DEPARTMENT OF MASS COMMUNICATION
School of Creative Art, Design and Media Studies

Program and Course Structure

MAJMC 2019-2021

Programme Code: SDM0105

General Guidelines

and

Terminology of Various Academic Programmmes

under

Department of Mass Communication

General Guidelines:

These guidelines are framed to enable the various departments in SCADMS 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 SCADMS. All departments have to follow these terminologies:

Department: Department in SCADMS refers to the unit that confers the professional qualification e.g., Department of Mass Communication. It may have various departments under its umbrella. As of 2018, SCADMS has 02 operational departments. These two departments in SCADMS are units that refer to specific areas of knowledge that do not end up as a professional qualification.

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 Ph.D (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 SCADMS 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 SCADMS is a subject run for the purpose of conducting of any programme.

Course Code: SCADMS 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 SCADMS 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 SCADMS 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

1.2 Vision and Mission of the School of Creative Art, Design and Media Studies

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 centre 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

1.2.1 Vision and Mission of the Department of Mass Communication

Vision of the Department of Mass Communication

To build a department that goes beyond regional & cultural barriers with educational model that is sustainable, replicable & scalable, and empowers students with a future that is driven by knowledge, practice, entrepreneurial skills, socially responsible principles and moral values.

To provide intensive and integrated education in the field of communication, that is at par with best global communication schools and that nurtures individual aspirations to lead, innovate and collaborate to effectively apply conceptual understandings vis-a-vis practical and complex communication phenomenon and technologies.

Mission of the Department of Mass Communication

Provide journalism, communication and media-education platform to impart skills and knowledge with strong industry-academic linkages, consultancies and strong research base.

Create global media professionals & leaders by imparting a blend of theory and practical lessons through state-of-art infrastructure.

Create stimulating, flexible and application based learning environment for students & for the faculty.

Core Values

Innovation

Awareness

Information

Ethics

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	MMC180	Media, Society, Culture and Religion	3	1	0	4	**Core**	CC
2	MMC181	Communication: Process, Models and Theories	3	1	0	4	**Core**	CC
3	MMC182	Social Study, Media and Contemporary Issues	2	1	0	3	**Core**	CC
4	MMC183	Evolution of Journalism, Mass Communication and Technological Revolution	3	0	0	3	**Core**	CC
5	MMC184	International and Intercultural Communication	1	2	0	3	**Core**	CC
Practical/Viva-Voice/Jury								
6	MMC185	Basics of Writing	0	4	2	5	**Core**	CC
7	MMC186	Journalism Concepts and Practices: Newsgathering Techniques, and Developing Stories Ideas	0	1	6	4	**Core**	CC
TOTAL CREDITS						**26**		

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

Prepared by: Department of Mass Communication, SCADMS

Program Structure
Name of School: School of Creative Art Design and Media Studies
Program: MA (Journalism and Mass Communication)
Batch: 2019-2021
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	MMC187	Development Communication	3	0	0	3	**Core**	CC
2	MMC188	Media Law and Ethics	3	0	0	3	**Core**	CC
3	MMC192	Social Media and Mobile Journalism	2	1	0	3	**Core**	CC
Practical/Viva-Voce/Jury								
4	MMC189	Photography and Visual Communication	0	1	4	3	**Core**	CC
5	MMC190	Newspaper: Layout, Design and Production	0	2	4	4	**Core**	CC
6	MMC191	Radio News and Programme Production	0	0	6	3	**Core**	
7	MMC193	Economic, Business and Data Journalism	0	2	2	3	**Core**	CC
8		Open Elective (**To be Chosen by Student**)	0	2	0	2	**Elective**	SEC
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.

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

Prepared by: Department of Mass Communication, SCADMS

Program Structure
Name of School: School of Creative Art Design and Media Studies
Program: MA (Journalism and Mass Communication)
Batch: 2019-2021
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	MCJ 201	Media and Communication Research	3	1	0	4	**Core**	CC
2	MCJ 208	Advertising, Public Relations and Corporate Communication	3	2	0	5	**Core**	CC
3	MCJ 203	Media Management, Business and Economics	3	1	0	4	**Core**	CC
Practical/Viva-Voice/Jury								
4	MCJ 204	Specialized Writing and Reporting	0	1	4	3	**Core**	CC
5	MCJ 205	Multimedia Journalism	0	3	4	5	**Core**	CC
6	MCJ 206	Television News and Programme Production	0	2	4	4	**Core**	CC
7	MCJ 207	Summer Internship/Summer Project	0	3	0	3	**Core**	CC
8	CCU301	Community Connect	0	2	0	2	**Co Requisite**	AECC
TOTAL CREDITS						**30**		

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

Prepared by: Department of Mass Communication, SCADMS

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	MFM 202	Two-month specialization in Print	0	2	24	16	**Elective**	DSE
2	MFM 204	Two month specialization in Broadcast						DSE
3	MFM 205	Two month specialization in Digital						DSE
4	MFM 209	Two month specialization in Advertising and Public Relations						DSE
5	MFM 210	Two month specialization in Development Communication						DSE
6	MFM 203	Major Project/ Thesis	0	0	12	6	**Elective**	DSE
7	MFM 208	Masters OJT/ Internship						DSE
TOTAL CREDITS						**22**		

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

Prepared by: Department of Mass Communication, SCADMS

TERM I

School: SCADMS		**Batch: 2019 -2021**
Program: MA (J&MC)		**Current Academic Year: 2019-2020**
Branch: NA		**Semester: I**
1	Course Code	MMC180
2	Course Title	Media, Society, Culture and Religion
3	Credits	4
4	Contact Hours (L-T-P)	(3-1-0)
5	Course Type	
6	Course Objective	To develop a proper understanding of Media, Society, Culture and religion among the students. Describe the foundations and dimensions of civilization. To develop an understanding of various contemporary issues and the media.
7	Course Outcomes	After the completion of this course, the student will be able to **CO1**: Identify the relation between media and society. **CO2**: Analyse and explain various dimensions of media and its role. **CO3**: Understand the effects of mass communication on society, audiences and people. **CO4**: Analyse the effects of mass communication on society **CO5**: Evaluate various dimensions of media
8	Course Description	This course is designed to inculcate a proper understanding of Media, Society, and Culture & Religion among the students. This course will help the students to understand various contemporary issues related to media and society. It will also help the student to understand and analyse the role of media in the society and among the media audiences.
9	Outline syllabus	
	Unit 1	**Introduction to Media and Society**
	A	Mass Media and Society
	B	Meaning, forms and functions of Media
	C	Understanding Society, Social structure, Socialization and Social Relations
	Unit 2	**Media, Culture and Society**
	A	Brief history of civilizations
	B	Mass Communication and Culture
	C	Information Technology and Society
	Unit 3	**Media Audiences**
	A	Media Audience – Meaning and types
	B	Public Opinion, News Framing and Agenda Setting
	C	Media and Concepts of Public Sphere
	Unit 4	**Media Content**
	A	Media and Diversity: Race, Gender, Religion, Ethnic, Class.
	B	Media Literacy
	C	Media and Empowerment

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	Unit 5	Media and Contemporary Issues		
	A	Freedom of the press and the role of media in democracy		
	B	Impact of Popular culture, Cinema on news media		
	C	Media as Business: Political, Social and Cultural Implications		
10	Mode of examination	Theory		
11	Weightage Distribution	CA	MTE	ETE
		30	20	50
12	Text book/s*	• Media Society by David Choteau and William Hoynes		
13	Other References	• Media and society in the twentieth century: a historical introduction – 2003; Lyn Gorman and David Mclean Oxford Blackwell Publishing.		

School: SCADMS	**Batch: 2019 -2021**	
Program: MA (J&MC)	**Current Academic Year: 2019-2020**	
Branch: NA	**Semester: I**	
1	Course Code	MMC181
2	Course Title	Communication: Process, Models and Theories
3	Credits	4
4	Contact Hours (L-T-P)	(3-1-0)
5	Course Type	Compulsory
6	Course Objective	Explain the meaning of communication and why human beings communicate. Explain different types of communication. To know the various channels of distributions of Mass Communication. Explain important theories of communication.
7	Course Outcomes	After the completion of this course, 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 analyze real world issues and employ practical, innovative solutions.
9	Outline syllabus	
	Unit 1	**Introduction to communication and Process**
	A	Communication: Concept, Definition, Process, Scope, Elements and Functions
	B	Nature of Human Communication, Verbal and Non-Verbal Communication
	C	Types of Communication and Barriers of Communication
	Unit 2	**Models of Mass Communication**
	A	Lass well Model of Communication, Shannon and Weaver Model
	B	Wilber-Schramm Model of Mass Communication
	C	Osgood and Schramm Model, De' Fleur Model
	Unit 3	**Communication Theory**
	A	Bullet Theory
	B	Hypodermic Needle Theory
	C	Cognitive Consistency
	Unit 4	**Sociological Theory of Communication**
	A	Agenda Setting
	B	Cultivation Theory
	C	Media System Dependency Theory
	Unit 5	**Normative Theory of Communication**
	A	Authoritarian Theory and Libertarian Theory

	B	Soviet Communist Theory and Social responsibility Theory
	C	Democratic Participation Theory and Development Communication theory
10	Mode of examination	Theory		
11	Weightage Distribution	CA	MTE	ETE
		30	20	50
12	Text book/s*	- 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	- 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

School: SCADMS	**Batch: 2019 -2021**	
Program: MA (J&MC)	**Current Academic Year: 2019-2020**	
Branch: NA	**Semester: I**	
1	Course Code	MMC182
2	Course Title	Social Study, Media and Contemporary Issues
3	Credits	3
4	Contact Hours (L-T-P)	(3-1-0)
5	Course Type	Compulsory /Elective/Open Elective
6	Course Objective	Introduce the basics of Social Studies, and Contemporary Issues. Understand the social perspectives of Media
7	Course Outcomes	After the completion of this course, 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	
	Unit 1	**Brief History of World**
	A	World Orders: Old and New
	B	Political and Economic Systems
	C	International, Regional Organizations and Treaties
	Unit 2	**Brief History of Indian Civilization**
	A	Making of India: Historical and Political Perspective
	B	India: Pre and Post-Independence
	C	An overview of Indian Social System: Contemporary International and National Scene: Major Issues and Debates
	Unit 3	**Human Development and Growth**
	A	Communalism, Casteism, Corruption and Regionalism
	B	Election and Judicial Reforms
	C	Economic Reforms: Liberalization, privatization and globalization processes and its Impact on Economy
	Unit 4	**Indian Society**
	A	Political Parties: History and Ideological Foundations
	B	Rise of Divisive and Diversionary Politics
	C	Interest Groups, other sources of power: Armed Forces, Trade Unions, Religious Organizations, Corporate Houses, NGOs
	Unit 5	**Overview of Indian Politics and Processes:**
	A	Indian Parliament and its Functioning

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	B	Coalition Politics and Emergence of Regional Political Parties
	C	Role of Media in Political and Social Movement: Pre-independence and Post-independence era
10	Mode of examination	Theory

	Weightage	CA	MTE	ETE
11	Distribution	30	20	50

12	Text book/s*	- 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. - Joseph R. Dominick (2007). The Dynamics of Mass Communications. 9th Edition.Boston: McGraw Hill
13	Other References	

School: SCADMS	Batch: 2019 -2021
Program: MA (J&MC)	Current Academic Year: 2019-2020
Branch: NA	Semester: I

1	Course Code	MMC183
2	Course Title	Evolution of Journalism, Mass Communication and Technological Revolution
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0
5	Course Type	Compulsory
6	Course Objective	Understand the evolution of mass communication Know the inventions of various media technologies Know how the induction of broadcast medium and the emergence of mass communication Analyze the chronicles of computer networks Imply the theoretical perspectives in media evolution
7	Course Outcomes	After the completion of this course, the student will be able to **CO1**: Delivered the historical perspectives of mass communication. **CO2**:Present the inventions of phenomenon media technologies **CO3**:Understand the development of print and broadcast medium **CO4**:Know the emergence of computer networks and its intervention in communication system **CO5**:Apply the theoretical perspectives in mass communication
8	Course Description	This course is designed to share the deep root information & knowledge related to the evolution of Journalism and mass communication. This course is also meant to share the information related to the inventions of phenomenon media technologies
9	Outline syllabus	
	Unit 1	**Introduction to the history of communication system**
	A	Evolution of sculpture and cave paintings
	B	Historical discourse of oral communication
	C	Development of written communication
	Unit 2	**Technological revolution and development of communication networks**
	A	Printing press and the evolution of mass communication
	B	Newspaper and the freedom of press in Indian Independence
	C	Invention of telecommunication and emergence of Radio and TV
	Unit 3	**Evolution of Computer and Computer networks**
	A	Development of Internet: ARPANET and WWW
	B	Revolution of Information and Communication Technology (ICT)
	C	Analogue versus Digital Communication
	Unit 4	**Information Revolution: Information Age and Information Highway**
	A	Globalization, Media and Digital Divide
	B	Rise of convergence and digital media
	C	Social media and the emergence of citizen journalism
	Unit 5	**Normative Theory of Communication**

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	A	Authoritarian theory		
	B	Libertarian theory		
	C	Social responsibility theory		
10	Mode of examination	Theory		
11	Weightage Distribution	CA	MTE	ETE
		30	20	50
12	Text book/s*	• Arlington, VA, The First Amendment Handbook.: The Reporters Committee for Freedom of the Press, 2003. • Dominick, Joseph R: The Dynamics of Mass Communication, Harper and Row, New York • McQuil, Denis: McQuil's Mass Communication Theory, Vistaar Publications, New Delhi. • Vivian, John: The Media of Mass Communication, 5th Edition, Allyn and Bacon, Singapore, 2008		
13	Other References	• en.wikipedia.org/wiki		

School: SCADMS		**Batch: 2019 -2021**
Program: MA (J&MC)		**Current Academic Year: 2019-2020**
Branch: NA		**Semester:** I
1	Course Code	MMC184
2	Course Title	International & Intercultural Communication
3	Credits	3
4	Contact Hours (L-T-P)	(1-2-0)
5	Course Type	Compulsory
6	Course Objective	Expose students to the role of mass media in a global context Introduce international/transnational media organizations Understand the debate on new world information and communication order. Look at globalization and its outcomes in developing nations.
7	Course Outcomes	After the completion of this course, the student will be able to **CO1**: Analyse and explain the role of international communication in a global society. **CO2**: Apply communication to the solution of global problems **CO3**: Analyse the theoretical framework for understanding international communication. **CO4**: Analyse Global media and problems **CO5**: Evaluate current issues in international communication
8	Course Description	This course is designed to inculcate a proper understanding of International and Intercultural communication among the students. Students will learn about the international and trans-national media organization and they will learn the role of media in a global context.
9	Outline syllabus	
	Unit 1	**International and Intercultural Communication**
	A	International Communication – Introduction
	B	Intercultural Communication - Introduction
	C	Need of International and Intercultural Communication in contemporary world
	Unit 2	**Understanding International Communication**
	A	Meaning and historical overview of International Communication
	B	Political, Economic and Cultural Dimensions of International Communication
	C	Imbalance in International flow of news and McBride Commission's Report.
	Unit 3	**International/Transnational Organization**
	A	News Agencies – Evolution and Functions
	B	Non-Aligned News Agencies Pool (NANAP) -operations, success and failure.
	C	New International Information and Economic order Demand for NWICO.
	Unit 4	**Global Media**
	A	Global Media and Politics of Identity
	B	Global Media Coverage: Images of the World
	C	Global Media: News Agencies and
	Unit 5	**Current issues in international communication**
	A	Impact of the World Wide Web in breaking down boundaries and barriers
	B	International ethics and communication technology.

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	C	Future of International Communication.		
10	Mode of examination	Theory		
11	Weightage Distribution	CA	MTE	ETE
		30	20	50
12	Text book/s*	• Hamelink, Cees: 'Cultural Autonomy in Global Communications', Longman, London, 1983.		
13	Other References	• Kumar Keval J and Biernatzki We: 'International News Flows: Communication Research Trends'.2006		

School: SCADMS		Batch: 2019 -2021	
Program: MA (J&MC)		Current Academic Year: 2019-2020	
Branch: NA		Semester: I	
1	Course Code	MMC185	
2	Course Title	**Basics of Writing**	
3	Credits	5	
4	Contact Hours (L-T-P)	0-4-2	
5	Course Type	Compulsory / 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	After the completion of this course, the student will be able to **CO1**:.Define the domain knowledge of New writing & reporting **CO2**: Understand the source of news gathering. **CO3**: Apply the knowledge of writing different style of journalistic writing. **CO4**: To differentiate between various beat reporting. **CO5**:Apply the knowledge of New writing & reporting	
8	Course Description	The course is aimed to make students learn the skills and knowledge about Basic of news writing.	
9	Outline syllabus		
	Unit 1	**Understanding News**	
	A	Meaning, definition and its role	
	B	What Makes News	
	C	Principles of News Writing and Reporting:	
	Unit 2	**News Structure**	
	A	Inverted Pyramid	
	B	The art of Headline and Intro Writing	
	C	The Language and Style of Journalistic Writing	
	Unit 3	**Writing and Reporting**	
	A	Skills in Copy editing and Sub-editing	
	B	Writing and Reporting for Print, Radio, Television and Web	
	C	Copy Presentation: Newspaper, Television and Website	
	Unit 4	**Planned and Unplanned News**	
	A	Interview: Basic Tool and Techniques	
	B	Conducting vox pops	
	C	Writing News from Press Releases/Press conference/speeches/Meetings	
	Unit 5	**Beat Reporting**	
	A	Reporting Development and Civic Issues	
	B	Reporting Crime and Social Conflicts	
	C	Sports, Literacy and Cultural Reporting, Film Review, Lifestyle and Fashion Journalism	
10	Mode of examination	Jury	
11	Weightage Distribution	CA	ETE
		60%	40%

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12	Text book/s*	• 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.

1	Course Code	MMC 186
2	Course Title	Journalism Concepts and Practices: Newsgathering Techniques, and Developing Stories Ideas
3	Credits	4
4	Contact Hours (L-T-P)	(0-1-6)
5	Course Type	Compulsory /Elective/Open Elective
6	Course Objective	To develop intellectual skills in order to evaluate and analyse the meanings of news and information. To develop the basic understanding of the organization set of Media houses. To create a foundation to further understand journalism and communication processes in context of political, economic, social and cultural realities of the contemporary world.
7	Course Outcomes	After the completion of this course, the student will be able to **CO1**: Describe the Meaning of news. **CO2**: Define the elements of News. **CO3**: Define the Gathering process and writing process of news. **CO4**: Interpret the organizational structure of media houses. **CO5**: Apply elements of news and develop story idea
	Course Description	1-knowledge about basic understanding of journalism, Media and function of organization. 2-Informing about tool techniques of writing the news.
9	Outline syllabus	
	Unit 1	**Introduction of Journalism**
	A	Introduction of Journalism, history, theory and practice of journalism
	B	Organizational/Hierarchy structure of Media Organization: Print, TV, News room and their Function
	C	Concept, elements and understanding of News
	Unit 2	**Developing the News**
	A	News Sources and Developing of Story Ideas
	B	Mind Mapping and Development of Story
	C	Identifying sources, Dealing with the Sources and Embedded Journalism
	Unit 3	**News Writing Practice**
	A	Researching for Journalistic Writings and Reporting
	B	Steps in New Writing: From Story Idea to Submission
	C	Principles of Good Writing and Writing Styles
	Unit 4	**Practice of Reporting**
	A	Types of News Reporting
	B	Basic News Forms for Print, Broadcast and On-line Media
	C	Covering Corruption: Process, Sources and Sting Operation
	Unit 5	**Page Designing and editing Skills**

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	A	Emerging Trends in Reporting and the Emergence of 'infotainment'		
	B	Class Room Seminars on Contemporary Political Issues, Coverage of Political Issues and Case Studies		
	C	Workshops and Newsroom Exercises		
10	Mode of examination	Theory/Jury/Practical/Viva		
11	Weightage Distribution	CA	MTE	ETE
		60	0	40
12	Text book/s*			
13	Other References			

TERM II

School: SCADMS	**Batch: 2019 -2021**	
Program: MA (J&MC)	**Current Academic Year: 2019-2020**	
Branch: NA	**Semester: II**	
1	Course Code	MMC 187
2	Course Title	Development Communication
3	Credits	3
4	Contact Hours (L-T-P)	(3-0-0)
5	Course Type	Compulsory /Elective/Open Elective
6	Course Objective	Develop understanding of developmental issues Contribute positively towards the development process of country as responsible, informed and knowledgeable communicators. To expand the knowledge base of theories of growth and development, and its interrelation to culture, behavior change, social transformation. To understand the key issues of extension and development To be aware of the aspects influencing design of development programmes.
7	Course Outcomes	After the completion of this course, the student will be able to **CO1**: Appraise and evaluate contemporary development concerns, advocacy and communication for sustainable social change **CO2**:Analyse the process of Development Communication **CO3**:Recognise and apply aesthetic principles use of different media in development communication **CO4**: To understand the key issues of extension and development **CO5**: To be aware of the aspects influencing design of development programmes.
8	Course Description	This course takes a practical approach to communication for development 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	
	Unit 1	
	A	Concepts and Perspectives in Development and Growth
	B	Critique of Development and the Development Theory, Major developmental Issues, Understanding Underdevelopment and Poverty
	C	Dominant paradigm of development communication, Models of Development, Economic Growth and Human and Social Development, Communication for Development
	Unit 2	
	A	History and Nature of Development Journalism, Understanding development Journalism: How it is Transforming in a Changing India
	B	Nature and Scope for Coverage of Developmental Issues, Conceptual challenges Before Development Journalists
	C	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.
	Unit 3	
	A	Media Audiences and Access to Media, The status of the Media in the Information Society,
	B	Community Radio/Media in the Regional Context,
	C	International Agenda for Development Journalism
	Unit 4	
	A	Development Communication - Alternative and Social Media
	B	Democracy, Internet and Civil Society, Information and Digital Empowerment, Digital Communication and Development
	C	Information Inequality and Digital Divide
	Unit 5	
	A	Case Studies on: Gender, Maternal and Child Health,
	B	Case Studies on :HIV/AIDS, Education, Poverty Alleviation, Environmental Protection
	C	Contemporary Issues and Debates

10	Mode of examination	Theory		
11	Weightage Distribution	CA	MTE	ETE
		30	20	50
12	Text book/s*	- Communication and Development: Issues and Perspectives.-- Jaipur: Rawat Publications, 1992. - Communication, Modernisation and Social Development: Theory, Policy and Strategies.-- Delhi: B.R., 2002. - 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.		
13	Other References			

School: SCADMS		**Batch: 2019 -2021**
Program: MA (J&MC)		**Current Academic Year: 2019-2020**
Branch: NA		**Semester: II**
1	Course Code	MMC188
2	Course Title	Media Laws and Ethics
3	Credits	**3**
4	Contact Hours (L-T-P)	(3-0-0)
5	Course Type	Compulsory /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	After the completion of this course, 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**: Knowledge of 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	The course amins at providing knowledge about basic understanding of Indian polity, Informing about law, rights and restriction of Media.
9	Outline syllabus	
	Unit 1	**History of Media and Indian constitution**
	A	History :Vernacular Act, Gagging Act, First Press Law
	B	Indian Constitution (Preamble, Parliament, Fundamental Rights and Duties) and Legal System
	C	Media Laws and Constitutional Framework: Freedom of Speech and Expression, Reasonable Restriction
	Unit 2	**Media Law for Practicing Journalism**
	A	The principals of Defamation Law, Defences , Criminal Defamation
	B	Contempt of Court , Sub Judice matter, Defences
	C	The Rules of Court and Legislative Reporting
	Unit 3	**Liberty and Restriction**
	A	Intellectual property and copyright Act, No Infringement and Cyber laws
	B	The Right to Information Act-2005
	C	Harmful publication act: Obscenity, Pornography and Sedition
	Unit 4	**National security and Media**

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	A	Official Secrets Act		
	B	Parliamentary/ Legislative Privileges (Parliament proceedings Act)		
	C	Protecting National Security and Public order		
	Unit 5	**Ethics and self Regulation**		
	A	Defining Ethics		
	B	Press council of India(PCI)		
	C	Code of conduct and self regulation: NBA, Editor's Guild		
10	Mode of examination	Theory/~~Jury/Practical/Viva~~		
11	Weightage Distribution	CA	MTE	ETE
		30	20	50
12	Text book/s*			
13	Other References			

Prepared by: Department of Mass Communication, SCADMS

School: SCADMS	Batch: 2019 -2021
Program: MA (J&MC)	Current Academic Year: 2019-2020
Branch: NA	Semester: II

1	Course Code	MMC192
2	Course Title	Social Media and Mobile Journalism
3	Credits	**3**
4	Contact Hours (L-T-P)	(**2-1-0**)
5	Course Type	Compulsory /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	After the completion of this course, 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	The course aims at providing knowledge about basic understanding of journalism, Media and uses of technology for news. It also aims at Informing about tool techniques of writing the news in online medium.
9	Outline syllabus	
	Unit 1	**Internet and Mobile Journalism**
	A	Networked society
	B	Development of internet and online journalism – web 1.0, web 2.0, web 3.0, semantic web and beyond
	C	Fundamentals concepts and applications – Multi-mediality, Hyper textuality, Interactivity, Crowd sourcing, RSS, Mashups, Widgets, Folksonomy, Social bookmarking, CC, Metrics, Analytics, passive democratic fundraising (A/B testing) tactics, new concepts
	Unit 2	**Marketing for the web**
	A	SEO, AdSense, AdWords, PPC, Pops, Ad-blocks, Direct mail, new techniques
	B	Journalism as conversation – Audience development, Social media, Blogs, Comments, Feedbacks, Opinion polls, Message boards, Messenger, Chat rooms, Games, Quiz
	C	Ethical practices involving the Internet and social media
	Unit 3	**Mobile journalism**
	A	Newsroom for online journalism
	B	Backpack journalism
	C	Non-linear story telling
	Unit 4	**New styles of writing**
	A	4.1Visual language

B	Micro-content	
C	Narrative journalism	
Unit 5	**Photos for web**	
A	forms and format, still, gallery, slideshow	
B	Audio for web –forms and format, Internet Radio, Audio boo, Sound cloud, Podcasts, Broadcast yourself	
C	Video for web –forms and format, Narrowcasting, Personal casting, Internet Television, Broadcast yourself, live streaming	

10	Mode of examination	Theory/~~Jury/Practical/Viva~~		
11	Weightage Distribution	CA	MTE	ETE
		30	20	50
12	Text book/s*			
13	Other References			

School: SCADMS	Batch: 2019 -2021
Program: MA (J&MC)	**Current Academic Year: 2019-2020**
Branch: NA	**Semester: II**

1	Course Code	MMC189
2	Course Title	Photography and Visual Communication
3	Credits	3
4	Contact Hours (L-T-P)	0-1-4
5	Course Type	Compulsory
6	Course Objective	To familiarize the students with the scientific and technological development related to camera, viz., from pin hole to digital To understand basic methods of image (re)generation and photographic capture To make the student proficient in understanding the various components, accessories, mechanism and operation of camera Understanding the interface between science and art for achieving different photographic goals
7	Course Outcomes	After the completion of this course, the student will be able to **CO1**: Understanding photography as an art and as a science **CO2**: Understand the requirements of various beats of photography and nitigrities of shooting for these beats **CO3**: Apply basic methods of image (re)generation and photographic capture **CO4**: Use different components and their camera **CO5**: Create image processing using Adobe Photoshop
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**	
	Unit 1	**Introduction to Photography**
	A	What is photography? The role and importance of photography
	B	Brief History of photography
	C	How Camera works? Principles of Camera Obscura Types of Cameras and their uses
	Unit 2	**Principles of Photographic composition**
	A	Concepts of composition
	B	Digital Capture
	C	Various types of Digital Capture and Image
	Unit 3	**Lighting**
	A	Sources of light : Natural and Artificial
	B	Correct exposure
	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
	Unit 4	**Exposure Control**
	A	Basics of Aperture, Shutter, ISO, and EV
	B	White Balance and Picture Style
	C	Using Flash and Other Accessories
	Unit 5	**Image Processing and Manipulation**
	A	Purpose and tools for image processing
	B	Image Processing using Adobe Photoshop / Light room
	C	Portfolio Presentation

10	Mode of examination	Jury		
11	Weightage Distribution	CA	MTE	ETE
		60		40
12	Text book/s*	• Michael Langford Basic Photography, Focal Press • James A. Folts Ronald P. Lovell Handbook of Photography, Fred C. Zwahlen, Jr. Delmal Thomsan learning • 3. Lee Frost Photography, Hodder Headline		

School: SCADMS		**Batch: 2019 -2021**
Program: MA (J&MC)		**Current Academic Year: 2019-2020**
Branch: NA		**Semester: II**
1	Course Code	MMC 190
2	Course Title	Newspaper Layout Design & Production
3	Credits	4
4	Contact Hours (L-T-P)	0-2-4
5	Course Type	Compulsory /Elective/Open Elective
6	Course Objective	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	After the completion of this course, the student will be able to **CO1** : Meet the demands in this highly professional driven print media industry **CO2**: Develop skills in using software for print layout, design and production. **CO3**: Develop design document. **CO4**: Develop proficiency in using different tools of print production. **CO5**: Prepare a portfolio to showcase in the industry.
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	
	Unit 1	**Print Layout Design- An Introduction**
	A	Principles and Process Lay-out and Graphic Design
	B	Newspaper format: Full format, Tabloid and Magazine
	C	Newspaper Layout, Makeup and Dummy; Elements of Visual Communication: Shape, Colour, Texture;
	Unit 2	**Aesthetic Aspects of Print Layout Design**
	A	Text and Sizes ,Typography, Colour and Visual representation, Form, spacing
	B	Visual Aesthetics Balance, Contrast, Rhythm, Unity
	C	Flags, Masthead and headlines, Rules: Column Rule, Cut off Rule, Window, Initial Letters, Ornaments and Border
	Unit 3	**Software and Tools for Layout Design**
	A	PageMaker, Quark Express, Coral Draw

	B	Photoshop, In-design
	C	Practicing modular design, Makeup lines (Vertical, Diagonal, Circular, Horizontal), folio line and typography with layout software tools
	Unit 4	**Printing Technology**
	A	Desk Top Publishing
	B	Offset Printing, Digital Printing
	C	Colour Printing: Techniques, Colour composition, Colour Separation and correction
	Unit 5	**Portfolio Preparation**
	A	Front Page Design /Functional Design /Horizontal design/Advertisement Design
	B	Newspaper Design and Printing
	C	Magazine Design and Printing
10	Mode of examination	Theory/Jury/Practical/Viva Jury / Practical

11	Weightage Distribution	CA	MTE	ETE
		60	-	40

12	Text book/s*	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
13	Other References	Online tutorials available on Google

School: SCADMS	Batch: 2019 -2021
Program: MA(J&MC)	Current Academic Year: 2019-2020
Branch: NA	Semester: II

1	Course Code	MMC191
2	Course Title	Radio News and Programme Production
3	Credits	3
4	Contact Hours (L-T-P)	0-0-6
5	Course Type	Compulsory
6	Course Objective	To introduce students to the medium of Radio, its evolution, policies and trends in contemporary broadcasting To develop understanding of different genres of Radio and their nuances. To enable students to write and produce programmes for Radio. To develop understanding of Radio, it's Newsroom, Organisational structure and Reporting process. To enable students to write news scripts for Radio.
7	Course Outcomes	After the completion of this course, the student will be able to **CO1**:**Describe historical growth & development of radio** **CO2**: Explain the structure and function of All India Radio **CO3**:Understand difference between community and commercial Radio **CO4**: Understand of sound perception and acoustics. **CO5**:Create and develop 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	
	Unit 1	**Growth, Development and Organizational structure of All India Radio.**
	A	History of Radio, Characteristic of Radio, NSD, ESD, AIR Code.
	B	Different types of Radio AM, MW, SW, FM, Digital Radio
	C	Three tiers of Radio Broadcast—Local, Regional and National.
	Unit 2	**Concept of Community and Commercial Radio**
	A	Set up and Licensing of Community Radio, Radio for Education and Development
	B	Growth and Structure of FM Radio in India, FM Programming
	C	Working in a radio studio: types and functions, acoustics, input and output chain, studio console: recording and mixing.
	Unit 3	**Radio News: Reporting and Writing**
	A	Newsroom organization and structure, Different editorial positions in newsroom and their roles and responsibilities, writing for voice dispatches: Bytes and Outside Broadcast (OB) copy

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	B	Beat reporting: Identifying and working for a news beat, reporting for hard and soft news
	C	The 'Ingredients' of Radio News Radio News Bulletin and types, 5 and 15-minute bulletin, Headlines, News Magazine, Compiling Radio news bulletins,
	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
	B	Microphones and Sound, Field Recording, The Editing Process and Final mix
	C	Working with Editing Software like Audacity, Dalet, Netiaetc
	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
	B	Public Service Announcement, Promo and Jingles, Radio features/documentaries/ commentaries, Spotlight/Talks etc
	C	Production of Studio based Radio programmes in different formats
10	Mode of examination	Jury

11	Weightage Distribution	CA	MTE	ETE
		60	-	40

12	Text book/s*	- Style Book AIR Broadcasting in India, - GC Awasthy, Allied, Bombay, 1965 - Indian Broadcasting, HK Luthra, Publications Division, New Delhi, 1987 - Broadcasting and the People, Mehra Masani, 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
13	Other References	- Websites of AIR& BBC - Radio apps

School: SCADMS	Batch: 2019 -2021
Program: MA (J&MC)	Current Academic Year:2019-2020
Branch: NA	Semester: II

1	Course Code	MMC193
2	Course Title	Economic, Business and Data Journalism
3	Credits	3
4	Contact Hours (L-T-P)	(0-2-2)
5	Course Type	Compulsory
6	Course Objective	The objective of this course is to: Understand the economy, business and data journalism Know the technicalities involve in reporting issues in world bank and major international banking services Know how the synergy between economy and globalization Study the basic analytical techniques of data journalism Imply the theoretical perspectives in data journalism
7	Course Outcomes	After the completion of this course, the student will be able to **CO1**: Delivered the reports on economy and finance journalism **CO2**: Present the organizational structures of major international banks **CO3**: Use the techniques of data analysis and visualization in data journalism **CO4**: Know the synergy between economy and globalization **CO5**: Apply the theoretical implications of economy finance and data journalism
8	Course Description	This course is designed to inculcate a proper understanding of Media, Society, and Culture & Religion among the students. This course will help the students to understand various contemporary issues related to media and society. It will also help the student to understand and analyse the role of media in the society and among the media audiences.
9	Outline syllabus	
	Unit 1	**Economic Journalism**
	A	Defining Economic Journalism
	B	Dealing with Numbers and Statistics
	C	Indian Model of Development: The Planning and Neo-Liberal Reforms
	Unit 2	**UNIT 2: Business Journalism**
	A	The Money, Inflation, Banking System and the Role of the RBI
	B	Political Economy
	C	Reporting Corporate Business and Consumer Rights
	Unit 3	**Reporting the economy**
	A	Macro and micro-economics
	B	Gross Domestic Product
	C	Budgets and Fiscal policy
	Unit 4	**Globalization and business journalism**
	A	The Economic and Financial Globalization
	B	Global Trade and Role of MNCs

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	C	The role of International Institutions: World Bank, International Monetary Fund, World Trade Organization,
	Unit 5	**Data Journalism and Computer Assisted Reporting**
	A	Scope and significance of data journalism
	B	Data visualization: Basic thumb rules of good visualization
	C	Analyzing Data: Basic statistical Concepts and Spreadsheet techniques
10	Mode of examination	Jury/Practical

11	Weightage Distribution	CA	MTE	ETE
		60	-	40

12	Text book/s*	- History of Business Journalism. Carolina Business News Initiative, University of North Carolina at Chapel Hill School of Journalism and Mass Communication. Retrieved 24 August 2011 - Roush, Chris (May 2008). "Book Reviews: Taking on the Trust". BusinessJournalism.org. Archived from the original on 8 July 2012. Retrieved 24 August 2011. - Best, Joel. 2004. More Damned Lies and Statistics: How Numbers Confuse Public Issues. Berkeley: University of California Press.
13	Other References	- Bradshaw, Paul. 2011. The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age. Harlow: Longman. - Andreoni, J., Erard, B., and Feinstein, J. (1998). Tax Compliance. Journal of Economic Literature, 36(2):818-860.

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TERM III

School: SCADMS		**Batch: 2019 -2021**
Program: MA (J&MC)		**Current Academic Year: 2020-2021**
Branch: NA		**Semester:** III
1	Course Code	MCJ 201
2	Course Title	Media & Communication Research
3	Credits	4
4	Contact Hours (L-T-P)	(3-1-0)
5	Course Type	Compulsory
6	Course Objective	Introduce the basics of communication research
		Impart knowledge on conducting various types of communication research
		Familiarize with the types of methodology in communication research
		Study the applications of academic research in mass communication
		Understand the steps involve in communication research
7	Course Outcomes	After the completion of this course, the student will be able to
		CO1: Define the steps involve in communication research, to differentiate communication research from ordinary research
		CO2: Explain various research steps in media and communication study
		CO3: Apply various methods in media & communication research
		CO4: Plan a good research study
		CO5: Create good research reports
8	Course Description	This course is designed to inculcate a proper understanding media and communication research among the students. Students will be able to learn the methodology of research, and they will be able to put academic excellence in journalism and mass communication.
9	Outline syllabus	
	Unit 1	**Introduction to media research**
	A	Definition and Types of scientific research
	B	Distinguish between ordinary and scientific research
	C	Types of media research
	Unit 2	**Steps involve in media research**
	A	Choosing research topic
	B	Review of literature
	C	Research objectives, problem and questions
	Unit 3	**Research methodology**
	A	Qualitative and quantitative methods
	B	Quantitative: Survey method and Content Analysis
	C	Qualitative: Case studies, Interviews and discourse analysis
	Unit 4	**Data collection and processing**
	A	Definition and types of data
	B	Coding and basic statistical tools
	C	Tabulation, pie and bar diagrams
	Unit 5	**Analysis, Interpretation and Report Writing**

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	A	Test of significance, Chi square and student t test		
	B	Statistical analysis and interpretation of data		
	C	Steps and principles of report writing		
10	Mode of examination	Theory		
11	Weightage Distribution	CA	MTE	ETE
		30	20	50
12	Text book/s*	• Hamelink, Cees: 'Cultural Autonomy in Global Communications', Longman, London, 1983.		
13	Other References	• Kumar Keval J and Biernatzki We: 'International News Flows: Communication Research Trends'.2006		

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School: SCADMS	Batch : 2019-21
Program: MA (J&MC)	Current Academic Year: 2020-21
Branch: NA	Semester: III

1	Course Code	MCJ 208
2	Course Title	**Advertising, Public Relations and Corporate Communication**
3	Credits	Credits 5
4	Contact Hours (L-T-P)	3-2-0
5	Course Type	Compulsory / 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	After the completion of this course, the student will be able to **CO1**: Understand the Meaning and Definition of Public Relations and Corporate Communication - Its need, nature and scope, functions **CO2**: know how the functions Principles of Advertising, PR and Corporate communication. And its various PR tools **CO3**:know the Concept of Lobbying in public ,relation Employee public Relationship, Media relationship; CSR; Corporate image management. **CO4**: Understand how different media including new media responsible for any ad agency. **CO5**: 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	
	Unit 1	**Advertising as a Marketing Tool**
	A	Meaning, definition and its role
	B	Growth and development of India and world
	C	Advertising as a communication tool
	Unit 2	**Public Relation: An Introduction**
	A	PR: Concept and Principles
	B	Origin and Development of PR
	C	PR in Public Sector and PR in Private Sector
	Unit 3	**Writing and Editing Skills in Public Relation and Corporate Office**
	A	Multi News Release, press Release/Press conference

B	House Journal, circular	
C	Bulletin Board, Backgrounders	
Unit 4	**Strategic Public Relation/Corporate Communication**	
A	Political and Civic Communication	
B	Internal and External Communication and Tools	
C	Propaganda and Publicity	
Unit 5	**Media Planning**	
A	Image and Reputation Managements/Branding	
B	Social Marketing and Event Management	
C	Public Relation/Ad Campaign	

10	Mode of examination	Theory		
11	Weightage Distribution	CA	MTE	ETE
		20%	30%	50%
12	Text book/s*	• The Public Relation Handbook, Alison Theaker, Routeledge • Sage Handbook of Public Relations, Robet L. Heath • Public Relation By J.Jethawaney, N.D.Phinix, New Delhi • JansamparkBy 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.		

Prepared by: Department of Mass Communication, SCADMS

School: SCADMS	**Batch: 2019 -2021**	
Program: MA (J&MC)	**Current Academic Year: 2020-2021**	
Branch: NA	**Semester: III**	
1	Course Code	MCJ 203
2	Course Title	Media Management, Business & Economics
3	Credits	4
4	Contact Hours (L-T-P)	3-1-0
5	Course Type	Compulsory
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	After the completion of this course, 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 the 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	
	Unit 1	Media Industry and Management:
	A	Media Industry: Origin, Size, Reach and recent trends
	B	News Media Industry: Main features, growth and recent trends
	C	Ownership Pattern of Media Companies and New Innovation in Media and Newspaper Management
	Unit 2	Ethics of Media Management:
	A	2.1 Media as business vs. Media as Public Trust : Building Brand and Managing and sustaining business
	B	Professional and Regulatory bodies : I&B, Editor's Guild, ABC, DAVP, RNI, PCI, TRAI
	C	Quality control and cost management ,Labour Laws
	Unit 3	Management Structure of Media Companies
	A	Organizational structure of different Departments: Hierarchy, Function and Responsibilities

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	B	General Management, Finance, Circulation, Sales Promotion, Marketing, HR Management and Production Management
	C	Changing Role of Management and Editorial: Conflict and Co-operation
	Unit 4	Media advertising, sales and marketing strategies
	A	Media planning and buying : Advertising and marketing
	B	TAM, INTAM, TRP, GRP and other media jargons
	C	PR for Building and sustaining business and audience
	Unit 5	Economics of Media Business
	A	Print and Electronic Media: Management, Business, legal and financial aspects of Management
	B	Budgeting and Finance, Capital Costs, Production costs
	C	Competition and survival: Evolving a strategy and plan of action, Marketing and Sales strategy
10	Mode of examination	Theory

11	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%

12	Text book/s*	• Hargie O, Dickson D, Communication Skills for Effective Tourish Denis Management, Palgrave Macmillan, India • Dr. Sakthivel Murughan M., Management Principles and Practices,New Age International Publishers, New Delhi • Media Management: A Casebook Approach-2008; Sylvie George, Wicks, Jan LeBlan, New York, Lawrence Eribaum Associates. • Media Management Emerging Trends -2002 Suresh K, Hyderabad, ICFAI University Press.
13	Other References	

School: SCADMS	Batch: 2019 -2021
Program: MA (J&MC)	Current Academic Year: 2020-2021
Branch: NA	Semester: III

1	Course Code	MCJ 204
2	Course Title	Specialized Writings and Reporting
3	Credits	3
4	Contact Hours (L-T-P)	(0-1-4)
5	Course Type	Compulsory
6	Course Objective	To develop understanding of various Specialized Writings To develop understanding of different genres of writing To enable students about the basics of reporting skills. To develop understanding of Specialized i.e. Beat Reporting To enable students about the concept and process of writing.
7	Course Outcomes	After the completion of this course, the student will be able to **CO1**: Building skills of writing for all different kinds **CO2**: Attributing various formats of writing for Print Media **CO3**: Describing Various Formats of writing for Radio and Television **CO4**: Defining Reporting and its tools of techniques **CO5**: Identify Career Scope in Specialized Reporting **CO6**: Discuss the development of new/digital media
8	Course Description	This course will enhance the students' understanding of various formats of writing and this course will also develop the basics reporting skills & techniques which they will implement in their future for better career development.
9	Outline syllabus	
	Unit 1	**News Analysis and Types of Journalistic Writings**
	A	Analysis of News Coverage of Newspapers and News Channels: Framing of Issues
	B	Various Types of Writings: Feature, Article , Editorial, Travelogue, Profiles, Reviews etc
	C	Magazine Journalism, Interpretative and Analytical Writings
	Unit 2	**Tools and Technique of Specialized Writings and Reporting**
	A	How to Read and Scan Documents, Writing and Researching for Backgrounder
	B	Story Telling Techniques
	C	Solutions journalism: Roots of Problems, People's Response and Solutions
	Unit 3	**Advanced Interview Technique and Investigative Reporting**
	A	Advanced Interview Techniques: Visualising, Evaluating and Framing Questions
	B	Tools and Techniques of Investigative/In-Depth Reporting: Cultivating, Dealing with the Sources and Gathering evidence
	C	Locating, developing and follow up reporting- process and structure.
	Unit 4	**Specialized Reporting**
	A	Political, Parliamentary and Legal Reporting
	B	Election Reporting and Opinion Polls
	C	Conflict ,War and Peace Reporting
	Unit 5	**International Journalism**

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	A	Journalism in Global Context.
	B	Analysis of Global Issues on International Media
	C	Reporting and Writing Global Issues and External Affairs
10	Mode of examination	Jury/Practical/Viva

11	Weightage Distribution	CA	MTE	ETE
		60		40

12	Text book/s*	- Carol Rich (2007), Writing and Reporting News, 5th edition, Thomson Publishing. - Christopher Scanlan. Reporting and Writing. New York: OUP (2000)
13	Other References	- Kovach, Bill, and Rosentiel, Tom, The Elements of Journalism : What newspeople should know and the public should expect (2001), Crown Publishers, New York, NY. - Marshall, P. David (2005) 'Celebrity and journalism' in Stuart Allan, Journalism: Critical Issues, Maiden head(UK): Open University Press. Pages 19-29 - Melvin Mencher (2006), News Reporting and Writing, 10th edition, McGraw-Hill. - Philip Meyer: Precision Journalism. New York: Oxford Rowman & Littlefield Publishers Inc., 2002 - Reporting for Journalism Chris Frost; London; Routledge; 2010.

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School: SCADMS		Batch: 2019 -2021	
Program: MA (J&MC)		Current Academic Year: 2020-2021	
Branch: NA		Semester: III	
1	Course Code	**MCJ 205**	
2	Course Title	**Multimedia Journalism**	
3	Credits	5	
4	Contact Hours (L-T-P)	(0-3-4)	
5	Course Type	**Compulsory** /Elective/Open Elective	
6	Course Objective	1. To educate the students about current practices and future frontiers of multimedia journalism To introduce the students to all major tools of multimedia To prepare students to master the concept design, production, publication and promotion of multimedia content through different platforms	
7	Course Outcomes	After the completion of this course, the student will be able to **CO1**: Explore the promising career opportunities in the field of multimedia production/journalism **CO2**: Learn and practice the tools of multimedia journalism **CO3**: Define the technology use for PR and Advertisement. **CO4**: Apply their creative ideas in designing and developing multimedia content. **CO5**: Development of Multimedia content	
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		
	Unit 1	**Multimedia Overview**	
	A	Definition, characteristics, uses and application of Multimedia	
	B	Instructional design	
	C	Media Technologies (Text, Graphics, Images, Animation, Video, Audio) and interfaces	
	Unit 2	**Multimedia Content Creation**	
	A	Content (print, graphics, sounds, etc.)	
	B	Screen Design, Writing and editing techniques for text, audio, video, multimedia and podcasting	
	C	Navigation, Consistency, Transitions and Links	
	Unit 3	**Multimedia Productions**	
	A	Graphics, Metaphors and Themes, Colors and Backgrounds, Text (size, color, placement)	
	B	Animation Design- 2D, 3D, Developing interactive maps and graphics	
	C	Audio Visual Productions, Hyper-Studio Sounds, Hyper-Studio Tips and Tricks	
	Unit 4	**Multimedia Marketing**	
	A	Audience development and ethical practices involving the Internet and social media	

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	B	Advertising and PR strategies, passive democratic fundraising (A/B testing) tactics
	C	Use of metrics, and analytics, Crowd sourcing, blog, narrowcasting
	Unit 5	**Preparation of Multimedia Portfolios**
	A	Producing major multimedia projects
	B	Designing multimedia campaigns
	C	Multimedia productions-audio visual, graphics and animation
10	Mode of examination	Theory/**Jury**/Practical/Viva

11	Weightage Distribution	CA	MTE	ETE
		60%	-	40%

12	Text book/s*	- 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)
13	Other References	

School: SCADMS	Batch: 2019 -2021	
Program: MA (J&MC)	Current Academic Year: 2020-2021	
Branch: NA	Semester: III	
1	Course Code	MCJ 206
2	Course Title	Television News and Programme Production
3	Credits	4
4	Contact Hours (L-T-P)	0-2-4
5	Course Type	Compulsory
6	Course Objective	Familiarize the students with different aspects of Anchoring Familiarize the students with different aspects of News Reading Understand how to handle different situation during Live News Reading To understand about ENG and in-door programme production and understand the sense of script and nature of programme.
7	Course Outcomes	After the completion of this course, 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**: 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	
	Unit 1	**Introduction to Anchoring and Presentation**
	A	Practical Anchoring Techniques for electronic media and events
	B	Technical and Practical techniques for News TV Presentation
	C	Performance: Different aspects of understanding how to different situation during live News Programmes.
	Unit 2	Television News and Current Affairs Programmes
	A	Writing for Television News and Current Affair Programmes
	B	Television News Gathering and Interviews Techniques
	C	Television Reporting Techniques
	Unit 3	Programme formats
	A	Documentaries and Talk Shows
	B	The Art of Interviewing
	C	Fiction and Non-fiction programme
	Unit 4	Television Production
	A	TV News Studio and Production Process
	B	Camera Framing, Shot Determination and Composition
	C	Newsroom and its Operations

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10	Mode of examination	Theory		
	Weightage	CA	MTE	ETE
11	Distribution	60	0	40

School: SCADMS	**Batch: 2019 -2021**	
Program: MA (J&MC)	**Current Academic Year: 2020-2021**	
Branch: NA	**Semester: III**	

1	Course Code	MCJ 207
2	Course Title	Summer Training / Project Report
3	Credits	3
4	Contact Hours (L-T-P)	0-0-6
5	Course Type	Compulsory /Elective/Open Elective
6	Course Objective	
7	Course Outcomes	After the completion of this course, the student will be able to **CO1**: Identify & understand the issues and problems encountered during training period. **CO2**: Apply theoretical knowledge to solve practical problems in real time. **CO3**: Articulate his/her skills & get proper experience which will help to pave the way for a better career. **CO4**: Discover & understand how to work under pressure and deal during crisis at workplace **CO5**: Value the importance of deadlines and learn how to complete tasks in the assigned duration.
8	Course Description	Students will spend their entire day at the internship location. Students will have to write weekly reports to accomplish following tasks: Share their experience at their workplace Share their learning outcome Discuss problems faced by them Students will write a final report/ portfolio for the jury submission Oral presentation/VIVA-VOCE will be conducted based on the project report
9	Outline syllabus	
	Unit 1 - 5	
10	Mode of examination	Theory/Jury/Practical/Viva Jury / Viva

11	Weightage Distribution	CA	MTE	ETE
		60	0	40

12	Text book/s*	Not Applicable
13	Other References	Not Applicable

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School: SCADMS	Batch: 2019-2021
Program: MA (J&MC)	Current Academic Year: 2020-2021
Branch: NA	Semester: III

1	Course Code	**CCU 301**
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	After the completion of this course, 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	**T**heme	**Major Sub-themes for research:** • Major developmental issue (Socio-Economic, gender, environmental etc.) • Media habits/ Media usage/Audience profiling • Media perceptions
8.1	Guidelines for Faculty Members	• It will be a group assignment (4 to 5 students), the student will work together as a team, they have to survey at least 250 respondent (per team), and the faculty guide will guide the students and approve the project title and help the student in preparing the questionnaire and final report (the faculty member will collect all the questionnaires of survey and final report and submit to CCC coordinator within stipulated time). • The questionnaire should be well design and it should carry at least 20 questions (Including demographic questions). • The topic of the research should be related to social, economical or environmental issues concerning the common man. • The report should contain 2,500 to 3,000 words and relevant charts, tables and photographs. • The student should submit the report to CCC-Coordinator signed by the faculty guide by 22 April 2020. • The students have to send the hard copy of the Report and PPT to CCC

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		coordinator and then only they will be allowed for External Exam.
8.2	Role of CCC-Coordinator	The CCC Coordinator will supervise the whole process and assign students to faculty members. BA+MA (J&MC-Integrated) – the students will be allocated to faculty member (mentors/faculty member) in even term.
8.3	Layout of the Report	Abstract(250 words) 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 Note: Research report should base on primary data.
8.4	Guideline for Report Writing	**Title Page: The following elements must be included:** Title of the article; Name(s) and initial(s) of author(s), preferably with first names spelled out; Affiliation(s) of author(s); Name of the faculty guide and Co-guide 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. **Text: Manuscripts should be submitted in Word.** • 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) **Reference list:** • 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 • 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** • 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	Important Dates:	• Students needs to submit the hard copy of the report, duly signed and approved by the faculty supervisor by 20th April, 2020. • A trip to village will be organized by the University for the students in the 1st week of May. It will be mandatory for all the students. • The final jury examinations will be held as per the date sheet, announced by the Dy. COE of the school.
8.7	ETE	**The students will be evaluated by panel of faculty members on the basis of their presentation on date announced by the Dy. COE of the School.**
8.8	Method of Evaluation	Interpretative evaluation by Internal / external expert(s)
9	**Course Evaluation**	
9.01	**Continuous Assessment**	**60%**
	Questionnaire design	**20 Marks**
	Report Writing	**40 Marks**
9.02	**ETE(PPT presentation)**	**40%**

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TERM IV

School: SCADMS	**Batch: 2019 -2021**	
Program: MA (J&MC)	**Current Academic Year: 2020-2021**	
Branch: NA	**Semester: IV**	
1	Course Code	MFM 202
2	Course Title	Specialized Print Journalism
3	Credits	16
4	Contact Hours (L-T-P)	(0-4-24)
5	Course Type	Compulsory /Elective/Open Elective
6	Course Objective	This class will deal with enhancement of skills required to produce newspapers and magazines. Different aspects of newsroom activities such as reporting, copy writing, editing, page layout etc. Deal with acquiring effective writing skills required for good writing, exclusively for print media. This class will also familiarize the students to various Designing styles and techniques for print media.
7	Course Outcomes	After the completion of this course, the student will be able to **CO1**: Students will understand the elements of design in various print layouts **CO2**: Students will be able to evaluate the difference between softwares used for various print layouts **CO3**: Students will be able to illustrate their skills of QuarkXpress in designing posters. **CO4**: Students will be able to report stories for print **CO5**: Students will be able to differentiate between the design elements of newsletter, tabloid and a broadsheet.
8	Course Description	This course will enhance students understanding of news worthiness in different contexts, situations and areas. Alongside it will familiarize the students with basic writing skills for print media. This couse will also develop the ability and skill of writing, reporting and editing in different and varied styles.
9	Outline syllabus	
	In this workshop, students produce a lab journal from start to finish — from generating story ideas to producing the pages to the final stage before printing. The workshop therefore includes instruction and practice in newspaper reporting, writing, editing, page design, and online page production. Students will be introduced to the skills that news editors (or assignment editors) — as well as reporters — use to generate assignments, and the skills copy editors (or sub-editors) use to select and handle stories and pictures. They will learn to edit for tightness, accuracy and style, to see the story as a whole and line by line. They will learn to design and produce pages, including selecting and using stories and pictures, and writing captions, headlines, sub-heads, etc. By the end of the workshop they should be able to work as sub-editors (page editors) of a newspaper. The course will also include Software for Print Medium, Typography, Page Making and Design and basics of photo editing, caption writing and use of Pictures and other Graphic Materials.		
10	Mode of examination	Jury/Practical/Viva

	Weightage	CA	MTE	ETE

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11	Distribution	60%	0%	40%
12	Text book/s*	• Fox, Walter (2001), Writing the News: A Guide for Print Journalists, Iowa State University Press.		
13	Other References	• Kovach, Bill, and Rosentiel, Tom, The Elements of Journalism: What news people should know and the public should expect (2001), Crown Publishers, New York, NY. • Melvin Mencher (2006), News Reporting and Writing, 10th edition, McGraw-Hill. • Keeble, Richard (2006) Newspapers Handbook, London: Rutledge,		

School: SCADMS	Batch: 2019 -2021
Program: MA (J&MC)	Current Academic Year: 2020-2021
Branch: NA	Semester: IV

1	Course Code	MFM 204
2	Course Title	Broadcast Journalism
3	Credits	16
4	Contact Hours (L-T-P)	0-4-24
5	Course Type	Specialization
6	Course Objective	Students will learn about the basic concept of Radio and Television News Students will also learn the process of script to screen, planning to presentation and collecting to writing the news. Learn cinematic language and production skills through a variety of projects such as public service announcements, video commercials, film trailers and narrative short films. They will also learn writing, editing and production of Radio News and Entertainment programs.
7	Course Outcomes	After the completion of this course, the student will be able to **CO1**: The students will be able to learn the basic concept of Radio and TV news. **CO2**: The students will be able to learn the process of script writing for TV and Radio. **CO3**: The students will be able to learn cinematic language and production skills **CO4**: They will also learn writing of TV News, entertainment programmes and Radio **CO5**: They will also learn editing and production of TV News, entertainment programmes and Radio
8	Course Description	The course is designed to make students skilled and expert in their chosen field of communication.
9	**Outline syllabus**	
	Unit 1	**Basic of production Technique**
	A	Difference between Radio and TV as medium of Mass Communication
	B	Script writing for Radio
	C	Script Writing for TV
	Unit 2	**Language of Cinema**
	A	Brief history of cinema in India and Hollywood
	B	Different types of films: Fiction and Documentary films
	C	Production Technique used in films
	Unit 3	**Writing for films**
	A	Basic concept involved in writing for cinema
	B	Script writing for different format: Fiction/documentary
	C	Screenplay writing Technique for fiction films
	Unit 4	**Camera Language**
	A	Basics types of Shots

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	B	Camera Movements		
	C	Scene, Sequence and lighting Technique		
	Unit 5	**Final Projects**		
	A	PTC, Walk through, One 2 One,		
	B	A documentary films		
	C	A short film		
10	Mode of examination	Jury		
11	Weightage Distribution	CA	MTE	ETE
		60		40

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School: SCADMS		**Batch: 2019 -2021**
Program: MA (J&MC)		**Current Academic Year: 2020-2021**
Branch: NA		**Semester: IV**
1	Course Code	MFM 205
2	Course Title	**Digital Media and Multimedia Journalism**
3	Credits	16
4	Contact Hours (L-T-P)	(0-4-24)
5	Course Type	**Compulsory** /Elective/Open Elective
6	Course Objective	1.Familiarize the student with Digital Media as Mass Communication Tools 2. Introduce the students to Social Media Campaigns 3. Help the students to understand the basics of Multimedia Marketing 4. Familiarize the student with Multimedia News 5. Help the learner develop the understanding of basic Cyber Journalism 6.Help the students to understand basic techniques in Data Journalism 7. To educate the students about current tools and techniques in Multimedia Productions
7	Course Outcomes	After the completion of this course, the student will be able to **CO1**: Describe Digital Media **CO2**: Differentiate between the tools of online and offline marketing **CO3**: Analyze the impact of digital campaigns in various situation **CO4**: Interpret the Impact of Digital Media & Web journalism. **CO5**: Create digital media content solutions as per clients need
8	Course Description	Digital Media is creating immense level of job opportunities and this requires highly skilled and well-trained professionals. Digital Media/Multimedia Communication specialization aims to provide the students with required professional knowledge and skills to grab career opportunities in this highly evolving field. During this specialization course, students will learn to use different tools of multimedia and digital media communication. They will be able to equip students with advanced digital media skills, technical abilities to take on the multimedia industry challenges. It offers perfect blend of classroom learning, highly equipped multimedia labs and industrial exposure.

School: SCADMS	**Batch: 2019 -2021**	
Program: MA (J&MC)	**Current Academic Year: 2020-2021**	
Branch: NA	**Semester: IV**	
1	Course Code	**MFM 209**
2	Course Title	**Specialization** - **Advertising, Public Relations, Corporate Communication**
3	Credits	16
4	Contact Hours (L-T-P)	0-2-24
5	Course Type	~~Compulsory /~~**Elective**~~/ Open Elective~~
6	Course Objective	1. Know the Concept of Lobbying in public ,relation Employee public 2. Relationship; Media relationship; CSR; Corporate image management; This class shall also help students understand consumer behaviour, brand promotion etc. 3. Understand how different media including new media responsible for an advertising. 4. To make student proficiency in planning, concept, designing and lay out of an Event.
7	Course Outcomes	After the completion of this course, the student will be able to **CO1**: Explain and develop relevant display and advertising and promotional material **CO2**: Create Public Relations tools **CO3**: Develop crisis management plan **CO4**: Create an event brief and plan an event **CO5**: Develop deep understanding of CSR and its importance in corporate communication
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 and even management.
9	Outline syllabus	
	Unit 1	**Advertising**
	A	Research Based Short Papers
	B	Creating Ads for various Mediums
	C	Designing Ad Campaigns
	Unit 2	**Media Planning**
	A	Media Planning: Concept & Principles
	B	Media Mix, Ad Agencies and their role
	C	Organizational Behavior
	Unit 3	**Public Relation: An Introduction**
	A	PR: Concept & Principles
	B	Case Studies
	C	Designing PR Campaigns
	Unit 4	**Corporate Communication**
	A	CC: Concepts & Principles
	B	Corporate Social Responsibility
	C	Crisis Management Plan

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	Unit 5	Event Management		
	A	Event Management: Concepts & Principles		
	B	Corporate Event		
	C	Social Event		
10	Mode of examination	Theory		
11	Weightage Distribution	CA	MTE	ETE
		20%	30%	50%
12	Text book/s*	- The Public Relation Handbook, Alison Theaker, Routeledge - Sage Handbook of Public Relations, Robet L. Heath - Public Relation By J.Jethawaney, N.D.Phinix, New Delhi - JansamparkBy Gulab Kothari, Patrika Publication, Jaipur - Social Media and Public relations, Judy Motion, Robert L. Heath, Shirley Leitch - Event Management for Dummies by Laura Capell.		
13	Other References	Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd.		

School: SCADMS	Batch: 2019 -2021	
Program: MA (J&MC)	Current Academic Year: 2020-2021	
Branch: NA	Semester: IV	
1	Course Code	MFM 210
2	Course Title	Development Communication Specialization
3	Credits	16
4	Contact Hours (L-T-P)	(0-4-24)
5	Course Type	Compulsory / Elective / Open Elective
6	Course Objective	Develop understanding of development issues. Contribute positively towards the development process of country as responsible mass communicators.
7	Course Outcomes	After the completion of this course, the student will be able to **CO1**: Explain key issues of sustainable development as a basis for engaging in effective development communication. **CO2**: Apply skills in designing a communication strategy for development issues. **CO3**: Design various programs for the different media platforms on development. **CO4**: Analyse programs for the different media platforms on development. **CO5**: Evaluate key issues of sustainable development and adjust it based on the results carrying it out.
8	Course Description	Students will learn how to develop a plan for communication to raise awareness about community issues. They will also learn to promote social development by systematically applying the processes, strategies and principles of communication to bring out positive social changes. This includes various field visits and use of audio- visual medium to promote development campaign. Students will make a project which may include planning for communication in eight-step process. The steps are: Identify the purpose of communication Identify your Audience Plan and design your message Consider obstacles Plan for obstacles and emergencies Strategize how to connect with the media and others who can help in spreading message Create an action plan Decide how to evaluate a plan and adjust it, based on the results of carrying it out. By the end of the workshop they should be able to develop a communication plan effectively.
10	Mode of examination	Theory/Jury/Practical/Viva
11	Weightage Distribution	Internal Assessment	End-term Examination
		60%	40%

Prepared by: Department of Mass Communication, SCADMS

School: SCADMS	**Batch: 2019 -2021**	
Program: MA (J&MC)	**Current Academic Year: 2020-2021**	
Branch: NA	**Semester: IV**	
1	Course Code	MFM 203
2	Course Title	Major Project/ Thesis
3	Credits	6
4	Contact Hours (L-T-P)	0-0-12
5	Course Type	Compulsory
6	Course Objective	The students will be encouraged to select a topic on any dimension of journalism and communication and will be encourage selecting a topic related to their area of residence. The aim of the project/thesis is to bring together the knowledge and skills acquired by students in a final work that is of professional quality This will require the students to engage in depth with a topic and to carry out primary investigation thereof.
7	Course Outcomes	After the completion of this course, 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 aims at developing the research skills of students
9	Outline syllabus	
	Unit 1-5	Complete the master's thesis/dissertation under the supervision of the assigned faculty in given time
		In case of Project/ student will send a weekly report about the project updating
10	Mode of examination	Theory/Jury/Practical/Viva
11	Weightage Distribution	Internal Assessment	End-term Examination
		60%	40%

School: SCADMS	Batch: 2019 -2021
Program: MA (J&MC)	Current Academic Year: 2020-2021
Branch: NA	Semester: IV

1	Course Code	MFM 208
2	Course Title	**On Job Training / Internship : 2 Months**
3	Credits	6
4	Contact Hours (L-T-P)	(0-0-12)
5	Course Type	Elective
6	Course Objective	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. 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	After the completion of this course, 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.