

School of Media, Film and Entertainment

Programme Code: SDM0105

Master's of Art

(Journalism & Mass Communication)

2021-2023

General Guidelines
and
Terminology of Various Academic Programmes
Under
School of Media, Film & Entertainment

General Guidelines:

These guidelines are framed to enable the various departments in SMFE of Sharda University to run academic programmes in a structured manner. The main aim of these guidelines is to bring about a certain degree of uniformity in the programs running in various departments of the school. This would ultimately help in improving the quality of academic structure and delivery within the school. The guidelines would help all those who teach courses under various programmes to meet the basic requirements to teach the course. The guidelines also list the various templates required for this purpose.

Definition of Terms:

The following terminology would be used for the purpose of academic delivery within SMFE. All departments have to follow these terminologies:

Programme: An educational programme is an integrated, organized experience that culminates in the awarding of a degree. The programme will have programme educational objectives, student outcomes, a curriculum, faculty and facilities. For instance, Department of Mass Communication is offering 05 programmes, i.e., BA (Journalism & Mass Communication), MA (J&MC), MA (Advertising & Public Relations), MA (Digital Media and Multimedia Communication) and PhD (J&MC).

Programme Educational Objectives (PEOs): Every programme stipulates educational objectives along with the curriculum. This is extremely essential for any running programme because a systematic process needs to be followed for stating PEOs which should also align with the mission of the school. It is based on the need analysis of the programme. It is also

periodically reviewed to keep with changing trends. Objectives are focused on performances that all students are expected to demonstrate at the end of instruction. Objectives define the key elements that must be taught every time the course is delivered.

Programme Outcomes (POs): Programme outcomes of SMFE provide general information about the focus of student learning and are broadly stated. Student Learning Outcomes are statements that specify what students will know, be able to do or be able to demonstrate when they have completed or participated in a programme. PO's specify an action by the student that is observable, measurable and able to be demonstrated. These are also synonymous with student learning outcomes.

Courses: Courses in SMFE is a subject run for the purpose of conducting of any programme.

Course Code: SMFE course code provided to subjects as entered in PeopleSoft for the purpose of identification of the subject as well as for the purpose of examinations. It is a unique identifying code. It generally represented as a “XYZ123” wherein XYZ is related to the programme and 123 is the serial no based on the year. In case there is a change of 20% or more in the syllabus, a new code has to be assigned to the course through proper approvals.

Course Title: It is the expanded full form of a subject against a given course code. No short forms are permitted in the course title. E.g., in the Department of Mass Communication, the course tile, Convergent Media in 2nd Semester of MA (J&MC) programme.

Contact Hour: It is equivalent to 55min-60mins for one lecture/studio hour.

Credit: It is the weightage offered against a course. The student will obtain the credit against the course when he successfully obtains the minimum passing marks. Further description may be obtained from Examinations cell, SHARDA UNIVERSITY.

Course Objectives: Course objectives are clear and concise statements that describe what SMFE intend our students to learn by the end of the course. It describes an intended state on what we hope our students will learn.

Course Outcomes: It expresses a present and observed state (what our students will actually learn) through the course. These are synonymous with programme specific outcomes (PSOs), course outcomes and any other similar terms as desired for respective accreditation processes.

The purpose of Course Objectives and Learning Outcomes is to:

- Align objectives with course content and evaluation methods
- Clearly communicate our expectations of students
- Establish a logical sequence of learning milestones
- Provide an opportunity for students to make connections across courses and institutional goals

Unit: The syllabus is to be divided into five units 1,2,3,4 and 5 with each unit having 3 sub units-a, b and c. This is the method for recording attendance as well in v-Attendance app.

Structure:

There are three elements essential for running SMFE programme:

1. Programme Structure (Required for the programme)
2. Course syllabus required for each course in one of the following formats:

Template A1– for Theory subjects

Template A2 – for Practical subjects

Template A3 – for Jury subjects/studios/projects/dissertations

3. Instructional Plan-

Template B1 -- for Theory subjects

Template B2 -- for Practical subjects

Template B3 -- for Jury subjects/studios/projects/dissertations

Template D provides additional in the case of Jury subjects/studios/projects/dissertations with a list of Project with description, studio work, and dissertation topic with scope of work and precise deliverables.

Accordingly, the following are formulated for each course:

Sr.No	Course	Syllabus Template	Instructional Plan template	Additional
1	Theory	B1	C1	PPTs, GDs, Seminars & Lecture series
2	Practical	B2	C2	Media Labs, Computer Labs & Assignments
3	Jury subjects/Studios/ Projects/Dissertations	B3	C3	D: List of Project with description, studio work, dissertation topic with scope of work and precise deliverables (to be uploaded on LMS)

Vision, Mission and Core Values of the University

Vision of the University

To serve the society by being a global University of higher learning in pursuit of academic excellence, innovation and nurturing entrepreneurship.

Mission of the University

**Transformative educational experience
Enrichment by educational initiatives that encourage global outlook
Develop research, support disruptive innovations and accelerate entrepreneurship
Seeking beyond boundaries**

Core Values

**Integrity
Leadership
Diversity
Community**

Vision and Mission of the School of Media, Film & Entertainment

Vision of the School

To build the school as a hub of teaching, research and innovation in the field of art, design and media studies. Thus making it a truly world class center for producing industry ready professionals at par with the best universities of the world.

Mission of the School

Creating a stimulating, flexible and application based learning environment for students as well as faculty.

To provide the necessary platform to impart skills and knowledge related to journalism and mass communication.

Creating brilliant professionals by imparting a blend of theory and more practical lessons through state-of-the-art infrastructure.

Leveraging research to form strong industry-academia linkages.

Core Values

Innovation
Awareness
Information
Ethics

Programme Educational Objectives (PEO)

Writing Programme Educational Objectives (PEO) – MA (J&MC)

- PEO1: Nurturing creative personnel by polishing their Social and Entrepreneurial skills relating to Journalism, Media and Entertainment industry.
- PEO2: Create expert workforce in Broadcast Media (TV/Radio) industry.
- PEO3: Create skilled professionals in Print Media/Online Media Industry.
- PEO4: Create skilled professionals in Advertising, Events, Public Relations, Corporate Communication and related industries.
- PEO5: Create expert workforce to serve as highly skilled professionals in Multimedia and Audio-Visual Communication fields.
- PEO6: Prepare competent resource persons with expertise in Development Communication, Media Education, Communication Research and related fields.

Map PEOs with Mission Statements:

PEO Statements	School Mission 1	School Mission 2	School Mission 3	School Mission 4
PEO1:	2	3	3	-
PEO2:	2	3	2	1
PEO3:	2	3	2	1
PEO4:	2	3	2	1
PEO5:	2	3	2	1
PEO6:	2	3	3	3

Correlation levels 1, 2, or 3 as defined below:

- 1. Slight (Low) 2. Moderate (Medium) 3. Substantial (High)**
 If there is no correlation, put “-“

Program Outcomes (PO's)

- PO1 : **Domain Knowledge in Mass Communication:** Apply the knowledge of Broadcast, Print, Digital, Advertising, Journalism, Communication Research, and other disciplines of Mass Communication.
- PO2 : **Communication Skills:** Exhibit high levels of verbal and non-verbal forms of communication skills within corporate and social working environments.
- PO3 : **Innovation & Modern Tool Usage:** Demonstrate skilled usage of modern tools and techniques to effectively communicate with masses.
- PO4 : **Problem Solving Skills:** Identify, formulate, research, and analyze the literature and problems and reach logical solutions and conclusions to solve live problems and challenges.
- PO5 : **Values, Ethics & Contribution to Society:** Understand the importance of Values and Ethics in the field of Journalism and Mass Communication and the morals of serving the society and community for sustainable development.
- PO6 : **Leadership, Management and Entrepreneurial Traits:** Display Team spirit and Inculcate Leadership Traits to contribute individually as well as in a team or group of media professionals.

Mapping of Program Outcome Vs Program Educational Objectives

	PEO1	PEO2	PEO3	PEO4	PEO5	PEO6
PO1	2	2	2	2	2	2
PO2	1	3	3	3	3	3
PO3	2	3	3	1	3	3
PO4	3	2	2	3	2	2
PO5	2	1	2	2	1	3
PO6	3	1	3	3	3	3

1. Slight (Low)

2. Moderate (Medium)

3. Substantial (High)

Program Outcome Courses	Course Name	PO1	PO2	PO3	PO4	PO5	PO6
Sem-1	Communication : Process and Models	1				2	
	Social Studies ,Media and Contemporary Issues			2		2	
	Development Communication	1				3	
	Entrepreneurship & Business Communication	3			1		1
	Media Law and Ethics	1	2			2	
	Writing for Media	1		2		1	
	Soft Skills and Personality Development	2	3				2
	Community Connect	1				3	
	Open Elective (To be Chosen by Student)	1				2	
Sem-2	Social Media and Mobile Journalism	2		3			
	Advertising: Concepts, Principles & Practices	2	2	3			
	Photography and Visual Communication	2		3			
	Newspaper: Layout, Design and Production	2		2			
	Radio News and Programme Production	2		3			2
	Multimedia and Data Journalism	2		2	3		
	Value Added Course					2	2
Sem-3	Media and Communication Research	2			2		2
	Film Analysis and Appreciation	2				2	
	Public Relations and Corporate Communication	1	2			2	1
	Media Management and Economics	2		3	1		
	Television News & Program Production	2	1	3			1
	Event Management	2					2
	Summer Project / Training Report				2		1
Sem-4	On Job Training / Masters Project	1			1		1
	Research Dissertation	1			3	2	

1. Slight (Low)

2. Moderate (Medium)

3.

Substantial

(High)

Prepared by: School of Media, Film & Entertainment

Program Structure
Name of School: School of Media, Film and Entertainment
Program: MA (Journalism and Mass Communication)
Batch: 2021-2023
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 SUBJECTS								
1	MMC181	Communication: Processes and Models	3	0	0	3	Core	CC
2	MMC182	Social Studies in Media and Contemporary Issues	2	0	0	2	Core	CC
3	MMC187	Development Communication	2	0	0	2	Core	CC
4	MMC196	Entrepreneurship & Business Communication	3	0	0	3	Core	AECC
5	MMC188	Media Law and Ethics	3	0	0	3	Core	CC
Practical/Viva-Voce/Jury								
6	MMC198	Writing for Media	0	1	4	3	Core	AECC
7	MMC199	Soft Skills and Personality Development	0	0	4	2	Core	AECC
8	MCC301	Community Connect	0	2	0	2	Co-Requisite	CC
9		Open Elective (To be Chosen by Student)	0	2	0	2	Core	CC
TOTAL CREDITS						22		

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

Program Structure
Name of School: School of Media Film and Entertainment
Program: MA (Journalism and Mass Communication)
Batch: 2021-2023

TERM: II

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course ² : 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY SUBJECTS								
1	MMC192	Social Media and Mobile Journalism	2	1	0	3	Core	CC
2	MMC194	Advertising: Concepts, Principles & Practices	2	1	2	4	Core	CC
Practical/Viva-Voce/Jury								
3	MMC197	Photography and Visual Communication	0	1	4	3	Core	AECC
4	MMC190	Newspaper: Layout, Design and Production	0	2	4	4	Core	AECC
5	MMC195	Radio News and Programme Production	0	2	4	4	Core	AECC
6	MMC196	Multimedia and Data Journalism	0	2	4	4	Core	AECC
7		Value Added Course	0	0	0	0	Co-Requisite	AECC
TOTAL CREDITS						22		

Soon after the Second Semester End-Term Examination, students will undergo Summer Project and submit a comprehensive Summer Project Report along with a Power Point Presentation. The hard copy of this report (in duplicate) is to be submitted with a soft-copy of Power Point Presentation at least 4 weeks before the commencement of End Term Examination of the Third semester.

²CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Program Structure
Name of School: School of Media Film and Entertainment
Program: MA (Journalism and Mass Communication)
Batch: 2021-2023
TERM: III

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course ³ : 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY SUBJECTS								
1	MCJ209	Media and Communication Research	2	2	0	4	Core	CC
2	MCJ210	Film Analysis and Appreciation	2	1	0	3	Core	CC
3	MCJ211	Public Relations and Corporate Communication	2	2	0	4	Core	CC
4	MCJ212	Media Management and Economics	0	1	4	3	Core	CC
Practical								
5	MCJ213	Television News and Programme Production	0	2	6	5	Core	AECC
6	MCJ214	Event Management	0	1	4	3	Core	AECC
7	MFM216	Summer Project / Training Report	0	2	0	2	Core	AECC
TOTAL CREDITS						24		

³CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Program Structure
Name of School: School of Media, Film, and, Entertainment
Program: MA (Journalism and Mass Communication)
Batch: 2021-2023
TERM: IV

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course ⁴ : 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
Practical/Viva-Voce/Jury								
1	MFM213	On Job Training	0	4	16	12	Elective	DSE
2	MFM214	Masters Project						
3	MFM215	Research Dissertation	0	4	16	12	Core	DSE
TOTAL CREDITS						24		

⁴ CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

School: SMFE		Batch :2021-2023	
Program: MA(J&MC)			Current Academic Year: 2021-2022
Branch: NA		Semester: I	
1	Course Code	MMC181	
2	Course Title	Communication: Process and Models	
3	Credits	3	
4	Contact Hours (L-T-P)	(3-0-0)	
5	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	1. Explain the meaning of communication and why human beings communicate. 2. Explain different types of communication. 3. To know the various channels of distributions of Mass Communication. 4. Explain important theories of communication.	
7	Course Outcomes	The student will be able to: CO1:Knowledge of practical understanding of the various theories and models of Communication. CO2:Understand the effects of mass communication on society, audiences and people. CO3:Apply and Develop the sociological understanding of the society. CO4:Analyse and Develop a psychological understanding of society. CO5: Articulate the ethical issues that are relevant to media conduct.	
8	Course Description	This course will enhance the students' understanding of various theories and models of Communication and will develop a new sociological understanding of the students to critically analyse real world issues and employ practical, innovative solutions.	
9	Outline syllabus		CO Mapping
	Unit 1	Introduction to communication and Process	
	A	Communication: Concept, Definition, Process, Scope, Elements and Functions	CO2
	B	Nature of Human Communication, Verbal and Non-Verbal Communication	CO1,CO2
	C	Types of Communication and Barriers of Communication	CO2,CO3
	Unit 2	Models of Mass Communication	
	A	Lass well Model of Communication, Shannon and Weaver Model	CO4,CO5
	B	Wilber-Schramm Model of Mass Communication	CO2,CO5
	C	Osgood and Schramm Model, De' Fleur Model	CO1,CO3, CO4
	Unit 3	Communication Theory	
	A	Bullet Theory	CO2
	B	Hypodermic Needle Theory	CO2,CO4
	C	Cognitive Consistency	CO3
	Unit 4	Sociological Theory of Communication	

	A	Agenda Setting	CO2,CO4	
	B	Cultivation Theory	CO2	
	C	Media System Dependency Theory	CO2,CO4	
	Unit 5	Normative Theory of Communication		
	A	Authoritarian Theory and Libertarian Theory	CO3, CO4	
	B	Soviet Communist Theory and Social responsibility Theory	CO3,CO4	
	C	Democratic Participation Theory and Development Communication theory	CO2,CO4	
10	Mode of examination	Theory		
11	Weightage Distribution	CA	MTE	ETE
		30	20	50
12	Text book/s*	<ul style="list-style-type: none"> Mcquail, Denis. Mcquail'S Mass Communication Theory.- New Delhi: Sage, 2010. Watson, James Media Communication: An Introduction to Theory and Process -- New York: Palgrave, 2004. 		
13	Other References	<ul style="list-style-type: none"> Key Readings in Media Today : Mass communication in contexts.-- New York: Routledge, 2009. Joseph R. Dominick (2007). The Dynamics of Mass Communications. 9th Edition. Boston: McGraw Hill 		

Course articulation matrix:

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	1	2	3	2
CO2	2	2	1	2	3	2
CO3	2	3	3	1	3	2
CO4	3	3	1	2	3	3
CO5	3	3	1	2	3	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Prepared by: School of Media, Film & Entertainment

SCHOOL : SMFE		Batch :2021-2023
Program: MA(J&MC)		Current Academic Year:2021-22
Branch: NA		Semester:1
1	Course Code	MMC182
2	Course Title	Social Studies, Media and Contemporary Issues
3	Credits	3
4	Contact Hours (L-T-P)	(3-0-0)
5	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective
6	Course Objective	<ul style="list-style-type: none"> ● Introduce the basics of Social Studies, and Contemporary Issues. ● Understand the social perspectives of Media
7	Course Outcomes	The student will be able to : CO1:Define national and international political & social problems. CO2:Describe World Orders, International, Regional Organisations and Treaties CO3:Explain the history of Indian Civilization. CO4:Analyse Indian society, its history and Ideological Foundations, Interest Groups, other sources of power CO5: Assess the role of Media in Political and Social Movement
8	Course Description	This course introduces students to various issues facing the world today. Students will explore global economic systems, human rights, politics and the brief history of Indian civilization.
9	Outline syllabus	CO Mapping
	Unit 1	Brief History of World
	A	1. World Orders: Old and New
	B	2. Political and Economic Systems
	C	3. International, Regional Organisations and Treaties
	Unit 2	Brief History of Indian Civilisation
	A	1. Making of India: Historical and Political Perspective
	B	2. India: Pre and Post-Independence
	C	3. An overview of Indian Social System:Contemporary International and National Scene: Major Issues and Debates
	Unit 3	Human Development and Growth
	A	1. Communalism, Casteism, Corruption and Regionalism
	B	2. Election and Judicial Reforms
	C	3. Economic Reforms: Liberalization, privatization and globalization processes and its Impact on Economy
	Unit 4	Indian Society
	A	1. Political Parties: History and Ideological

		Foundations			
	B	2. Rise of Divisive and Diversionary Politics			CO4
	C	3. Interest Groups, other sources of power: Armed Forces, Trade Unions, Religious Organizations, Corporate Houses, NGOs			CO4
	Unit 5	Overview of Indian Politics and Processes:			
	A	1. Indian Parliament and its Functioning			CO4
	B	2. The Coalition Politics and Emergence of Regional Political Parties			CO4
	C	3. Role of Media in Political and Social Movement: Pre-independence and Post- independence era			CO5
10	Mode of examination	Theory			Theory
	Weightage	CA	MTE	ETE	
11	Distribution	30	20	50	
12	Text book/s*	<ul style="list-style-type: none"> ● Berger, Arthur Asa Making sense of media :key texts in media and culture studies.-- U.S.A: Black Well, 2005. ● Alia, Valerie Media and Ethnic minorities.- Edinburgh: Edinburgh University Press, 2005. ● Bertrand, Claude-Jean. The Arsenal of Democracy: Media Accountability Systems. Hampton Press, 2003 ● Branston, Gill Media student's book.-- London: Routledge, 2006. ● Chatterji, Subarno Tracking the media: interpretations of mass media discourses in India and Pakistan.-- London: Routledge, 2008. ● Curran, James and Gurevitch, Michael (2000), Mass Media and Society, Oxford University Press. ● David Crowley and Paul Heyer (Eds.) (2007). Communication in History. 5th Edition. Boston: Allyn and Bacon. ● Defleur, Melvin L Understanding mass communication.-- Boston: Houghton Mifflin, 1988. ● Devgan, A.K. Women media and politics.-- New Delhi: Cyber Tech Publications, 2010. ● Dominick, Josef R. The Dynamics of mass communication. Media in the digital age, University of Georgia, Athens, Mc Graw Hill. New York 2002. ● Hackett, Robert and Carroll, William (2006), Remaking Media: The Struggle to Democratize Public Communication, Routledge. ● Hood, Stuart The Mass media.-- London: Macmillan, 1972. ● Jeff Chester (2007). Digital Destiny – News Media and the Future of Democracy. New York: The New Press. 			

		<ul style="list-style-type: none"> Joseph R. Dominick (2007). The Dynamics of Mass Communications. 9th Edition. Boston: McGraw Hill. 	
13	Other References		

Course articulation matrix:

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	2	2	2
CO2	3	2	2	2	2	2
CO3	3	2	2	2	2	2
CO4	3	2	2	2	2	2
CO5	3	2	2	2	2	2

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch :2021-2023	
Program: MA(J&MC)			Current Academic Year:2021-2022
Branch: NA		Semester:1	
1	Course Code	MMC 187	
2	Course Title	Development Communication	
3	Credits	2	
4	Contact Hours (L-T-P)	(2-0-0)	
5	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	1. Develop understanding of developmental issues 2. Contribute positively towards the development process of country as responsible, informed and knowledgeable communicators. 3. To expand the knowledge base of theories of growth and development, and its interrelation to culture, behavior change, social transformation. 4. To understand the key issues of extension and development 5. To be aware of the aspects influencing design of development programmes.	
7	Course Outcomes	The student will be able to : CO1: Appraise and evaluate contemporary development concerns, advocacy and communication for sustainable social change CO2: Analyze the process of Development Communication CO3: Apply the strategic use of communication and media tools in advancing the goals of social, cultural, and political change CO4: Write and Design message for Development Communication CO5: Contribute positively towards the development process of the country as responsible mass communicators.	
8	Course Description	This <i>course</i> takes a practical approach to <i>communication for development</i> to effect real change. It provides training in the field of media and development communication as well as renders professional services for social work organizations.	
9	Outline syllabus	CO Mapping	
	Unit 1		
	A	Concepts and Perspectives in Development and Growth	CO1
	B	1.2 Critique of Development and the Development Theory, Major developmental Issues, Understanding Underdevelopment and Poverty	CO1
	C	1.3 Dominant paradigm of development communication, Models of Development, Economic Growth and Human and Social Development, Communication for Development	CO2
	Unit 2		
	A	2.1 History and Nature of Development Journalism, Understanding development Journalism: How it is	CO2

		Transforming in a Changing India			
	B	2.1 Nature and Scope for Coverage of Developmental Issues, Conceptual challenges Before Development Journalists			CO2, CO3
	C	2.3 Development Journalism: Development issues- covering environment and health and other social issues, Problems of Environment , Sustainability, Economic and Civil Society growth, Agricultural and Rural Reporting, Reporting Education, Science and Technology.			CO3
	Unit 3				
	A	3.1 Media Audiences and Access to Media, The status of the Media in the Information Society,			CO3
	B	3.2 Community Radio/Media in the Regional Context,			CO3
	C	3.3 International Agenda for Development Journalism			CO5
	Unit 4				
	A	4.1 Development Communication - Alternative and Social Media			CO4
	B	4.2 Democracy, Internet and Civil Society, Information and Digital Empowerment, Digital Communication and Development			CO4
	C	4.3 Information Inequality and Digital Divide			CO4
	Unit 5				
	A	1. Case Studies on: Gender, Maternal and Child Health,			CO5
	B	2. Case Studies on :HIV/AIDS, Education, Poverty Alleviation, Environmental Protection			CO5
	C	3. Contemporary Issues and Debates			CO5
10	Mode of examination	Theory/Jury/Practical/Viva			Theory
11	Weightage Distribution	CA	MTE	ETE	
		30	20	50	
12	Text book/s*	<ul style="list-style-type: none"> Communication and Development: Issues and Perspectives.-- Jaipur: Rawat Publications, 1992. Communication, Modernisation and Social Development: Theory, Policy and Strategies.-- Delhi: B.R., 2002. 			

		<ul style="list-style-type: none"> • Dua,M.R. Media and development : Themes in communication and extension.-- New Delhi: HarAnand, 1994. • Gandhi, VedPrakash Media and communications today: policy, training and development.-- New Delhi: Kanishka, 1995. • Gupta Baldev Raj Mass communication and development.-- Varanasi: Vishwavidyalaya, 1997. • Indian Social and economic development -1991 CENDIT; 1991. • John A. Akande: Technology, Industrialization and Environment, Ibadan: CREM Books, 2000. • Joseph, Joni C. Mass Media and rural development.--Jaipur: Rawat Publications, 1997. • Pierre Laszlo. Communicating Science: A Practical Guide. Berlin: Springer, 2006. • Pokarapurkar, Raja Rural development through community television.-- New Delhi: Concept, 1993. • Sen, A. 1999. Development as freedom. New York: Alfred A.Knopf. • Sen, Amartya, Inequality re-examined, Clarendon Press, 1992. • Sinha, Arbind K. Mass media and rural development: a study of village communication in Bihar.-- New Delhi: Concept Publishing,1985. • William A. Hachten (1993). The Growth of Media in the Third World. African Failures, Asian Successes. Ames: Iowa State University Press. 	
13	Other References		

Course articulation matrix:

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	1	3	3	3
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CO3	3	3	2	2	2	3
CO4	3	3	2	2	3	2
CO5	3	3	2	2	3	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Prepared by: School of Media, Film & Entertainment

School: SMFE		Batch :2021 -2023	
Program: MA (J&MC)			Current Academic Year:2021-2022
Branch: NA		Semester: I	
1	Course Code	MMC 196	
2	Course Title	Entrepreneurship & Business communication	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
5	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	1.Explain the principles and functions of media planning 2. Describe the structure and functions of media organizations 3.Developing the skill for starting the new ventures. 4.To make them understand the market necessities. 5.To make them capable to handle all kinds of business requirements.	
7	Course Outcomes	CO1; Develop concepts that are able to address the desires as well as aspirations of the consumer & base behavior CO2 :Understand Branding and Brand promotions CO3 :Analyze the market necessities. CO4: Analyze and Secure business interests as per law of the land. CO5: Design and apply the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures. CO6: Demonstrate the skills needed for a entrepreneur and will be able to work in team keeping all the ethics of business communication	
8	Course Description	The course aims to equip students to honk skills and capacity to meet the challenges and demands of the Brand Management.. The curriculum lays stress on both theoretical and practical applications. The theoretical portion indicates the students to know how the technological aspects of Branding and its complete execution in the market.	
9	Outline syllabus		CO Mapping
	Unit 1	Media Industry and Concept of Management	
	A	1.1 Media as an industry and a profession;; Operations and structure of news media company	CO1
	B	1.2 Ownership patterns of mass media - Foreign equity in Indian electronic and print media and press commissions on Indian newspaper management structure	CO1
	C	1.3 Hierarchy functions and organizational theory: Delegation, decentralization, motivation, disintermediation, control and coordination	CO2
	Unit 2	Organization Communication	
	A	Communication within the organization	CO2
	B	Downward/ upward communication	CO2
	C	Horizontal communication	CO3
	Unit 3	Communication from the organization	

	A	Ethics and values as they relate to communication		CO3
	B	Contemporary and continuing concerns of organizational communication		CO3
	C	Ethical and legal considerations		CO4
	Unit 4	Human resources development		
	A	Motivation, leadership and management		CO4
	B	Marketing strategies and branding: Employee/employer and customer relations services		CO3
	C	Promotion (space/time, circulation), reach, and promotion		CO5
	Unit 5	Entrepreneurship and Marketing		
	A	<i>Global marketing strategies and Social media branding</i>		CO5
	B	PR for building and sustaining business and audience and Ad campaign on Facebook		CO5
	C	Advertising and Marketing ; Digital Marketing, Media planning and buying , Media budgeting and finance management, budget control		CO6
10		Theory/Jury/Practical/Viva Jury / Practical		
11	Weightage Distribution	CA 20%	MTE 30%	ETE 50%
12	Text book/s*	<ul style="list-style-type: none">Dickson D, Communication Skills for EffectiveTourish Denis Management, Palgrave Macmillan, Dr. Sakthivel MurughanMManagement Principles Practices, New Age International Publisher NewDelhiRedmond, J, Trager RMedia Organi4. Albarran, Alan B Media Economics, Surjeet Publication newBarbar USA, NTC Business Book, 1993.Concepts & Cases; Tata McGraw HillPublishers		
13	Other References	<ul style="list-style-type: none"><i>Albarran Alan B : Media Economics , Surjeet Publication , New Delhi</i>		

Course articulation matrix:

POs COs	PO1	PO2	PO3	PO4	PO5	PO6

Prepared by: School of Media, Film & Entertainment

CO1	3	1	3	3	3	1
CO2	2	1	1	1	2	-
CO3	1	-	1	3	-	-
CO4	1	-	-	-	3	-
CO5	3	-	3	3	1	-
CO6	1	2	3	2	2	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch :2021-2023	
Program: MA(J&MC)		Current Academic Year:2021-22	
Branch: NA		Semester 1	
1	Course Code	MMC 188	
2	Course Title	Media Laws and Ethics	
3	Credits	3	
4	Contact Hours (L-T-P)	(3-0-0)	
5	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	1.A thorough understanding of media laws and ethical issues will convince the budding journalists to engage in their career assignments without compromising the professional and ethical standards 2. This class will deal with press laws and ethical issues and professional practices in media. 3. Rules and laws for media organizations and the Regulatory bodies of the Print and Electronic media will be discussed in the class. 4. The course will introduce media laws and ethical frameworks for media practitioners in the Indian and the global contexts.	
7	Course Outcomes	The student will be able to: CO1: Understand and apply the historical, theoretical, legal and societal contexts for producing news media for consumers, ranging from local to global CO2:Understand media Laws and Ethics CO3:Apply knowledge gained in coverage related to media Profession CO4: Analyse and demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness, and diversity CO5: Apply the provisions of the Constitution and IPC in their journalistic practice.	
	Course Description	1-knowledge about basic understanding of Indian polity, 2-Informing about law, rights and restriction of Media.	
9	Outline syllabus		CO Mapping
	Unit 1	History of Media and Indian constitution	
	A	History :Vernacular Act, Gagging Act, First Press Law	CO1
	B	Indian Constitution (Preamble, Parliament, Fundamental Rights and Duties) and Legal System	CO1
	C	Media Laws and Constitutional Framework: Freedom of Speech and Expression, Reasonable Restriction	CO2
	Unit 2	Media Law for Practicing Journalism	
	A	The principals of Defamation Law, Defences , Criminal	CO3

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		Defamation			
	B	Contempt of Court , Sub Judicematter,Defences			CO3
	C	The Rules of Court and Legislative Reporting			CO3
	Unit 3	Liberty and Restriction			
	A	Intellectual property and copyright Act, No Infringement and Cyber laws			CO5
	B	The Right to Information Act-2005			CO5
	C	Harmful publication act: Obscenity, Pornography and Sedition			CO5
	Unit 4	National security and Media			
	A	Official Secrets Act			CO2
	B	Parliamentary/ Legislative Privileges (Parliament proceedings Act)			CO2
	C	Protecting National Security and Public order			CO2
	Unit 5	Ethics and self Regulation			
	A	Defining Ethics			CO4
	B	Press council of India(PCI)			CO4
	C	Code of conduct and self regulation:NBA, Editor's Guild			CO4
10	Mode of examination	Theory/Jury/Practical/Viva			
11	Weightage Distribution	CA	MTE	ETE	
		30	20	50	
12	Text book/s*				
13	Other References				

Course articulation matrix:

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	1	3	3	3
CO2	3	3	1	2	2	2
CO3	3	3	2	2	3	3
CO4	2	2	3	2	3	3
CO5	3	2	3	2	3	2

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Prepared by: School of Media, Film & Entertainment

School : SMFE		Batch :2021-2023	
Program: MA(J&MC)			Current Academic Year: 2021-22
Branch: NA		Semester: I	
1	Course Code	MMC 198	
2	Course Title	Writing for Media	
3	Credits	3	
4	Contact Hours (L-T-P)	0-1-4	
5	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	1. Familiarize with term NEWS 2 Create an understanding with different beat reporting 3To familiarize with different writing style and techniques of journalistic writing.	
7	Course Outcomes	The student will be able to : CO1:. Reframe the domain knowledge of news writing and reporting CO2: Identify the source of News Gathering. CO3: Illustration of different style of journalistic writing. CO4: Identify the basic tools and techniques of conducting planned and unplanned News CO5: Classification between various beat reporting CO6 :Develop proficiency in writing in one or more professional media writing applications.	
8	Course Description	The course is aimed to make students learn the skills and knowledge about Basic of news writing.	
9	Outline syllabus		CO Mapping
	Unit 1	Understanding Print Media	
	A	Meaning, definition and its role, Inverted Pyramid	CO1
	B	What Makes News, News Structure	CO1
	C	Principles of News Writing and Reporting:	CO1, CO2, CO5
	Unit 2	Understanding Radio	
	A	Radio News Writing Structure and Fundamentals of Writing	CO2
	B	Radio talks/commentaries/comments	CO3
	C	Radio features and documentaries	CO3
	Unit 3	Understanding TV	
	A	Define the concept of writing for Eye	CO2
	B	Formulated Television Bulletin Scripts	CO5
	C	TV News Writing Terminology (Slug, Sound Bite, Time Code, Sign-in, Sign-Off, PTC, VOV, POP)	CO3
	Unit 4	Understanding online Media	
	A	Journalism as conversation – Audience development, Social media, Blogs, Comments, Feedbacks, Opinion polls, Message boards, Messenger, Chat rooms, Games, Quiz	CO4

	B	Newsroom for online journalism, Backpack journalism	CO4
	C	visual language, Narrative Journalism	CO4
	Unit 5	Special Project	
	A	Develop a Newspaper	CO6
	B	Make a Radio Programme/ TV Programme	CO6
	C	Develop a Blog/ e-paper	CO6
10	Mode of examination	JURY	
11	Weightage Distribution	CA	ETE
		60%	40%
12	Text book/s*	1. Adam, G. Stuart and Roy Peter Clark. (2006). Journalism: The Democratic Craft. New York:OxfordUniversity Press. 2.Baggini, Julian. Making Sense: Philosophy behind the headlines. Oxford University Press,Oxford,2002. 3.Feature writing for Journalists Sharon Wheeler London, Routledge; 2009. 4.Feature Writing for the newspapers and magazines Edward Jay Friedlander and John Lee NewYorkHarperandamp; Row; 1996. 5. Feature writing; Pape Sisanandamp; SF ; London; Sage: 2006.	
13	Other References	INDIA 2019: To know the year long event.	

Course articulation matrix:

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	1	2	1
CO2	2	3	3	2	1	2
CO3	3	3	3	2	2	1
CO4	2	3	3	3	2	3
CO5	3	2	3	1	1	1
CO6	3	3	3	3	3	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Prepared by: School of Media, Film & Entertainment

School: SMFE		Batch :2021-2023	
Program: MA (J&MC)			Current Academic Year: 2021-2022
Branch: NA		Semester: I	
1	Course Code	MMC199	
2	Course Title	Soft-Skill and Personality Development	
3	Credits	3	
4	Contact Hours (L-T-P)	0-1-4	
	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
5	Course Objective	The objective of this course is to: <ol style="list-style-type: none"> 1. 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. 2. To understand the importance of body language and right posture in terms of giving speech 	
6	Course Outcomes	The student will be able to: CO1:Gain confidence in terms of voice and speech. CO2: Practice perfect body language at events and scenarios. CO3:To understand voice analysis and improvement CO4:To understand the pronunciation and articulation CO5:To understand stress management and implement presentation skills.	
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, CO2
	3	Controlling emotions and techniques to use stage or delivery platform	CO1, CO2
	Unit 2	Voice Analysis and Improvement	
	1	Importance of voice improvement	CO3
	2	Analyzing student's speech and Voice: Pitch, Volume, Tempo, Vitality	CO3
	3	Voice quality: Resonance V/s thinness, Breathing, Nasality and Huskiness	CO3/CO1
	Unit 3	Pronunciation and Articulation	
	1	Understanding different causes of mispronunciation.	CO4
	2	Clarity in Hindi pronunciation, Hindi grammar and how to get rid of regional touch in language along with practice sessions	CO4
	3	Clarity in English pronunciation, English grammar and how to get rid of regional touch in language along with	CO4

		practice sessions	
	Unit 4	Management	
	1	Time and Stress management during presentation	CO5
	2	Tools and resources to upgrade skills	CO5
	3	Verbal/Non-verbal communication and how to incorporate Honesty, leadership, trust , courage and patience in speech and presentation.	CO5
	Unit 5	Exercise	
	1	Exercise	
	2	Exercise	
	3	Exercise	
	Mode of examination	Jury/Practical/Viva	
	Weightage	CA	ETE
	Distribution	60%	40%

Course articulation matrix:

POs COs	PO1	PO 2	PO3	PO 4	PO5	PO 6
CO1	1	3	-	-	2	2
CO2	1	3	-	-	2	2
CO3	-	2	3	-	-	1
CO4	-	2	2	1	3	1
CO5	2	-	-	2	3	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021-2023
Program: MA (J&MC)		Current Academic Year: 2021-2022
Branch: NA	Semester: I	
1	Course Code	MCC301
2	Course Title	Community Connect
3	Credits	2
4	Contact Hours (L-T-P)	0-2-0
	Course Type	Compulsory/Pre-Requisite/ Co-Requisite /Elective/Open Elective
5	Course Objective	To let the student engage and connect directly with the community/society. In this survey-based course students will get hand-on experience of the real-world situation by directly accessing and analysing the information collected from the people in the community under study. The course aims to sensitize the student towards society and social issues. This course will also give a proper field exposure to the student, where student will not only interact with the community but will analyse the data and try to find solutions to the larger issues affecting the community and the country at large.
6	Course Outcomes	The student will be able to CO1 : Apply the knowledge and skills acquired during classroom teaching. CO2 :Identify the issues in the community/society CO3 :Analyse the issues in the society and the necessary solutions CO4 :Develop sense of belonging, sympathy and responsibility towards society. CO5 : Evaluate the importance of community engagement in higher education.
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	Theme	Major Sub-themes for research: <ul style="list-style-type: none"> ● Major developmental issue (Socio-Economic, gender, environmental etc.) ● Media habits/ Media usage/Audience profiling ● Media perceptions
8.1	Guidelines for Faculty Members	<ul style="list-style-type: none"> ● It will be a group assignment (4 to 5 students), the student will work together as a team, they have to survey at least 250 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

		<p>final report (the faculty member will collect all the questionnaires of survey and final report and submit to CCC coordinator within stipulated time).</p> <ul style="list-style-type: none"> • 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 by 22 April 2021. • 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	<p>The CCC Coordinator will supervise the whole process and assign students to faculty members.</p> <p>BA+MA(J&MC-Integrated) – the students will be allocated to faculty member (mentors/faculty member) in even term.</p>
8.3	Layout of the Report	<p>Abstract(250 words)</p> <ol style="list-style-type: none"> Front Page (sample design will be provided by Community Connect Coordinator/Mentor) Certificate of originality duly signed by the faculty supervisor Acknowledgement Content Page Abstract Introduction Objective of the report Methodology Results, finding, conclusion Recommendation/plan of action References 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:</p> <p>Title of the article;</p> <p>Name(s) and initial(s) of author(s), preferably with first names spelled out;</p> <p>Affiliation(s) of author(s);</p> <p>Name of the faculty guide and Co-guide</p> <p>Abstract: Each article is to be preceded by a succinct abstract, of up to 250 words, that highlights the objectives, methods, results, and conclusions of the paper.</p> <p>Text: Manuscripts should be submitted in Word.</p> <ul style="list-style-type: none"> ● Use a normal, plain font (e.g., 12-point Times Roman) for text. ● Use italics for emphasis. ● Use the automatic page numbering function to number the pages. ● Save your file in docx format (Word 2007 or higher) or doc format (older Word versions) <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. ● Journal article ● Hamburger, C.: Quasimonotonicity, regularity and duality for nonlinear systems of partial differential equations. Ann. Mat. Pura Appl. 169, 321–354 (1995) ● Article by DOI ● Sajti, C.L., Georgio, S., Khodorkovsky, V., Marine, W.: New nanohybrid materials for biophotonics. Appl. Phys. A (2007). doi:10.1007/s00339-007-4137-z ● Book ● Geddes, K.O., Czapor, S.R., Labahn, G.: Algorithms for Computer Algebra. Kluwer, Boston (1992) ● Book chapter ● Broy, M.: Software engineering — from auxiliary to key technologies. In: Broy, M., Denert, E. (eds.) Software Pioneers, pp. 10–13. Springer, Heidelberg (2002) ● Online document ● Cartwright, J.: Big stars have weather too. IOP Publishing PhysicsWeb. http://physicsweb.org/articles/news/11/6/16/1 (2007). Accessed 26 June 2007 ● Always use the standard abbreviation of a journal's name according to the ISSN List of Title Word Abbreviations, see ● www.issn.org/2-22661-LTWA-online.php
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		<ul style="list-style-type: none"> 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:	The report should be Spiral/ hardbound <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 Font Times New Roman, Headings 16, subhead 14, body text 12. Justified text. Line spacing 1.5. Margins should be 3 cm at binding side, 2 cm top, bottom and remaining side.
8.6	<u>I</u> 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, 2021. 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)

9	Course Evaluation	
9.01	Continuous Assessment	60%
	Questionnaire design	20 Marks
	Report Writing	40 Marks
9.02	ETE(PPT presentation)	40%

Course articulation matrix:

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
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CO1	3	-	2	3	2	-
CO2	2	-	2	-	3	1
CO3	1	1	1	-	3	1
CO4	2	-	-	2	3	2
CO5	-	2	-	2	3	2

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Semester 2

School: SMFE		Batch :2021-2023	
Program: MA(J&MC)			Current Academic Year:2021-2022
Branch: NA		Semester:2	
1	Course Code	MMC 192	
2	Course Title	Social Media and Mobile Journalism	
3	Credits	3	
4	Contact Hours (L-T-P)	(2-1-0)	
5	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	1.To familiarize the students about the use of mobile in journalism 2.Role and Impact of social media in news Use of social media 3.To familiarize the different formats of still photography and video used online 4.To familiarize about the style of writing in social media	
7	Course Outcomes	The student will be able to : CO1:Define the Meaning of Online journalism. CO2: Summarize the elements of computer application. CO3:Implement the Use of technology for News. CO4:Analyse the Impact of online journalism. CO5: Evaluate the Impact of web-journalism.	
	Course Description	1-knowledge about basic understanding of journalism, Media and uses of technology for news. 2-Informing about tool techniques of writing the news in online medium.	
9	Outline syllabus		CO Mapping
	Unit 1	Internet and Mobile Journalism	
	A	Networked society	CO1
	B	Development of internet and online journalism – web 1.0, web 2.0, web 3.0, semantic web and beyond	CO1
	C	Fundamentals concepts and applications - Multimediality, Hypertextuality, Interactivity, Crowdsourcing, RSS, Mashups, Widgets, Folksonomy, Social bookmarking, CC, Metrics, Analytics, passive democratic fundraising (A/B testing) tactics, new concepts	CO2
	Unit 2	Marketing for the web	
	A	SEO, AdSense, AdWords, PPC, Pops, Ad-blocks, Direct mail, new techniques	CO2
	B	Journalism as conversation – Audience development, Social media, Blogs, Comments, Feedbacks, Opinion polls, Message boards, Messenger, Chat rooms, Games,	CO2

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		Quiz	
	C	Ethical practices involving the Internet and social media	CO2
	Unit 3	Mobile journalism	
	A	Newsroom for online journalism	CO3
	B	Backpack journalism	CO3
	C	Non-linear story telling	CO3
	Unit 4	New styles of writing	
	A	Visual language	CO4
	B	Micro-content	CO4
	C	Narrative journalism	CO4
	Unit 5	Photos for web	
	A	Forms and format, still, gallery, slideshow	CO5
	B	Audio for web –forms and format, Internet Radio, Audio boo, Sound cloud, Podcasts, Broadcast yourself	CO5
	C	Video for web –forms and format, Narrowcasting, Personal casting, Internet Television, Broadcast yourself, live streaming	CO5
10	Mode of examination	Theory/Jury/Practical/Viva	
11	Weightage Distribution	CA 30	MTE 20
12	Text book/s*	ETE 50	
13	Other References		

Course articulation matrix:

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	2	1	2	1	1
CO2	1	2	1	1	2	1
CO3	3	2	3	2	1	1
CO4	2	2	3	1	1	1
CO5	1	3	2	2	1	1

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Prepared by: School of Media, Film & Entertainment

School: SMFE		Batch :2021 -2023	
Program: MA (J&MC)			Current Academic Year:2021-2022
Branch: NA		Semester: II	
1	Course Code	MMC194	
2	Course Title	Advertising: Concepts, Principles & Practices	
3	Credits	4	
4	Contact Hours (L-T-P)	2-1-2	
5	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	1. Familiarize with psychological and cultural approach of advertisement for different media 2. Understanding of different segment and categories of advertisement 3. Understanding of means; methods to achieve desired creativity in an advertisement 4. Familiarize with various aspects of advertising	
7	Course Outcomes	The student will be able to : CO1:Understand the Meaning and Definition of Advertising:Its need, nature and scope, functions CO2:Formulate the concepts that are able to address the desires as well as aspirations of the consumer base behaviour brand promotion etc. CO3:Evaluate how different media including new media responsible for advertising behaviour. CO4: Evaluate and analyse the advertising agency practices, media organizations, the production of advertising campaigns CO5:Create and execute plan for an Ad Campaign.	
8	Course Description	The course is aimed to make students learn the skills and knowledge about. Basic of advertising and its basic principles and practices.	
9	Outline syllabus		CO Mapping
	Unit 1	Advertising	
	A	Meaning, definition and its role	CO1
	B	Growth and development of India and world	CO1
	C	Advertising as a communication tool	CO1
	Unit 2	Unit II: Advertising process	
	A	Models of advertising, AIDA, DAGMAR and Maslow Hierarchy model	CO2
	B	Types of advertising and its characteristics,	CO2
	C	Classification of advertising on basis of PA target audience, area, medium, purpose.	CO2
	Unit 3	Classification of Advertising	
	A	3.1 Types and Classification of Advertising	CO3
	B	3.2 Factors determining advertising opportunity of a product/service/idea.	CO3
	C	3.3 Types of Appeals and Advertising Messages	CO3

	Unit 4	Structure, Role and Function of Advertising Agency			
	A	Advertising Agency: Evolution, Types, Structure			CO4
	B	Functions of Various Departments and their Roles			CO4
	C	Agency – Client Relations and Pitching Process			CO4
	Unit 5	Advertising Objectives; Execution			
	A	Segmentation, Positioning and Targeting Media selection, Planning, Scheduling			CO3
	B	Marketing Strategy			CO4
	C	Research and Branding Advertising department vs. Agency-Structure			CO5
10	Mode of examination	Theory			
11	Weightage	CA	MTE	ETE	
	Distribution	20%	30%	50%	
12	Text book/s*	1. Advertisers Handbook 2001; D V Gandhi; New Delhi; IndraprasthaPrakashan; 1999. 2. Advertising Management,-2010, Jaishri ,Jethwaney and Jain, Shruti, New Delhi, OxfordUniv. Press. 3. Bland, Michael Effective media relations : how to get results.-- London: Kogan Page,1996. 4. BrandRisk: Adding Risk Literacy to Brand Management-2008, Abrahams David, England,Gower, 2008. 5. Essential for Media Planning -1993 Arnold M Barbar USA, NTC Business Book, 1993. 6. Mohan MahenderAdvertisingManagement: Concepts & Cases; Tata McGraw HillPublishers			
13	Other References	Ogilvy David Ogilvy on Advertising; Prion Books Ltd.			

Course articulation matrix:

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	2	2	1	1
CO2	3	3	3	2	2	1
CO3	2	3	2	3	2	1
CO4	3	2	2	3	1	3
CO5	3	2	2	3	3	3

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

Prepared by: School of Media, Film & Entertainment

School: SMFE		Batch :2021-2023	
Program: MA(J&MC)			Current Academic Year:2021-2022
Branch: NA		Semester: 2	
1	Course Code	MMC197	
2	Course Title	Photography and Visual Communication	
3	Credits	3	
4	Contact Hours (L-T-P)	0-1-4	
5	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	<ol style="list-style-type: none"> 1. To familiarize the students with the scientific and technological development related to camera, viz., from pin hole to digital 2. To understand basic methods of image (re)generation and photographic capture 3. To make the student proficient in understanding the various components, accessories, mechanism and operation of camera 4. Understanding the interface between science and art for achieving different photographic goals 	
7	Course Outcomes	The student will be able to : CO1: Describe the techniques used in creating digital images CO2: Interpret the rules of composition and visual aesthetics CO3: Visually express a story using simple photographs CO4: Evaluate a photograph on basis of its visual aesthetics and production techniques used CO5: Independently Construct Photo Features using cameras and imaging software	
8	Course Description	The course is designed to learn different types of composition in photography and their uses. The students also learn to use different types of DSLR cameras and editing tools used in photography.	
9	Outline syllabus		CO Mapping
	Unit 1	Introduction to Photography	
	A	What is photography? The role and importance of photography	CO1
	B	Brief History of photography	CO1
	C	How Camera works? a. Principles of Camera Obscura b. Types of Cameras and their uses.	CO1
	Unit 2	Principles of Photographic composition	
	A	Concepts of composition	CO2
	B	Digital Capture	CO2
	C	Various types of Digital Capture and Image	CO2
	Unit 3	Lighting	

	A	Sources of light : Natural and Artificial			CO3
	B	Correct exposure			CO3
	C	Nature and physical properties of light a. Direction and angle of light : Front, side, top and back b. Lighting contrast and its control by fill in lights c. One, two and three point lighting : Key, fill and back light			CO3
	Unit 4	Exposure Control			
	A	Basics of Aperture, Shutter, ISO, and EV			CO4
	B	White Balance and Picture Style			CO4
	C	Using Flash and Other Accessories			CO4
	Unit 5	Image Processing and Manipulation			
	A	Purpose and tools for image processing			CO5
	B	Image Processing using Adobe Photoshop / Lightroom			CO5
	C	Portfolio Presentation			CO5
10	Mode of examination	Jury			
11	Weightage	CA	MTE	ETE	
	Distribution	60		40	
12	Text book/s*	1. Michael Langford Basic Photography, Focal Press 2. James A. Folts Ronald P. Lovell Handbook of Photography, Fred C. Zwahlen, Jr. DelmalThomsan learning 3. Lee Frost Photography, Hodder Headline			

Course articulation matrix:

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	2	1	1	1
CO2	3	3	2	2	2	1
CO3	3	3	2	2	2	1
CO4	3	2	2	2	1	2
CO5	3	2	3	3	1	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch :2021-2023	
Program: MA (J&MC)			Current Academic Year: 2021-2022
Branch: NA		Semester: II	
1	Course Code	MMC190	
2	Course Title	Newspaper Layout Design & Production	
3	Credits	3	
4	Contact Hours (L-T-P)	0-2-4	
5	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	<ul style="list-style-type: none"> ● Introduce the basics of layout, design and production of newspaper/magazine. ● Impart knowledge on conducting various types of print productions. ● Familiarize with the types of software and tools used for newspaper layout, design and production. ● Study the applications of different tools and software in creating print productions. ● Understand the steps involve in layout design and publication of a newspaper/magazine 	
7	Course Outcomes	CO1 :Understand the demands of the print media industry CO2: Understand and Strong-develop skills in using software for print layout, design and production. CO3: Develop proficiency in using different tools of print production.. CO4: Evaluate and understand news for print and apply the knowledge in creating print productions. CO5 :Create and design a document for print media.	
8	Course Description	The course aims to equip students to honk skills and capacity to meet the challenges and demands of the layout and designing in print media. The curriculum lays stress on both theoretical and applications. The theoretical portion indicates the students to know how the technological aspects of print media. While as, the application will give the good use of new tools of print media and image editing software.	
9	Outline syllabus		CO Mapping
	Unit 1	Print Layout Design- An Introduction	
	A	Principles and Process Lay-out and GraphicDesign	CO1
	B	Newspaper format: Full format, Tabloid and Magazine	CO1
	C	Newspaper Layout, Makeup and Dummy; Elements of Visual Communication: Shape, Colour, Texture;	CO2
	Unit 2	Aesthetic Aspects of Print Layout Design	
	A	Text and Sizes ,Typography, Colour and Visual representation, Form, spacing	CO2
	B	Visual Aesthetics Balance, Contrast, Rhythm, Unity	CO2
	C	Flags, Masthead and headlines, Rules: Column Rule, Cut off Rule, Window, Initial Letters, Ornaments and Border	CO2
	Unit 3	Software and Tools for Layout Design	

	A	PageMaker, Quark Express, Coral Draw			CO3
	B	Photoshop, In-design			CO3
	C	Practicing modular design, Makeup lines (Vertical, Diagonal, Circular, Horizontal), folio line and typography with layout software tools			CO3
	Unit 4	Printing Technology			
	A	Desk Top Publishing			CO4
	B	Offset Printing, Digital Printing			CO4
	C	Colour Printing: Techniques, Colour composition, Colour Separation and correction			CO4
	Unit 5	Portfolio Preparation			
	A	Front Page Design /Functional Design /Horizontal design/Advertisement Design			CO5
	B	Newspaper Design and Printing			CO5
	C	Magazine Design and Printing			CO5
1 0	Mode of examination	Theory/Jury/Practical/Viva Jury / Practical			
1 1	Weightage Distribution	CA 60	MTE -	ETE 40	
1 2	Text book/s*	<ul style="list-style-type: none"> N. N Sarkar, Art and Print Production. Oxford University Press (2013) Dawn Sokol, Graphic Design: Princeton Architectural Press (2015) Premanand M E, Media Studies I Print Media Knowledge, POORNA PUBLICATIONS, KOZHIKODE 			
1 3	Other References	Online tutorials available on Google			

Course articulation matrix:

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	2	1	3
CO2	3	1	3	3	1	3
CO3	3	2	3	2	1	3

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CO4	3	2	3	2	1	3
CO5	3	2	3	2	1	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch :2021-2023	
Program: MA(J&MC)			Current Academic Year:2021-2022
Branch: NA		Semester: II	
1	Course Code	MMC195	
2	Course Title	Radio News and Programme Production	
3	Credits	4	
4	Contact Hours (L-T-P)	0-2-4	
5	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	<ol style="list-style-type: none"> 1. To introduce students to the medium of Radio, its evolution, policies and trends in contemporary broadcasting 2. To develop understanding of different genres of Radio and their nuances. 3. To enable students to write and produce programmes for Radio. 4. To develop understanding of Radio, it's Newsroom, Organisational structure and Reporting process. 5. To enable students to write news scripts for Radio. 	
7	Course Outcomes	The student will be able to : CO1:Define the growth & development of radio CO2: Describe the structure and function of All India Radio CO3:Examining the role of community and commercial Radio CO4 :Analyze and evaluate sound perception and acoustics. CO5:Create different kind of Radio Programs	
8	Course Description	This course is specially designed to deal with various elements of radio production process. Beginning with conceptualization of the radio programme, various stages of the production process keeping in view the nature of audience and the zone of broadcast will also be dealt with. This deals with acquiring effective writing skills required for good writing for Audio medium. It will also familiarize the students to produce various formats of radio productions.	
9	Outline syllabus		CO Mapping
	Unit 1	Growth, Development and Organizational structure of All India Radio.	
	A	History of Radio, Characteristic of Radio, NSD, ESD, AIR Code.	CO 1,
	B	Different types of Radio AM, MW, SW, FM, Digital Radio	CO 1,
	C	Three tiers of Radio Broadcast—Local, Regional and National.	CO 1,
	Unit 2	Concept of Community and Commercial Radio	
	A	Set up and Licensing of Community Radio, Radio for Education and Development	CO1, CO3
	B	Growth and Structure of FM Radio in India, FM Programming	CO2
	C	Working in a radio studio: types and functions, acoustics, input and output chain, studio console: recording and mixing.	CO2, CO4
	Unit 3	Radio News: Reporting and Writing	
	A	Newsroom organization and structure, Different editorial positions in newsroom and their roles and responsibilities,	CO2 , CO4, CO5

		writing for voice dispatches: Bytes and Outside Broadcast (OB) copy	
	B	Beat reporting: Identifying and working for a news beat, reporting for hard and soft news	CO2 , CO4, CO5
	C	The 'Ingredients' of Radio News Radio News Bulletin and types, 5 and 15-minute bulletin, Headlines, News Magazine, Compiling Radio news bulletins,	CO2 , CO4, CO5
	Unit 4	Radio News: Art of Editing	
	A	Microphones – Designs, Categories and Applications, Digital Studio Mixer, Portable Audio Mixers, Recording formats, Understanding sound recording / Perspective of sound	CO2 , CO4, CO5
	B	Microphones and Sound, Field Recording, The Editing Process and Final mix	CO2 , CO4, CO5
	C	Working with Editing Software like Audacity, Dalet, Netiaetc	CO2 , CO4, CO5
	Unit 5	Radio Programmes and Production	
	A	Programme format V/s Station format: Music and Non music formats, different formats- talk, discussion, interviews, magazine show, fillers documentary, features etc	CO2 , CO4, CO5
	B	Public Service Announcement, Promo and Jingles, Radio features/documentaries/ commentaries, Spotlight/Talks etc	CO2 , CO4, CO5
	C	Production of Studio based Radio programmes in different formats	CO2 , CO4, CO5
10	Mode of examination	Jury	
	Weightage	CA	MTE
11	Distribution	60	40
12	Text book/s*	1. Style Book AIR Broadcasting in India, • GC Awasthy, Allied, Bombay, 1965 • Indian Broadcasting, HK Luthra, Publications Division, New Delhi, 1987 • Broadcasting and the People, MehraMasani, NBT, New Delhi, 1985 • Radio Production, Robert Mcleish, Focal Press, Oxford, 2005 • Writing for Broadcast Journalists, Rick Thomson, Routledge, New York, 2010 • Radio Programme Production: A Manual for Training, Richard Aspinall, UNESCO, Paris, 1971 • Basic Radio Journalism, Paul Chantlerand Peter Stewart, Oxford, 2003	
13	Other References	• Websites of AIR& BBC • Radio apps	

Course articulation matrix:

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	1	1	1	1
CO2	3	3	1	1	1	1
CO3	3	3	2	1	2	1
CO4	3	3	2	1	1	1
CO5	3	3	3	3	3	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch :2021-2023	
Program: MA(J&MC)			Current Academic Year:2021-2022
Branch: NA		Semester:II	
1	Course Code	MMC196	
2	Course Title	Multimedia and Data Journalism	
3	Credits	4	
4	Contact Hours (L-T-P)	(0-2-4)	
5	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	1. To educate the students about current practices and future frontiers of multimedia journalism 2. To introduce the students to all major tools of multimedia 3. To prepare students to master the concept design, production, publication and promotion of multimedia content through different platforms	
7	Course Outcomes	The student will be able to : CO1:Define multimedia production/ Data journalism CO2:Understand and practice the tools of multimedia journalism CO3:Apply creative ideas in designing and developing multimedia content. CO4: Analyse Media Mix Marketing CO5: Create and Design projects with the knowledge of Multimedia	
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	
	A	Definition, characteristics, uses and application of Multimedia	CO1
	B	Instructional design	CO1
	C	Media Technologies (Text, Graphics, Images, Animation, Video, Audio) and interfaces	CO2
	Unit 2	Multimedia Content Creation	
	A	Content (print, graphics, sounds, etc.)	CO2
	B	Screen Design, Writing and editing techniques for text, audio, video, multimedia and podcasting	CO2
	C	Navigation, Consistency, Transitions and Links	CO2
	Unit 3	Multimedia Productions	
	A	Graphics, Metaphors and Themes, Colors and Backgrounds, Text (size, color, placement)	CO3
	B	Animation Design- 2D, 3D, Developing interactive maps and graphics	CO3

	C	Audio Visual Productions, Hyper-Studio Sounds, Hyper-Studio Tips and Tricks			CO3
	Unit 4	Multimedia Marketing			
	A	Audience development and ethical practices involving the Internet and social media			CO4
	B	Advertising and PR strategies, passive democratic fundraising (A/B testing) tactics			CO4
	C	Use of metrics, and analytics, Crowd sourcing, blog, narrowcasting			CO4
	Unit 5	Preparation of Multimedia Portfolios			
	A	Producing major multimedia projects			CO5
	B	Designing multimedia campaigns			CO5
	C	Multimedia productions-audio visual, graphics and animation			CO5
10	Mode of examination	Theory/ Jury /Practical/Viva			
11	Weightage Distribution	CA	MTE	ETE	
		60%	-	40%	
12	Text book/s*	<ul style="list-style-type: none"> • Multimedia Journalism: A Practical Guide: Andy Hill (2010) • 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) 			

Course articulation matrix:

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	3	1	3	2	3
CO2	2	2	3	3	2	3
CO3	2	3	3	2	3	3
CO4	2	3	2	3	2	2

CO5	3	2	3	3	2	3
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1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

SEMESTER 3

School: SMFE		Batch :2021-2023	
Program: MA(J&MC)			Current Academic Year: 2022-2023
Branch: NA		Semester: 3	
1	Course Code	MCJ209	
2	Course Title	Media and Communication Research	
3	Credits	4	
4	Contact Hours (L-T-P)	2-2-0	
	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
5	Course Objective	1. Introduce the basics of communication research 2. Impart knowledge on conducting various types of communication research 3. Familiarize with the types of methodology in communication research 4. Study the applications of academic research in mass communication 5. Understand the steps involve in communication research	
6	Course Outcomes	The student will be able to: CO1:Meet the demands in this highly professional driven media industry CO2:Understand the application of various research steps in journalism study CO3:Apply various methods in communication research CO4:To differentiate communication research from ordinary research CO5:Put academic excellence in journalism and mass communication	
7	Course Description	This course is designed to impart knowledge among students of research work. It is observed that in a media industry there is a tremendous scope of research before any information which is going to be shared in public domain. Without fact finding stages no any text is trustworthy and useful.	
8	Outline syllabus	CO Mapping	
	Unit 1	Introduction to media research	
	A	Definition and Types of scientific research	CO1
	B	Distinguish between ordinary and scientific research	CO1
	C	Types of media research	CO1
	Unit 2	Steps involve in media research	
	A	Choosing research topic	CO2
	B	Review of literature	CO2
	C	Research objectives, problem and questions	CO2
	Unit 3	Research methodology	

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	A	Qualitative and quantitative methods			CO3
	B	Quantitative: Survey method and Content Analysis			CO3
	C	Qualitative: Case studies, Interviews and discourse analysis			CO3
	Unit 4	Data collection and processing			
	A	Definition and types of data			CO4
	B	Coding and basic statistical tools			CO4
	C	Tabulation, pie and bar diagrams			CO4
	Unit 5	Analysis, Interpretation and Report Writing			
	A	Test of significance, Chi square and student t test			CO5
	B	Statistical analysis and interpretation of data			CO5
	C	Steps and principles of report writing			CO5
	Mode of examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	

Course articulation matrix:

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	3	2	3	2	3
CO2	3	2	3	2	3	2
CO3	3	2	2	3	3	2
CO4	3	2	3	2	2	3
CO5	2	3	2	3	2	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch :2021-2023	
Program: MA(J&MC)			Current Academic Year: 2022-2023
Branch: NA		Semester:3	
1	Course Code	MCJ 210	
2	Course Title	Film Analysis and Appreciation	
3	Credits	3	
4	Contact Hours (L-T-P)	2-1-0	
	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
5	Course Objective	The objective of this course is to: <ol style="list-style-type: none"> 1. Familiarize the student with language and aesthetics of films 2. Help the learner develop the understanding of basic techniques used in story telling in cinema. 3. Offer a varied perspective of Mainstream, Parallel and regional cinema in India 4. Open the doors to international cinema by showcasing the best work of acclaimed film makers from US, Europe, and Asia. 5. Help the student critically analyse films with an intent of writing film reviews 	
6	Course Outcomes	The student will be able to CO1: Identify and recall the nuances of cinematic terms CO2: Classify films into genres and sub-themes CO3: Articulate the semiotics & cinematic terms used in films. CO4: Correlate the Parallel Indian cinema CO5: Evaluate the regional and offbeat indian cinema CO6: Construct and informed argument around the evolution of international cinema	
7	Course Description	The course is designed to inculcate the knowledge and understanding of film studies.	
8	Outline syllabus		CO Mapping
	Unit 1	Intro to Language of Cinema	
	1	Evolution of Cinema (Early Film, Color Films, Talkies)	CO1, CO2
	2	Film Genres and Types of Films: Narratives, Feature Films, Short Films, Documentaries etc	CO2
	3	Semiotics in Cinema	CO3
	Unit 2	Basic Film Techniques	
	1	Common Cinematic Terms (Distinguishing between Shot, Sequence, Scene, Plot, Theme, Story, Scripting, Screenplay and Story-Boarding)	CO3
	2	Cinematography	CO3
	3	Editing	CO3
	Unit 3	Mainstream and Parallel Indian Cinema	
	1	Introduction to Indian Cinema and its development.	CO4

	2	Important films and film makers of mainstream Indian Cinema			CO4
	3	Parallel Indian Cinema			CO4
	Unit 4	Regional and Offbeat Indian Cinema			
	1	Regional Indian Cinema			CO5
	2	English Bollywood movies			CO5
	3	Impact of the multiplex system			CO5
	Unit 5	Overview of International Cinema			
	1	European Cinema (UK, Germany, France etc.)			CO6
	2	Cinema in Asian Countries (like Japan and China)			CO6
	3	Major turning points and trends in other international films			CO6
	Mode of examination				
	Weightage	CA	MTE	ETE	
	Distribution	30%	20%	50%	
	Text book/s*				
	Other References	1. Understanding the Film: An Introduction to Film Appreciation, Mcgraw-Hill Education (Author) 2. Anatomy of Film by Bernard F. Dick 3. Art of Watching Films by Joseph M. Boggs, Dennis W. Petrie			

Course articulation matrix:

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	1	1	1	-
CO2	3	3	1	2	1	-
CO3	3	3	1	2	1	-
CO4	2	2	1	3	2	-
CO5	2	2	1	3	2	-
CO6	3	3	1	3	-	1

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

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School: SMFE		Batch :2021-2023	
Program: MA(J&MC)			Current Academic Year: 2022-2023
Branch: NA		Semester: 3	
1	Course Code	MCJ211	
2	Course Title	Public Relations and Corporate Communication	
3	Credits	4	
4	Contact Hours (L-T-P)	(L-T-P)) 2-2-0	
5	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	1. In depth understanding of various theories and principles of Advertising, public relations& corporate communication 2. To familiarize with PR & advertising in different sectors such as government, public sector, NGOs and Corporate sector 3. To familiarize with different writing style and skills of corporate communication. 4. Develop the understanding of various concepts such as Public opinion, pressure group and know how about the applied PR	
7	Course Outcomes	The student will be able to : CO1:Explain the Meaning and Definition of Advertising CO2: Define concept of PR CO3:Demonstrate the skills of writing in PR & CC CO4:Summarize the strategies in PR & CC CO5:Develop a sense of understanding of Media Planning CO6: Plan and Execute an Advertisement and Marketing Promotional campaign	
8	Course Description	The course is aimed to make students learn the skills and knowledge about Each and every basic domain knowledge about Public relation, advertising & corporate communication	
9	Outline syllabus		CO Mapping
	Unit 1	Advertising as a Marketing Tool	
	A	Meaning, definition and its role	CO1
	B	Growth and development of India and world	CO1
	C	Advertising as a communication tool	CO1
	Unit 2	Public Relation: An Introduction	
	A	PR: Concept and Principles	CO2
	B	Origin and Development of PR	CO2
	C	PR in Public Sector and PR in Private Sector	CO2
	Unit 3	Writing and Editing Skills in Public Relation and Corporate Office	
	A	Multi News Release, press Release/Press conference	CO3
	B	House Journal, circular	CO3
	C	Bulletin Board, Backgrounders	CO3
	Unit 4	Strategic Public Relation/Corporate Communication	
	A	Political and Civic Communication	CO4
	B	Internal and External Communication and Tools	CO4

	C	Propaganda and Publicity	CO4
	Unit 5	Media Planning	
	A	Image and Reputation Managements/Branding	CO5
	B	Social Marketing and Event Management	CO5
	C	Public Relation/Ad Campaign	CO6
10	Mode of examination	Theory	
11	Weightage Distribution	CA	MT E
		20%	30% 50%
12	Text book/s*	1. The Public Relation Handbook, Alison Theaker, Routeledge 2. Sage Handbook of Public Relations, Robert L. Heath 3. Public Relation By J.Jethawaney, N.D.Phinix, New Delhi 4. Jansampark By Gulab Kothari, Patrika Publication, Jaipur 5. Social Media and Public relations, Judy Motion, Robert L. Heath, Shirley Leitch	
13	Other References	Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd.	

Course articulation matrix:

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	-	-	-	-	2
CO2	3	-	-	1	2	3
CO3	3	3	2	-	2	3
CO4	3	2	1	-	2	-
CO5	3	2	2	-	2	-
CO6	3	2	1	3	-	2

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

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School: SMFE		Batch :2021-2023	
Program: MA(J&MC)			Current Academic Year: 2022-2023
Branch: NA		Semester: III	
1	Course Code	MCJ212	
2	Course Title	Media Management and Economics	
3	Credits	3	
4	Contact Hours (L-T-P)	2-1-0	
5	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	1. Learn basic management principles, as well as those that apply uniquely to media businesses. Acquaint students with the specialized terminology used in all kinds of businesses. 2. Exercise creative and analytical thinking and evaluation skills through research and critical evaluation of business issues 3. Help students to think entrepreneurially and creatively about changing media technologies and usages, and prepare them for management and ownership positions. 4. Learn basics of managing different news platforms from newspapers to web and social media portals	
7	Course Outcomes	The student will be able to : CO1:Describe and discuss the media industry and the ownership pattern. CO2:Analyze and judge the Media industry and monitor the business ethics.. CO3:Design and contribute the management structure of Media companies.. CO4: Prepare and develop the management and marketing strategy of media industry. CO5: Formulate and plan the economics of media industry	
8	Course Description	This course will help students to think entrepreneurially and creatively about changing media technologies and usages. Also to make them capable to handle all kinds of business requirements and prepare them for management and ownership positions	
9	Outline syllabus		CO Mapping
	Unit 1	Media Industry and Management:	
	A	Media Industry: Origin, Size, Reach and recent trends	CO1
	B	News Media Industry: Main features, growth and recent trends	CO1,
	C	Ownership Pattern of Media Companies and New Innovation in Media and Newspaper Management	CO1
	Unit 2	Ethics of Media Management:	
	A	Media as business vs. Media as Public Trust : Building Brand and Managing and sustaining business	CO2
	B	Professional and Regulatory bodies : I&B, Editor's Guild, ABC, DAVP, RNI, PCI, TRAI	CO2
	C	Quality control and cost management ,Labour Laws	CO2

	Unit 3	Management Structure of Media Companies			
	A	Organisational structure of different Departments: Hierarchy, Function and Responsibilities			CO3
	B	General Management, Finance, Circulation, Sales Promotion, Marketing, HR Management and Production Management			CO3
	C	Changing Role of Management and Editorial: Conflict and Co-operation			CO4
	Unit 4	Media advertising, sales and marketing strategies			
	A	Media planning and buying : Advertising and marketing			CO4, CO5
	B	TAM, INTAM, TRP, GRP and other media jargons			CO5
	C	PR for Building and sustaining business and audience			CO2
	Unit 5	Economics of Media Business			
	A	Print and Electronic Media: Management, Business, legal and financial aspects of Management			CO5,
	B	Budgeting and Finance, Capital Costs, Production costs			CO5
	C	Competition and survival: Evolving a strategy and plan of action, Marketing and Sales strategy			CO5
10	Mode of examination	Theory			
11	Weightage	CA	MTE	ETE	
	Distribution	30%	20%	50%	
12	Text book/s*	1.Hargie O, Dickson D,Communication Skills for Effective Tourish Denis Management, Palgrave Macmillan, India 2.Dr. SakthivelMurughan M., Management Principles and Practices, New Age International Publishers,New Delhi 3. Media Management: A Casebook Approach-2008; Sylvie George, Wicks, Jan LeBlan, New York, Lawrence Eribaum Associates. 4. Media Management Emerging Trends -2002 Suresh K, Hyderabad, ICFAI University Press.			
13	Other References				

Course articulation matrix:

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	1	1	1	2	2
CO2	2	1	1	1	3	2

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CO3	2	2	1	2	1	2
CO4	3	2	2	2	1	1
C05	3	1	1	2	1	1

**1-Slight (Low)
(High)**

2-Moderate (Medium)

3-Substantial

School: SMFE		Batch :2021-2023	
Program: MA(J&MC)			Current Academic Year: 2022-2023
Branch: NA		Semester: III	
1	Course Code	MCJ213	
2	Course Title	Television News and Programme Production	
3	Credits	5	
4	Contact Hours (L-T-P)	0-2-6	
5	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	1. Familiarize the students with different aspects of Anchoring 2. Familiarize the students with different aspects of News Reading 3. Understand how to handle different situation during Live News Reading 4. To understand about ENG and in-door programme production and understand the sense of script and nature of programme.	
7	Course Outcomes	The student will be able to : CO1: Explain the journalistic approach & process involved in TV Broadcasting CO2: Analyse the format & nature of the programme and write the scripts accordingly CO3: Demonstrate & explain the concept of MoJo, Newsroom Production & Field Production (ENG) CO4: Explain the process of Multicam studio productions & handling emergency situation during Live Programme CO5: Apply their production/ editing skills in producing an Audio-Video program of different genre CO6: Conceptualize the ideas & produce news stories, documentaries & short Films	
8	Course Description	The course focuses on making students skilled in making different types of news programmes and also training them to be a good anchor.	
9	Outline syllabus	CO Mapping	
	Unit 1	Introduction to Anchoring and Presentation	
	A	Technical and Practical techniques for News & TV Program Presentation	CO3 CO4
	B	Newsroom Production- Three point lighting, News Reading, Chroma production	CO3 CO4 CO5
	C	Working on pronunciation, Vocabulary	CO3 CO4

		Performance: Different aspects of understanding how to different situation during live News Programmes.	
	Unit 2	Television News and Current Affairs Programmes	
	A	Television News Gathering and Interviews Techniques, Panel Discussion	CO 3 CO4
	B	Writing news script, Recording Voice Over, producing TV News Stories	CO2, CO3, CO4 CO5 CO6
	C	<ul style="list-style-type: none"> • Television Reporting Techniques, PTC, Walkthrough, Phonos • Making a News package 	CO 3 CO4
	Unit 3	TV Programme formats	
	A	<ul style="list-style-type: none"> • Fiction and Non-fiction programme, • Different genres of TV Programming, 	CO1, CO2
	B	<ul style="list-style-type: none"> • Documentaries and Talk Shows • The Art of Interviewing 	CO2, CO 3, CO4 CO5 CO6
	C	<ul style="list-style-type: none"> • Producing short films • Producing Ads/ PSAs 	CO2 CO5 CO6
	Unit 4	Television Production	
	A	<ul style="list-style-type: none"> • Video Camera:-Basics of Camera • Different types of shots, Camera angles & movements 	CO2, CO3, CO4 CO5 CO6
	B	• Introduction to Editing, Working on FCP. Importing files, editing & exporting	CO2, CO3, CO4 CO5 CO6
	C	• Mojo(Concept of Mobile Journalism)	CO2, CO3, CO4 CO5CO6
	Unit 5	Understanding TV & Visuals	
	A	<ul style="list-style-type: none"> • Television Broadcasting : Role & Characteristics of TV as a Mass Communication medium • Broadcasting Standards • Stages of TV Program Production- Pre- Production, Production & Post Production 	CO1
	B	<ul style="list-style-type: none"> • Importance of Research & Recce in TV programming • An Introduction to world of Visuals- fundamentals of frame, shot, scene & sequence • Visual Grammar & its principles 	CO1, CO2, CO 3

	C	<ul style="list-style-type: none"> Understanding TV Journalism ENG (electronic newsgathering) The outside broadcast 			CO1
10	Mode of examination	Theory			
11	Weightage	CA	MTE	ETE	
	Distribution	60	0	40	

Course articulation matrix:

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	1	1	3	3
CO2	3	3	2	3	3	1
CO3	2	3	3	3	3	3
CO4	2	3	3	3	3	3
CO5	2	3	3	3	3	3
CO6	2	3	3	3	3	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch :2021-2023	
Program: MA(J&MC)			Current Academic Year: 2022-2023
Branch: NA		Semester: III	
1	Course Code	MCJ214	
2	Course Title	Event Management	
3	Credits	3	
4	Contact Hours (L-T-P)	0-1-4	
5	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	<ul style="list-style-type: none"> ● Provide an understanding of the concept of Events and Event Management ● Provide information about pre event research ● Give an understanding of Event planning, concept and design 	
7	Course Outcomes	The student will be able to: CO1 - Understand types and characteristics of events CO2 - Learn how to research for the events CO3- Learn the pre event marketing CO4 - Understanding the role, structure and functioning of an event management company CO5 - Understand the importance and criteria of event proposal CO6 -To understand how to make event marketing strategies	
8	Course Description	This course aims to Provide an understanding of the concept of Events and Event Management	
9	Outline syllabus		CO Mapping
	Unit 1	Introduction to Event Management	
	A	What is an Event? 5 C's of events	CO1
	B	Event as marketing communication tool,	CO1
	C	Structure of an Event company	CO4
	Unit 2	Types of events-	
	A	Artistic, Competitive, and Cultural Events	CO1
	B	Exhibition and Charitable Events	CO1
	C	Special Business Events	CO1
	Unit 3	Pre Event Research	
	A	Event Generation- Objective, Theme Selection, research for theme, meeting client requirement	CO2
	B	SWOT Analysis	CO2
	C	Segmentations – Demographic, Geographic, Psychographic	CO3
	Unit 4	Event Planning, Concept and Design	
	A	Conceptualization of idea	CO4
	B	Research based planning	CO4
	C	Analysing and Designing the concept	CO4,
	Unit 5	Preparing event proposal	

	A	What is an Event proposal			CO5
	B	Role and Importance of Event proposal			CO5
	C	Writing Event Proposal			CO6
10	Mode of Examination	Theory			Theory
11	Weightage Distribution	CA	MTE	ETE	
		30	20	50	
12	Textbooks	<ul style="list-style-type: none"> Wakhlu Savita Bhan, Managing Presentations Vanita& Kohli, Indian Media Business KundraS, Media Management 			
13	Other References	<ul style="list-style-type: none"> Gaur Sanjaya S &Saggere,S.V, Event Marketing & Management Hoyle Jr., Leonaed H, Event Marketing Lynn Van Der Wagem, Event Management Anton Shone & Bryn Parry, Successful Event Management, Cengage Learning, New Delhi 			

Course articulation matrix:

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
-CO1	2	1	-	-	-	2
CO2	2	1	-	-	-	-
CO3	1	-	-	-	1	-
CO4	1	-	-	-	-	-
CO5	2	3	2	2	-	-
CO6	-	3	2	1	-	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch :2021-2023	
Program: MA(J&MC)			Current Academic Year: 2022-2023
Branch: NA		Semester: 3	
1	Course Code	MFM216	
2	Course Title	Summer Training / Project Report	
3	Credits	2	
4	Contact Hours (L-T-P)	0-2-0	
5	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	<ol style="list-style-type: none"> 1. Provide students the opportunity to experience hands-on industry interaction. 2. To provide students with an opportunity to implement their classroom knowledge in the industry/field. 3. Development of Media and Communication skills in students, in the context of real world. 4. To put students in a real-life problem-solving situation, where they learn to be skilled and trained to deliver excellent outcome to the industry. 	
7	Course Outcomes	<p>The student will be able to</p> <p>CO1: Identify & understand the issues and problems encountered during the training period.</p> <p>CO2 :Apply theoretical knowledge to solve practical problems in real time.</p> <p>CO3: Articulate his/her skills & get proper experience which will help to pave the way for a better career.</p> <p>CO4: Discover & understand how to work under pressure and deal during crisis at workplace</p> <p>CO5: Value the importance of deadlines and learn how to complete tasks in the assigned duration.</p>	
8	Course Description	<ol style="list-style-type: none"> 1. Students will spend their entire day at the internship location. 2. Students will have to write weekly reports to accomplish following tasks: 3. Share their experience at their workplace 4. Share their learning outcome 5. Discuss problems faced by them 6. Students will write a final report/ portfolio for the jury submission 7. Oral presentation/VIVA-VOCE will be conducted based on the project report 	
9	Outline syllabus		CO Mapping
10	Unit 1	Completing the proper report in prescribed format and getting approved by the assigned faculty .	CO1, CO2, CO3

	Mode of examination			Jury/Practical			
11	Weightage	CA	MTE	ETE			
	Distribution	60	0	40			
POs	PO1	PO2	PO3	PO4	PO5	PO6	
COs							
CO1	3	3	3	1	2	1	
CO2	3	3	3	2	2	3	
CO3	2	3	3	2	2	3	
CO4	3	3	3	2	2	3	
CO5	2	3	3	2	2	1	

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Semester 4

School: SMFE		Batch :2021-2023	
Program: MA(J&MC)			Current Academic Year: 2022-2023
Branch: NA		Semester: 4	
1	Course Code	MFM213 / MFM215	
2	Course Title	On Job Training / Masters Project	
3	Credits	12	
4	Contact Hours (L-T-P)	(0-4-16)	
5	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	<ol style="list-style-type: none"> 1. The students will take an Internship of two months in a recognized media organization in the area of specialization/interest or may go for on job training. 2. On completion of the internship, the student will have to produce an internship report as prescribed by the faculty and they may start their professional career in media organisation. 	
7	Course Outcomes	The student will be able to : CO1:Identify& understand the issues and problems encountered during the On job training. CO2:Compute possible solutions to practical industry challenges CO3:Operate within a team environment to implement solutions CO4: Examine and explain the solutions to team members, superiors and stakeholders CO5: Measure and maintain the quality and efficacy of work within a given timeframe CO6:Summarize and report the on job training work to faculty and supervisors	
8	Course Description	The syllabus is a combination of concepts and practices. Some of the modules are conceptual in nature and are aimed at to equip the students with political, economic, social and cultural contexts that are relevant at conceptual level of the profession of journalism. Some of the modules are focused on craft component of the profession to impart skills that are vital to practice the profession of journalism.	

Course articulation matrix:

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	-	3	1	3	1	2
CO2	3	2	1	3	1	1
CO3	1	3	1	2	2	3

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CO4	1	3	1	2	2	3
CO5	2	2	1	3	3	2
CO6	3	2	1	3	2	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch :2021-2023		
Program: MA(J&MC)				Current Academic Year: 2022-2023
Branch: NA		Semester: 4		
1	Course Code	MFM214		
2	Course Title	Research Dissertation		
3	Credits	12		
4	Contact Hours (L-T-P)	0-4-16		
5	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective		
6	Course Objective	1. The students will be encouraged to select a topic on any dimension of journalism and communication and will be encourage selecting a topic related to their area of residence. 2. 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 3. 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 related to media and communication which directly impacts society. CO3. Formulate research design, and use various research tools to conduct research. CO4: Evaluate and analyse appropriate referencing and develop skills in other aspects of academic writing. CO5: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
	Mode of examination	Jury/Viva/Practical		
	Weightage	CA	MTE	ETE
	Distribution	60%	00	40%

Course articulation matrix:

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	3	1	-
CO2	3	3	1	2	2	-
CO3	3	3	2	1	3	-
CO4	3	2	3	3	1	2
CO5	3	3	3	2	2	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)