



Programme Structure

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

**BA in (Digital & Mass Media) with
Apprenticeship & Internship**

Academic Year: 2023-24

Batch: 2023-2026

Programme Code: SMF0120

Programme Structure

Name of School: School of Media, Film & Entertainment

BA in Digital & Mass Media

Batch: 2023-2026

TERM: I

S. NO	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course ¹ : 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY								
1	BMM101	Introduction to New Media	3	0	0	3	Core	CC
2	BMM102	Introduction to Mass Communication	3	0	0	3	Core	CC
JURY								
3	BMM103	Art of Digital Story Telling	0	2	4	4	Co-Requisite	AECC
4	BMM104	Data Journalism & Technologies	0	2	4	4	Core	AECC
5	BMM105	Communication Skills	0	1	2	2	Core	AECC
6	BMM106	Principles of Photography	0	2	4	4	Co-Requisite	SEC
TOTAL CREDITS						20		

¹ CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Programme Structure

Name of School: School of Media, Film & Entertainment

BA in Digital & Mass Media

Batch: 2023-2026

TERM: II

S. No.	Subject 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								
1	BMM107	Media Laws & Ethics	3	0	0	3	Core	CC
2	BMM108	Organizational Set up of News Channel	2	1	0	3	Core	CC
JURY								
3	BMM109	Art of Writing & Editing	0	1	4	3	Co-Requisite	AECC
4	BMM110	Writing For TV News Programmes and Digital Platforms	0	2	4	4	Core	AECC
5	BMM111	News Gathering & Reporting	0	1	6	4	Core	CC
6	BMM112	Introduction to Animation and Graphics	0	1	4	3	Co-Requisite	AECC
TOTAL CREDITS						20		

CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Programme Structure

Name of School: School of Media, Film & Entertainment

BA in Digital & Mass Media

Batch: 2023-2026

TERM: III

S.No	Subject 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								
1	BMM201	Principals of Digital Marketing	2	1	0	3	Core	CC
JURY								
2	BMM202	Convergence Concept: Types of Digital Media	0	1	4	3	Core	DSE
3	BMM203	Digital Video Production and Monetization	0	1	4	3	Core	DSE
4	BMM204	Advance Animation and Graphics	0	1	4	3	Core	DSE
5	BMM205	Anchoring & News Presentation	0	2	4	4	Co-Requisite	SEC
6	BMM206	News Room Set Up	0	2	4	4	Co-Requisite	AECC
TOTAL CREDITS						20		

CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Programme Structure

Name of School: School of Media, Film & Entertainment
BA in Digital & Mass Media
Batch: 2023-2026
TERM: IV

S.No	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course: 1. CC 2. AECC 3. SEC 4. DSE
				T				
THEORY								
1	BMM207	Applied Research	3	0	0	3	Core	CC
2	BMM208	Multimedia and Data Journalism	2	1	0	3	Core	CC
JURY								
3	BMM209	Fact Checking and Verification	0	2	4	4	Core	DSE
4	BMM210	Elements of Media -Input & Output functions	0	1	4	3	Core	DSE
5	BMM211	Entrepreneurship & Start- Ups	0	1	2	2	CO-Requisite	AECC
6	BMM212	Blogging and Vlogging	0	1	4	3	Co-Requisite	SEC
7	CCU	Community Connect	0	2	0	2	Co-Requisite	AECC
TOTAL CREDIT						20		

CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Programme Structure

Name of School: School of Media, Film & Entertainment
BA In Digital and Mass Media
Batch: 2023-2026
TERM: V

S.No	Subject 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			
JURY								
1	BMM214	OJT with specializations: Anchoring/ Input & Output desk/ Digital platforms/ Camera Handling for news/ Video Editing/ Content Writing	0	8	14	15	Core	DSE
	BMM215	Dissertation	0	1	8	5	Core	DSE
TOTAL CREDITS						20		

CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Programme Structure

Name of School: School of Media, Film & Entertainment

BA (Journalism & Mass Communication)

Batch: 2021-2025

TERM: VI

S.No	Subject 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			
JURY								
1	BMM216	OJT with specializations: Anchoring/ Input & Output desk/ Digital platforms/ Camera Handling for news/ Video Editing/ Content Writing	0	10	20	20	Core	DSE
TOTAL CREDITS						20		

CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

TERM 1

School: SSMFE		Batch : 2023-2026	
Programme: BA in Digital & Mass Media (Integrated Apprenticeship and Internship)		Current Academic Year: 2023-2024	
Branch: Mass Communication		Semester: I	
1	Course Code	BMM101	
2	Course Title	Introduction to New Media	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
	Course Type	Compulsory/Theory	
5	Course Objective	<p>The objective of this course is to:</p> <ul style="list-style-type: none"> • Familiarize the students with the various tools of different media starting from folk/traditional to the digital media. • Inculcate the understanding of media tools among students. 	
6	Course Outcomes	<p>The student will be able to:</p> <p>CO1: Understand concept and meaning of New Media CO2: Define various New Media Ecology, Installations & Screens CO3: Outline the effects of Impact of New Media on Journalism. CO4: Apply New Media Ethical issues CO5: Perceive knowledge on emerging trends in New Media. CO6: Evaluate the process of New Media</p>	
7	Course Description	<p>The course is designed to inculcate the knowledge of theoretical aspects of Communication, by teaching a number of models and theories of communication. The course also aims to impart the understanding of applying the theoretical aspect into action.</p>	
8	Outline syllabus		CO Mapping
	Unit 1	Defining New media	
	1	Definition, Concept and Meaning of New Media	CO1
	2	New media- Meaning and Characteristics, Principles of New Media, The New Media Interface , New Media Economy Understanding New Media Technologies & Applications Digitization of media- media convergence,.	CO1

	3	Constituents of new media- Web 2.0-3.0, Blogs, Micro Blogs, Wikis, Social Media,			CO1
	Unit 2	New Media Ecology, Installations & Screens			
	1	Elements of Transmedia Narratives across multiple media, Gaming & Storytelling, digital games, player cultures.			CO2
	2	Gaming & Storytelling, digital games, player cultures, Drive, Hangouts, social bookmarking, slideshare, Skype			CO2
	3	Online games & their impact, New Media Art Constituents- Facebook, Twitter, Wordpress, Blogger, YouTube, Docs,			CO2
	Unit 3	Impact of New Media on Journalism			
	1	Characteristics & New roles of Journalists in the Internet age & the Digital Era.			CO3
	2	Trends in web/online Journalism & Communication,			CO3
	3	Creating & Managing a Blog			CO3
	Unit 4	New Media Ethical issues			
	1	Journalism ethics and restraint in new media, IPR Copyright & Legal issues in cyber space			CO4
	2	Using social media to engage public, Activism in Cyber space, ICT's in new media			CO4
	3	ICT and Social Inclusion, Globalization & Emerging Cyber cultures			CO4
	Unit 5	Digital Media Tools			
	1	Identifying different digital/social media tools			CO5, CO6
	2	Discussion on the future and scope of digital media tools			CO5, CO6
	3	Discussion/Debate on the pros and cons of digital media tools			CO5, CO6
9	Mode of examination	Theory			
10	Weightage Distribution	CA 25%	MTE 25%	ETE 50%	
11	Text book/s*	Mass Communication In India by Keval J Kumar			
12	Other References	<ul style="list-style-type: none"> • Handbook of Communication by Uma Narula. • Handbook of Journalism and Mass Communication by VirBala Aggarwal and VS Gupta. • Theories of Mass Communication: De Fleur and B. Rokeach. • Mass Communication Theory: Denis McQuail. 			

		<ul style="list-style-type: none"> Mass Communication Journalism in India D S Mehta Hyderabad, ICFAI University Press. 	
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Course Articulation Matrix

POs COs	PO1	P O2	P O3	PO4	P O 5	P O 6	P O 7	P O 8	PSO1	PSO2
CO1	2	3	1	2	3	1	3	1	1	2
CO2	1	2	2	1	2	2	-	-	2	1
CO3	2	1	3	2	1	3	2	3	1	3
CO4	3	2	2	3	2	2	-	2	2	3
CO5	2	3	3	2	3	3	-	-	2	3
CO6	3	1	2	3	1	2	2	-	1	2
Average	2.1	2.0	2.1	2.1	2.0	2.1	1.1	1.0	1.5	2.3

1. Slight (Low)

2. Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch : 2023-2026	
Programme: BA in Digital & Mass Media (Integrated Apprenticeship and Internship)		Current Academic Year: 2023-2024	
Branch: Mass Communication		Semester: I	
1	Course Code	BMM102	
2	Course Title	Introduction to Mass Communication	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
	Course Type	Compulsory/ Theory	
5	Course Objectives	<p>The objective of this course is to:</p> <ul style="list-style-type: none"> • Explain the meaning of communication and why human beings communicate. • To know the various channels of distributions of Mass Communication, types of communication, communication theories and models of communication. 	
6	Course Outcomes	<p>The student will be able to:</p> <p>CO1: Understand concept and meaning of Communication CO2: Define various theories and models of Communication. CO3: Outline the effects of mass communication on society, audiences and people. CO4: Apply communication model and theories to critically analyse real- world issues and employ practical, innovative solutions. CO5: Perceive knowledge on emerging trends in Communication and Mass Communication CO6: Evaluate the process of Communication and Mass Communication</p>	
7	Course Description	<p>The course is designed to inculcate the knowledge of theoretical aspects of Communication, by teaching a number of models and theories of communication. The course also aims to impart the understanding of applying the theoretical aspect into action.</p>	
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			CO3
	3	Personal Influence Theory			CO3
	Unit 4	Sociological theories of Mass Communication			
	1	Cultivation Theory, Agenda Setting Theory			CO4
	2	Social Learning Theory, Spiral of Silence			CO4
	3	Uses and Gratification Theory, Dependency Theory			CO4
	Unit 5	Normative Theory of Communication			
	1	Authoritarian Theory, Libertarian Theory			CO5, CO6
	2	Social Responsibility Theory, Soviet Media Theory			CO5, CO6
	3	Development Theory, Democratic-Participant Media Theory			CO5, CO6
9	Mode of examination	Theory			
10	Weightage Distribution	CA 25%	MTE 25%	ETE 50%	
11	Text book/s*	Mass Communication In India by Keval J Kumar			
12	Other References	<ul style="list-style-type: none"> • Handbook of Communication by Uma Narula • Handbook of Journalism and Mass Communication by VirBala Aggarwal and VS Gupta • Theories of Mass Communication: De Fleur and B. Rokeach • Mass Communication Theory: Denis McQuail • 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	-	2	-	3	1	1	-	1	2
CO2	2	-	1	3	1	-	-	1	2	1
CO3	-	3	-	-	-	2	3	-	1	3
CO4	3	1	2	-	-	3	2	-	2	3
CO5	1	2	-	1	-	-	3	2	2	3
CO6	-	-	-	-	3	-	-	-	1	2
Average	1.5	1.0	0.8	0.6	1.1	1.0	1.5	0.5	1.5	2.3

1. Slight (Low)

2. Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch : 2023-2026	
Programme: BA in Digital & Mass Media (Integrated Apprenticeship and Internship)		Current Academic Year: 2023-2024	
Branch: Mass Communication		Semester: I	
1	Course Code	BMM103	
2	Course Title	Art of Digital Story Telling	
3	Credits	4	
4	Contact Hours (L-T-P)	0-2-4	
	Course Type	Compulsory/ Theory	
5	Course Objectives	<p>The objective of this course is to:</p> <ul style="list-style-type: none"> • Understand the basics of art. • Familiarize with the tools and techniques of virtual storytelling • To introduce the art of creativity in media and allied fields. • To improve the creative skill. • Explore creative and designing ideas through storytelling. 	
6	Course Outcomes	<p>After completing the course, students will be able to –</p> <p>CO1: Understand the use of Storytelling in contemporary years CO2: Demonstrate Visual design ideas through pencil and color. CO3: Explore the technique of storytelling with different medium. CO4: Understand the techniques of virtual storytelling. CO5: Understand the basics of digital narrative and story boarding. CO6: Utilizing the knowledge to express in the form of stories.</p>	
7	Course Description	<p>The goal of this course is to explore fundamental techniques of Visual Storytelling. Ideal for students eager to explore Web Comics. Students will learn to create a character from their own life, gain an understanding of how to do Visual Story lay- outing and character development. Group critiques are also included.</p>	
8	Outline syllabus		CO Mapping
	Unit 1	Introduction to Visual Story	
	1	History of visual communication	CO1
	2	Renaissance Art, China woodblock printing	CO1
	3	Indian Art, History of Indian comic book	CO1
	Unit 2	Understanding method and material	
	1	Introduction Materials	CO2
	2	Papers-Different pencils, Color Pencils-Crayons and poster colors.	CO2
	3	Introduction to drawing the objects, figures from the surroundings.	CO2

	Unit 3	Writing for visual media			
	1	Three act Structure			CO3
	2	Plot Part I: Beginnings			CO3
	3	Plot Part II Middles, Plot Part III: Endings			CO3
	Unit 4	Character development			
	1	Brainstorming and ideation.			CO4
	2	Drawing poses and expressions.			CO4
	3	Comic book panel Lay outing			CO4
	Unit 5	Visual Storytelling in Action			
	1	Capturing Everyday Moments			CO5, CO6
	2	Environmental Documentaries			CO5, CO6
	3	Visual Narratives in Graphic Novels			CO5,CO6
9	Mode of examination	Jury/ Practical			
10	Weightage Distribution	CA 25%	CE (Viva) 25%	ETE 50%	
11	Text book/s*	Perspective Drawing Handbook, Joseph D'Amelio Fun with the Pencil,Loomis			
12	Other References	<ul style="list-style-type: none"> • Dynamic Figure Drawing, Burne Hogarth • Complete Book of Drawing Technique, Peter Stanyer 			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	-	-	2	-	3	1	1	-	1	2
CO2	-	-	3	3	1	3	-	1	2	1
CO3	-	3	-	-	-	2	3	-	1	3
CO4	-	1	2	-	-	3	2	-	2	3
CO5	-	2	3	1	-	2	3	2	2	3
CO6	-	-	3	-	3	2	-	-	1	2
Average	-	1	2.1	2	2	2.1	1.1	1	1.5	2.3

School: SSMFE		Batch : 2023-2026	
Programme: BA in Digital & Mass Media (Integrated Apprenticeship and Internship)		Current Academic Year: 2023-2024	
Branch: Mass Communication		Semester: I	
1	Course Code	BMM104	
2	Course Title	Data Journalism & Technologies	
3	Credits	4	
4	Contact Hours (L-T-P)	0-2-4	
Course Type		Compulsory/ Jury	
5	Course Objectives	<p>The objective of this course is to:</p> <ul style="list-style-type: none"> To understand the concept of data journalism and acquire the basic skills in finding and cleaning data sets. To comprehend the basic concepts of data visualisation web tools and to master the use of data in journalistic storytelling 	
6	Course Outcomes	<p>The student will be able to:</p> <p>CO1: Explore key data journalism concepts and skills and gain insight into how data journalism is practiced in newsrooms. CO2: Analyze and evaluate the major ethical and theoretical issues affecting the delivery of data driven journalism. CO3: Outline the effects of Impact of Data Journalism. CO4: Apply Data Journalism Ethical issues. CO5: Perceive knowledge on emerging trends in Data Journalism CO6: Evaluate the process of Data Journalism & Technology.</p>	
7	Course Description	<p>The course is designed to inculcate the knowledge of theoretical aspects of Communication, by teaching a number of models and theories of communication. The course also aims to impart the understanding of applying the theoretical aspect into action.</p>	
8	Outline syllabus		CO Mapping
	Unit 1	Defining Data Journalism	
	1	Definition, Data journalism in Perspective-Computer Assisted Reporting, Precision Journalism	CO1
	2	Info-graphics, Mass Data Literacy, Pros and cons of Data journalism. Datadriven	CO1

		journalism case studies: global: ABC, BBC and Guardian, India: India Spend, Factly,			
	3	Data journalism business models.			CO1
	Unit 2	From Data to Stories			
	1	How Data is Used for Public Interest Stories, How to Find a Story in Data, Sector-Specific Data Stories			CO2
	2	Common Data Formats, Finding Data Online, Alternative Data Sources, planning a Data Story: Hypothesis and Questions, Enriching Stories With Data, Analyzing Fact Sheets			CO2
	3	Data Mining, Scraping PDFs, scraping websites, Cleaning Data			CO2
	Unit 3	Understanding Data			
	1	Understanding Data Organising Data, Verifying Data, Summarizing and Simplifying Data Insights			CO3
	2	Essential Statistics, Evaluating Data Interpretation, Data Privacy			CO3
	3	Basic calculations, Summary Statistics, Percentage change, Working with large datasets, Pivot Tables, Advanced merging and formulas.			CO3
	Unit 4	Data Visualization			
	1	Purpose of Data Visualization, Matching Data and Graph Types, Design and Color Basics,			CO4
	2	Map Theory, Ethics of Data Visualization, Visual Storytelling			CO4
	Unit 5	Producing Data-Driven Stories			
	1	Producing Data-Driven Stories			CO5, CO6
	2	Anatomy of a Data Story, Reaching your Audience, Data-Driven Leads, Data-Driven			CO5, CO6
	3	Writing, Solution Journalism			CO5,CO6
9	Mode of examination	Theory			
10	Weightage Distribution	CA 25%	CE (Viva) 25%	ETE 50%	
11	Text book/s*	Gray, J., Bounegru, L., & Chambers, L. (2012). The data journalism handbook:. Sebastopol, CA: OReilly Media			
12	Other References	<ul style="list-style-type: none"> • McCandless, D. (2012). Information is beautiful. London: William Collins - an imprint of HarperCollins. • Rogers, S. (2013). Facts are sacred: The power of data. London: Faber and Faber 			

		<ul style="list-style-type: none"> Mair, J. (2017). Data journalism: Past, present and future. Bury St Edmunds, Suffolk: Abramis.. 	
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Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	1	2	3	1	3	1	1	2
CO2	1	2	2	1	2	2	-	-	2	1
CO3	2	1	3	2	-	3	2	3	1	3
CO4	3	-	2	3	2	2	-	2	2	3
CO5	2	3	-	2	3	-	-	-	2	3
CO6	3	1	2	-	1	2	2	-	1	2
Average	2.3	2	2.1	2.1	2	2.1	1.1	1	1.5	2.3

1. Slight (Low)

2. Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch : 2023-2026	
Programme: BA in Digital & Mass Media (Integrated Apprenticeship and Internship)		Current Academic Year: 2023-2024	
Branch: Mass Communication		Semester: I	
1	Course Code	BMM105	
2	Course Title	Communication Skills	
3	Credits	2	
4	Contact Hours (L-T-P)	0-1-2	
	Course Type	Compulsory/ Jury	
5	Course Objectives	<p>The objective of this course is to:</p> <ul style="list-style-type: none"> • Make students well versed in voice evaluation, to improve their vocabulary and vocal tools to make them ready for industry in terms of voice and speech. • To understand the importance of body language and right posture in terms of giving speech. 	
6	Course Outcomes	<p>The student will be able to:</p> <p>CO1: Show confidence in terms of voice and speech. CO2: Demonstrate perfect body language at events and scenarios. CO3: Apply effective communication skills (spoken and written). CO4: Appraise and participate in group discussion / meetings / interviews and prepare & deliver presentations CO5: Organize and Function effectively in multi-disciplinary and heterogeneous teams. CO6: Understand the knowledge of teamwork, Inter-personal relationships, conflict management and leadership quality</p>	
7	Course Description	The course is developed to inculcate the soft-skills and pleasing personality among the student which will help in developing the overall personality of the students.	
8	Outline syllabus		CO Mapping
	Unit 1	Facial Expressions and Movements	
	1	Sense of pace and timing	CO1
	2	Expressions and Dressing style in different scenarios	CO1
	3	Controlling emotions and techniques to use stage or delivery platform	CO1
	Unit 2	Voice Analysis and Improvement	
	1	Importance of voice improvement	CO2
	2	Analyzing student's speech and Voice: Pitch, Volume, Tempo, Vitality	CO2

	3	Voice quality: Resonance V/s thinness, Breathing, Nasality and Huskiness			CO2
	Unit 3	Pronunciation and Articulation			
	1	Understanding different causes of mispronunciation.			CO3
	2	Clarity in Hindi pronunciation, Hindi grammar and how to get rid of regional touch in language along with practice sessions			CO3
	3	Clarity in English pronunciation, English grammar and how to get rid of regional touch in language along with practice sessions			CO3
	Unit 4	Management			
	1	Time and Stress management during presentation			CO4
	2	Tools and resources to upgrade skills			CO4
	3	Verbal/Non-verbal communication and how to incorporate Honesty, leadership, trust, courage and patience in speech and presentation.			CO4
	Unit 5	Exercise			
	1	Exercise			CO5, CO6
	2	Exercise			CO5, CO6
	3	Exercise			CO5, CO6
9	Mode of examination	Jury/Practical/Viva			
10	Weightage Distribution	CA 25%	CE (Viva) 25%	ETE 50%	
11	Text book/s*	Dorch, Patricia. What Are Soft Skills? New York: Execu Dress Publisher, 2013			
12	Other References	<ul style="list-style-type: none"> • Kamin, Maxine. Soft Skills Revolution: A Guide for Connecting with Compassion for Trainers, Teams, and Leaders. Washington, DC: Pfeiffer & Company, 2013. • Klaus, Peggy, Jane Rohman & Molly Hamaker. The Hard Truth about Soft Skills. London: HarperCollins E-books, 2007. • Petes S. J., Francis. Soft Skills and Professional Communication. New Delhi: Tata McGraw-Hill Education, 2011. • Stein, Steven J. & Howard E. Book. The EQ Edge: Emotional Intelligence and Your Success. Canada: Wiley & Sons, 2006. 			

Course Articulation Matrix

POs COs	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO1	PSO2
CO1	3	-	2	-	3	1	1	-	1	2
CO2	2	-	1	3	1		-	1	2	1
CO3	-	3	-	-	-	2	3	-	1	3
CO4	3	1	2	-	-	3	2	-	2	3
CO5	1	2	-	1	-	-	3	2	2	3
CO6	-	-	-	-	3	-	-	-	1	2
Average	1.5	1	0.83	0.66	1.1	1	1.5	0.5	1.5	2.3

1. Slight (Low)

2. Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch – 2023-2026
Programme: BA in Digital & Mass Media (Integrated Apprenticeship and Internship)		Current Academic year 2023-24
Branch: Mass Communication		Semester: I
1	Course Code	BMM106
2	Course Title	Principle of photography
3	Credits	4
4	Contact Hours (L-T-P)	0-2-4 (L-T-P)
5	Course Type	Core Course/Jury
6	Course Objectives	<ul style="list-style-type: none"> • Make the learner understand aesthetics and techniques of video shooting • Provide the students with a thorough understanding and application of different parts of video camera • Introduce the learner to different types of shots and its uses <p>Introduce the students to basic lighting technique used in video</p>
7	Course Outcomes	<p>The student will be able to:</p> <p>CO1: Shoot different types of shots CO2: Understand the basic technique used in video shooting CO3: Understand different parts of video camera and its uses CO4: Shoot the video under different lighting condition CO5: Produce a video project using different angles and lighting techniques. CO6: Evaluate a Video Project</p>
8	Course Description	The course is designed to make students aware about the visual language. The students also learn to use different parts of video camera.

Outline syllabus		CO Mapping
Unit 1	Basic of Visual language	
1	Overview of Cinematic Processes,	CO1
2	Depth of Field and the factors influencing DoF	CO1
3	How to manipulate background, Focus, Depth of field	CO1
Unit 2	Different video camera parts and their uses	
1	White balance and Manual focus, Camera Filters and types.	CO2
2	Aperture, Shutter and its uses in video	CO2
3	• ISO • Focus Pulling • AEshift	CO2
Unit 3	Shots and their uses	
1	Camera Frames, Definition of shot	CO3
2	Different types of shots and their relevance in video	CO3
3	Scenes, Sequence	CO3
Unit 4	Lighting Technique used in video	
1	Basic lighting technique used in Cinematography	CO4
2	Different types of lights used in cinematography	CO4
3	Lighting contrast and lighting ratio	CO4
Unit 5	Principles of Video shooting	
1	Line of Axis/ imaginary line in shooting	CO5, CO6
2	Calibration of monitor and colour bars	CO5, CO6
3	Final project	CO5, CO6

9	Mode of examination	Jury/Practical/Viva			
10	Weightage Distribution	CA	CE (VIVA)	ETE	
		25%	25%	50%	
11	Text book/s*	BetterPhoto Basics, Published by Amphoto, Authored by Jim Miotke, ISBN-10: 081740502X			
12	Other References	<ul style="list-style-type: none"> Tony Northrup's DSLR Book: How to Create Stunning Digital Photography, published by Mason Press, Authored by Tony Northrup, ISBN-10: 0988263408. The Digital Photography Book: Part 1, Published by Peachpit Press, Authored by Scott Kelby, ISBN-10: 0321934946 			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	2	3	1	2	3	1	3	1	1	2
CO2	1	2	-	1	2	2	-	-	2	1
CO3	2	1	3	2	1	-	2	3	1	3
CO4	3	-	2	-	2	2	-	2	2	3
CO5	2	3	3	2	3	3	-	-	2	3
CO6	-	1	2	3	1	2	2	-	1	2
Average	2.1	2.0	2.1	2.1	2.0	2.1	1.1	1.0	1.5	2.3

1. Slight (Low)

2. Moderate (Medium)

3-Substantial (High)

TERM II

School: SSMFE		Batch : 2023-2026
Programme: BA in Digital & Mass Media (Integrated Apprenticeship and Internship)		Current Academic Year: 2023-2024
Branch: Mass Communication		Semester: II
1	Course Code	BMM107
2	Course Title	Media Laws & Ethics
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0
	Course Type	Compulsory/Theory
5	Course Objectives	<p>The objective of this course is to:</p> <ul style="list-style-type: none"> • 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 • This class will deal with press laws and ethical issues and professional practices in media. • Rules and laws for media organizations and the Regulatory bodies of the Print and Electronic media will be discussed in the class. • The course will introduce media laws and ethical frameworks for media practitioners in the Indian and the global contexts.
6	Course Outcomes	<p>The student will be able to</p> <p>CO1: Students will be able to understand and apply the historical, theoretical, legal and societal contexts for producing news media for consumers, ranging from local to global.</p> <p>CO2: students will have gained competency in the Knowledge of media Laws and Ethics</p> <p>CO3: utilize knowledge gained in coverage related to media Profession.</p> <p>CO4: Students will demonstrate an understanding of professional ethical principles.</p> <p>CO5: They will work ethically in pursuit of truth, accuracy, fairness, and diversity</p> <p>CO6: Adhere to the principles and understanding of professional ethical values and conduct one's self ethically in the quest of truth, accuracy, justice, and diversity.</p>
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		
	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 and After Independence; Freedom of the Press and the Indian Constitution, Freedom of Speech and Expression: Article 19(1) (a) and Reasonable Restrictions Article 19 (2)	C01
	3	Bill to Act: Case Study of Lokpal	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	The State: Sedition-incitement to violence (section 124A IPC) Defamation, Libel & Slander (Case studies) Parliamentary Privileges - Article 361A, Article 105 (Parliament), Article 194 (State Legislation),	C02
	Unit 3	Liberty and Restriction	
	1	Press & Registration of Books Act 1867 and 1955, Copyright Act 1957, Intellectual Property Right	C03
	2	Prasar Bharati Working Journalists Act 1955 & 1958, Young Persons Harmful Publications Act 1956 Act 1990 and Cinematograph Act 1952 WTO agreement and intellectual property right legislations,	C03
	3	Official Secrets Act 1923 and Right to Information Act 2005 (Case studies) Obscenity; Indecent Representation of Women (Prohibition) Act, 1986;	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, CO6
	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: Social networking sites, Types of Cybercrimes, Issue of privacy on net, Hacking and ethical hacking			CO5,CO6
9	Mode of examination		Theory		
10	Weightage Distribution	CA	MTE	ETE	
		25%	25%	50%	
11	Text book/s*	MEDIA LAW AND ETHICS - M. NEELAMALAR, PHI Learning Pvt. Ltd., 2009			
12	Other References	Books Recommended : <ul style="list-style-type: none"> • Laws of the Press, D.D.Basu, 1996, Princeton Hall Publishers, New Delhi. • Media Credibility by Aggarwal, S.K. • Mass Media: Laws and Regulations by Rayudu, C.S. • History of Press, Press Laws and Communication by Ahuja, B.N. • Press and Pressure by Mankakar, D.R. • Freedom and Fraud of the Press by Ghosh, Kekar • Press and Press Laws in India by Ghosh, Hemendra Prasad • Media Ethics and Laws by Jan R. Hakeculdar • The Media in your life by Jean Folkerts. 			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	-	2	-	3	1	1	-	1	2
CO2	2	-	1	3	1	-	1	1	2	1
CO3	-	3	-	-	-	2	3	-	1	3
CO4	3	1	2	-	-	3	2	-	2	3
CO5	1	2	-	1	-	-	3	2	2	3
CO6	-	-	-	-	3	-	-	-	1	2
Average	1.5	1	0.83	0.66	1.1	1	1.5	0.5	1.5	2.3

1. Slight (Low)

2. Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch 2023-2026	
Program- BA in Digital & Mass Media (Integrated Apprenticeship and Internship)		Current Academic Year: 2023-2024	
Branch: Mass Communication		Semester: II	
1	Course Code	BMM108	
2	Course Title	Organizational Set up of New Channel	
3	Credits	3	
4	Contact Hours (L-T-P)	2-1-0	
5	Course Type	Compulsory/Theory	
6	Course Objectives	<ul style="list-style-type: none"> • The aim of these courses is provide detailed information and knowledge on journalistic and reporting methods. • To familiarize students with the entire process of television production. • The course is based on current industry practice and the course aim is to equip the students with basic practical skills to approach the production of a short factual item for broadcast television. 	
	Course Outcomes	At the end of the course a student will be able to: CO1 Define the functioning of a television newsroom; CO2 Understand the production process of a news programme CO3 Apply the vocabulary of a television newsroom CO4 Analyse the functioning of various desks in a television newsroom CO5 Review of Television Channel, its newsroom, organisational structure and reporting process CO6 Write in Broadcast Format conforming to the ethical and practical principles that guide it.	
	Course Description	The course is designed to providing students the conceptual input and on acquisition of the skills needed for Broadcast Journalism. At the same time giving the students a practical exposure to various aspects of the functioning of TV news channel. First step towards greater employability	
	Outline syllabus		CO Mapping
	Unit 1	News Production	CO1
	1	Develop an understanding of Television, its newsroom, organisational structure and reporting process	CO1
	2	Understanding the production process of news bulletins	CO1
	3	Functions of the newsroom TV Newsroom Vocabulary	CO1

	Unit 2	Assignment/Input Desks	CO2
	1	Overseeing Reporters Arranging Visuals	CO2
	2	Arranging Phone-in Interviews	CO2
	3	Monitoring Other Channels Story Planning Forward Planning	CO2
	Unit 3	Output Desk	CO3
	1	Preparing the Rundown Executing the Rundown	CO3
	2	Getting Stories on Air Information on Screen	CO3
	3	Tickers	CO3
	Unit 4	Developing TV stories	
	1	Process and planning	CO4
	2	Planning and structuring the copy for various audio visual inputs	CO4
	3	Script Desk, script editors	CO4
	Unit 5	Practical Assignments	
	1	Planning video footage, TV Script writing, generating news content and video editing	CO5, CO6
	2	Compilation of news: Two-minute bulletins	CO5, CO6
	3	Exercise	CO5, CO6
	Evaluations		
	Texts book	The Rise of 24-Hour News Television: Global Perspectives, Ed. Stephen Cushion and Justin Lewis, Peter Lang, New York, 2010	
	Other References	<ul style="list-style-type: none"> • Genres, Roberts B. Musburger, An introduction to writing for Electronic Media: Scripwriting Essentials Across the Focal Press, Oxford, 2007 • Marita Sturken and Lisa Cartwright, Practice of Looking: An Introduction to visual Culture, oxford University Press, Oxford, 2001 • Sunetra Sen Narayan, Globalization And television: A study of the Indian Experience, 1990-2010, Oxford University Press, • Boyd, A., Stewart, P., & Alexander, R. (2008), Broadcast Journalism, Amsterdam: Elsevier/Focal. 	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	2	3	1	2	3	1	3	1	1	2
CO2	1	2	2	1	2	2	-	-	2	1
CO3	2	1	3	2	1	3	2	3	1	3
CO4	3	2	2	3	2	2	-	2	2	3
CO5	2	3	3	2	3	3	-	-	2	3
CO6	3	1	2	3	1	2	2	-	1	2
Average	2.1	2	2.1	2.1	2	2.1	1.1	1	1.5	2.3

1. Slight (Low)

2. Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch : 2023-26
Programme: BA in Digital & Mass Media (Integrated Apprenticeship and Internship)		Current Academic Year: 2023-2024
Branch: Mass Communication		Semester: II
1	Course Code	BMM109
2	Course Title	Art of Writing and Editing
3	Credits	3
4	Contact Hours (L-T-P)	0-1-4
5	Course Type	Compulsory/ Jury
6	Course Objective	<ul style="list-style-type: none"> • .To develop the practical aspects of journalistic writings • To impart knowledge of the art of editing news reports • To study the applications of professional journalism in news editing • To understand the working of newsroom
7	Course Outcomes	<p>After completing the course, students will be able to –</p> <p>CO1: Define and write reports as per news industry requirements</p> <p>CO2: Explain the technical aspects of news editing</p> <p>CO3: Create content for various segments of media industry</p> <p>CO4: Collaborate with teams of editors to create a quality publication.</p> <p>CO5: Apply knowledge gained in writing accurately and creatively for mass media</p> <p>CO6: Compile knowledge gained in editing to be used creatively for mass media</p>
	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	
	1	Definition and Types of News	CO1
	2	Formats and Principles of News Writing	CO1
	3	News Values and Worthiness	CO1
	Unit 2	Editing	CO2
	1	Definition and principles	CO2
	2	Tools and Technique of Editing	CO2
	3	Rewriting and Proof Reading	CO2
	Unit 3	Newsroom	

	1	Structure and function of newsroom	CO3
	2	Fundamentals of good writing: Revise, rewrite and checklist	CO3
	3	Headline: Types, principles and writing techniques	CO3
	Unit 4	Editorial Department	
	1	Mapping editorial department and editorial board	CO4
	2	Role, function and qualities of editor	CO4
	3	Writing the copy of mofussil correspondence	CO4
	Unit 5	Application of journalistic writing and ethical issues	
	1	The significance of journalistic writing	CO5, CO6
	2	Photo editing, caption writing and photo features	CO5, CO6
	3	Exaggeration, sensationalism and plagiarism	CO5, CO6
10	Mode of examination	Jury/Practical	
11	Weightage Distribution	CA	CE (VIVA)
		25%	25%
		ETE	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	<ul style="list-style-type: none"> 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	-	2	-	3	1	1	-	1	2
CO2	2	-	1	3	1		-	1	2	1
CO3	-	3	-	-	-	2	3	-	1	3
CO4	3	1	2	-	-	3	2	-	2	3
CO5	1	2	-	1	-	-	3	2	2	3
CO6	-	-	-	-	3	-	-	-	1	2
Average	1.5	1	0.83	0.66	1.1	1	1.5	0.5	1.5	2.3

1. Slight (Low)

2. Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch : 2023-2026
Programme: BA in Digital & Mass Media (Integrated Apprenticeship and Internship)		Current Academic Year: 2023-2024
Branch: Mass Communication		Semester: II
1	Course Code	BMM110
2	Course Title	Writing For TV News News Programmes and Digital Platforms
3	Credits	4
4	Contact Hours (L-T-P)	0-2-4
	Course Type	Compulsory/ Jury
5	Course Objective	The objective of this course is to: <ul style="list-style-type: none"> • Familiarize the students with different aspects of anchoring & news presentation • To develop an understanding how to handle different situation during Live News Presentation • To make the students understand the roles and responsibility
6	Course Outcomes	The student 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. Analyse different kind of desk & live reporting style CO4. Evaluate on-air essentials CO5: Write for various news / anchoring platform CO6: Do's and Don'ts of news reader/presenter
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		
	1	Practical Anchoring and writing techniques for electronic media and events.		CO1
	2	Technical and Practical techniques for News presentation-Script Writing- Researching- writing content		CO1
	3	Performance: Different aspects of understanding how to handle different situation during Live News Bulletin.		CO1
	Unit 2	Voice Analysis and Improvement		
	1	Importance of voice improvement-		CO2
	2	Analyzing student's speech and Voice : Pitch, Volume, Tempo, Vitality		CO2
	3	Voice quality : Resonance V/s thinness, Breathing, Nasality and Huskiness		CO2
	Unit 3	Pronunciation and Articulation		
	1	Understanding different causes of mispronunciation.		CO3
	2	Clarity in Hindi pronunciation, grammar and how to get rid of regional touch in language along with practice sessions		CO3
	3	Clarity in English pronunciation, English grammar and how to get rid of regional touch in language along with practice sessions.		CO3
	Unit 4	Facing Camera and Writing Anchor Links		
	1	Understanding of camera etiquettes, camera microphone, peace to camera, Anchoring and writing skills required for digital media-		CO4
	2	Writing for Anchor Links & Headlines		CO4
	3	Techniques and detailed understanding of how to develop stories for News and Anchoring scripts		CO4
	Unit 5	Hosting & Reporting		
	1	Understanding different kind of reporting style		CO5, CO6
	2	Interviewing and hosting a talk show/ Transcription skills		CO5, CO6
	3	Hosting a Panel discussions/ Writing the ques for a panel discussion		CO5, CO6
	Mode of examination	Jury/Viva/Practical		
10		CA	CE(Viva)	ETE

	Weight age Distribution	25%	25%	50%	
11	Text book/s*	Radio Jockeying And News Anchoring Hardcover – 2009 by Aruna Zachariah			
12	Other References	<ul style="list-style-type: none"> 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	1	2	3	1	3	1	1	2
CO2	1	2	2	1	2	2	-	-	2	1
CO3	2	1	3	2	1	3	2	3	1	3
CO4	3	2	2	3	2	2	-	2	2	3
CO5	2	3	3	2	3	3	-	-	2	3
CO6	3	1	2	3	1	2	2	-	1	2
Average	2.1	2	2.1	2.1	2	2.1	1.1	1	1.5	2.3

1. Slight (Low)

2. Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch :2023-2026	
Programme: BA in Digital & Mass Media (Integrated Apprenticeship and Internship)		Current Academic Year: 2023-2024	
Branch: Mass Communication		Semester: II	
1	Course Code	BMM111	
2	Course Title	News Gathering & Reporting	
3	Credits	4	
4	Contact Hours (L-T-P)	0-1-6	
	Course Type	Compulsory/Jury	
5	Course Objective	<p>The objective of this course is to:</p> <ul style="list-style-type: none"> • To familiarize the students about the Politics, Sports Journalism. • Role and Impact of mobile Crime, Business, Metro, Lifestyle. • To familiarize the different aspects of, Metro, Lifestyle & Entertainment. • To familiarize about the evolution of News Gathering (Politics, Sports, Crime, Business, Metro, Lifestyle & Entertainment). 	
6	Course Outcomes	<p>The student will be able to</p> <p>CO1. Understand concepts of News Gathering. CO2. Apply different features and forms of Metro, Lifestyle. CO3: Analyze the concept of Crime, Business Journalism. CO4. Evaluate the conceptual understanding of Politics & Sports Journalism CO5: Conceptualize the new style of writing for News Gathering. CO6: They can make their career in News Gathering (Politics, Sports, Crime, Business, Metro, Lifestyle & Entertainment).</p>	
7	Course Description	<p>The course aims to equip students with skills and capacity to meet the challenges and demands of convergent Journalism. This course has been made specifically to cater the requirement of students interested in making.</p>	
8		Outline syllabus	CO Mapping
	Unit 1	Introduction	
	1	Overview of the role of news gathering in journalism	CO1
	2	Historical evolution of news gathering and dissemination	CO1

	3	The importance of accuracy and credibility in news gathering			CO1
	Unit 2	Politics & Sports			
	1	Understanding the political landscape and issues			CO2
	2	Coverage of political campaigns, rallies, and events			CO2
	3	Key players in politics and how to access them			CO2
	Unit 3	Crime & V. Business			
	1	Understanding crime reporting and the criminal justice system			CO3
	2	Coverage of high-profile crimes and court cases			CO3
	3	Investigative journalism in crime reporting			CO3
	Unit 4	Metro & Lifestyle & Entertainment			
	1	Understanding metro journalism and the local landscape			CO4
	2	Coverage of local government and politics			CO4
	3	Profiles of community leaders and activists			CO4
	Unit 5	Challenges of News Gathering			
	1	Recap of key concepts and ideas covered in the course			CO5, CO6
	2	Final thoughts on the importance of news gathering across different areas of reporting			CO5, CO6
	3	Challenges and opportunities in news gathering in today's media landscape			CO5,CO6
	Mode of examination	Jury/Practical			
	Weightage Distribution	CA	CE (Viva)	ETE	
		25%	25%	50%	
	Text book/s*	Understanding Media and Culture: An Introduction to Mass Communication.			
12	Other References	<ul style="list-style-type: none"> ● Web Journalism: Practice and Promise of a New Medium by James Glen. ● Principles and Practices of News for the Web by James <ul style="list-style-type: none"> ○ C. Frost. ● Digitizing the News: Innovation in Online Newspapers. ● Online News: Journalism and Internet by Stuart Allen. 			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	2	-	2	-	3	1	1	-	1	2
CO2	3	-	1	3	1		-	1	2	1
CO3	-	3	-	2	-	2	3	-	1	3
CO4	3	1	2	-	-	3	2	-	2	3
CO5	1	2	-	1	-	2	3	2	2	3
CO6	-	-	-	-	3	-	-	-	1	2
Average	1.5	1	0.83	1	1.1	1.3	1.5	0.5	1.5	2.3

1. Slight (Low)

2. Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch 2022-26
Programme: BA in Digital & Mass Media (Integrated Apprenticeship and Internship)		Current Academic Year: 2022-23
Branch: Mass Communication		Semester:II
1	Course Code	BMM112
2	Course Title	Introduction to Animation and Graphics
3	Credits	3
4	Contact Hours (L-T-P)	0-1-4
5	Course Type	Core Compulsory/Jury
6	Course Objectives	<ul style="list-style-type: none"> • The purpose of this subject is to provide the students with training methodologies and specific industry skills that will assist them in developing creative ideas into digital art with emphasis on image manipulation, matte painting, and image creation and editing. • The students will receive information that will enable them to: • Understand the design principles used in creating digital art. • Familiarize with the terminologies and concepts for creating and manipulating digital images.
7	Course Outcomes	<p>After completing the course, the student will be able to:</p> <p>CO1:- Use raster graphics, CO2:- vector graphics tools. CO3:- Shapes and layers options CO4:- 2D animation CO5:- Render and Settings CO6:-Principle of Animation And character animation</p>
8	Course Description	Students Will Learn The Core Basic Of Digital Image Editing & Manipulation, Creating Digital Artwork & Textures for future use in 3d Look development. They will also learn Design Principles and how to create info-graphics.

9	Outline syllabus		CO Mapping
	Unit 1	Introduction to Raster Graphics Tools	
	1	Layers, Adjustment Tools and Painting	CO1
	2	Creating raster artworks, Image Manipulation and Color Manipulation.	CO1
	3	Layer Blending, Masking, Export Parameters.	CO1
	Unit 2	Introduction to Vector Graphics Tools	
	1	Introduction of Unit and Creating Vector Arts	CO2
	2	Paths and Shapes, Vector brushes and colors	CO2
	3	Layers, Transparency, Grouping, Blending Modes, Managing Artwork, Single and Multipage Illustrations.	CO2
	Unit 3	Introduction to 2D Animation	
	1	Workflow Introduction & Settings, CDrawing and Shape Manipulation	CO3
	2	Animation Working with Strokes and Fills, Motion and Shape Tween	CO3
	3	Path animation using Guide Layer. Masking and Effects using Gradients.	CO3
	Unit 4	Staging and Timing	
	1	Static Background Scenes, animated Background Scenes	CO4
	2	Scene Management and Editing Scenes.	CO4
	3	Rendering, Compressions	CO4
	Unit 5	Applications	
	1	Principles of Animation	CO5, CO6
	2	Simple Character Animation	CO5, CO6
	3	Creating Scenes for Animation	CO5, CO6

Evaluations	CA 25%	CE (Viva) 25%	ETE 50%
Text book/s*	Introduction to Adobe Photoshop 2023		
Other References	<ul style="list-style-type: none"> Adobe Photoshop Cs6 Bible: The Comprehensive, Tutorial Resource, Lisa DanaeDayley, Brad Dayley Adobe Photoshop CC Classroom in a Book with Access Code, ADOBE CREATIVE TEAM Principles of Form and Design by Wucius Wong 		

Pos Cos	PO1	PO2	PO3	PO4	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	2	-	-	-	3	1	2
CO2	2	1	3	-	-	-	2	2	1
CO3	3	2	3	-	-	-	3	1	3
CO4	1	1	2	-	-	-	2	2	3
CO5	3	3	3	-	-	-	3	2	3
CO6	3	1	1	-	-	-	1	1	2
Average	2.5	1.6	2.3	-	-	-	2.3	1.5	2.3

TERM 3

School: SSMFE		Batch : 2023-26	
Programme: BA in Digital & Mass Media (Integrated Apprenticeship and Internship)		Current Academic Year: 2024-25	
Branch: Mass Communication		Semester: III	
1	Course Code	BMM201	
2	Course Title	Principals of Digital Marketing-I	
3	Credits	3	
4	Contact Hours (L-T-P)	2-1-0	
5	Course Type	Compulsory/ Theory	
6	Course Objective	<ul style="list-style-type: none"> • 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	<p>After completing the course, students will be able to:</p> <p>CO1: Explain basics of digital media marketing</p> <p>CO2: Develop a perspective to use content strategy in digital media marketing</p> <p>CO3: Evaluate the social media presence and its importance in digital media marketing</p> <p>CO4: Outline the social media advertising in digital media marketing.</p> <p>CO5: Explain the concepts of SEO & SEM</p> <p>CO6: Create contents and creatives for digital media marketing</p>	
	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 marketing.	
9	Outline syllabus		CO Mapping
	Unit 1	Marketing Fundamentals	
	1	Introduction to Digital Marketing and Digital Marketing Framework	CO1
	2	Identifying Customers (Who & where)	CO1
	3	Marketing Channels and Marketing Objectives	CO1
	Unit 2	Content Strategy	
	1	Plan and create marketing content	CO2
	2	Distribute and Promote content	CO2
	3	Optimize websites & Landing Pages	CO2

	Unit 3	Social Media Presence			
	1	Social Media Landscape			CO3
	2	Social Media Channels& content			CO3
	3	Implement and monitoring campaigns			CO3
	Unit 4	Social Media Advertising			
	1	Introduction to social media advertising			CO4
	2	Platforms for Social Ads			CO4
	3	Hand-on exercise			CO4
	Unit 5	SEO & SEM			
	1	Search Engine Optimization (SEO)			CO5, CO6
	2	Search Engine Marketing with AdWords (SEM)			CO5, CO6
	3	Hand-on Exercise			CO5, CO6
10	Mode of examination	Jury/Practical(<i>*with Approval from Dean Academics</i>)			
11	Weightage Distribution	CA	CE	ETE	
		25%	(Viva 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	<ul style="list-style-type: none"> 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	2	2	1	3	2	3	2	1	2
CO2	3	2	1	3	3	1	2	2	1	1
CO3	3	2	3	2	3	2	2	2	1	3
CO4	3	3	3	2	1	2	2	2	1	3
CO5	3	2	3	2	2	2	3	2	2	3
CO6	3	1	3	2	2	1	2	2	1	3
Average	3.0	2.0	2.5	2.0	2.3	1.6	2.3	2.0	1.1	2.5

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch :2023-2026	
Programme: BA in Digital & Mass Media (Integrated Apprenticeship and Internship)		Current Academic Year: 2024-2025	
Branch: Mass Communication		Semester: III	
1	Course Code	BMM202	
2	Course Title	Convergence Concept: Types of Digital Media	
3	Credits	3	
4	Contact Hours (L- T-P)	(0-1-4)	
5	Course Type	Compulsory/ Jury	
6	Course Objective	<p>The objective of this course is to:</p> <ul style="list-style-type: none"> • Explain the usage of Digital Media in Advertising & PR • Describe the online writing skill & social media marketing as a communication tool. 	
7	Course Outcomes	<p>The student will be able to:</p> <p>CO1: Describe the Meaning of Online Advertisement. CO2: Define the elements of Digital PR activities. CO3: Define the technology use for PR and Advertisement. CO4: Interpret the Impact of digital and online use of advertisement. CO5: Understand the intricacies of using digital media in advertising & brand management. CO6:</p>	
	Course Description	They will understand the knowledge about basic understanding of Advertisement, Media and uses of technology for advertisement. Informing about tool techniques of preparing content for online medium.	
9	Outline syllabus		CO Mapping
	Unit 1	Digital Media in Advertising	
	1	Digital Advertising: Concept, Components and Evolution	CO1
	2	Online Advertising: Challenges and opportunities	CO1
	3	The making of Successful Digital Advertising Campaigns – Case Studies	CO1
	Unit 2	Digital Media in PR	
	1	Digital PR - Concept, Components and Evolution.	CO2

	2	Online PR: Challenges and opportunities	CO2	
	3	The making of Successful Digital PR Campaigns – Case Studies	CO2	
	Unit 3	Online Writing Skills		
	1	Introduction to Online Writing: Social Media Writing Skills and Etiquettes	CO3	
	2	Social Media and Language Change: e-mail, SMS, Emoticons, Blogs, Social Networking Sites	CO3	
	3	Maintaining Digital Databases	CO3	
	Unit 4	Preparing Message and Pre-testing of Messages		
	1	Designing Social Campaigns: Social Advertising, Folk Media	CO4	
	2	Preparing Print Messages (Wallpaper, Leaflets etc.)	CO4	
	3	Designing Audio-visual Messages	CO4	
	Unit 5	Developing and Designing IEC (Information, Education and Communication)		
	1	Social activism campaign	CO5, CO6	
	2	Digital networks and social media	CO5, CO6	
	3	Monitoring and Evaluation of Development Communication	CO5, CO6	
10	Mode of examination	Jury/Practical/Viva		
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	<ul style="list-style-type: none"> 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	2	2	3	1	3	2	3	2	1	2
CO2	2	2	1	3	1	1	3	2	2	1
CO3	2	3	2	2	3	3	1	2	1	3
CO4	2	2	3	2	3	2	2	2	2	3
CO5	3	2	1	2	3	2	2	2	2	3
CO6	3	1	2	2	2	1	2	2	1	2
Average	2.3	2.0	2.0	2.0	2.5	1.8	2.1	2.0	1.5	2.3

1. Slight (Low)

2. Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch :2023-2026
Programme: BA in Digital & Mass Media (Integrated Apprenticeship and Internship)		Current Academic Year: 2024-2025
Branch: Mass Communication		Semester: III
1	Course Code	BMM203
2	Course Title	Digital Video Production and Monetisation
3	Credits	3
4	Contact Hours	0-1-4 (L-T-P)
5	Course Type	Core Course/ Jury
6	Course Objective	<ul style="list-style-type: none"> • To understand aesthetics and techniques of Production • Introduction to different types of Digital Content Production • To understand video editing • To understand the ethical and responsible practices in digital video production and monetization.
7	Course Outcomes	<p>The Student will be able to:</p> <p>CO1: Demonstrate proficiency in digital video production techniques, including filming, editing, and post-production.</p> <p>CO2: Understand the various platforms and strategies for monetizing digital videos.</p> <p>CO3: Apply storytelling techniques to create engaging and compelling video content.</p> <p>CO4: Analyse and evaluate successful digital video monetization models and practices.</p> <p>CO5: Develop ethical and responsible practices in digital video production and monetization.</p> <p>CO6: Create Digital Content Production</p>
8	Course Description	The course is designed to learn Digital Video Production and its ethical considerations. The students will be able to learn Digital video production Techniques and its monetization pattern

9	Outline syllabus		CO Mapping
	Unit 1	Introductions to Digital Video Production	
	1	Introduction to digital video production and its significance	CO1
	2	Basics of camera operations and shooting techniques	CO1
	3	Understanding lighting and audio for video production	CO1
	Unit 2	Storytelling and Content Creation	
	1	Elements of effective storytelling in digital videos	CO2
	2	Developing video concepts and creating engaging narratives	CO2
	3	Scriptwriting for digital videos	CO2
	Unit 3	Post-production and Editing	
	1	Video editing techniques using professional software	CO3
	2	Adding effects, transitions, and titles to enhance the video	CO3
	3	Color correction and audio editing	CO3
	Unit 4	Monetization Strategies	
	1	Introduction to video monetization methods and platforms	CO4
	2	Understanding advertising revenue models (pre-roll, mid-roll, post-roll ads)	CO4
	3	Sponsored content and brand collaborations	CO4
	Unit 5	Analytics, Audience Engagement, and Ethical Considerations	
	1	Tracking video performance using analytics tools	CO5, CO6
	2	Understanding audience demographics, retention, and engagement metrics	CO5, CO6

	3	Legal and ethical considerations in digital video production and monetization			CO5,CO6
10	Mode of examination	Jury			
11	Weightage	CA	CE(Viva)	ETE	
	Distribution	25%	25%.	50%	
12	Text book/s*	The technique of film editing by KarelReisz and Gavin Millar, Publisher: Routledge; 2nd edition (29 September 2009)			
13	Other References	<ul style="list-style-type: none"> • The Technique of Film and Video Editing: History, Theory and Practice by Ken Dancyger, Publisher: Routledge; 6th edition (21 November 2018) • In the blink of an eye: Walter Murch, Publisher: Silman-James Press, U.S.; Revised edition 			

Course Articulation Matrix

Pos COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	2	2	3	1	3	2	3	2	1	2
CO2	2	2	1	3	1	1	3	2	2	1
CO3	2	3	2	2	3	3	1	2	1	3
CO4	2	2	3	2	3	2	2	2	2	3
CO5	3	2	1	2	3	2	2	2	2	3
CO6	3	1	2	2	2	1	2	2	1	2
Average	2.3	2.0	2.0	2.0	2.5	1.8	2.1	2.0	1.5	2.3

1. Slight (Low)

2. Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch :2023-2026	
Programme: BA in Digital & Mass Media (Integrated Apprenticeship and Internship)		Current Academic Year: 2024-2025	
Branch: Mass Communication		Semester: III	
1	Course Code	BMM204	
2	Course Title	Advance Animation and Graphics	
3	Credits	3	
4	Contact Hours L- T-P	0-1-4	
5	Course Type	Core Course/ Jury	
6	Course Objective	<ul style="list-style-type: none"> • To understand principles of designing & composition. • To understand the art of designing through paper and pencil. • To understand the color theory through digital graphic designing. • To understand the art of creating 2D digital animation. • Creating Background design and animation 	
7	Course Outcomes	<p>After completing the course, the student will be able to-</p> <p>CO1: Understand the use of design principle. CO2: Demonstrate the art of graphic composition. CO3: Explore the technique of graphic design using paper and pencil. CO4: Understand the color theory in digital graphics. CO5: Understand the creative art of 2d digital animation. CO6: Utilizing the art of animation through BG design.</p>	
8	Course Description	The goal of this course is to explore the field of graphic designing and animation. Ideal for students eager to explore creative designing, Web banner, magazine's cover, poster, commercial ads etc. Students will learn to create creative designs and animation as per the requirement of industry.	
9	Outline syllabus		CO Mapping
	Unit 1	Introduction of Art and Design	

	1	History of visual art and design, Creative exercises for designing.	CO1	
	2	Dimensional and 3-Dimensional design	CO1	
	3	Abstract design with traditional tools.	CO1	
	Unit 2	Understanding of Composition		
	1	Elements of Composition, Composition through Rule of Third	CO2	
	2	Composition through Pencil	CO2	
	3	Composition through Photography	CO2	
	Unit 3	Art of Typography		
	1	Typography in perspective design, Creative Text Design through pencil.	CO3	
	2	Use of color theory in logo design through typography.	CO3	
	3	Use of typography and color scheme in Product ads	CO3	
	Unit 4	Art of Animation		
	1	Principle of Animation, Key Frame Animation. 2d Character Animation.	CO4	
	2	2d Character Animation.	CO4	
	3	Creating Scene for Animation.	CO4	
	Unit 5	Background Design		
	1	Abstract BG Composition, Creative traditional BG Designing.	CO5, CO6	
	2	Short animation on storyline.	CO5, CO6	
	3	Rendering & Compressions of Files	CO5,CO6	
10	Mode of examination	Jury		
11	Weightage	CA	CE(Viva)	ETE
	Distribution	25%	25%.	50%
12	Text book/s*	The technique of film editing by KarelReisz and Gavin Millar, Publisher: Routledge; 2nd edition (29 September 2009)		
13	Other	<ul style="list-style-type: none"> The Technique of Film and Video Editing: History, Theory and Practice by Ken 		

	References	<p>Dancyger, Publisher: Routledge; 6th edition (21 November 2018)</p> <ul style="list-style-type: none"> In the blink of an eye: Walter Murch, Publisher: Silman-James Press, U.S.; Revised edition 	
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Course Articulation Matrix

Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
COs										
CO1	3	2	2	3	1	2	1	2	3	2
CO2	2	3	1	2	1	3	2	2	3	1
CO3	3	2	2	3	1	3	2	3	2	1
CO4	2	3	2	3	2	3	2	3	2	1
CO5	3	3	2	2	1	3	2	2	1	3
CO6	3	2	3	2	3	2	1	3	2	1
Average	2.6	2.5	2.0	2.5	1.5	2.6	1.6	2.5	2.1	1.5

1. Slight (Low)

2. Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch : 2023-2026
Programme: BA in Digital & Mass Media (Integrated Apprenticeship and Internship)		Current Academic Year: 2024-2025
Branch: Mass Communication		Semester: III
1	Course Code	BMM205
2	Course Title	Anchoring and New Presentation
3	Credits	4
4	Contact Hours (L-T-P)	0-2-4
	Course Type	Co-Requisite/ Jury
5	Course Objective	<p>The objective of this course is to:</p> <ul style="list-style-type: none"> • Familiarize the students with different aspects of anchoring & news presentation • To develop an understanding how to handle different situation during Live News Presentation • To make the students understand the roles and responsibility and do's and don't 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. Analyse 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 programmes based on any issue</p>
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't for the newsreader/presenter.

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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		CO5
	Mode of examination	Jury		
	Evaluations	CA- 25%	CE (VIVA) 25%	ETE 50%
	Text book/s*	<ul style="list-style-type: none"> Radio Jockeying And News Anchoring Hardcover – 2009 by Aruna Zachariah 		
	Other Reference	<ul style="list-style-type: none"> 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	3	2	2	3	2	2	3
CO2	2	2	3	2	3	2	3	1	3	2
CO3	3	2	2	3	1	3	2	3	2	1
CO4	2	3	2	3	2	3	2	3	2	1
CO5	2	2	1	3	2	1	2	2	1	2
CO6	2	3	1	2	3	2	1	3	2	1
	2.17	2.50	1.83	2.67	2.17	2.17	2.17	2.33	2.00	1.67

1. Slight (Low)

2. Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch :2023-26	
Programme: BA in Digital & Mass Media (Integrated Apprenticeship and Internship)		Current Academic Year: 2024-2025	
Branch: Mass Communication		Semester: III	
1	Course Code	BMM206	
2	Course Title	News Room set up	
3	Credits	4	
4	Contact Hours (L- T-P)	(0-2-4)	
5	Course Type	Compulsory/ Jury	
6	Course Objective	<p>The objective of this course is to:</p> <ul style="list-style-type: none"> • To develop intellectual skills in order to evaluate and analyze the meanings of news and information. • To develop the basic understanding of the print and convergent Journalism. • 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	<p>CO1: Understand Print and convergent Journalism CO2: Inculcate the habit of remaining informed and knowledgeable regarding the changing dynamics of the world of Journalism. CO3: Be able to adhere to core concepts of journalism (Objectivity, Fairness, Balance and Accuracy) 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</p>	
	Course Description	<p>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.</p>	
9	Outline syllabus	CO Mapping	
	Unit 1	Newsroom structure and Contemporary Journalism News Values	
	1	Structure of a newspaper, magazine, or news website	CO1
	2	Recent history of journalism, Understanding news and news values	CO1
	3	Specialization and understanding beats	CO1
	Unit 2	News Gathering Techniques	

	1	Developing a journalist's toolbox, Parsimony and avoiding clichés	CO2
	2	News gathering techniques- Developing reporting skills -Researching stories	CO2
	3	How to get story ideas - Story mapping - Pitching stories and working with editors - Triangulating and cross-checking information	CO2
	Unit 3	Story Types	
	1	Developing Story Ideas into Printable Stories , Writing news reports within basic news structures	CO3
	2	structuring stories logically and conventionally , Styles of intros , Copyediting and revising stories , Evaluating and reworking news from wire services and other media institutions	CO3
	3	Sidebar, profiles, updates, follow-ups, team reporting, investigative reporting	CO3
	Unit 4	Specialized areas of Journalism	
	1	Human interest pieces, features, narrative non-fiction, interpretive reporting - Column writing, opinion pieces, editorials, advertorials	CO4
	2	Writing for beats: Sports, business, politics, crime, fashion, food, technology, arts and entertainment, cinema	CO4
	3	Evolution of Journalism with respect to Technology	CO4
	Unit 5	Convergent Journalism	
	1	Nature scope and Definition	CO5, CO6
	2	Working of a modern-day integrated newsroom - Writing and editing techniques for text, audio, video, multimedia	CO5, CO6
	3	Crowdsourcing, vlog, narrowcasting and web podcasting - Developing interactive maps and graphics	CO5, CO6
10	Mode of examination	Theory	
11	Weightage Distribution	CA	CE (Viva)
		25%	25%
		ETE	50%

12	Text book/s*	Copy Editing 3rd Edition by Butcher J (Cambridge University Press, 1992)	
13	Other References	<ul style="list-style-type: none"> • Modern Newspaper Reporting by F W Hodgson. • Editing for Print by Geoffrey Rogers (MacDonald Book 1993) • Art and Production by N.N. Sarkar • Writing Feature Articles by Brendan Hennessy (Focal Press) • Headlines Writing by Sunil Saxena (Sage) 	

Course Articulation Matrix

Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
COs										
CO1	2	3	2	2	1	3	2	3	3	3
CO2	2	2	2	3	2	3	1	3	2	1
CO3	2	1	2	2	3	2	1	2	1	1
CO4	3	1	1	2	2	2	2	2	2	1
CO5	2	2	1	3	2	1	2	2	1	2
CO6	3	1	1	2	3	2	1	3	2	1
Average	2.3	1.6	1.5	2.3	2.1	2.1	1.5	2.5	1.8	1.5

1. Slight (Low)

2. Moderate (Medium)

3-Substantial (High)

TERM 4

School: SSMFE		Batch : 2023-2026	
Programme: BA in Digital & Mass Media (Integrated Apprenticeship and Internship)		Current Academic Year: 2023-2024	
Branch: Mass Communication		Semester: IV	
1	Course Code	BMM207	
2	Course Title	Applied Research	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
	Course Type	Compulsory/ Theory	
5	Course Objective	<p>The objective of this course is to:</p> <ul style="list-style-type: none"> • Understand the basic concept of research. • Impart the knowledge of conducting various types of media and communication research. • Design and research studies and conduct sampling. • Employ scaling techniques. 	
6	Course Outcomes	<p>The student will be able to:</p> <p>CO1: Understand types of media research. CO2: Apply the knowledge for conducting media research. CO3: Analyze the data gathered through adequate research methodology. CO4: Demonstrate competence in media research. CO5: Create a report on a problem identified in marketing research. CO6: Create a research paper for academic purposes.</p>	
7	Course Description	<p>The course aimed to develop the aptitude, which is required to conduct valuable research work. On completion of this course students will be able to develop; research design according to the need of the research problem; develop sample design and collection of accurate data; and use the research methods as applied in media industry.</p>	
8	Outline syllabus		CO Mapping
	Unit 1	Introduction to Media Research	
	1	Introduction to Research- Concept and Meaning of Research	CO1
	2	Research and Scientific Method.	CO1
	3	Objective and Significance of Media Research	CO1
	Unit 2	Types of Research	

	1	Applied and Basic Research & Conceptual and Empirical Research			CO2
	2	Descriptive and Analytical 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 and Types of Sampling			CO3
	Unit 4	Data in Research			
	1	Types and instruments of Data Collection, Primary Data, Secondary Data, Questionnaire and Schedule			CO4
	2	Methods of Data Collection- Field Observation, Focus group, Feedforward, Feedback Studies and Intensive Interviews			CO4
	3	Methods of Collecting Data-Content Analysis, Surveys and Case Studies			CO4
	Unit 5	Research Writing Ethics			
	1	Analysis, Interpretation and Conclusion of the data			CO5, CO6
	2	Preparation and Writing a Research Report			CO5, CO6
	3	Ethical Perspective of media a research, Plagiarism.			CO5, CO6
	Mode of examination	Theory			
	Weightage Distribution	CA 25%	MTE 25%	ETE 50%	
	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer			
		<ul style="list-style-type: none"> • Media and Communication Research Methods by Arthur Berger • Media and Communication Research Methods by Anders Hadsen 			

Course Articulation Matrix

Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
COs										
CO1	2	3	2	1	2	3	2	2	2	3
CO2	1	2	3	3	2	2	3	3	1	2
CO3	3	2	2	3	1	3	1	3	2	1
CO4	2	3	2	3	2	1	3	1	2	3
CO5	3	2	2	1	2	1	3	2	3	2
CO6	2	1	2	2	2	3	1	2	2	1
Average	2.1	2.1	2.1	2.1	1.8	2.1	2.1	2.1	2.0	2.0

1. Slight (Low)

2. Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch :2023-2026	
Programme: BA in Digital & Mass Media (Integrated Apprenticeship and Internship)			Current Academic Year:2024-2025
Branch: Mass Communication		Semester: IV	
1	Course Code	BMM208	
2	Course Title	Multimedia and Data Journalism	
3	Credits	3	
4	Contact Hours (L-T-P)	2-1-0	
5	Course Type	Compulsory/Theory	
6	Course Objective	<ul style="list-style-type: none"> To educate the students about current practices and future frontiers of multimedia journalism To introduce the students to all major tools of multimedia. To prepare students to master the concept design, production, publication and promotion of multimedia content through different platforms. 	
7	Course Outcomes	<p>The student will be able to :</p> <p>CO1: Define multimedia production/ Data journalism</p> <p>CO2: Understand and practice the tools of multimedia journalism</p> <p>CO3: Apply creative ideas in designing and developing multimedia content.</p> <p>CO4: Analyse Media Mix Marketing.</p> <p>CO5: Create and design project with the knowledge of multimedia.</p> <p>CO6: Understand the audio, video, multimedia and podcasting trends.</p>	
8	Course Description	The multimedia subject aims to educate and train students with the advanced techniques used in contemporary media industry. Keeping in view the current trends in online journalism, the syllabus has been structured to impart proper training and expertise to the aspiring multimedia journalists.	
9	Outline syllabus		CO Mapping
	Unit 1	Multimedia Overview	
	1	Definition, characteristics, uses and application of Multimedia	CO1
	2	Instructional Design	CO1
	3	Media Technologies (Text, Graphic, Images, Animation, Video, Audio) and interfaces	CO2
	Unit 2	Multimedia Content Creation	

	1	Content (Print, Graphics, Sounds, etc.)		C02
	2	Screen Design, Writing and editing techniques for text, audio, video, multimedia and podcasting		C02
	3	Navigation, Consistency, Transitions and Links		C02
	Unit 3	Multimedia Productions		
	1	Graphics, Metaphors and Themes, Colors and Background, Text (size, color, placement)		C03
	2	Animation Design-2D,3D, Developing interactive maps and graphics		C03
	3	Audio Visual Productions: Hyper-Studio Sounds, Hyper-Studio Tips and Tricks		C03
	Unit 4	Multimedia Marketing		
	1	Audience development and ethical practice involving the internet and social media		C04
	2	Advertising and PR strategies, passive democratic fundraising (A/B testing) tactics		C04
	3	Use of metrics, and analytics, Crowd sourcing, blog, narrow casting		C04
	Unit 5	Preparation of Multimedia Portfolio		
	1	Producing major multimedia projects		C05, C06
	2	Designing multimedia campaigns		C05, C06
	3	Multimedia productions-audio visual, graphics and animation		C05, C06
10	Mode of examination	Jury		
11	Weightage Distribution	CA	CE(VIVA)	ETE
		25%	25%	50%
12	Text book/s*	<ul style="list-style-type: none"> Multimedia Journalism: A Practical Guide: Andy Hill (2010) 		

	Other References	<ul style="list-style-type: none"> • Digital India: Understanding Information, Communication and Social Change: Pradip Ninan Thomas (2012) • Online Journalism: A Basic Text: Tapas Ray (2006) • Breaking News: The Craft and Technology of Online Journalism: Sunil Saxena (2004) • Convergent Journalism: An Introduction: Writing and Producing Across Media: (2014) 	
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Course Articulation Matrix

Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	3	2	3	1	3	2	3	1
CO2	2	2	1	2	3	1	2	2	3	2
CO3	2	3	2	2	2	2	2	2	3	2
CO4	2	3	2	3	2	1	3	1	2	3
CO5	2	2	2	1	2	1	3	2	3	2
CO6	2	1	2	2	2	3	1	2	2	1
Average	2.1	2.1	2.0	2.0	2.3	1.5	2.3	1.8	2.6	1.8

1. Slight (Low)

2. Moderate (Medium)

3-Substantial (High)



School: SSMFE		Batch : 2023-2026	
Programme: BA in Digital & Mass Media (Integrated Apprenticeship and Internship)			Current Academic Year:2024-2025
Branch: Mass Communication		Semester: IV	
1	Course Code	BMM209	
2	Course Title	Fact Checking and Verification	
3	Credits	4	
4	Contact Hours (L-T-P)	0-2-4	
5	Course Type	Compulsory/Jury	
6	Course Objective	<ul style="list-style-type: none"> • Explain the concept of Misinformation and Disinformation. • Develop an understanding of the role of fact checking in the publication process. • Develop techniques to conduct research and verify information. • To make them learn about the <u>criteria for evaluating a website</u>. • To make them capable to handle all kinds of information. 	
7	Course Outcomes	<p>The student will be able to :</p> <p>CO1: Understanding the concept of misinformation and Disinformation and able to distinguish between legitimate information and disinformation.</p> <p>CO2: Analyse key elements of digital media- weighing evidence, evaluating sources, noting context and transparency-to judge their reliability.</p> <p>CO3: Develop sense of understanding fake news and able to differentiate between fake News and propaganda.</p> <p>CO4: Identify label within social media which indicates facts vs. Fiction/opinion.</p> <p>CO5: Identify the tools for checking facts and learn to use them.</p> <p>CO6: Recognise the steps of basic fact verification and presentation.</p>	
8	Course Description	<p>This course provides a comprehensive introduction to the fundamentals of fact checking. You will learn techniques for separating fact from opinion, strategies for verifying information, and how to determine whether sources are reliable or not, arming you with a suite of critical thinking tools that you can use to cut through the flood of false news.</p>	
9	Outline syllabus		CO Mapping
	Unit 1	Fake News and Misinformation	
	1	Truth , Trust and Journalism	CO1
	2	Thinking about “Information disorder”	CO1
	3	Digital Technology and the spread of Misinformation	CO1

	Unit 2	Social Media and Misinformation and Disinformation			
	1	Understanding Social Media			CO2
	2	Com battling Misinformation and Disinformation			CO2
	3	Social Media verification			CO2
	Unit 3	Sensing the fake news			
	1	Propaganda, Misinformation and Fake News			CO3
	2	Fake News detection on social media			CO3
	3	Case studies From the latest fake news penetration in India			CO3
	Unit 4	Searching for the facts: Open Search Method/ Practical Modules			
	1	YouTube Data Viewer			C04
	2	Google Reverse Image Search			C04
	3	Writing Fact-Checked stories			C04
	Unit 5	Finalisation and Presentation of Final Project			
	1	Finalisation of Final Project			CO5, CO6
	2	Presentation of Final Project			CO5,CO6
	3	Presentation of Final Project			CO5, CO6
10	Mode of examination	Jury			
11	Weightage Distribution	CA	CE (VIVA)	ETE	
		25	25	50	
12	Text book/s*	Bad News: Why We Fall for Fake News by <u>Rob Brotherton</u> ISBN 978-1472962850 Bloomsbury Sigma			
13	Other References	<ul style="list-style-type: none"> • Fake News, Bias, and Media Literacy by <u>Jennifer Lombardo</u> ISBN 978-1502657428Cavendish Square; Annotated edition • Fake News and Propaganda (Dilemmas in Democracy) by <u>Fiona Young-Brown</u> ISBN 978-1502644954 Cavendish Square 			

Course Articulation Matrix

Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
COs										
CO1	3	2	3	2	3	1	3	2	3	1
CO2	2	2	1	2	3	1	2	2	3	2
CO3	2	3	2	2	2	2	2	2	3	2
CO4	2	3	2	3	2	1	3	1	2	3
CO5	2	2	2	1	2	1	3	2	3	2
CO6	2	1	2	2	2	3	1	2	2	1
Average	2.1	2.1	2.0	2.0	2.3	1.5	2.3	1.8	2.6	1.8

1. Slight (Low)

2. Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch : 2023-2026	
Programme: BA in Digital & Mass Media (Integrated Apprenticeship and Internship)		Current Academic Year: 2024-2025	
Branch: Mass Communication		Semester: IV	
1	Course Code	BMM210	
2	Course Title	Elements of Media -Input & Output functions	
3	Credits	3	
4	Contact Hours (L-T-P)	0-1-4	
	Course Type	Compulsory/Jury	
5	Course Objective	<p>The objective of pursuing this course is:</p> <ul style="list-style-type: none"> • Familiarize the students with different aspects of Anchoring • Familiarize the students with different aspects of News Reading • Understand how to handle different situation during Live News reading • To understand about ENG and in-door programme production and understand the sense of script and nature of programme. 	
6	Course Outcomes	<p>After completing this course, the student shall be able to</p> <p>CO1: Explain the journalistic approach & process involved in TV Broadcasting</p> <p>CO2: Analyse the format & nature of the programme and write the scripts accordingly</p> <p>CO3: Demonstrate & explain the concept of Mojo, Newsroom Production & Field Production (ENG)</p> <p>CO4: Explain the process of Multicar studio productions & handling emergency situation during Live Programme</p> <p>CO5: Apply their production/ editing skills in producing an Audio- Video Programme of different genre</p> <p>CO6: Conceptualize the ideas & produce news stories, documentaries & short Films</p>	
7	Course Description	The purpose of this course is to prepare students to start their entrepreneurial journey.	
8	Outline syllabus		CO Mapping
	Unit 1	Introduction to Anchoring and Presentation	
	1	Technical and Practical techniques for News & TV Programme Presentation	CO1
	2	Newsroom Production- Three point lighting, News Reading, Chroma production	CO1
	3	Working on pronunciation, Vocabulary Performance: Different aspects of understanding how to different situation during live News Programmes.	CO1

Unit 2	Television News and Current Affairs Programmes			
1	Television News Gathering and Interviews , Techniques, Panel Discussion			CO2
2	Writing news script, Recording Voice Over, producing, TV News Stories			CO2
3	Television Reporting Techniques, PTC, Walkthrough, Phono's, Making a News package			CO2
Unit 3	TV Programme formats			
1	Fiction and Non-fiction programme, Different genres of TV Programming,			CO 3
2	Documentaries and Talk Shows , The Art of Interviewing			CO 3
3	Producing short films, Producing Ads/ PSAs			CO 3
Unit 4	Television Production			
1	Video Camera:-Basics of Camera			CO4
2	Different types of shots, Camera angles & movements			CO4
3	Introduction to Editing, Working on FCP. Importing files, editing & exporting			CO4
Unit 5	Understanding TV & Visuals			
1	Television Broadcasting : Role & Characteristics of TV as a Mass Communication medium , Broadcasting Standards, Stages of TV Programme Production- Pre- Production, Production & Post Production			CO5, CO6
2	Importance of Research & Recce in TV programming, An Introduction to world of Visuals- fundamentals of frame, shot, scene & sequence, Visual Grammar & its principles			CO5, CO6
3	Understanding TV Journalism, ENG (electronic newsgathering)			CO5, CO6
Mode of examination		Jury		
Weightage Distribution	CA	CA Viva	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	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
COs										
CO1	2	3	2	3	1	3	2	3	1	3
CO2	3	3	2	3	2	2	2	2	3	2
CO3	2	3	2	2	2	2	2	2	3	2
CO4	2	1	2	3	2	1	3	1	2	3
CO5	2	2	2	1	2	1	3	2	3	2
CO6	2	1	2	1	2	3	1	2	1	1
Average	2.1	2.1	2.0	2.1	1.8	2.0	2.1	2.0	2.1	2.1

1. Slight (Low)

2. Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch : 2023-2026	
Programme: BA in Digital & Mass Media (Integrated Apprenticeship and Internship)		Current Academic Year: 2024-2025	
Branch: Mass Communication		Semester: IV	
1	Course Code	BMM211	
2	Course Title	Entrepreneurship & Start Ups	
3	Credits	2	
4	Contact Hours (L-T-P)	0-1-2	
	Course Type	Compulsory/Jury	
5	Course Objective	<p>The objective of pursuing this course is:</p> <ul style="list-style-type: none"> • To prepare students for starting their entrepreneurial journey and for launching start-ups. • To upskill students with Basic Business Management, Branding and Marketing Skills • To help aspirants write their own business proposals and make budgets for their photography businesses. • To make students aware about legal and related issues. 	
6	Course Outcomes	<p>After completing this course, the student shall be able to</p> <p>CO1: Relate with basic business management and entrepreneurship knowledge to launch their ventures.</p> <p>CO2: Develop business plans and budgets to secure finances & seed funding.</p> <p>CO3: Plan and Execute branding and marketing strategies to boost business.</p> <p>CO4: Select and secure business interests as per law of the land.</p> <p>CO5: Discuss the stages of the entrepreneurial process.</p> <p>CO6: Develop an understanding of resources needed for the successful development of entrepreneurial ventures.</p>	
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	
	1	Concept, Functions and Journey of being an Entrepreneur	CO1
	2	Innovation & Problem Solving as per Market Needs	CO1
	3	Teams & Resource Mobilization	CO1
	Unit 2	Basic Business Management	
	1	Types of Business organization	CO2
	2	Functional Areas of Management	CO2
	3	Client Servicing & Communication in Management	CO2
	Unit 3	Budgeting and Finance	
	1	Creating Impactful Business Proposals	CO 3

	2	Budgeting for a startup idea	CO 3
	3	Financing Entrepreneurial Ventures	CO 3
	Unit 4	Branding & Marketing	
	1	4 Ps of Marketing – Product, Price, Place & Promotion Additional Ps of Service Marketing – Process, People & Physical Evidence Budgeting	CO4
	2	Branding	CO4
	3	Traditional and Digital Marketing for SMEs	CO4
	Unit 5	Business, IPR and Taxation Laws	
	1	Overview of Company Laws in India	CO5, CO6
	2	IPR and Copyrights	CO5, CO6
	3	Taxation	CO5, CO6
	Mode of examination		Jury
	Weightage Distribution	CA	CA Viva
		25 %	25 %
			ETE
			50%
	Text book/s*	2. 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	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	2	3	2	3	1	3	2	3	1	3
CO2	3	3	2	3	2	2	2	2	3	2
CO3	2	3	2	2	2	2	2	2	3	2
CO4	2	1	2	3	2	1	3	1	2	3
CO5	2	2	2	1	2	1	3	2	3	2
CO6	2	1	2	1	2	3	1	2	1	1
Average	2.1	2.1	2.0	2.1	1.8	2.0	2.1	2.0	2.1	2.1

1.Slight (Low)

2. Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch : 2023-2026	
Programme: BA in Digital & Mass Media (Integrated Apprenticeship and Internship)		Current Academic Year: 2024-2025	
Branch: Mass Communication		Semester: IV	
1	Course Code	BMM212	
2	Course Title	Blogging and Vlogging	
3	Credits	3	
4	Contact Hours (L-T-P)	0-1-4	
5	Course Type	Compulsory/ Jury	
6	Course Objective	<ul style="list-style-type: none"> • Understand the fundamentals of vlogging and blogging as communication mediums. • Demonstrate proficiency in creating engaging vlogs and blog posts. • Implement effective strategies for audience engagement and community building. • Acquire technical skills for video shooting, editing, and blog design. • Analyze and evaluate successful vlogs and blogs for inspiration and learning. 	
7	Course Outcomes	<p>After completing the course, students will be able to –</p> <p>CO1: Understand the fundamentals of vlogging and blogging as communication mediums.</p> <p>CO2: Interpret and explain the differences between vlogs and blogs.</p> <p>CO3: Utilize audience engagement strategies to foster interaction and community building.</p> <p>CO4: Evaluate the impact of different monetization methods on vlogging and blogging.</p> <p>CO5: Design and create visually appealing and user-friendly vlog and blog platforms.</p> <p>CO6: Evaluate the ethical and legal compliance of vlogs and blogs based on established guidelines and regulations.</p>	
8	Course Description	<p>This course introduces students to the concepts, techniques, and practices of vlogging and blogging. Students will learn how to create and manage a successful vlog and blog, including content creation, storytelling, audience engagement, monetization strategies, and ethical considerations. The course will also cover the technical aspects of video and blog production, including equipment, editing software, and online platforms.</p>	
9	Outline syllabus		CO Mapping
	Unit 1	Introduction to Vlogging and Blogging	

	1	Definition and history of vlogging and blogging	CO1	
	2	Comparison and differences between vlogs and blogs	CO1	
	3	The impact of vlogging and blogging on society	CO1	
	Unit 2	Content Creation and Storytelling Techniques		
	1	Identifying target audience and niche	CO2	
	2	Writing effective scripts and blog posts	CO2	
	3	Engaging storytelling techniques and hooks	CO2	
	Unit 3	Audience Engagement and Community Building		
	1	Building a loyal audience and subscriber base	CO3	
	2	Techniques for increasing engagement and interactivity, Responding to comments and feedback	CO3	
	3	Collaborations and partnerships with other vloggers and bloggers	CO3	
	Unit 4	Monetization Strategies and Legal/Ethical Considerations		
	1	Introduction to monetization methods (e.g., ads, sponsorships, merchandise)	CO4	
	2	Creating a monetization plan for vlogs and blog, Copyright and fair use in vlogging and blogging	CO4	
	3	Privacy and data protection concerns, Ethical responsibilities towards audiences and sponsors	CO4	
	Unit 5	Technical Skills and Case Studies		
	1	Video shooting techniques and equipment	CO5, CO6	
	2	Blog design principles and platforms (e.g., WordPress, Blogger), Search engine optimization (SEO) for blogs	CO5, CO6	
	3	Identifying effective strategies and best practices, learning from failures and overcoming challenges	CO5, 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	<ul style="list-style-type: none"> 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	1	3	2	3	1	3
CO2	2	3	2	3	2	2	2	2	3	2
CO3	2	2	2	1	2	2	2	2	3	2
CO4	2	1	2	3	3	1	3	1	2	3
CO5	1	2	2	2	2	1	3	2	3	2
CO6	2	2	2	1	2	3	1	2	1	1
Average	2.0	2.1	2.0	2.1	2.0	2.0	2.1	2.0	2.1	2.1

1-Slight (Low)
(High)

2-Moderate (Medium)

3-Substantial

School: SSMFE		Batch : 2023-2026
Programme: BA in Digital & Mass Media (Integrated Apprenticeship and Internship)		Current Academic Year: 2024-2025
Branch: Mass Communication		Semester: IV
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/ Jury
5	Course Objective	<ul style="list-style-type: none"> • 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. • To find solutions to the larger issues affecting the community and the country at large.
6	Course Outcomes	<p>On completion of the course, the student will be able to</p> <p>CO1: Apply the knowledge and skills acquired during classroom teaching.</p> <p>CO2: Contribute to the society by bringing out the issues and the necessary solutions.</p> <p>CO3: Identify the issues in the community/society</p> <p>CO4: Develop sense of belonging, sympathy and responsibility towards society.</p> <p>CO5: Evaluate the importance of community engagement in higher education.</p> <p>CO6: Create research plans for the betterment of the society.</p>
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	<p>Major Sub-themes for research:</p> <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 respondent (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, economical or environmental issues concerning the common man. The report should contain 2,500 to 3,000 words and relevant charts, tables and photographs. ● The student should submit the report to CCC-Coordinator signed by the faculty guide in the assigned time frame. 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.
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> <ol style="list-style-type: none"> a. Front Page (sample design will be provided by Community Connect Coordinator/Mentor) b. Certificate of originality duly signed by the faculty supervisor c. Acknowledgement d. Content Page e. Abstract f. Introduction g. Objective of the report h. Methodology i. Results, finding, conclusion j. Recommendation/plan of action k. References l. Appendices <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: Title of the article; Name(s) and initial(s) of author(s), preferably with first names spelled out; Affiliation(s) of author(s); 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.

		<ul style="list-style-type: none"> ● 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. <i>IOP Publishing PhysicsWeb</i>. 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,</p>

		bottom and remaining side.
8.6	Important Dates:	<ol style="list-style-type: none"> Students needs to submit the hard copy of the report, duly signed and approved by the faculty supervisor by 20th April, 2020. 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	2.1	2.3	2.1	2.3	2.5	2.1	2.5	2.5	2.1	2.1

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

TERM 5

School: SSMFE		Batch: 2023-2026			
Programme: BA in Digital & Mass Media (Integrated Apprenticeship and Internship)		Current Academic Year: 2025-2026			
Branch: Mass Communication		Semester: V			
1	Course Code	BMM214			
2	Course Title	On Job Training with specialization in Anchoring			
3	Credits	15			
4	Contact Hours (L-T-P)	0-8-14			
	Course Type	Compulsory/ Jury			
5	Course Objective	The objective of this course is to: <ul style="list-style-type: none"> • Provide On job training/internship to student in media related field. • Or help the student to make a research based project. 			
6	Course Outcomes	The student will be able to CO1. Use the previous knowledge in the various fields of media CO2. Show professional competency at work place. CO3: To understand the plan of research based project in proper and technical manner. CO4: Learn the competent skills to survive in the industry. CO5. Learn and Show skills in the industry or project. CO6: Learn the industry based compilation of the project.			
7	Course Description	The course is designed for the students to use their theoretical and practical knowledge acquired during the programme to work in the industry or produce a research based project.			
8	Outline syllabus				CO Mapping
	Unit 1-5	Working in the industry or Planning and producing a research based project with specialization in Anchoring, Digital marketing , Entrepreneurship, Media Management, Data Analytics and Content Writing			CO1, CO2, CO3, CO4, CO5, CO6
9	Mode of examination	Jury			
10	Weightage Distribution	CA	CE	ETE	
		25%	Viva 25%	50%	

Course Articulation Matrix

Pos COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	2	2	3	1	3	2	3	2	1	2
CO2	2	2	1	3	1	1	3	2	2	1
CO3	2	3	2	2	3	3	1	2	1	3
CO4	2	2	3	2	3	2	2	2	2	3
CO5	3	2	1	2	3	2	2	2	2	3
CO6	3	1	2	2	2	1	2	2	1	2
Average	2.3	2.0	2.0	2.0	2.5	1.8	2.1	2.0	1.5	2.3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch :2023-2026	
Programme: BA in Digital & Mass Media (Integrated Apprenticeship and Internship)		Current Academic Year: 2025-2026	
Branch: Mass Communication		Semester: V	
1	Course Code	BMM215	
2	Course Title	Dissertation	
3	Credits	6	
4	Contact Hours (L-T-P)	0-6-0	
5	Course Type	Compulsory/Jury	
6	Course Objective	<ul style="list-style-type: none"> • The students will be encouraged to select a topic on any dimension of journalism and communication. • They 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. 	
7	Course Outcomes	The student will be able to CO1. Apply the theoretical knowledge of research. CO2. Enhance their problem-solving skills through research on the topics. Co3: Formulate Problems related to media and communication which directly impacts society. CO4. Formulate research design, and use various research tools to conduct research. CO5: Evaluate and analyse appropriate referencing and develop skills in other aspects of academic writing. CO6: Write and 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	CO Mapping	



	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
	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	-	3	1	1	-	3	2
CO2	2	-	1	3	1		-	1	-	3
CO3	-	3	-	-	-	2	3	-	2	-
CO4	3	1	2	-	-	3	2	-	2	3
CO5	1	2	-	1	-	-	3	2	-	1
CO6	-	-	-	-	3	-	-	-	1	-
Average	1.5	1.0	0.8	0.6	1.1	1.0	1.5	0.5	1.3	1.5

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Term 6

School: SSMFE		Batch : 2023-2026		
Programme: BA in Digital & Mass Media (Integrated Apprenticeship and Internship)		Current Academic Year: 2025-2026		
Branch: Mass Communication		Semester: VI		
1	Course Code	BMM216		
2	Course Title	OJT with specializations: Anchoring/ Input & Output desk/ Digital platforms/ Camera Handling for news/ Video Editing/ Content Writing		
3	Credits	20		
4	Contact Hours (L-T-P)	0-10-20		
	Course Type	Compulsory/ Jury		
5	Course Objective	The objective of this course is to: <ul style="list-style-type: none"> • Provide a one-month specialization to student in any one field of her/his choice. • Make student competent and confident to produce proper portfolio/project in the specialized field 		
6	Course Outcomes	The student will be able to CO1. Define the previous knowledge in the various fields of media CO2. Plan the project in proper and technical manner CO3. Apply knowledge gained to produce a specialized portfolio.. CO4: Evaluate the strategy of execution of various programs. CO5. Create the strategy of execution of various programs. CO6: Produce a programme in the chosen specialized field.		
7	Course Description	The course is designed for the students to use their theoretical and practical knowledge acquired during the programme to produce their individual portfolio in any of the specialized media fields of their choice.		
8		Outline syllabus		CO Mapping
	Unit 1-5	Planning and producing programme in any specialized media field of students choice.		CO1, CO2, CO3,CO4,CO5, 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	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	2.1	2.3	2.1	2.3	2.5	2.1	2.5	2.5	2.1	2.1

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)