web by James C. Frost. ● Digitizing the News: Innovation in Online Newspapers. ● Online News: Journalism and Internet by Stuart Allen. ● Blog: Understanding the Information Reformation That's Changing the World by Hugh Hewitt. 				

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	2	3	3	3	3	3	3	3
CO2	2	3	1	2	2	3	3	2	3	3
CO3	3	2	3	2	3	2	3	3	1	1
CO4	2	3	2	3	2	3	2	3	3	3
CO5	3	3	3	2	3	3	3	2	2	3
CO6	3	2	2	3	2	3	2	1	3	3
Average	2.67	2.5	2.17	2.5	2.5	2.84	2.67	2.34	2.5	2.67

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch : 2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2025-2026	
Branch: Mass Communication		Semester: V	
1	Course Code	BCJ 317	
2	Course Title	Video Editing	
3	Credits	2	
4	Contact Hours (L-T-P)	0-1-2	
	Course Type	Compulsory	
5	Course Objective	The objective of this course is to: 1. Familiarize the students with the various aspects of Television production. 2. Inculcate the understanding of aesthetics and techniques of editing 3. To understand the various types of editing and various possibilities like rhythm & pace, dramatic continuity etc.	
6	Course Outcomes	After completing the course, the student will be able to - CO1: Define various aspects of TV Programme production. CO2: Demonstrate the practical exercises of TV Programme CO3: Analyze the various principles of editing CO4: Explain the aesthetical element of editing and effects in editing CO5: Demonstrate & explain editing for different TV Programme CO6: Create different TV Programme using editing	
7	Course Description	The course is designed to provide different aspects of writing skills for Audio-Visual media to the students. The course will help to understand the varied and diverse writing for Audio - Visual medium. Students will be able to understand different approaches to meet goal through creative and objective writing.	
8	Outline syllabus		CO Mapping
	Unit 1	TV Programme Production	
	1	Field production - Basic shots, camera angles, Ideas, visualizations & production scripts, Pre production and post production activities	CO1
	2	Studio production - Floor plans, pre-production planning, Dry runs & walk through, Time line	CO1
	3	Production schedules, Working out schedules, Cues and commands, PCR production	CO1
	Unit 2	Practical Exercise	
	1	TV Studio discussion with live OB inputs	CO2
	2	Talk shows with audience participation, PTC, News story	CO2
	3	TV Commercial, Documentary	CO2
	Unit 3	Introduction & Principles of Editing	

1	Necessity of Editing and Manipulation of time, Rhythm & Pace and Dramatic Continuity	CO3		
2	Difference between Linear and Non-Linear editing	CO3		
3	World of Visual: frame, Shot, Scene, Sequence. Types of Shot, Principles & Grammar of Editing, Different stages of editing	CO3		
Unit 4	Editing Aesthetics & Effects			
	Language of Editing, Editing aesthetics, Use of Sound & Sound Editing, synchronization	CO4		
	Final Cut Pro: An Introduction, FCP: logging video, capturing/ batch capturing, assembling shots	CO4		
	Various effects & editing techniques, Color Correction Use of Graphics, titling	CO4		
Unit 5	Editing different types of Programmes			
	Concept of Online editing, Difference between online & offline editing,	CO5		
	Editing of Programme of different genres	CO6		
	Editing of short documentary & Montage	CO6		
Mode of examination		Jury/Viva/Practical		
Weightage Distribution		CA	CE (Viva)	ETE
		25%	25%	50%
Text book/s*	Broadcast News: Writing, Reporting and Producing, Ted White and Frank Bernas, Focal Press, Focal Press, Oxford, 2010			
Other References	An introduction to writing for Electronic Media: Scriptwriting Essentials Across the Genres, Roberts B. Musburger, Focal Press, Oxford, 2007			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	1	3	1	3	3	3	3	2
CO2	3	2	3	1	2	3	3	2	2	2
CO3	2	3	3	2	3	2	3	3	3	3
CO4	3	2	3	3	2	2	2	2	2	3
CO5	3	2	2	3	3	3	2	2	2	3
CO6	3	1	3	2	3	1	3	1	3	3
Average	2.84	2.17	2.5	2.34	2.34	2.34	2.67	2.17	2.5	2.67

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch: 2023-2027
Programme: BA(J&MC)		Current Academic Year: 2025-2026
Branch: Mass Communication	Semester: V	
Course Code	BCJ 318	
Course Title	Development Communication Lab	
Credits	2	
Contact Hours (L-T-P)	0-1-2	
Course Type	Core/Compulsory	
Course Objective	The objective of this Programme is to produce development communication strategist who can make effective interventions in various development processes to act as a catalyst for social change.	
Course Outcomes	After completing the course, students will be able to CO1: Identify the use of different media in development communication CO2: Understand alternative media as a tool of development CO3: Understand the dynamics, techniques and creativity of Camera Sound and Lights CO4: Evaluate the role and use of media for communication CO5: the process of decision making in development communication CO6: Design a media for development communication	
Course Description	The course is providing strong theoretical foundations and experiential learning to meet the existing market demands for trained professionals in participatory development communication processes and Programme management.	
		CO Mapping
Unit 1	Advocacy	
1	Meaning, purpose and types of Advocacies Tools, techniques and approaches of advocacy ·Development Planning	CO1
2	Elements of an advocacy strategy	
3	Advocacy Planning Cycle - planning advocacy campaigns for different Stakeholders	CO1
Unit 2	Programme Design and Management	
1	Audience analysis- readership, listenership and viewership studies	CO2
2	Content analysis of mass media	CO2
3	Analyze case studies for Programme and campaign for women's development.	CO2
Unit 3	Community Radio	
1	Role and importance of community radio	CO3
2	Programming for Community Radio	
3	Produce Programme on social issues for Community radio	CO3
Unit 4	Development reporting	
1	roles and responsibilities of a development reporter, specialized skills required and issues in development reporting	CO4
2	specialized skills required and issues in development reporting	CO4

3	Write a news article		CO4
Unit 5	Behaviour Change Communication and Advocacy		
1	Advertising and Social Marketing		CO5
2	Designing media for development communication		CO5
3	Create a PSA for a social issue campaign		CO6
Mode of examination		Theory	
Weightage Distribution		CA 25	VIVA 25 ETE 50
Text book/s*	Boyd,A.(1997).BroadcastJournalism:TechniquesofRadioandTVnews.Boston:Focal Press.		
Other References	<ul style="list-style-type: none"> • Robert Huesca (2008) Tracing the History of Participatory Communication Approaches to Development. Communication for Development and Social Change, pp. 180-1982. • Jan Servaes (2008). Communication for Development Approaches of Some Governmental and Non-Governmental Agencies. Communication for Development and Social Change, pp. 201-2183. • Karin Wilkins (2014) Advocacy Communication. The Handbook of Development Communication and Social Change, pp. 57-71 		

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	3	3	2	3	1	1	3	2
CO2	3	3	2	2	2	3	2	2	3	3
CO3	3	2	2	3	2	3	2	3	3	3
CO4	3	3	3	1	2	2	1	3	3	3
CO5	1	3	2	2	3	3	2	3	3	3
CO6	3	3	3	3	2	3	2	3	3	3
Average	2.67	2.67	2.5	2.34	2.17	2.84	1.67	2.5	3	2.84

- 1. Slight (Low)**
- 2. Moderate (Medium)**
- 3. Substantial (High)**

School: SSMFE		Batch: 2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2025-2026	
Branch: Mass Communication		Semester: V	
1	Course Code	BCJ 319	
2	Course Title	Social Media & Mobile Journalism Lab	
3	Credits	1	
4	Contact Hours (L-T-P)	0-0-2	
	Course Type	Core	
5	Course Objective	1.To familiarize the students about the use of mobile in journalism 2.Role and Impact of social media in news 3.To familiarize the different formats of still photography and video used online 4.To familiarize about the style of writing in social media	
6	Course Outcomes	After completing the course, the student will be able to: CO1: Define the Meaning of internet and mobile journalism. CO2: Summarize the elements of marketing for the web. CO3: Implement the Use of technology for Mobile Journalism. CO4: Analyze the Impact of online journalism. CO5: Evaluate the Impact of web-journalism and ethical practices in social media and mobile journalism.	
7	Course Description	The course is designed to impart the knowledge about basic understanding of journalism, Media and uses of technology for news. Among the students.	
8	Outline syllabus		CO Mapping
	Unit 1	Internet and Mobile Journalism	
	A	Networked society	CO1
	B	Development of internet and online journalism – web 1.0, web 2.0, web 3.0, semantic web and beyond	CO1
	C	Fundamentals concepts and applications - Multimediality, Hypertextuality, Interactivity, Crowdsourcing, RSS, Mashups, Widgets, Folksonomy, Social bookmarking, CC, Metrics, Analytics, passive democratic fundraising (A/B testing) tactics, new concepts	CO1
	Unit 2	Marketing for the web	
	A	SEO, AdSense, AdWords, PPC, Pops, Ad-blocks, Direct mail, new techniques	CO2
	B	Journalism as conversation – Audience development, social media, Blogs, Comments, Feedbacks, Opinion polls, Message boards, Messenger, Chat rooms, Games, Quiz	CO2
	C	Ethical practices involving the Internet and social media	CO2
	Unit 3	Mobile journalism	
	A	Newsroom for online journalism	CO3
	B	Backpack journalism	CO3
	C	Non-linear story telling	CO3

	Unit 4	New styles of writing			
	A	Visual language			CO4
	B	Micro-content			CO4
	C	Narrative journalism			CO4
	Unit 5	Formats for web			
	A	Forms and format, still, gallery, slideshow			CO5
	B	Audio for web –forms and format, Internet Radio, Audio boo, Sound cloud, Podcasts, Broadcast yourself			CO5
	C	Video for web –forms and format, Narrowcasting, Personal casting, Internet Television, Broadcast yourself, live streaming			CO6
	Mode of examination		Jury/Viva/ Practical		
	Weightage Distribution	CA	CE (Viva)	ETE	
		25%	25%	50%	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	2	3	3	3	3	3	3	3
CO2	2	3	1	2	2	3	3	2	3	3
CO3	3	2	3	2	3	2	3	3	1	1
CO4	2	3	2	3	2	3	2	3	3	3
CO5	3	3	3	2	3	3	3	2	2	3
CO6	3	2	2	3	2	3	2	1	3	3
Average	2.67	2.5	2.17	2.5	2.5	2.84	2.67	2.34	2.5	2.67

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch: 2023-2027		
Programme: BA(J&MC)		Current Academic Year: 2025-2026		
Branch: Mass Communication		Semester: V		
1	Course Code	RBL 003		
2	Course Title	Research Based Learning III		
3	Credits	1		
4	Contact Hours (L-T-P)	0-0-2		
	Course Type	Co-Requisite		
5	Course Objective	<ol style="list-style-type: none"> The students will be encouraged to select a topic on any dimension of journalism and communication and will be encourage selecting a topic related to their area of residence. The aim of the project/thesis is to bring together the knowledge and skills acquired by students in a final work that is of professional quality This will require the students to engage in depth with a topic and to carry out primary investigation thereof. 		
6	Course Outcomes	<p>The student will be able to</p> <p>CO1. Selecting the research topics related to media research</p> <p>CO2. Demonstrate understanding of research and apply it</p> <p>CO3. Enhance their problem-solving skills through research on the topics related to media and communication which directly impacts the society.</p> <p>CO4. Analyzing and appraising research work</p> <p>CO5. Evaluating the research project</p> <p>CO6. Write and present their research work with proper ethics of research.</p>		
7	Course Description	The course is designed to inculcate the research value and skills among the students.		
8	Outline syllabus			CO Mapping
	Unit 1	● Dissertation/ Project Implementation Stage	CO1	
	Unit 2	● First Review (R1)	CO2	
	Unit 3	● Second Review (R2)	CO3, CO4	
	Unit 4	● Review (R3) by internal committee	CO5, CO6	
	Mode of examination	Jury/Viva/Practical		
	Weightage	CA	CA (RBL1+ RBL 2)	ETE
	Distribution	70%	30%	00

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	3	1	2	3	3	3	2	3
CO2	3	3	3	2	2	3	3	3	3	3
CO3	3	3	3	2	2	3	3	3	3	3
CO4	3	2	3	3	2	2	3	3	3	2
CO5	2	2	2	2	3	2	2	3	3	2
CO6	3	2	3	3	2	2	3	3	3	2
Average	2.84	2.5	2.84	2.17	2.17	2.5	2.84	3	2.84	2.5

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch: 2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2025-2026	
Branch: Mass Communication		Semester: V	
1	Course Code	INC001	
2	Course Title	Industry Connect I	
3	Credits	2	
4	Contact Hours (L-T-P)	0-2-0	
5	Course Type	Compulsory	
6	Course Objective	<p>The objective of this course is:</p> <ul style="list-style-type: none"> ● To give real-time exposure of the industry environment to students ● To familiarize the faculty and students with the media and communication industry ● To acquaint Student and Faculties with the latest demands of Industry ● To create a platform to enhance the industry-academia interaction ● To give industry exposure to our faculty and students 	
7	Course Outcomes	<p>The student and faculty will be able to:</p> <p>CO1: Relate with industry and its demand</p> <p>CO2: Develop case studies, articles, projects, and various knowledge related contents</p> <p>CO3: Determine and bridge the gap between industry and academia</p> <p>CO4: Explain the enhanced role of the industry with the university in the form of mentoring, live projects, placements, internships</p> <p>CO5: Develop Leadership, Business Etiquettes, Analytical Skills, Critical Thinking Skills, Creativity and Innovation skills.</p> <p>CO6: Create and present reports based on the industry visit</p>	
8	Course Description	The course is aimed to provide the students and faculty a platform to get connected with the industry and get real-time exposure on the daily working environment of the media and communication industry	
9	Outline syllabus		CO Mapping
	Unit 1	Understanding Target Industry	

	A	Print Media, Evolution, Organisational Structure, Basic/Advance level Technology used for Production		CO1
	B	Electronic Media, Origin, Organisational Structure, Basic/Advance level Technology used for Broadcast		CO1
	C	Digital Media, Evolution, Organisational Structure, Basic/Advance level Technology used for Publish content online		CO1
	Unit 2	Recent Trends in Industry		
	A	Invited lecture from domain experts		CO2
	B	Group / Panel discussion		CO2
	C	Collaborative learning		CO2
	Unit 3	Hands on Training for Skill Development		
	A	Print Media: Quark Express, InDesign		CO3
	B	Video Production any one software i.e Premier		CO3
	C	Digital Media, PR tools training		CO3
	Unit 4	Industry Connect		
	A	Identify the input and output for different processes of target Industry		CO4
	B	Understanding background of field visit industry		CO4
	C	Industry etiquettes skills		CO4
	Unit 5	Industry Visit Reports		
	A	Pre Field-Visit and Post Field Visit preparation		CO5
	B	Field Visit Report preparation process		CO6
	C	Field visit report presentation		CO6
10	Mode of examination	Practical / Audit / Qualifying Course		
11	Weightage Distribution	CA 80%	Industry Visit Report 10%	ETE 10%

Course Articulation Matrix:

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	2	3	1	3	2	3	1	1	2	2
CO2	2	2	3	3	2	3	1	2	1	1
CO3	2	3	3	2	3	3	1	1	1	2
CO4	2	3	2	3	2	2	1	2	1	1
CO5	3	2	3	3	2	3	2	2	2	2
CO6	1	3	1	1	2	2	1	1	1	2
Average	2	2.67	2.17	2.5	2.17	2.67	1.17	1.5	1.34	1.67

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Term 6

School: SSMFE		Batch: 2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2025-2026	
Branch: Mass Communication		Semester: VI	
1	Course Code	BCJ 320	
2	Course Title	Film Appreciation & History of Cinema	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
5	Course Type	Compulsory	
6	Course Objective	<ol style="list-style-type: none"> 1. Familiarize the student with the language and aesthetics of films 2. Help the learner develop an understanding of basic techniques used in storytelling in cinema. 3. Offer a varied perspective of Mainstream, Parallel and regional cinema in India 4. Enable the student to discuss International Cinema & their film making styles. 4. Help the student critically analyse films with the intent of writing film reviews 	
7	Course Outcomes	<p>The student will be able to:</p> <p>CO1: Identify and recall the nuances of cinematic terms</p> <p>CO2: Classify films into genres and sub-themes</p> <p>CO3: Determine the semiotics used in films.</p> <p>CO4: Correlate the trends of Contemporary Indian Cinema</p> <p>CO5: Evaluate major turning points and trends in international films</p> <p>CO6: Write reviews of Indian and International movies made under various genres</p>	

8	Course Description	This course is designed to enhance the students' understanding and knowledge of Regional, National and International Cinema of different genres, so that the students can analyse and critically review the texts and subtexts, along with aesthetics, techniques and storytelling approaches of world cinema.		
9	Outline syllabus			CO Mapping
	Unit 1	Intro to Language of Cinema		
	A	Common Cinematic Terms (Shot, Sequence, Scene, Plot, Theme, Story, Scripting, Screenplay and Story-Boarding)		CO1
	B	Film Genres- Fiction		CO1
	C	Non-fiction		CO1
	Unit 2	Basics of Film Appreciation		
	A	Evolution of Cinema (Silent, Talkies, Colour Films)		CO2
	B	Semiotics in Cinema		CO2
	C	Cinematography, Sound and Editing		CO2
	Unit 3	Hindi and Parallel Indian Cinema		
	A	Introduction to Indian Cinema and its development		CO3
	B	Important films and filmmakers of mainstream Indian Cinema		CO3
	C	Parallel Indian Cinema		CO3
	Unit 4	Regional and Offbeat Indian Cinema		
	A	Regional Indian Cinema		CO4
	B	Offbeat regional cinema		CO4
	C	Impact of the single screen v/s multiplex system		CO4
	Unit 5	Overview of International Cinema		
	A	European Cinema		CO5
	B	Cinema in Asian Countries		CO5
	C	Major turning points and trends in international cinema		CO6
10	Mode of examination	Theory		Theory
11	Weightage Distribution	CA	MTE	ETE
		15%	10%	75%
12	Text book/s*	1. Film Art, Film History by David Bordwell & Kristin Thomson, Publisher: McGraw-Hill 2. How to Read a Film: Movies, Media, and Beyond-James Monaco		
13	Other References	<ul style="list-style-type: none"> ● Anatomy of Film by Bernard F. Dick ● Art of Watching Films by Joseph M. Boggs, Dennis W. Petrie, ● Understanding the Film: An Introduction to Film ● Appreciation, McGraw-Hill Education 		

		<ul style="list-style-type: none"> • Our Films: their films by Satyajit Ray, Publisher: Orient BlackSwan, Education; 10th edition (1 August 2012),, Publisher: Oxford University Press; 30th edition (15 July 2009)
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Course Articulation Matrix:

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	3	1	3	1	3	3	2	1
CO2	2	1	3	3	2	2	2	3	3	2
CO3	3	2	2	3	3	3	3	1	2	3
CO4	1	3	1	2	2	2	1	3	1	2
CO5	3	2	3	3	3	3	2	2	3	3
CO6	3	3	3	2	1	3	2	3	2	3
Average	2.5	2.17	2.5	2.34	2.34	2.34	2.17	2.5	2.17	2.34

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch: 2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2025-2026	
Branch: Mass Communication		Semester: VI	
1	Course Code	BCJ 310	
2	Course Title	Media: Sociology & Psychology	
3	Credits	4	
4	Contact Hours (L-T-P)	4-0-0	
	Course Type	Compulsory	
5	Course Objective	The objective of this course is to: 1. Familiarize the student with the sociology and psychology of media. 2. Demonstrate how theories from sociology and psychology apply to media and emerging technologies, including persuasion, attention, social influence, cognition, engagement and emotion	
6	Course Outcomes	The student will be able to CO1: Explain and relate media and society CO2: Develop an understanding of sociology of mass media. CO3: Outline effects of media content in different genres. CO4: Develop an understanding of media psychology. CO5: Evaluate the psychology of media audiences. CO6: Perceive the knowledge of sociology and psychology of media.	
7	Course Description	The course is designed to inculcate the understanding of the sociology and psychology of media. This course will help he students to understand the interrelation of media and the society and media and the audiences.	
8	Outline syllabus	CO Mapping	
	Unit 1	Media & Society - an Introduction	
	1	Understanding Society, interrelation of media & society	CO1
	2	Social Structure, Indian Social System	CO1
	3	Media & Its Audiences – Media & Individual Citizens	CO1
	Unit 2	Sociology of Mass Media	
	1	Sociology of Mass Media, Mass Media in Socialization and Social Relations	CO2, CO6
	2	Model of Media & Social World	CO2
	3	Role of Media in inculcating Ideology	CO2
	Unit 3	Media content and different genres	
	1	Society & Religion – Basic understanding of various religious values.	CO3
	2	Role of media in gender sensitization	CO3
	3	Media & Content – Gender, Race and Class, Global Media Content.	CO3

	Unit 4	Introduction to Media Psychology			
	1	Definition, need and importance of media psychology			CO4
	2	Psychological effects and influence of media – media violence			CO4
	3	Media effect and pornography, advertising, television			CO4
	Unit 5	Psychology of media audiences			
	1	Psychology of media audiences			CO5
	2	Media & Adolescent, media & women			CO5
	3	Sports, audience's participation & reality shows.			CO6
	Mode of examination		Theory		
	Weightage Distribution		CA	MTE	ETE
			15 %	10 %	75%
	Text book/s*	<ul style="list-style-type: none"> Media/Society: Industry, Images & Audience by David Croteau Media Psychology by David Giles 			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	2	3	3	3	2	2	3	3
CO2	3	2	3	2	3	2	3	2	2	3
CO3	2	3	3	3	3	3	3	2	3	2
CO4	1	3	3	3	2	3	2	2	3	1
CO5	3	2	2	2	3	3	3	2	2	3
CO6	3	3	3	3	3	3	3	2	3	3
Average	2.5	2.67	2.67	2.67	2.84	2.84	2.67	2	2.67	2.5

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch: 2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2025-2026	
Branch: Mass Communication		Semester: VI	
1	Course Code	BCJ 321	
2	Course Title	Principles of Event Management*	
3	Credits	5	
4	Contact Hours (L-T-P)	2-3-0	
	Course Type	Compulsory	
5	Course Objective	The objective of this course is to: 1. To give formal instructions and training to students to be future managers of the Event Industry. 2. To develop technical proficiency to effectively adjust, grow and excel in the field of Event Management. 3. To make student proficiency in planning, concept, designing and lay out of an Event	
6	Course Outcomes	The student will be able to CO1: Explain and understand the concept of Event Management. CO2: Apply team management and plan and organize an event. CO3: Evaluate the marketing and advertising in event management. CO4: Apply skills of leader or manager during event. CO5: Develop strategies to Handle Accounting and Crisis Management for any event CO6: Organize an event	
7	Course Description	The course aims to inculcate the basics of event management. The students will be exposed to the hand-on experience of organizing events of various types.	
8	Outline syllabus		CO Mapping
	Unit 1	Introduction and Principles of Event Management	
	1	Definition and Historical Perspective of Event Management.	CO1
	2	Principles of event Management, concept and designing.	CO1
	3	Feasibility, Keys to success, SWOT Analysis.	CO1
	Unit 2	Event Planning and Team Management	
	1	Aim of event, develop a mission, Establish Objectives.	CO2
	2	Preparing event proposal, Use of planning tools.	CO2
	3	Leadership, Traits and characteristics, Budget and Balance sheet.	CO2
	Unit 3	Event Marketing and Advertising	
	1	Process of marketing, Marketing mix, Sponsorship.	CO3
	2	Image, Branding, Advertising.	CO3
	3	Brief Understanding of Publicity and Public relations.	CO3
	Unit 4	Event Leadership and Communication	
	1	Leadership skills, Managing team.	CO4
	2	Group development, Managing meetings.	CO4
	3	Written communications, (Official, semi-official, Invoice).	CO4
	Unit 5	Event Safety and Security and Accounting	

1	Crowded management.			CO5
2	Major risks and emergency planning.			CO5
3	Organize an event (any one type)			CO6
Mode of examination	Jury/Practical			
Weightage Distribution	CA	CE (Viva)	ETE	
	25 %	25%	50 %	
Text book/s*	Event Management by Lynn Van Der Wagen and Brenda R Carlos.			
Other References	<ol style="list-style-type: none"> 1. Successful Event Management by Anton Shone and Bryn Parry. 2. Event Management for Dummies by Laura Capell. 3. Marketing Your Event Planning Business: A Creative Approach to Gaining the Competitive Edge by Judy Allen. 4. The Accidental Creative: How to Be Brilliant at A Moment's Notice by Todd Henry 5. Planning and Management of Meetings, Expositions, Events and Conventions (Hardcover) . 			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	3	2	3	2	2	2	1	2
CO2	3	2	2	3	1	3	2	3	3	2
CO3	3	3	3	3	3	3	3	3	2	3
CO4	2	2	3	2	2	3	2	3	3	3
CO5	1	2	2	3	3	2	3	3	2	2
CO6	3	3	3	2	1	3	3	2	3	3
Average	2.5	2.5	2.67	2.5	2.17	2.67	2.5	2.67	2.34	2.5

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch: 2023-2027	
Programme: BA(J&MC)			Current Academic Year: 2025-2026
Branch: Mass Communication		Semester: VI	
1	Course Code	BCJ 313	
2	Course Title	Digital Media Marketing Lab	
3	Credits	2	
4	Contact Hours (L-T-P)	0-0-4	
5	Course Type	Compulsory	
6	Course Objective	The main objective of the course is to impart skills of creating digital marketing content. This course will help the students to use digital media to amplify messages. The students will be able to make content discoverable in search, run ad campaigns and advertise it on various social media handles.	
7	Course Outcomes	After completing the course, students will be able to: CO1: Explain basics of digital media marketing tools CO2: Identify different types of digital media marketing tools CO3: Evaluate the digital media marketing tools & advanced techniques CO4: Outline the social media tools & Techniques CO5: Explain and use digital analytics tools. CO6: Create a major project on digital media marketing	
	Course Description	The course is designed with the aim to impart the knowledge, skill and competency of digital media marketing among the students. The course will help the students to understand and apply the concepts, tools of digital media marketing.	
9	Outline syllabus		CO Mapping
	Unit 1	Digital Marketing Tools	
	A	Introduction to Digital Marketing Tools	CO1
	B	Importance of Digital Marketing Tools	CO1
	C	Multimedia Tools for Digital Media Marketing	CO1
	Unit 2	Different Types of Digital Marketing Tools	
	A	Digital Photo Sharing Tools	CO2
	B	Digital Video Sharing Tools	CO2
	C	Digital Audio Sharing Tools	CO2
	Unit 3	Digital Marketing Tools & Techniques: Advanced	
	A	SEO – On Page, Off Page	CO3
	B	Social Media Tools	CO3
	C	SEO Tools-Keyword Search, Analytics, Link generation tools	CO3
	Unit 4	Social Media Marketing Tools	
	A	Online Advertising – Google AdWords, Facebook Ads, Pay per Click	CO4
	B	Tool analytics and evaluation	CO4
	C	Email Marketing & Affiliate Marketing	CO4
	Unit 5	Commonly Used Analytics Tools	
	A	Tool analytics and evaluation, Google Analytics	CO5
	B	Webmaster Analytics, Sprout Social	CO5

	C	Major project				CO6
10	Mode of examination	Jury/Practical				
11	Weightage Distribution	CA	CE (VIVA)	ETE		
		75 %	25%	25 %		
12	Text book/s*	B2B Digital Marketing Strategy: How to Use New Frameworks and Models to Achieve Growth by Simon Hall				
13	Other References	Digital + Marketing & Vice Versa: Featuring Digital Strategies like the I-Journey, the I-Relevant content, the Spiral Strategy and much more by Juan A. Flores Sanchez				

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	2	3	3	3	2	2	3	3
CO2	3	2	3	2	3	2	3	2	2	3
CO3	2	3	3	3	3	3	3	2	3	2
CO4	1	3	3	3	2	3	2	2	3	1
CO5	3	2	2	2	3	3	3	2	2	3
CO6	3	3	3	3	3	3	3	2	3	3
Average	2.5	2.67	2.67	2.67	2.84	2.84	2.67	2	2.67	2.5

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch : 2023-2027		
Programme: BA(J&MC)		Current Academic Year: 2025-2026		
Branch: Mass Communication		Semester: VI		
1	Course Code	RBL 004		
2	Course Title	Research Based Learning – IV		
3	Credits	1		
4	Contact Hours (L-T-P)	0-0-2		
	Course Type	Co-Requisite		
5	Course Objective	The objective of this course is to: <ol style="list-style-type: none"> 1. Strengthen the academic research ability of the students. 2. Evolve the inquisitiveness of the students towards society and various factors affecting media and society at a large. 3. Enhance the problem-solving skills of the students. 		
6	Course Outcomes	The student will be able to CO1. Selecting the research topics related to media research CO2. Demonstrate understanding of research and apply it CO3. Enhance their problem-solving skills through research on the topics related to media and communication which directly impacts the society. CO4. Analyzing and appraising research work CO5. Evaluating the research project CO6. Write and present their research work with proper ethics of research.		
7	Course Description	The course is designed to inculcate the research value and skills among the students.		
8	Outline syllabus			CO Mapping
	Unit 1	Project/ Dissertation Verification and Validation Stage <ul style="list-style-type: none"> ● First Review (R1) 		CO1
	Unit 2	<ul style="list-style-type: none"> ● Second Review (R1) 		CO2
	Unit 3	<ul style="list-style-type: none"> ● Third Review (R3) 		CO3
	Unit 4	<ul style="list-style-type: none"> ● Review (R4) by External expert 		CO4
	Unit 5	<ul style="list-style-type: none"> ● Submission 		CO5, CO6
	Mode of examination	Jury/Viva/Practical		
	Weightage	CA	MTE	ETE
	Distribution	60%	00	40%

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	3	3	2	3	1	1	3	2
CO2	3	3	2	2	2	3	2	2	3	3
CO3	3	2	2	3	2	3	2	3	3	3
CO4	3	3	3	1	2	2	1	3	3	3
CO5	1	3	2	2	3	3	2	3	3	3
CO6	3	3	3	3	2	3	2	3	3	3
Average	2.67	2.67	2.5	2.34	2.17	2.84	1.67	2.5	3	2.84

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch: 2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2026-2027	
Branch: Mass Communication		Semester: VII	
1	Course Code	OPE	
2	Course Title	Smartphone Mobile Film Making	
3	Credits	3	
4	Contact Hours (L-T-P)	0-2-2	
	Course Type	Open Elective	
5	Course Objective	This course aims at enriching the minds of those students who have an interest in learning the techniques of film making using a mobile for a various platform (Cinema, Television, Advertisement, Film Festivals, etc.) in the broader context of the Media and Entertainment industry	
6	Course Outcomes	After completing the course, the student will be able to - CO1: Define the basic concepts related to techniques for Mobile filmmaking CO2: Explain the basic methods of audio-visual storytelling, developing idea, script writing, casting and shooting (using a mobile) CO3: Apply basic methods of capturing cinematic images, audio and image (re) generation CO4: Analyze interactivity between sound, image and context CO5: Demonstrate skills of mobile film editing. CO6: Create a short film using mobile	
7	Course Description	This course provides an introduction to mobile film making and the use of audio integrated with visuals	
8	Outline syllabus		CO Mapping
	Unit 1	Mobile Film Making	
	A	Introduction to the basic concepts of mobile film making	CO1
	B	Why mobile film making is an important and versatile option?	CO1
	C	Film analysis and appreciation	CO1
	Unit 2	Introduction to Smartphone as a tool for Mobile Film Making	
	A	The Equipment- Android and iPhone	CO2
	B	Important Apps and Platforms	CO2
	C	The Audio: <ul style="list-style-type: none"> ● Importance of sound, introduction to sound recording. ● Microphones and polar patterns ● Microphone placement and usage (selection) ● Sound perspective and practical application 	CO2
	Unit 3	Film Techniques	
	A	Photos: ➤ Composition, leading lines and the rule of thirds, Depth of field and selective focus	CO3

B	Video: <ul style="list-style-type: none"> ● Significance of different camera angles ● Characteristics and impact of various dimensions of Shots ● White balance ● Colour wheel and colour temperatures ● Gimbals and aesthetics of camera operation 	CO3	
C	Editing using apps on mobile	CO3	
Unit 4	Idea to Screen		
A	Story idea and basics of screenwriting	CO4	
B	Characterization and shooting on location	CO4	
C	Continuity of Lighting/ Sound/ Action/ Props/ Emotions, etc	CO4	
Unit 5	Editing Essentials		
A	Imaginary line: 30 & 180-degree rule and placement of the camera	CO5	
B	Introduction to Video Editing using Apps on mobile	CO5	
C	Visualisation: Capture a scene in 7-10 shots	CO6	
Mode of examination		Jury	
Weightage Distribution	CA	CE (Viva)	ETE
	25%	25%	50%
Text book/s*	The Digital Filmmaking Handbook. Mark Brindle		
Other References	Mobile Movie Maker by Stoller Bryan		
	The mobile Filmmaking Handbook by Neil Philip Sheppard		

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO2
CO1	3	3	2	3	3	2	3	3	3	3
CO2	2	1	1	1	3	3	2	2	2	3
CO3	2	3	2	3	2	2	1	3	1	3
CO4	1	3	3	2	3	3	2	2	3	3
CO5	3	3	3	2	1	3	3	3	3	1
CO6	3	2	3	2	3	3	2	1	2	2
Average	2.34	2.5	2.34	2.17	2.5	2.67	2.17	2.34	2.34	2.5

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch : 2023-2027
Programme: BA(J&MC)		Current Academic Year: 2025-2026
Branch: Mass Communication		Semester: VI
1	Course Code	CCU
2	Course Title	Community Connect
3	Credits	2
4	Contact Hours (L-T-P)	0-2-0
	Course Type	Co-Requisite
5	Course Objective	To let the student, engage and connect directly with the community/society. In this survey-based course students will get hand-on experience of the real-world situation by directly accessing and analysing the information collected from the people in the community under study. The course aims to sensitize the student towards society and social issues. This course will also give a proper field exposure to the student, where student will not only interact with the community but will analyse the data and try to find solutions to the larger issues affecting the community and the country at large.
6	Course Outcomes	On completion of the course, the student will be able to CO1: Apply the knowledge and skills acquired during classroom teaching. CO2: Contribute to the society by bringing out the issues and the necessary solutions. CO3: Identify the issues in the community/society CO4: Develop sense of belonging, sympathy and responsibility towards society. CO5: Evaluate the importance of community engagement in higher education. CO6: Create research plans for the betterment of the society.
7	Course Description	This course is design especially for the students to connect with the community and understand the problems of the people in the community and get a sense of belonging to the community.
7.1	Theme	Major Sub-themes for research: <ul style="list-style-type: none"> ● Major developmental issue (Socio-Economic, gender, environmental etc.) ● Media habits/ Media usage/Audience profiling ● Media perceptions
8.1	Guidelines for Faculty Members	<ul style="list-style-type: none"> ● It will be a group assignment (4 to 5 students), the student will work together as a team, they have to survey at least 250 respondents (per team), and the faculty guide will guide the students and approve the project title and help the student in preparing the questionnaire and final report (the faculty member will collect all the questionnaires of survey and final report and submit to CCC coordinator within stipulated time). ● The questionnaire should be well design and it should carry at least 20 questions (Including demographic questions). ● The topic of the research should be related to social, economic or environmental issues concerning the common man.

		<p>The report should contain 2,500 to 3,000 words and relevant charts, tables and photographs.</p> <ul style="list-style-type: none"> The student should submit the report to CCC-Coordinator signed by the faculty guide in the assigned time frame. <p>The students have to send the hard copy of the Report and PPT to CCC coordinator and then only they will be allowed for External Exam.</p>
8.2	Role of CCC-Coordinator	The CCC Coordinator will supervise the whole process and assign students to faculty members.
8.3	Layout of the Report	<p>Abstract (250 words)</p> <p>(a) Front Page (sample design will be provided by Community Connect Coordinator/Mentor)</p> <p>(a) Certificate of originality duly signed by the faculty supervisor</p> <p>(b) Acknowledgement</p> <p>(c) Content Page</p> <p>(d) Abstract</p> <p>(e) Introduction</p> <p>(f) Objective of the report</p> <p>(g) Methodology</p> <p>(h) Results, finding, conclusion</p> <p>(i) Recommendation/plan of action</p> <p>(j) References</p> <p>(k) Appendices</p> <p>Note: Research report should base on primary data.</p>
8.4	Guideline for Report Writing	<p>Title Page: The following elements must be included:</p> <p>Title of the article;</p> <p>Name(s) and initial(s) of author(s), preferably with first names spelled out; Affiliation(s) of author(s);</p> <p>Name of the faculty guide and Co-guide</p> <p>Abstract: Each article is to be preceded by a succinct abstract, of up to 250 words, that highlights the objectives, methods, results, and conclusions of the paper.</p> <p>Text: Manuscripts should be submitted in Word.</p> <ul style="list-style-type: none"> Use a normal, plain font (e.g., 12-point Times Roman) for text. Use italics for emphasis. Use the automatic page numbering function to number the pages. <p>Save your file in docx format (Word 2007 or higher) or doc format (older Word versions)</p> <p>Reference list:</p> <ul style="list-style-type: none"> The list of references should only include works that are cited in the text and that have been published or accepted for publication. The entries in the list should be in alphabetical order. <p>Journal article</p>

		<ul style="list-style-type: none"> ● Hamburger, C: Quasimonotonicity, regularity and duality for nonlinear systems of partial differential equations. <i>Ann. Mat. Pura Appl.</i> 169, 321–354 (1995) ● Article by DOI ● Sajti, C.L., Georgio, S., Khodorkovsky, V., Marine, W.: New nanohybrid materials for biophotonics. <i>Appl. Phys. A</i> (2007). doi:10.1007/s00339-007-4137-z ● Book ● Geddes, K.O., Czapor, S.R., Labahn, G.: <i>Algorithms for Computer Algebra</i>. Kluwer, Boston (1992) ● Book chapter ● Broy, M.: Software engineering — from auxiliary to key technologies. In: Broy, M., Denert, E. (eds.) <i>Software Pioneers</i>, pp. 10–13. Springer, Heidelberg (2002) ● Online document ● Cartwright, J.: Big stars have weather too. IOP Publishing PhysicsWeb. http://physicsweb.org/articles/news/11/6/16/1 (2007). Accessed 26 June 2007 ● Always use the standard abbreviation of a journal’s name according to the ISSN List of Title Word Abbreviations, see ● www.issn.org/2-22661-LTWA-online.php ● For authors using End Note, Springer provides an output style that supports the formatting of in-text citations and reference list. ● End Note style (zip, 2 kB)
8.5	Format:	<p>The report should be Spiral/ hardbound</p> <ul style="list-style-type: none"> ● The Design of the Cover page to report will be given by the coordinator- CCC ● Cover page ● Acknowledgement ● Content ● Project report ● Appendices <p>Font Times New Roman, Headings 16, subhead 14, body text 12. Justified text. Line spacing 1.5. Margins should be 3 cm at binding side, 2 cm top, bottom and remaining side.</p>
8.6	Important Dates:	<ol style="list-style-type: none"> 1. Students needs to submit the hard copy of the report, duly signed and approved by the faculty supervisor by 20th April, 2020. 2. A trip to village will be organized by the University for the students in the 1st week of May. It will be mandatory for all the students. The final jury examinations will be held as per the date sheet, announced by the Dy. COE of the school.
8.7	ETE	The students will be evaluated by panel of faculty members on the basis of their presentation on date announced by the Dy. COE of the School.
8.8	Method of Evaluation	Interpretative evaluation by Internal / external expert(s) AUDIT COURSE

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	1	1	1	3	2	2	1	3	1	2
CO2	2	2	2	2	3	1	2	3	2	2
CO3	2	3	2	3	3	3	3	2	2	1
CO4	3	2	3	3	3	2	3	2	2	3
CO5	3	3	3	2	3	3	3	2	3	2
CO6	2	3	2	1	1	2	3	3	3	3
Average	2.17	2.34	2.17	2.34	2.5	2.17	2.5	2.5	2.17	2.17

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

TERM 7

School: SSMFE		Batch: 2023 - 2027	
Programme: BA(J&MC)		Current Academic Year: 2026-2027	
Branch: Mass Communication		Semester: VII	
1	Course Code	BCJ 412	
2	Course Title	Qualitative Research Methods	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
5	Course Type	Compulsory	
6	Course Objective	<ul style="list-style-type: none"> • To impart in-depth knowledge of qualitative research. • To provide good understanding of methods for qualitative research. • To develop critical and analytical thinking on ethical issues in qualitative research. 	
7	Course Outcomes	After completing the course, students will be able to – CO1: Define the basics of qualitative research. CO2: Explain the basic application of qualitative methods in social sciences. CO3: Define appropriate qualitative research methods. CO4: Develop an understanding of different methods and techniques of qualitative research. CO5: Apply various applications for qualitative research. CO6: Evaluate and utilize the knowledge acquired to address the challenges in qualitative research methods	
8	Course Description	This course is an introduction to qualitative research methods. The course will give an understanding of various methods of qualitative research.	
9	Outline syllabus		CO Mapping
	Unit 1	Introduction to Qualitative Research Methods	
	A	Understanding qualitative research	CO1
	B	Historical development of qualitative research	CO1
	C	Issues in Qualitative Research—Subjectivity, Reflexivity, Power, Validity and Triangulation	CO1
	Unit 2	Applications of Qualitative Methods to Social Research	
	A	Theoretical and applied research	CO2
	B	Ethnographic and Phenomenological Approaches	CO2
	C	Combining qualitative and quantitative methods	CO2
	Unit 3	Qualitative Research Methods - I	
	A	Introduction, Techniques and Applications of Focus Group Discussions	CO3
	B	Report writing on Conduction, Execution and Conclusions	CO3

		obtained by Focus Group Discussions	
	C	Implementation and Evaluation Challenges of Focus Group Discussions	CO3
	Unit 4	Qualitative Research Methods - II	
	A	Introduction, Techniques and Applications of Interview method	CO4
	B	Report writing on Conduction, Execution and Conclusions obtained by interview	CO4
	C	Implementation and Evaluation Challenges of interview	CO4
	Unit 5	Qualitative Research Methods - III	
	A	Introduction, Techniques and Applications of observation	CO5
	B	Report writing on Conduction, Execution and Conclusions obtained by observation	CO5
	C	Implementation and Evaluation Challenges of observation	CO6
10	Mode of examination	Theory	
	Weightage	MTE	CA
11	Distribution	15%	10%
12	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer Creswell, J. W., Qualitative inquiry and research design, 2rd edition. Sage Publications. 2013.	
13	Other References	Media and communication research methods by Arthur Berger Mass Communication Research Methods by Anders Hansen Berg, B. L. & Lune, H. Qualitative Research Methods for the Social Sciences, 8th edition, Boston: Pearson, Allyn & Bacon. 2012 Seidman, I. E. Interviewing as Qualitative Research, Teachers College Press, 4rd edition. Miles, M.B., Huberman, A.M. & Saldana, J. 2014. Qualitative data analysis: A methods sourcebook – Third edition. Thousand Oaks, CA: Sage.	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	2	3	1	3	3	3	2	3
CO2	3	3	3	3	3	2	2	2	1	2
CO3	2	3	2	3	2	3	2	2	3	3
CO4	1	2	2	2	3	2	2	3	2	2
CO5	3	3	3	3	3	2	3	1	3	1
CO6	3	1	3	1	3	3	1	3	3	2
Average	2.5	2.5	2.5	2.5	2.5	2.5	2.17	2.34	2.34	2.17

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch: 2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2026-2027	
Branch: Mass Communication		Semester: VII	
1	Course Code	BCJ 413	
2	Course Title	Quantitative Research Methods	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
5	Course Type	Compulsory	
6	Course Objective	<ul style="list-style-type: none"> ● To impart in-depth knowledge of quantitative research. ● To provide good understanding of methods for quantitative research. ● To develop critical and analytical thinking on ethical issues in quantitative research. 	
7	Course Outcomes	After completing the course students will be able to - CO1: Define various research techniques employed in the social sciences. CO2: Outline opportunities and challenges faced by social scientists in their attempts to understand human behavior CO3: Illustrate the basic research writing, analytical, and critical thinking skills CO4: Apply the basic data analysis CO5: Analyze various regression techniques CO6: Compare ANOVA's Null and Alternative Hypotheses	
8	Course Description	The course is designed primarily for the students to anticipate future applications of quantitative methods in media and communication research.	
9	Outline syllabus		CO Mapping
	Unit 1	Introduction to Quantitative Research Methods - I	
	A	Understanding nature of quantitative research	CO1
	B	Historical development of quantitative research	CO1
	C	Quantitative research in Media & Communication	CO1
	Unit 2	Introduction to Qualitative Research Methods - II	
	A	Research Question and Scientific Approach to Social Science	CO2
	B	Research Design; Causality vs. Correlation	CO2
	C	Reliability and Validity.	CO2
	Unit 3	Quantitative Research Methods	
	A	Introduction to various quantitative research methods	CO3
	B	Survey method	CO3
	C	Developing questionnaire and schedule for survey	CO3

	Unit 4	Basic data analysis - I			
	A	Statistical significance			CO4
	B	Measurement, validity, reliability			CO4
	C	Cross-tabulation and Correlation.			CO4
	Unit 5	Basic data analysis - I			
	A	Simple regression, Multiple regression.			CO5
	B	Hypothesis testing, ANOVA, The One-Way ANOVA's Null and Alternative Hypotheses			CO6
	C	Factor Analysis			CO5
10	Mode of examination		Theory		
	Weightage		CA	MTE	ETE
11	Distribution		15%	10%	75%
12	Text book/s*		Mass Media Research: An Introduction by Roger D. Wimmer		
13	Other References		Media and communication research methods by Arthur Berger Mass Communication Research Methods by Anders Hansen		

Course Articulation Matrix

POs COs	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	3	2	1	3	3	3	1	2
CO2	2	1	3	3	3	2	2	3	2	3
CO3	3	3	2	2	3	1	3	1	3	3
CO4	1	2	3	2	3	1	2	3	3	2
CO5	3	3	2	3	2	3	1	3	3	3
CO6	3	3	3	1	2	3	3	2	3	1
Average	2.5	2.5	2.67	2.17	2.34	2.17	2.34	2.5	2.5	2.34

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch: 2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2026-2027	
Branch: Mass Communication		Semester: VII	
1	Course Code	BCJ 414	
2	Course Title	Communication Research Methods & Tools	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
5	Course Type	Compulsory	
6	Course Objective	<ul style="list-style-type: none"> ● To impart in-depth knowledge of nature of research methods used in communication research. ● To provide theoretical knowledge of Communication Research Methods and Tools. ● To develop critical and analytical thinking on of Communication Research Methods and Tools. 	
7	Course Outcomes	After completing the course students will be able to - CO1: Describe various research methods employed in communication research. CO2: Outline opportunities and challenges in descriptive research methods. CO3: Illustrate and construct various descriptive research tools CO4: Apply the measurement scales CO5: Analyze various sampling techniques CO6: Evaluate the sampling problems, bias and errors	
8	Course Description	The course is designed primarily for the students to get an in-depth knowledge of communication research methods and tools.	
9	Outline syllabus		CO Mapping
	Unit 1	Introduction to Research Methods	
	A	Research Method: Nature and Concept	CO1
	B	Communication Research Approaches	CO1
	C	Research Tools: Nature and Concept	CO1
	Unit 2	Descriptive Research Methods	
	A	Longitudinal, Cross Sectional	CO2
	B	Census and Survey	CO2
	C	Panel Studies, Trend Studies, Time series Studies	CO2
	Unit 3	Descriptive Research Tools	
	A	Schedule, Questionnaire	CO3
	B	Interview and Observation	CO3
	C	Pre-testing of Questionnaire, Pilot Study	CO3
	Unit 4	Measurement Scales and Distributions	
	A	Levels of Measurement NOIR	CO4

	B	Likert Scale: Nature and Background			CO4
	C	Attitude Scales, Thurston Scales, Guttman Scale, Ranking Scales			CO4
	Unit 5	Sampling Techniques			
	A	Population, Sample, Sampling Frame			CO5
	B	Types of Sampling, Sampling Matrix			CO5
	C	Sampling Problems, Bias and Errors			CO6
10	Mode of examination	Theory			Theory
11	Weightage	CA	MTE	ETE	
	Distribution	15 %	10 %	75 %	
12	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer			
13	Other References	4. Media and communication research methods by Arthur Berger Mass Communication Research Methods by Anders Hansen			

Course Articulation Matrix

POs COs	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	1	2	3	2	2	3	1	3
CO2	2	2	2	3	2	2	3	2	2	2
CO3	3	2	2	2	3	1	1	2	2	2
CO4	1	1	3	3	2	2	3	1	3	1
CO5	3	2	2	2	3	3	3	2	2	2
CO6	3	2	2	3	2	3	3	2	2	2
Average	2.5	2	2	2.5	2.5	2.17	2.5	2	2	2

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch: 2023 - 2027	
Programme: BA(J&MC)		Current Academic Year: 2026-2027	
Branch: Mass Communication		Semester: VII	
1	Course Code	BCJ 415	
2	Course Title	Statistics for Research	
3	Credits	3	
4	Contact Hours (L-T-P)	2-1-0	
5	Course Type	Compulsory	
6	Course Objective	<ul style="list-style-type: none"> To impart basic knowledge of statistics for social science research. To develop critical and analytical thinking on statistics required for social sciences research. 	
7	Course Outcomes	After completing the course students will be able to - CO1: Develop an understanding of the concept of Statistics. CO2: Define descriptive statistics. CO3: Acquaint with SPSS. CO4: Apply the basic data analysis through SPSS. CO5: Analyze various descriptive stats through SPSS. CO6: Explain the ethical consideration in using statistics in media & communication research.	
8	Course Description	The course is designed primarily for the students to develop an understanding of the concept of statistics in media and communication research.	
9	Outline syllabus		CO Mapping
	Unit 1	Introduction	
	A	An Overview of Statistics: Meaning, Definition and Characteristics	CO1
	B	Types of Variables (Continuous and Discrete) and Levels of Measurement (NOIR)	CO1
	C	Importance of Statistics in Media Research (With reference to Content analysis, Code Book Preparation and Coding)	CO1
	Unit 2	Descriptive Statistics	
	A	Statistical Series: Importance and Limitations	CO2
	B	Measures of Central Tendency: Arithmetic Mean, Median, Mode	CO2
	C	Measures of Variability	CO2
	Unit 3	Introduction to SPSS	
	A	An Overview and Major features of SPSS	CO3
	B	Basic Features of SPSS: Menu and Options	CO3
	C	Data Entry, Data Editing and Data Deletion in SPSS	CO3
	Unit 4	Descriptive Statistics through SPSS	
	A	Calculation of Frequency analysis	CO4

	B	Graphical Representation of Data	CO4
	C	Calculation of Mean, Median and Mode	CO4
	Unit 5	Quantitative Analysis	
	A	Reliability and Consistency Analysis: Uses and Interpretation	CO5
	B	Normality Analysis: Uses and Interpretation, T-Test: Uses and Interpretation	CO5
	C	Ethical consideration for using statistics in media and communication research	CO6
10	Mode of examination	Theory	
11	Weightage Distribution	CA	MTE
		15%	10%
12	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer	
13	Other References	1. Media and communication research methods by Arthur Berger 2. Mass Communication Research Methods by Anders Hansen	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	3	3	3	1	3	3	3	3
CO2	3	3	3	3	1	3	1	3	1	3
CO3	2	2	2	3	3	3	2	1	2	3
CO4	2	3	3	2	2	3	3	2	3	2
CO5	3	1	1	3	3	3	3	3	3	2
CO6	3	3	3	1	3	2	2	3	3	2
Average	2.67	2.5	2.5	2.5	2.5	2.5	2.34	2.5	2.5	2.5

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch: 2023 - 2027	
Programme: BA(J&MC)		Current Academic Year: 2026-2027	
Branch: Mass Communication		Semester: VII	
1	Course Code	BCJ 416	
2	Course Title	Qualitative Research Lab	
3	Credits	2	
4	Contact Hours (L-T-P)	0-1-2	
5	Course Type	Compulsory	
6	Course Objective	<ul style="list-style-type: none"> ● To impart in-depth knowledge of qualitative research. ● To provide good understanding of methods for qualitative research. ● To develop critical and analytical thinking on ethical issues in qualitative research. 	
7	Course Outcomes	After completing the course, students will be able to – CO1: Define the in-depth concepts of qualitative research. CO2: Understanding various qualitative methods of social sciences in action. CO3: Identify different methods of qualitative research data collection. CO4: Develop and understanding of various software's used in qualitative research. CO5: Design, report and present qualitative research CO6: Examine the ethical consideration while conducting qualitative study.	
8	Course Description	This course is an introduction to qualitative research methods. The course will give an understanding of analysis of various methods of qualitative research.	
9	Outline syllabus		CO Mapping
	Unit 1	Understanding Qualitative Research Methods	
	A	Understanding qualitative research	CO1
	B	Identifying Subjectivity, Reflexivity and Power	CO1
	C	Understanding Validity and Triangulation	CO1
	Unit 2	Identifying Qualitative Methods	
	A	Understanding theoretical and applied research	CO2
	B	Identifying Ethnographic and Phenomenological Approaches	CO2
	C	Exercise on Combining qualitative and quantitative methods	CO2
	Unit 3	Application on Qualitative Research Methods	
	A	Exercise on Focus Group Discussions	CO3
	B	Exercise on Interview method	CO3
	C	Exercise on observation	CO3
	Unit 4	Data Analysis and Software's for Qualitative Research Methods	
	A	Different techniques of qualitative data analysis	CO4
	B	Software's used for content analysis, transcription, discourse analysis, coding etc.	CO4
	C	Software's used for qualitative analysis – Nvivo, ATLAS etc.	CO4

	Unit 5	Reporting and Writing Qualitative Research Methods		
	A	Reporting and compiling data in qualitative research		CO5
	B	Writing qualitative research report		CO5
	C	Ethical consideration in qualitative research		CO6
10	Mode of examination	Theory		Theory
11	Weightage Distribution	IA	CE (Viva)	ETE
		25%	25%	50%
12	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer		
13	Other References	Media and communication research methods by Arthur Berger Mass Communication Research Methods by Anders Hansen		

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	1	1	1	3	3	3	3	1
CO2	2	3	2	3	3	2	1	2	3	3
CO3	2	1	3	3	3	3	3	1	1	3
CO4	1	3	3	2	2	1	2	3	2	3
CO5	2	3	3	3	3	3	3	3	2	2
CO6	3	2	3	3	2	3	3	3	3	3
Average	2.17	2.5	2.5	2.5	2.34	2.5	2.5	2.5	2.34	2.5

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch: 2023 - 2027	
Programme: BA(J&MC)		Current Academic Year: 2026-2027	
Branch: Mass Communication		Semester: VII	
1	Course Code	BCJ 417	
2	Course Title	Quantitative Research Lab	
3	Credits	2	
4	Contact Hours (L-T-P)	0-1-2	
5	Course Type	Compulsory	
6	Course Objective	<ul style="list-style-type: none"> ● To understand the process of content analysis method. ● To understand tools and techniques of content analysis method. ● To learn the essence of analyzing textual, audio and video contents. ● To provide theoretical knowledge and applied know how of Content Analysis method. ● To orient students in depth towards the concepts Content Analysis method. 	
7	Course Outcomes	After completing the course students will be able to - CO1: Define various quantitative research methods. CO2: Explain different types of sampling used in quantitative studies. CO3: Develop understanding of content analysis. CO4: Demonstrate survey method. CO5: Create code book for case study. CO6: Examine the ethical consideration while conducting quantitative study	
8	Course Description	The course is designed primarily for the students to anticipate future applications of content analysis in media and communication research.	
9	Outline syllabus		CO Mapping
	Unit 1	Quantitative Research Methods	
	A	Longitudinal, Cross-Sectional & trend studies	CO1
	B	Experimental and Quasi-experimental studies	CO1
	C	Constructing tools for quantitative studies	CO1
	Unit 2	Sampling in Quantitative Studies	
	A	Types of sampling	CO2
	B	Techniques of sampling for quantitative studies	CO2
	C	Exercise on sampling	CO2
	Unit 3	Content Analysis	
	A	Qualitative and Quantitative Content Analysis	CO3
	B	Coding, Data Sheet Tabulation, Graphical presentation of data	CO3
	C	Interpretation and Report Writing	CO3
	Unit 4	Survey	
	A	Understanding survey methods	CO4
	B	Conducting survey	CO4

	C	Interpretation and Report Writing		CO4
	Unit 5	Case Study and Ethical consideration in Quantitative studies		
	A	Understanding case study		CO5
	B	Conducting case study, data analysis and writing		CO5
	C	Ethical consideration of Qualitative studies		CO6
10	Mode of examination	Theory		Theory
11	Weightage Distribution	CA	CE (Viva)	ETE
		25%	25%	50%
12	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer		
13	Other References	Media and communication research methods by Arthur Berger Mass Communication Research Methods by Anders Hansen		

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	3	3	3	3	3	1	3	1
CO2	2	2	3	2	3	2	3	3	2	2
CO3	3	3	2	3	2	3	3	2	3	3
CO4	3	3	3	2	3	3	3	3	2	2
CO4	3	3	2	3	2	3	3	3	1	3
CO5	3	2	2	2	2	3	3	2	2	3
CO6	3	2	1	3	1	3	3	3	2	3
Average	2.86	2.57	2.28	2.57	2.28	2.85	3	2.43	2.14	2.43

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch: 2023-2027				
Programme: BA(J&MC)		Current Academic Year: 2026-2027				
Branch: Mass Communication		Semester: VII				
1	Course Code	BCJ 418				
2	Course Title	Project on constructing tools for Media & Communication Research				
3	Credits	3				
4	Contact Hours (L-T-P)	0-2-2				
5	Course Type	Compulsory				
6	Course Objective	<ul style="list-style-type: none"> ● To develop research skills ● To develop various tools for different research methods. 				
7	Course Outcomes	After completing the course, students will be able to – CO1: Define problem on basis of brief received. CO2: Build research tools. CO3: Develop a portfolio based on first-hand study and research. CO4: Organize the portfolio in order. CO5: Justify and present portfolio and their work. CO6: Construct a project report for the problem and the solution.				
8	Course Description	The course is aimed to enhance the practical skills of the students and will help the students to understand how to construct tools for various types of research.				
9	Outline syllabus					
	Unit 1-5	Portfolio on different research tools		CO1, CO2, CO3, CO4, CO5, CO6		
10	Mode of examination			Jury		Jury
11	Weightage Distribution	CA	CE (Viva)	ETE		
		25 %	25%	50%		
12	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer				
13	Other References	Media and communication research methods by Arthur Berger Mass Communication Research Methods by Anders Hansen				

Course Articulation Matrix

POs Cos	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	3	3	3	2	3	1	3	3
CO2	2	2	2	2	3	3	3	3	3	2
CO3	3	3	2	2	2	3	3	2	2	3
CO4	1	3	3	3	3	3	3	3	3	1
CO5	3	3	3	3	3	2	3	2	3	3
CO6	3	3	2	3	3	3	3	3	3	3
Average	2.5	2.84	2.5	2.67	2.84	2.67	3	2.34	2.84	2.5

- 1- **Slight (Low)**
- 2- **Moderate (Medium)**
- 3- **Substantial (High)**

School: SSMFE		Batch: 2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2026-2027	
Branch: Mass Communication		Semester: VII	
1	Course Code	OPE	
2	Course Title	Anchoring for Different Media	
3	Credits	4	
4	Contact Hours (L-T-P)	0-3-2	
	Course Type	Co-Requisite	
5	Course Objective	<p>The objective of this course is to:</p> <ol style="list-style-type: none"> 4. Familiarize the students with different aspects of anchoring & news presentation 5. To develop an understanding how to handle different situation during Live News Presentation 6. To make the students understand the roles and responsibility and do's and don'ts of news reader/presenter 	
6	Course Outcomes	<p>After completing the course, students will be able to –</p> <p>CO1. Understand the essentials of writing and speaking skills of a newsreader /presenter</p> <p>CO2. Apply diction/voice modulation, phonetics, pitch, tone, breathing, rhythm of speech etc.</p> <p>CO3. Analyze different kind of desk & live reporting style</p> <p>CO4. Evaluate on-air essentials</p> <p>CO5: Write for various news / anchoring platform</p> <p>CO6: Create own Programme based on any issue</p>	
7	Course Description	<p>This course is designed to produce professional newsreaders and presenters. This course will help the student to face the camera and understand the responsibility, do's and don'ts for the newsreader/presenter.</p>	
8	Outline syllabus		CO Mapping
	Unit 1	Introduction to Anchoring & News Presentation	
		Practical Anchoring and writing techniques for electronic media and events.	CO1
	Unit 2	Technical and Practical techniques for News presentation- Script Writing- Researching- writing content	CO2
		Performance: Different aspects of understanding how to handle different situation during Live News Bulletin.	CO2
	Unit 3	Voice Analysis and Improvement	
		Importance of voice improvement-	CO3
	Unit 4	Clarity in Hindi pronunciation, grammar and how to get rid of regional touch in language along with practice sessions	CO4
		Clarity in English pronunciation, English grammar and how to get rid of regional touch in language along with practice sessions.	CO4

	Unit 5	Facing Camera and Writing Anchor Links												
		Understanding of camera etiquettes, camera microphone, peace to camera, Anchoring and writing skills required for digital media-				CO5								
		Writing for Anchor Links & Headlines				CO6								
	Mode of examination	Jury/Viva/Practical												
	Evaluations	<table border="1"> <tr> <td>Weightage Distribution</td> <td>CA</td> <td>CE(Viva)</td> <td>ETE</td> </tr> <tr> <td></td> <td>25%</td> <td>25%</td> <td>50%</td> </tr> </table>				Weightage Distribution	CA	CE(Viva)	ETE		25%	25%	50%	
Weightage Distribution	CA	CE(Viva)	ETE											
	25%	25%	50%											
	Text book/s*	<input type="checkbox"/> Radio Jockeying and News Anchoring Hardcover – 2009 by Aruna Zachariah <input type="checkbox"/> The ABC of News Anchoring: A Guide for Aspiring Anchors Kindle Edition by Richa Jain Kalra												

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	2	3	3	2	2	2	3	2	2	2
CO2	3	2	3	3	2	3	2	3	2	3
CO3	3	2	2	2	3	2	3	3	3	2
CO4	2	3	2	1	2	2	2	2	2	2
CO5	1	3	2	2	3	3	3	3	3	3
CO6	1	1	2	2	3	3	3	3	3	3
Average	2	2.34	2.34	2	2.5	2.5	2.67	2.67	2.5	2.5

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

TERM 8

School: SSMFE		Batch: 2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2026-2027	
Branch: Mass Communication		Semester: VIII	
1	Course Code	BCJ 419	
2	Course Title	Ethical Perspective of Media & Communication Research	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
5	Course Type	Compulsory	
6	Course Objective	<ul style="list-style-type: none"> ● Guide and mentor students in developing, completing, writing, and presenting a valid and ethical research report. ● Provide students with the fundamental knowledge of basics of philosophy of science and ethics, research integrity, publication ethics. ● Hands-on sessions are designed to identify research misconduct and predatory publications. 	
7	Course Outcomes	After completing the course students will be able to CO1: Define various philosophies related to research ethics. CO2: Demonstrate scientific ethical conduct CO3: Build of the publication ethics CO4: Examine the open access publication CO5: Apply the publication ethics CO6: Evaluate the publication misconduct	
8	Course Description	The course is designed to inculcate the ethical perspective of media and communication research among students.	
9	Outline syllabus		CO Mapping
	Unit 1	Philosophy and Research	
	A	Introduction to philosophy	CO1
	B	Ethics: definition, moral philosophy	CO1
	C	Nature of moral judgement and reaction	CO1
	Unit 2	Scientific Conduct	
	A	Ethics with respect to science and research	CO2
	B	Misconduct: Falsification, Fabrication & Plagiarism (FFP)	CO2
	C	Selective reporting and misrepresentation of data	CO2
	Unit 3	Publication Ethics	
	A	Introduction, definition and importance of publication ethics	CO3
	B	Conflicts of interest	CO3
	C	Predatory Journals	CO3
	Unit 4	Open Access Publication	
	A	Open access publication & initiatives	CO4

	B	Software tools to identify predatory journals	CO4
	C	Online resources to check publisher copyright & Self-archiving policies	CO4
	Unit 5	Publication Misconducts	
	A	Subject specific ethical issues	CO6
	B	Case studies	CO5
	C	Complaints and appeals	CO5
10	Mode of examination	Theory	Theory
11	Weightage Distribution	CA 15 %	MTE 10 %
			ETE 75 %
12	Text book/s*	Bird, A. (2006). Philosophy of Science. Routledge	
13	Other References	Indian National Science Academy (INSA), Ethics in Science Education, Research & Governance (2019)	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	2	2	2	3	3	1	3	3
CO2	3	2	1	3	3	3	3	3	3	3
CO3	3	3	3	3	3	2	3	3	2	3
CO4	2	3	2	2	2	3	3	2	3	2
CO5	2	2	3	3	3	2	3	1	3	2
CO6	2	3	3	3	3	3	3	3	3	3
Average	2.5	2.67	2.34	2.67	2.67	2.67	3	2.17	2.84	2.67

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch: 2023-2027	
Programme: BA(J&MC)		Current Academic Year: 2026-2027	
Branch: Mass Communication		Semester: VIII	
1	Course Code	BCJ 420	
2	Course Title	Research Writing Techniques	
3	Credits	1	
4	Contact Hours (L-T-P)	0-0-2	
5	Course Type	Compulsory	
6	Course Objective	<p>Students to</p> <ul style="list-style-type: none"> ● Become familiar with the process of organizing and drafting a report that poses a significant problem and offers a convincing solution; ● learn how to identify, track down, and use a wide variety of sources in the service of responsible research and scholarship; ● produce a paper using APA documentation and manuscript form ● polished enough to be publishable ● and to become familiar with other formal (APA, Chicago style) documentation and manuscript styles; ● examine some of the best past and current writing by scholars; ● review the mechanics of writing and hone editorial and proof-reading skills; ● develop evaluative strategies and vocabulary to best serve other writers in a workshop setting 	
7	Course Outcomes	<p>After studying this course, students will be able to –</p> <p>CO1: Define the craft of drafting a proper research report.</p> <p>CO2: Explain the technicalities of academic writing</p> <p>CO3: Apply and define appropriate research problem and parameters Outline a research report.</p> <p>CO4: Analyze, organize and conduct research in a more appropriate manner</p> <p>CO5: Evaluate, interpret and explain information sources.</p> <p>CO6: Develop a project proposal /Thesis</p>	
8	Course Description	<p>This course is designed to familiarize students with the basic methods and techniques of research writing. The course will focus on such issues as developing a thesis statement, writing a prospectus, finding source material (books, articles, internet resources, etc.), generating an argument, writing and revising a rough draft, and APA documentation of sources.</p>	
9	Outline syllabus		CO Mapping
	Unit 1	Research Writing Skills - I	
	A	Planning and Preparation	CO1
	B	Language of Research	CO1
	C	Drafting, Proof-reading, Editing and Evaluation of Research papers	CO1

	Unit 2	Analyzing Research Papers	
	A	The rhetorical patterning of a passage;	CO2
	B	The introductory and closing paragraphs of samples of research papers	CO2
	C	Linguistic aspects of sample research papers	CO2
	Unit 3	Report Writing - I	
	A	Meaning and Objective of Research Report, Report the findings, Chaptalization,	CO3
	B	Types of Research Report,	CO3
	C	Quotation, Footnotes, Endnotes, Referencing Style: APA, MLA Chicago, Harvard	CO3
	Unit 4	Report Writing - II	
	A	Research Database	CO4
	B	Writing abstract, Introduction, literature review	CO4
	C	Writing conclusion & Results	CO4
	Unit 5	Report Writing - III	
	A	Skills of writing the Results	CO5
	B	Discussion and skills are needed when writing the Conclusions	CO6
	C	Plagiarism, similarity checker, Turnitin	CO5
10	Mode of examination		Jury
11	Weightage	CA	CE (Viva)
	Distribution	25 %	25 %
			ETE 50 %
12	Text book/s*	Abdul Rahim, F. Thesis Writing: A Manual for Researchers. New Delhi: New Age International, 2005	
13	Other References	<ul style="list-style-type: none"> Adam Sirjohn. Research Methodology: Methods & Techniques. Delhi: New Age International Ltd, 2004. Barker, Nancy and Nancy Hulig. A Research Guide for Under Graduate Students: English and American Literature. New York : MLA of America, 2000 	

Course Articulation Matrix

POs COs	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO 2
CO1	3	1	3	2	3	3	3	3	2	3
CO2	3	3	3	3	2	2	3	3	3	3
CO3	3	2	2	3	3	3	3	2	3	2
CO4	3	2	1	2	2	3	3	3	2	2
CO5	3	1	3	3	3	3	3	2	3	3
CO6	3	3	3	3	3	2	3	2	3	3
Average	3	2	2.5	2.67	2.67	2.67	3	2.5	2.67	2.67

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch : 2023 - 2027	
Programme: BA(J&MC)		Current Academic Year: 2026-2027	
Branch: Mass Communication		Semester: VIII	
1	Course Code	OPE	
2	Course Title	Digital Media Marketing	
3	Credits	4	
4	Contact Hours (L-T-P)	0-3-2	
5	Course Type	Compulsory	
6	Course Objective	The main objective of the course is to impart skills of creating digital marketing content. This course will help the students to use digital media to amplify messages. The students will be able to make content discoverable in search, run ad campaigns and advertise it on various social media handles.	
7	Course Outcomes	After completing the course, students will be able to: CO1: Explain basics of digital media marketing CO2: Develop a perspective to use content strategy in digital media marketing CO3: Evaluate the social media presence and its importance in digital media marketing CO4: Outline the social media advertising in digital media marketing. CO5: Explain the concepts of SEO & SEM CO6: Create contents and creatives for digital media marketing	
	Course Description	The course is designed with the aim to impart the knowledge, skill and competency of digital media marketing among the students. The course will help the students to understand and apply the concepts, tools of digital media marketing.	
9	Outline syllabus		CO Mapping
	Unit 1	Marketing Fundamentals	
	A	Introduction to Digital Marketing and Digital Marketing Framework	CO1
	B	Identifying Customers (Who & where)	CO1
	C	Marketing Channels and Marketing Objectives	CO1
	Unit 2	Content Strategy	
	A	Plan and create marketing content	CO2
	B	Distribute and Promote content	CO2
	C	Optimize websites & Landing Pages	CO2
	Unit 3	Social Media Presence	
	A	Social Media Landscape	CO3
	B	Social Media Channels& content	CO3
	C	Implement and monitoring campaigns	CO3
	Unit 4	Social Media Advertising	
	A	Introduction to social media advertising	CO4
	B	Platforms for Social Ads	CO4
	C	Hand-on exercise	CO6
	Unit 5	SEO & SEM	
	A	Search Engine Optimization (SEO)	CO5

	B	Search Engine Marketing with AdWords (SEM)			CO5
	C	Hand-on Exercise			CO6
10	Mode of examination	Jury/Practical			
11	Weightage Distribution	CA	CE (Viva)	ETE	
		25%	25%	50%	
12	Text book/s*	B2B Digital Marketing Strategy: How to Use New Frameworks and Models to Achieve Growth by Simon Hall			
13	Other References	Digital + Marketing & Vice Versa: Featuring Digital Strategies like the I-Journey, the I-Relevant content, the Spiral Strategy and much more by Juan A. Flores Sanchez			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	3	3	3	3	3	3	2	3
CO2	2	3	2	2	3	3	3	3	1	2
CO3	3	2	3	3	2	3	2	2	3	3
CO4	3	3	3	2	3	3	3	3	2	2
CO5	3	2	2	2	2	2	3	2	3	3
CO6	3	2	3	3	3	3	3	2	3	3
Average	2.84	2.5	2.67	2.5	2.67	2.84	2.84	2.5	2.34	2.67

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch: 2023-2027		
Programme: BA(J&MC)		Current Academic Year: 2026-2027		
Branch: Mass Communication		Semester: VIII		
1	Course Code	BCJ 421		
2	Course Title	Media & Communication Dissertation - Project		
3	Credits	9		
4	Contact Hours (L-T-P)	0-3-12		
5	Course Type	Compulsory		
6	Course Objective	The objective of this course is to: <ul style="list-style-type: none"> ● Strengthen the academic research ability of the students. ● Evolve the inquisitiveness of the students towards society and various factors affecting media and society at a large. ● Enhance the problem-solving skills of the students. 		
7	Course Outcomes	The student will be able to CO1: Relate the theoretical knowledge of research. CO2: Demonstrate their problem-solving skills through research on the topics related to media and communication which directly impacts the society. CO3: Identify research problem and specific research objectives CO4: Outline the research process. CO5: Develop report on the research problem and the proposed solution CO6: Present their research work with proper ethics of research.		
8	Course Description	The course is designed to inculcate the research value and skills among the students.		
9	Outline syllabus			
	Unit 1-5	Complete the master's thesis/dissertation under the supervision of the assigned faculty in given time		CO1, CO2, CO3, CO4, CO5, CO6
10	Guidelines for the students	<ul style="list-style-type: none"> ● Each student is required to write a dissertation on any topic related to communication and will have to seek approval of the faculty supervisor for her/his dissertation. ● The final dissertation report duly signed by the supervisor and head of the centre has to be submitted to the center before the summative examination of the last semester. ● Students will apply similarity checker before submitting final copy of dissertation and submit self-declaration that similarity in dissertation content, excluding review of literature, is not more than 15 percent. 		
11	Mode of examination	Jury		
12	Weightage	CA	CE (Viva)	ETE
	Distribution	25 %	25%	50%

Course Articulation Matrix

POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	3	3	3	3	3	3	2	3
CO2	2	3	2	2	3	3	3	3	1	2
CO3	3	2	3	3	2	3	2	2	3	3
CO4	3	3	3	2	3	3	3	3	2	2
CO5	3	2	2	2	2	2	3	2	3	3
CO6	3	2	3	3	3	3	3	2	3	3
Average	2.84	2.5	2.67	2.5	2.67	2.84	2.84	2.5	2.34	2.67

- 1- Slight (Low)
- 2- Moderate (Medium)
- 3- Substantial (High)