



Programme Structure

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

Master of Arts (Journalism & Mass Communication)

Academic Year 2023-24

Batch: 2023-2025

Programme Code: SDM010

Programme Structure
Name of School: School of Media Film and Entertainment
Programme : MA (Journalism & Mass Communication)
Batch: 2023-2025
TERM: I

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course ¹ : 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY SUBJECTS								
1	MMJ101	Communication Process, Models and Theories	4	0	0	4	Core	CC
2	MMJ102	Social Study in Media and Contemporary Issues	4	0	0	4	Elective	DSE
3	MMJ103	Introduction to Communication and Media Research	3	3	0	6	Core	CC
Practical/Viva-Voce/Jury								
4	MMJ105	Soft Skills and Personality Development	0	1	2	2	Core	CC
5	MMJ106	Photography and Visual Communication	0	1	2	2	Elective	DSE
	MMJ107	Television News and Programme Production						
6		Open Elective (To be Chosen by Student)	0	4	0	4	Minor Elective	AECC
7	RBL001	Research Based Learning I	0	0	4	0	Co-Requisite	AECC
8	VOF101	Script Writing	0	2	2	3	Co Requisite	SEC
TOTAL CREDITS							25	

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

Programme Structure
Name of School: School of Media Film and Entertainment
Programme : MA (Journalism & Mass Communication)
Batch: 2023-2025
TERM: II

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre- Requisite/ Co Requisite	Type of Course ² :	
			L	T	P				
THEORY SUBJECTS									
1	MMJ111	Development Communication	4	0	0	4		Core	CC
2	MMC192	Social Media and Mobile Journalism	3	1	0	4		Elective	DSE
3	MMC194	Advertising: Concepts, Principles & Practices	4	0	0	4		Core	CC
Practical/Viva-Voce/Jury									
4	MMJ116	Message Design for Development communication	0	1	2	2		Core	CC
5	MMJ114	Radio News and Programme Production	0	1	2	2		Elective	

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

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6	MMJ115	Multimedia and Data Journalism						DSE
7	MMJ112	Event Management	0	1	2	2	Core	CC
8	VOF104	Writing and Anchoring for Radio, TV, and Digital Media	0	2	2	3	Co-Requisite	SEC
9	RBL002	Research-Based Learning 2	0	0	4	0	Co-Requisite	AECC
10	CCU108	Community Connect	0	0	4	0	Co-Requisite	AECC
11	VAF001	The Art of Creative Writing & Storytelling	0	0	0	0	Co-Requisite/Elective	AECC
	VAF002	Dramatic Art and Theatre						
	VAF003	Creative Art and Drawing						
	VAF004	Music and Dance Therapy						
TOTAL CREDITS						21		

NOTE: Industry Connect must be completed in the Summer term and its evaluation to be held in 3r Semester.

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

Programme Structure

Name of School: School of Media, Film, and Entertainment

Programme : MA (Journalism & Mass Communication)

Batch: 2023-2025

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	MMJ201	Entrepreneurship & Business Communication	3	3	0	6	Core	CC
2	MCJ211	Public Relations and Corporate Communication	4	0	0	4	Elective	DSE
3	MMJ202	Media Management and Economics	3	3	0	6	Core	CC
Practical								
5	MMJ203	Corporate Communication Lab	0	1	2	2	Elective	DSE
6	MMJ204	Integrated Marketing Communication						
7	VOF202	Smartphone Film Making I	0	1	4	3	Co-Requisite	SEC
8	RBL003	Research-Based Learning 3	0	0	4	2	Co-Requisite	AECC
9	INC001	Industry Connect I	0	0	4	0	Co-Requisite	AECC

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

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10	TBD	Open Elective (To be Chosen by Student)	0	4	0	4	Minor Elective	AECC
11	VAF005	Professional Ethics in Communication Industry	0	0	0	0	Co-Requisite	AECC
TOTAL CREDITS						27		

Programme Structure

Name of School: School of Media, Film and Entertainment

Programme : MA (Journalism & Mass Communication)

Batch: 2023-2025

TERM: IV

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course ⁴ : 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
Theory								
1	MMJ206	Media Law and Ethics	4	0	0	4	Core	CC
2	MMJ207	Film Analysis and Appreciation	3	3	0	6	Core	CC
3	MCJ209	Media and Communication Research	4	0	0	4	Elective	DSE
Practical/Viva-Voce/Jury								
4	BCJ 110	Case Studies – Media Trial	0	1	2	2	Core	CC
5	MMJ113	Newspaper: Layout, Design and Production	0	1	2	2	Elective	DSE
6	MMJ210	Research Dissertation						
7	RBL004	Research-Based Learning IV	0	0	4	2	Co Requisite	AECC
8	VOF204	Smartphone Film Making II	0	2	2	3	Co Requisite	SEC
TOTAL CREDITS						23		

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

Semester-I

School: SSMFE		Batch: 2023-2025	
Programme : MA(J&MC)			Current Academic Year: 2023-2024
Branch: Mass Communication		Semester: I	
1	Course Code	MMJ101	
2	Course Title	Communication: Process, Models and Theories	
3	Credits	4	
4	Contact Hours (L-T-P)	(4-0-0)	
5	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	<ol style="list-style-type: none"> 1. Explain the meaning of communication and why human beings communicate. 2. Explain different types of communication. 3. To know the various channels of distribution of Mass Communication. 4. Explain important theories of communication. 	
7	Course Outcomes	<p>The student will be able to:</p> <p>CO1: Knowledge of practical understanding of the various theories and models of Communication.</p> <p>CO2: Understand the effects of mass communication on society, audiences and people.</p> <p>CO3: Apply and Develop the sociological understanding of the society.</p> <p>CO4: Analyse and Develop a psychological understanding of society.</p> <p>CO5: Articulate the ethical issues that are relevant to media conduct.</p> <p>CO6: Understand the communication theories.</p>	
8	Course Description	This course will enhance the students' understanding of various theories and models of Communication and will develop a new sociological understanding of the students to critically analyse real world issues and employ practical, innovative solutions.	
9	Outline syllabus		CO Mapping
	Unit 1	Introduction to Communication and Process	
	1.1	Communication: Concept, Definition, Process, Scope, Elements and Functions	CO2
	1.2	Nature of Human Communication, Verbal and Non-Verbal Communication	CO1,CO2

	1.3	Types of Communication and Barriers of Communication		CO2,CO3
	Unit 2	Models of Mass Communication		
	2.1	Lass well Model of Communication, Shannon and Weaver Model		CO4,CO5
	2.2	Wilber-Schramm Model of Mass Communication		CO2,CO5
	2.3	Osgood and Schramm Model, De' Fleur Model		CO1,CO3, CO4
	Unit 3	Communication Theory		
	3.1	Bullet Theory		CO2, CO6
	3.2	Hypodermic Needle Theory		CO2,CO4, CO6
	3.3	Cognitive Consistency		CO3
	Unit 4	Sociological Theory of Communication		
	4.1	Agenda Setting		CO2,CO4, CO6
	4.2	Cultivation Theory		CO2, CO6
	4.3	Media System Dependency Theory		CO2,CO4
	Unit 5	Normative Theory of Communication		
	5.1	Authoritarian Theory and Libertarian Theory		CO3, CO4, CO6
	5.2	Soviet Communist Theory and Social responsibility Theory		CO3,CO4
	5.3	Democratic Participation Theory and Development Communication theory		CO2,CO4
10	Mode of examination	Theory		
11	Weightage Distribution	IA	ETE	
		25	75	
12	Text book/s*	<ul style="list-style-type: none"> Mcquail, Denis. Mcquail`S Mass Communication Theory. New Delhi: Sage, 2010. Watson, James Media Communication: An Introduction to Theory and Process -- New York: Palgrave, 2004. 		
13	Other References	<ul style="list-style-type: none"> Key Readings in Media Today : Mass communication in contexts.-- New York: Routledge, 2009. 		

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

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

SCHOOL : SSMFE		Batch : 2023-2025	
Programme : MA(J&MC)		Current Academic Year: 2023-2024	
Branch: Mass Communication		Semester: I	
1	Course Code	MMJ102	
2	Course Title	Social Studies, Media and Contemporary Issues	
3	Credits	4	
4	Contact Hours (L-T-P)	(4-0-0)	
5	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	<ul style="list-style-type: none"> ● Introduce the basics of Social Studies, and Contemporary Issues. ● Understand the social perspectives of Media 	
7	Course Outcomes	The student will be able to : CO1:Define national and international political & social problems. CO2:Describe World Orders, International, Regional Organisations and Treaties CO3:Explain the history of Indian Civilization. CO4:Analyse Indian society, its history and Ideological Foundations, Interest Groups, other sources of power CO5: Assess the role of Media in Political and Social Movement CO6: Create social study for media and contemporary issues	
8	Course Description	This course introduces students to various issues facing the world today. Students will explore global economic systems, human rights, politics and the brief history of Indian civilization.	
9	Outline syllabus		CO Mapping
	Unit 1	Brief History of World	
	1.1	World Orders: Old and New	CO1
	1.2	Political and Economic Systems	CO1 CO2
	1.3	International, Regional Organisations and Treaties	CO2
	Unit 2	Brief History of Indian Civilisation	
	2.1	Making of India: Historical and Political Perspective	CO3
	2.2	India: Pre and Post-Independence	CO3

	2.3	An overview of the Indian Social System: Contemporary International and National Scene: Major Issues and Debates		CO3, CO6
	Unit 3	Human Development and Growth		
	3.1	Communalism, Casteism, Corruption and Regionalism		CO1, CO4
	3.2	Election and Judicial Reforms		CO1, CO3
	3.3	Economic Reforms: Liberalization, privatization and globalization processes and its Impact on Economy		CO1
	Unit 4	Indian Society		
	4.1	Political Parties: History and Ideological Foundations		CO4
	4.2	Rise of Divisive and Diversionary Politics		CO4
	4.3	Interest Groups, other sources of power: Armed Forces, Trade Unions, Religious Organizations, Corporate Houses, NGOs		CO4
	Unit 5	Overview of Indian Politics and Processes:		
	5.1	Indian Parliament and its Functioning		CO4
	5.2	The Coalition Politics and Emergence of Regional Political Parties		CO4
	5.3	Role of Media in Political and Social Movement: Pre- independence and Post-independence era		CO5
10	Mode of examination	Theory		Theory
11	Weightage Distribution	IA	ETE	
		25	75	
12	Text book/s*	<ul style="list-style-type: none"> ● Berger, Arthur Asa Making sense of media: key texts in media and culture studies.-- U.S.A: Black Well, 2005. ● Alia, Valerie Media and Ethnic minorities.- Edinburgh: Edinburgh University Press, 2005. ● Bertrand, Claude-Jean. The Arsenal of Democracy: Media Accountability Systems. Hampton Press, 2003 ● Branston, Gill Media student's book. London: Routledge, 2006. 		

		<ul style="list-style-type: none"> ● 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	

Course articulation matrix:

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	1	2	3	2	3	3	2	3
CO2	2	2	1	2	3	2	2	3	1	3
CO3	2	3	3	1	3	2	2	3	2	2
CO4	3	3	1	2	3	3	3	2	3	2

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

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

School: SSMFE		Batch: 2023-2025
Programme : MA (MA JMC)		Current Academic Year: 2023-2024
Branch: Mass Communication		Semester: III
1	Course Code	MMJ103
2	Course Title	Introduction to Communication and Media Research
3	Credits	6
4	Contact Hours (L-T-P)	6-0-0
	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective
5	Course Objective	The objective of this course is to: <ol style="list-style-type: none"> 1. Understand basic concepts of research. 2. Impart the knowledge of conducting various types of media and communication research. 3. Design & research studies and conduct sampling 4. Employ scaling techniques
6	Course Outcomes	The student will be able to: CO1 Understand the types of communication research CO2 Apply the knowledge for conducting media & communication research CO3 Analyse the data gathered through adequate research methodology CO4 Demonstrate the competence in media & communication research. CO5 Create a research report on a problem identified in Marketing research CO6 Create a research paper for academic purpose

7	Course Description	The course aims to develop the aptitude which is required to conduct valuable research work. On completion of this course the students will be able to: develop research design according to the need of research problem; develop sample design and collection of accurate data; and use the research methods as applied in media industry.	
8	Outline syllabus		CO Mapping
	Unit 1	Introduction to Media & Communication Research	
	1.1	Introduction to Research - Concept and Meaning of Research.	CO1
	1.2	Research and Scientific Method	CO1
	1.3	Objective and Significance of Research	CO1
	Unit 2	Types of Research	
	2.1	Applied and Basic Research & Conceptual and Empirical Research.	CO1
	2.2	Descriptive and Analytic Research.	CO1
	2.3	Qualitative and Quantitative Research.	CO1
	Unit 3	Research Process	
	3.1	Identifying Research Problem and Review of Literature	CO2, CO3
	3.2	Research questions, Hypothesis and Research Design	CO2, CO3
	3.3	Sampling, Types of Sampling.	CO2, CO3, CO6
	Unit 4	Data in Research	
	4.1	Types and Instruments of Data Collection – Primary Data and Secondary Data; Questionnaire and Schedule.	CO2
	4.2	Methods of collecting data – Field Observation, Focus Groups, Feed forward, Feedback studies and Intensive Interviews.	CO2, CO4
	4.3	Methods of collecting data - Content Analysis and Survey and Case Studies.	CO2, CO4,
	Unit 5	Research Writing & Ethics	

	5.1	Analysis, Interpretation and Conclusion of the data.		CO2, CO3, CO4, CO5, CO6
	5.2	Preparation and writing a research report.		CO2, CO3, CO4, CO5, CO6
	5.3	Ethical perspectives of media & communication research, plagiarism.		CO2, CO3
	Mode of examination	Theory		
	Weightage Distribution	IA 25	ETE 75	
	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer		
	Other References	1.Media and communication research methods by Arthur Berger 2.Mass Communication Research Methods by Anders Hansen		

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch : 2023-2025	
Programme : MA (J&MC)			Current Academic Year: 2023-2024
Branch: Mass Communication		Semester: I	
1	Course Code	MMJ105	
2	Course Title	Soft-Skill and Personality Development	
3	Credits	2	
4	Contact Hours (L-T-P)	0-1-2	
	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
5	Course Objective	The objective of this course is to: <ol style="list-style-type: none"> 1. Make students well versed in voice evaluation, to improve their vocabulary and vocal tools to make them ready for industry in terms of voice and speech. 2. To understand the importance of body language and right posture in terms of giving speech 	
6	Course Outcomes	The student will be able to: CO1: Gain confidence in terms of voice and speech. CO2: Practice perfect body language at events and scenarios. CO3: To understand voice analysis and improvement CO4: To understand the pronunciation and articulation CO5: To understand stress management and implement presentation skills. CO6: Create a personality for yourself	
7	Course Description	The course is developed to inculcate the soft-skills and pleasing personality among the student which will help in developing the overall personality of the students.	
8	Outline syllabus		CO Mapping
	Unit 1	Facial Expressions and Movements	
	1.1	Sense of pace and timing	CO1
	1.2	Expressions and Dressing style in different scenarios	CO1, CO2
	1.3	Controlling emotions and techniques to use stage or delivery platform	CO1, CO2
	Unit 2	Voice Analysis and Improvement	
	2.1	Importance of voice improvement	CO3, CO6

	2.2	Analyzing student's speech and Voice: Pitch, Volume, Tempo, Vitality	CO3
	2.3	Voice quality: Resonance V/s thinness, Breathing, Nasality and Huskiness	CO3/CO1
	Unit 3	Pronunciation and Articulation	
	3.1	Understanding different causes of mispronunciation.	CO4, CO6
	3.2	Clarity in Hindi pronunciation, Hindi grammar and how to get rid of regional touch in language along with practice sessions	CO4
	3.3	Clarity in English pronunciation, English grammar and how to get rid of regional touch in language along with practice sessions	CO4
	Unit 4	Management	
	4.1	Time and Stress management during presentation	CO5
	4.2	Tools and resources to upgrade skills	CO5
	4.3	Verbal/Non-verbal communication and how to incorporate Honesty, leadership, trust, courage and patience in speech and presentation.	CO5
	Unit 5	Exercise	
	5.1	Exercise	
	5.2	Exercise	
	5.3	Exercise	
	Mode of examination	Jury/Practical/Viva	
	Weightage Distribution	CA	MTE ETE
		25	25 50

Course articulation matrix:

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch: 2023-2025	
Programme : MA(J&MC)			Current Academic Year: 2023-2024
Branch: Mass Communication		Semester: 1	
1	Course Code	MMJ106	
2	Course Title	Photography and Visual Communication	
3	Credits	2	
4	Contact Hours (L-T-P)	0-1-2	
5	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	<ol style="list-style-type: none"> 1. To familiarize the students with the scientific and technological development related to camera, viz., from pin hole to digital 2. To understand basic methods of image (re)generation and photographic capture 3. To make the student proficient in understanding the various components, accessories, mechanism and operation of camera 4. Understanding the interface between science and art for achieving different photographic goals 	
7	Course Outcomes	<p>The student will be able to :</p> <p>CO1: Describe the techniques used in creating digital images</p> <p>CO2: Interpret the rules of composition and visual aesthetics</p> <p>CO3: Visually express a story using simple photographs</p> <p>CO4: Evaluate a photograph on the basis of its visual aesthetics and production techniques used</p> <p>CO5: Independently Construct Photo Features using cameras and imaging software</p> <p>CO6: Create a table top photo magazine and calendar</p>	
8	Course Description	The course is designed to learn different types of composition in photography and their uses. The students also learn to use different types of DSLR cameras and editing tools used in photography.	
9	Outline syllabus		CO Mapping
	Unit 1	Introduction to the Photography	
	1.1	What is photography? The role and importance of photography	CO1
	1.2	Brief History of Photography	CO1
	1.3	How does Camera work?	CO1

		a. Principles of Camera Obscura b. Types of Cameras and their uses.			
	Unit 2	Principles of Photographic Composition			
	2.1	Concepts of composition			CO2
	2.2	Digital Capture			CO2
	2.3	Various types of Digital Capture and Image			CO2
	Unit 3	Lighting			
	3.1	Sources of light: Natural and Artificial			CO3
	3.2	Correct exposure			CO3
	3.3	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 backlight			CO3
	Unit 4	Exposure Control			
	4.1	Basics of Aperture, Shutter, ISO, and EV			CO4
	4.2	White Balance and Picture Style			CO4
	4.3	Using Flash and Other Accessories			CO4
	Unit 5	Image Processing and Manipulation			
	5.1	Purpose and tools for image processing			CO5, CO6
	5.2	Image Processing using Adobe Photoshop / Lightroom			CO5, CO6
	5.3	Portfolio Presentation			CO5, CO6
10	Mode of examination	Jury			
11	Weightage Distribution	CA	MTE	ETE	
		60		40	
12	Text book/s*	1. Michael Langford Basic Photography, Focal Press 2. James A. Folts Ronald P. Lovell Handbook of Photography, Fred C. Zwahlen, Jr. Delmal Thomsan learning 3. Lee Frost Photography, Hodder Headline			

Course articulation matrix:

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch : 2023-2025	
Programme : MA(J&MC)			Current Academic Year: 2023-2024
Branch: Mass Communication		Semester: I	
1	Course Code	MMJ107	
2	Course Title	Television News and Programme Production	
3	Credits	2	
4	Contact Hours (L-T-P)	0-1-2	
5	Course Type	Compulsory / Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	<ol style="list-style-type: none"> 1. Familiarize the students with different aspects of Anchoring 2. Familiarize the students with different aspects of News Reading 3. Understand how to handle different situation during Live News Reading 4. To understand about ENG and in-door Programme production and understand the sense of script and nature of Programme . 	
7	Course Outcomes	<p>The student will be able to:</p> <p>CO1: Explain the journalistic approach & process involved in TV Broadcasting</p> <p>CO2: Analyse the format & nature of the Programme and write the scripts accordingly</p> <p>CO3: Demonstrate& explain the concept of MoJo, Newsroom Production & Field Production (ENG)</p> <p>CO4: Explain the process of Multicam studio productions & handling emergency situation during Live Programme</p> <p>CO5: Apply their production/ editing skills in producing an Audio-Video Programme of different genre</p> <p>CO6: Conceptualize the ideas & produce news stories, documentaries & short Films</p>	
8	Course Description	The course focuses on making students skilled in making different types of news Programme s and also training them to be a good anchor.	
9	Outline syllabus	CO Mapping	

	Unit 1	Introduction to Anchoring and Presentation	
	1.1	Technical and Practical techniques for News & TV Programme Presentation	CO3 CO4
	1.2	Newsroom Production- Three point lighting, News Reading, Chroma production	CO3 CO4 CO5
	1.3	Working on pronunciation, Vocabulary Performance: Different aspects of understanding how to different situation during live News Programme s.	CO3 CO4
	Unit 2	Television News and Current Affairs Programme s	
	2.1	Television News Gathering and Interviews Techniques, Panel Discussion	CO 3 CO4
	2.2	Writing news script, Recording Voice Over, producing TV News Stories	CO2, CO3, CO4 CO5 CO6
	2.3	<ul style="list-style-type: none"> ● Television Reporting Techniques, PTC, Walkthrough, Phonos ● Making a News package 	CO 3 CO4
	Unit 3	TV Programme formats	
	3.1	<ul style="list-style-type: none"> ● Fiction and Non-fiction Programme , ● Different genres of TV Programming, 	CO1, CO2
	3.2	<ul style="list-style-type: none"> ● Documentaries and Talk Shows ● The Art of Interviewing 	CO2, CO 3, CO4 CO5 CO6
	3.3	<ul style="list-style-type: none"> ● Producing short films ● Producing Ads/ PSAs 	CO2 CO5 CO6
	Unit 4	Television Production	
	4.1	<ul style="list-style-type: none"> ● Video Camera:-Basics of Camera ● Different types of shots, Camera angles & movements 	CO2, CO3, CO4 CO5 CO6
	4.2	● Introduction to Editing, Working on FCP. Importing files, editing & exporting	CO2, CO3, CO4 CO5 CO6
	4.3	● Mojo(Concept of Mobile Journalism)	CO2, CO3, CO4 CO5CO6

	Unit 5	Understanding TV & Visuals			
	5.1	<ul style="list-style-type: none"> ● Television Broadcasting : Role & Characteristics of TV as a Mass Communication medium ● Broadcasting Standards ● Stages of TV Programme Production- Pre-Production, Production & Post Production 			CO1
	5.2	<ul style="list-style-type: none"> ● Importance of Research & Recce in TV programming ● An Introduction to world of Visuals- fundamentals of frame, shot, scene & sequence ● Visual Grammar & its principles 			CO1, CO2, CO 3
	5.3	<ul style="list-style-type: none"> ● Understanding TV Journalism ● ENG (electronic newsgathering) ● The outside broadcast 			CO1
10	Mode of examination	Theory			
11	Weightage Distribution	CA	MTE	ETE	
		25	25	50	

Course articulation matrix:

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Prepared by: School of Media, Film & Entertainment



School: SSMFE		Batch : 2023-25	
Programme : MA(J&MC)		Current Academic Year: 2023-24	
Branch: Mass Communication		Semester: I	
1	Course Code	RBL001	
2	Course Title	Research Based Learning-1 (RBL-1)	
3	Credits	TBD	
4	Contact Hours (L-T-P)	TBD	
	Course Type	Compulsory / Co-Requisite / Pre-Prerequisite / Elective / Open Elective	
5	Course Objective	<ol style="list-style-type: none"> 1. The students will be encouraged to select a topic on any dimension of journalism and communication and will be encourage selecting a topic related to their area of residence. 2. The aim of the project/thesis is to bring together the knowledge and skills acquired by students in a final work that is of professional quality 3. This will require the students to engage in depth with a topic and to carry out primary investigation thereof. 	
6	Course Outcomes	<p>The student will be able to</p> <p>CO1. Selecting the research topics related to media research</p> <p>CO2. Demonstrate understanding of research and apply it</p> <p>CO3. Enhance their problem solving skills through research on the topics related to media and communication which directly impacts the society.</p> <p>CO4. Analyzing and appraising research topic/ project</p> <p>CO5. Evaluating the research topic/ project</p> <p>CO6. Write and present their research topic/ project with proper ethics of research.</p>	
7	Course Description	The course is designed to inculcate the research value and skills among the students.	
8	Outline syllabus		CO Mapping
	Unit 1	<ul style="list-style-type: none"> ● Start of Project/ Dissertation 	CO1
	Unit 2	<ul style="list-style-type: none"> ● List of Project/ Dissertation proposal area shall be floated to the students 	CO1

	Unit 3	<ul style="list-style-type: none"> ● Mutual Agreement signed between Supervisor & Student 			CO1
	Unit 4	<ul style="list-style-type: none"> ● Submission of proposal form by student to the Dissertation/ Project coordinator of the Department after approval from the Supervisor 			CO2, CO3
	Unit 5	<ul style="list-style-type: none"> ● First Review of Topic ● Second Review of Topic ● Approval of Topic ● Mapping of Dissertation/ Projects to PO-PSO 			CO4, CO5, CO6
	Mode of examination	Only An Audit course			
	Weightage	CA	MTE	ETE	
	Distribution	100	00	00	

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSSMFE		Batch : 2023-2025	
Programme : MA(J&MC)		Current Academic Year: 2023-2024	
Branch: Mass Communication		Semester: I	
1	Course Code	VOF101	
2	Course Title	Script Writing (Vocational Minor)	
3	Credits	3	
4	Contact Hours (L-T-P)	0-2-2	
	Course Type	Co-Requisite	
5	Course Objective	To Describe the dramatic structure of a story, explain formats in script, the act structure, characterization and the scene creation.	
6	Course Outcomes	After completing the course, students will be able to CO1: Define the dramatic structure of a story CO2: List out different formats in script CO3: Explain a story with three act structure CO4: Outline the importance of characterization in script CO5: Create a scene with a sequence CO6: Elaborate visual storytelling	
7	Course Description	The course is designed to inculcate the basic understanding of script writing. Students will learn the workflow for Story Development, Elements of script writing, and 3-Acts Structure & Development of the Characters.	
8	Outline syllabus		CO Mapping
	Unit 1	The Principles of Dramatic Wring	CO1
	1.1	Introduction to Screenwriting	
	1.2	The Basics: Character, Story, Structure	
	1.3	The Premise: Story Spine	
	Unit 2	Finding the Story	CO2
	2.1	How to Format a Script	
	2.2	How to Write a Short Outline	
	Unit 3	Three Act Structure: Putting It All Together	CO3

	3.1	“The Godfather”: Beginnings, Middles, and Ends	
	3.2	Treatment: 5 Key Moments	
	Unit 4	Exploring Character	CO4
	4.1	Dramatizing Character	
	4.2	Proper Script Formatting	
	Unit 5	Scene	
	5.1	Scene defined.	CO5
	5.2	Length of scene. Tenets of a good scenes—importance, desire/conflict, structure, compression	CO5
	5.3	Sequences, Making a step outline	CO5
	5.4	Visual Storytelling	CO6
	Evaluations	CA–25 VIVA 25 ETE- 50	N/A
	Text book/s*	• The Art and Science of Digital Compositing, Second Edition:	
	Other References	• Techniques for Visual Effects, Animation and Motion Graphics (The Morgan Kaufmann Series in Computer Graphics) - Ron Brinkmann (Author)	

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Prepared by: School of Media, Film & Entertainment



Semester II

School: SSMFE		Batch : 2023-2025	
Programme : MA (J&MC)			Current Academic Year: 2023-2024
Branch: Mass Communication		Semester: II	
1	Course Code	MMJ111	
2	Course Title	Development Communication	
3	Credits	4	
4	Contact Hours (L-T-P)	(4-0-0)	
5	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	<ol style="list-style-type: none"> 1. Develop understanding of developmental issues 2. Contribute positively towards the development process of country as responsible, informed and knowledgeable communicators. 3. To expand the knowledge base of theories of growth and development, and its interrelation to culture, behavior change, social transformation. 4. To understand the key issues of extension and development 5. To be aware of the aspects influencing design of development Programme s. 	
7	Course Outcomes	<p>The student will be able to :</p> <p>CO1: Appraise and evaluate contemporary development concerns, advocacy and communication for sustainable social change</p> <p>CO2: Analyze the process of Development Communication</p> <p>CO3: Apply the strategic use of communication and media tools in advancing the goals of social, cultural, and political change</p> <p>CO4: Write and Design message for Development Communication</p> <p>CO5: Contribute positively towards the development process of the country as responsible mass communicators.</p> <p>CO6: Understand the Democracy, ICT and Civil Society</p>	
8	Course Description	<p>This <i>course</i> takes a practical approach to <i>communication</i> for <i>development</i> to effect real change.Itprovides training in the field of media anddevelopment communication as well as renders professional services for social work organizations.</p>	
9	Outline syllabus	CO Mapping	
	Unit 1		
	1.1	Concepts and Perspectives in Development and Growth	CO1

	1.2	1.2 Critique of Development and the Development Theory, Major developmental Issues, Understanding Underdevelopment and Poverty	CO1
	1.3	1.3 Dominant paradigm of development communication, Models of Development, Economic Growth and Human and Social Development, Communication for Development	CO2
	Unit 2		
	2.1	2.1 History and Nature of Development Journalism, Understanding development Journalism: How it is Transforming in a Changing India	CO2
	2.2	2.1 Nature and Scope for Coverage of Developmental Issues, Conceptual challenges Before Development Journalists	CO2, CO3
	2.3	2.3 Development Journalism: Development issues- covering environment and health and other social issues, Problems of Environment , Sustainability, Economic and Civil Society growth, Agricultural and Rural Reporting, Reporting Education, Science and Technology.	CO3
	Unit 3		
	3.1	3.1 Media Audiences and Access to Media, The status of the Media in the Information Society,	CO3
	3.2	3.2 Community Radio/Media in the Regional Context,	CO3
	3.3	3.3 International Agenda for Development Journalism	CO5
	Unit 4		
	4.1	4.1 Development Communication - Alternative and Social Media	CO4
	4.2	4.2 Democracy, Internet and Civil Society, Information and Digital Empowerment, Digital Communication and Development	CO4, CO6
	4.3	4.3 Information Inequality and Digital Divide	CO4
	Unit 5		
	5.1	1. Case Studies on: Gender, Maternal and Child Health,	CO5
	5.2	2. Case Studies on :HIV/AIDS, Education, Poverty Alleviation, Environmental Protection	CO5
	5.3	3. Contemporary Issues and Debates	CO5

10	Mode of examination	Theory/Jury/Practical/Viva		Theory
11	Weightage Distribution	IA	ETE	
		25	75	
12	Text book/s*	<ul style="list-style-type: none"> ● Communication and Development: Issues and Perspectives.-- Jaipur: Rawat Publications, 1992. ● Communication, Modernisation and Social Development: Theory, Policy and Strategies.-- Delhi: B.R., 2002. ● Dua, M.R. Media and development : Themes in communication and extension.-- New Delhi: HarAnand, 1994. ● Gandhi, VedPrakash Media and communications today: policy, training and development.-- New Delhi: Kanishka, 1995. ● Gupta Baldev Raj Mass communication and development.-- Varanasi: Vishwavidyalaya, 1997. ● Indian Social and economic development -1991 CENDIT; 1991. ● John A. Akande: Technology, Industrialization and Environment, Ibadan: CREM Books, 2000. ● Joseph, Joni C. Mass Media and rural development.--Jaipur: Rawat Publications, 1997. ● Pierre Laszlo. Communicating Science: A Practical Guide. Berlin: Springer, 2006. ● Pokarapurkar, Raja Rural development through community television.-- New Delhi: Concept, 1993. ● Sen, A. 1999. Development as freedom. New York: Alfred A. Knopf. ● Sen, Amartya, Inequality re-examined, Clarendon Press, 1992. ● Sinha, Arbind K. Mass media and rural development: a study of village communication in Bihar.-- New Delhi: Concept Publishing, 1985. ● William A. Hachten (1993). The Growth of Media in the Third World. African Failures, Asian Successes. Ames: Iowa State University Press. 		
13	Other References			

Course articulation matrix:

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch : 2023-2025	
Programme : MA(J&MC)			Current Academic Year: 2023-2024
Branch: Mass Communication		Semester: II	
1	Course Code	MMC192	
2	Course Title	Social Media and Mobile Journalism	
3	Credits	4	
4	Contact Hours (L-T-P)	(3-1-0)	
5	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	1.To familiarize the students about the use of mobile in journalism 2.Role and Impact of social media in news Use of social media 3.To familiarize the different formats of still photography and video used online 4.To familiarize about the style of writing in social media	
7	Course Outcomes	The student will be able to : CO1:Define the Meaning of Online journalism. CO2: Summarize the elements of computer application. CO3:Implement the Use of technology for News. CO4:Analyse the Impact of online journalism. CO5: Evaluate the Impact of web-journalism. CO6: Analyse the impact of investigative Journalism	
	Course Description	1-knowledge about basic understanding of journalism, Media and uses of technology for news. 2-Informing about tool techniques of writing the news in online medium.	
9	Outline syllabus		CO Mapping
	Unit 1	Internet and Mobile Journalism	
	1.1	Networked society	CO1
	1.2	Development of internet and online journalism – web 1.0, web 2.0, web 3.0, semantic web and beyond	CO1
	1.3	Fundamentals concepts and applications - Multimediality, Hypertextuality, Interactivity, Crowdsourcing, RSS, Mashups, Widgets, Folksonomy, Social bookmarking, CC, Metrics, Analytics, passive	CO2

		democratic fundraising (A/B testing) tactics, new concepts	
	Unit 2	Marketing for the web	
	2.1	SEO, AdSense, AdWords, PPC, Pops, Ad-blocks, Direct mail, new techniques	CO2
	2.2	Journalism as conversation – Audience development, Social media, Blogs, Comments, Feedbacks, Opinion polls, Message boards, Messenger, Chat rooms, Games, Quiz	CO2
	2.3	Ethical practices involving the Internet and social media	CO2
	Unit 3	Mobile journalism	
	3.1	Newsroom for online journalism	CO3
	3.2	Backpack journalism	CO3
	3.3	Non-linear story telling	CO3
	Unit 4	New styles of writing	
	4.1	Visual language	CO4
	4.2	Micro-content	CO4
	4.3	Narrative journalism	CO4, CO6
	Unit 5	Photos for web	
	5.1	Forms and format, still, gallery, slideshow	CO5
	5.2	Audio for web –forms and format, Internet Radio, Audio boo, Sound cloud, Podcasts, Broadcast yourself	CO5
	5.3	Video for web –forms and format, Narrowcasting, Personal casting, Internet Television, Broadcast yourself, live streaming	CO5, CO6
10	Mode of examination	Theory/Jury/Practical/Viva	
11	Weightage Distribution	IA	ETE
		25	75
12	Text book/s*		
13	Other References		

Course articulation matrix:

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch : 2023-2025	
Programme : MA (J&MC)			Current Academic Year: 2023-2024
Branch: Mass Communication		Semester: II	
1	Course Code	MMC194	
2	Course Title	Advertising: Concepts, Principles & Practices	
3	Credits	4	
4	Contact Hours (L-T-P)	4-0-0	
5	Course Type	Compulsory / Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	1. Familiarize with psychological and cultural approach of advertisement for different media 2. Understanding of different segment and categories of advertisement 3. Understanding of means; methods to achieve desired creativity in an advertisement 4. Familiarize with various aspects of advertising	
7	Course Outcomes	The student will be able to : CO1: Understand the Meaning and Definition of Advertising: Its need, nature and scope, functions CO2: Formulate the concepts that are able to address the desires as well as aspirations of the consumer base behaviour brand promotion etc. CO3: Evaluate how different media including new media responsible for advertising behaviour. CO4: Evaluate and analyse the advertising agency practices, media organizations, the production of advertising campaigns CO5: Create and execute plan for an Ad Campaign. CO6: Analyse the challenges of Ad Campaigns	
8	Course Description	The courses aimed to make students learn the skills and knowledge about. Basic of advertising and its basic principles and practices.	
9	Outline syllabus		CO Mapping
	Unit 1	Advertising	
	1.1	Meaning, definition and its role	CO1
	1.2	Growth and development of India and world	CO1
	1.3	Advertising as a communication tool	CO1
	Unit 2	Unit II: Advertising process	

	2.1	Models of advertising, AIDA, DAGMAR and Maslow Hierarchy model	CO2
	2.2	Types of advertising and its characteristics,	CO2
	2.3	Classification of advertising on basis of PA target audience, area, medium, purpose.	CO2
	Unit 3	Classification of Advertising	
	3.1	3.1 Types and Classification of Advertising	CO3, CO6
	3.2	3.2 Factors determining advertising opportunity of a product/service/idea.	CO3
	3.3	3.3 Types of Appeals and Advertising Messages	CO3
	Unit 4	Structure, Role and Function of Advertising Agency	
	4.1	Advertising Agency: Evolution, Types, Structure	CO4
	4.2	Functions of Various Departments and their Roles	CO4
	4.3	Agency – Client Relations and Pitching Process	CO4
	Unit 5	Advertising Objectives; Execution	
	5.1	Segmentation, Positioning and Targeting Media selection, Planning, Scheduling	CO3, CO6
	5.2	Marketing Strategy	CO4
	5.3	Research and Branding Advertising department vs. Agency-Structure	CO5
10	Mode of examination	Theory	
11	Weightage Distribution	IA	ETE
		25	75
12	Text book/s*	1. Advertisers Handbook 2001; D V Gandhi; New Delhi; Indraprastha Prakashan; 1999. 2. Advertising Management, -2010, Jaishri, Jethwaney and Jain, Shruti, New Delhi, Oxford Univ. Press. 3. Bland, Michael Effective media relations: how to get results.-- London: Kogan Page, 1996. 4. Brand Risk: Adding Risk Literacy to Brand Management-2008, Abrahams David, England, Gower, 2008. 5. Essential for Media Planning -1993 Arnold M Barbar USA, NTC Business Book, 1993.	

		6. Mohan Mahender Advertising Management: Concepts & Cases; Tata McGraw Hill Publishers
13	Other References	Ogilvy David Ogilvy on Advertising; Prion Books Ltd.

Course articulation matrix:

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE	Batch :2023-2025	
Programme : MA JMC	Current Academic Year : 2022-23	
Branch: Mass Comm	Semester: II	
Course Code	MMJ116	
Course Title	Message Design for Development communication	
Credits	2	
Contact Hours (L-T-P)	0-1-2	
Course Type	Core/Compulsory	
Course Objective	The objective of this Programme is to produce development communication strategists who can make effective interventions in various development processes to act as a catalyst for social change.	
Course Outcomes	CO1: Identify the use of different media in the development communication. CO2: Understand alternative media as a tool for the development CO3: Understand the dynamics, techniques and creativity of Camera Sound and Lights CO4: Evaluate the role and use of media for communication CO5: The process of decision-making in development communication CO6: Design a media for development communication	
Course Description	The course provides strong theoretical foundations and experiential learning to meet the existing market demands for trained professionals in participatory development communication processes and Programme management.	
		CO Mapping
Unit 1	Advocacy	
1.1	Meaning, purpose and types of Advocacy Tools, techniques and approaches of advocacy •Development Planning	CO1
1.2	Elements of an advocacy strategy	
1.3	Advocacy Planning Cycle - planning advocacy campaigns for different Stakeholders	CO1
Unit 2	Programme Design and Management	
2.1	Audience analysis- readership, listenership and viewership studies	CO2
2.2	Content analysis of mass media	CO2
2.3	Analyse case studies for Programme s and campaign for women's development.	CO2
Unit 3	Community Radio	
3.1	Role and importance of community radio	CO3, CO4
3.2	Programming for Community Radio	
3.3	Produce Programme s on social issues for Community radio	CO3, CO4

Unit 4	Development reporting		
4.1	roles and responsibilities of a development reporter, specialized skills required and issues in development reporting		CO4
4.2	specialized skills required and issues in development reporting		CO4
4.3	Write a news article		CO4
Unit 5	Behaviour Change Communication and Advocacy		
5.1	Advertising and Social Marketing		CO5
5.2	Designing media for development communication		CO5
5.3	Create a PSA for a social issue campaign		CO6
Mode of examination	Theory		
Weightage Distribution	CA 25	VIVA 25	ETE 50
Text book/s*	1. Boyd,A.(1997). Broadcast Journalism: Techniques of Radio and TV news. Boston: Focal Press.		
Other References	<ul style="list-style-type: none"> • Robert Huesca (2008) Tracing the History of Participatory Communication Approaches to Development. Communication for Development and Social Change, pp. 180-1982. • Jan Servaes (2008). Communication for Development Approaches of Some Governmental and Non-Governmental Agencies. Communication for Development and Social Change, pp. 201-2183. • Karin Wilkins (2014) Advocacy Communication. • The Handbook of Development Communication and Social Change, pp. 57-71 		

Course Articulation Matrix

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

Slight (Low)

2. Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch : 2023-2025	
Programme : MA (J&MC)			Current Academic Year: 2023-2024
Branch: Mass Communication		Semester: II	
1	Course Code	MMJ114	
2	Course Title	Radio News and Programme Production	
3	Credits	2	
4	Contact Hours (L-T-P)	0-1-2	
5	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	<ol style="list-style-type: none"> 1. To introduce students to the medium of Radio, its evolution, policies and trends in contemporary broadcasting 2. To develop understanding of different genres of Radio and their nuances. 3. To enable students to write and produce Programme s for Radio. 4. To develop understanding of Radio, it's Newsroom, Organisational structure and Reporting process. 5. To enable students to write news scripts for Radio. 	
7	Course Outcomes	<p>The student will be able to :</p> <p>CO1:Define the growth & development of radio</p> <p>CO2: Describe the structure and function of All India Radio</p> <p>CO3:Examining the role of community and commercial Radio</p> <p>CO4 :Analyze and evaluate sound perception and acoustics.</p> <p>CO5:Create different kind of Radio Programs</p> <p>CO6: Understand the recent trends in FM Radio channels</p>	
8	Course Description	<p>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.</p>	
9	Outline syllabus	CO Mapping	
	Unit 1	Growth, Development and Organizational structure of All India Radio.	
	1.1	History of Radio, Characteristic of Radio, NSD, ESD, AIR Code.	CO 1,
	1.2	Different types of Radio AM, MW, SW, FM, Digital Radio	CO 1, CO6

	1.3	Three tiers of Radio Broadcast—Local, Regional and National.	CO 1,
	Unit 2	Concept of Community and Commercial Radio	
	2.1	Set up and Licensing of Community Radio, Radio for Education and Development	CO1, CO3
	2.2	Growth and Structure of FM Radio in India, FM Programming	CO2
	2.3	Working in a radio studio: types and functions, acoustics, input and output chain, studio console: recording and mixing.	CO2, CO4
	Unit 3	Radio News: Reporting and Writing	
	3.1	Newsroom organization and structure, Different editorial positions in newsroom and their roles and responsibilities, writing for voice dispatches: Bytes and Outside Broadcast (OB) copy	CO2 , CO4, CO5
	3.2	Beat reporting: Identifying and working for a news beat, reporting for hard and soft news	CO2 , CO4, CO5
	3.3	The ‘Ingredients’ of Radio News Radio News Bulletin and types, 5 and 15-minute bulletin, Headlines, News Magazine, Compiling Radio news bulletins,	CO2 , CO4, CO5
	Unit 4	Radio News: Art of Editing	
	4.1	Microphones – Designs, Categories and Applications, Digital Studio Mixer, Portable Audio Mixers, Recording formats, Understanding sound recording / Perspective of sound	CO2 , CO4, CO5
	4.2	Microphones and Sound, Field Recording, The Editing Process and Final mix	CO2 , CO4, CO5
	4.3	Working with Editing Software like Audacity, Dalet, Netiaetc	CO2 , CO4, CO5
	Unit 5	Radio Programme s and Production	
	5.1	Programme format V/s Station format: Music and Non music formats, different formats- talk, discussion, interviews, magazine show, fillers documentary, features etc.	CO2 , CO4, CO5
	5.2	Public Service Announcement, Promo and Jingles, Radio features/documentaries/ commentaries, Spotlight/Talks etc.	CO2 , CO4, CO5
	5.3	Production of Studio based Radio Programme s in different formats	CO2 , CO4, CO5
10	Mode of examination	Jury	

11	Weightage Distribution	CA	VIVA	ETE	
		25	25	50	
12	Text book/s*	<ul style="list-style-type: none"> • Style Book AIR Broadcasting in India, • GC Awasthy, Allied, Bombay, 1965 • Indian Broadcasting, HK Luthra, Publications Division, New Delhi, 1987 • Broadcasting and the People, MehraMasani, NBT, New Delhi, 1985 • Radio Production, Robert Mcleish, Focal Press, Oxford, 2005 • Writing for Broadcast Journalists, Rick Thomson, Routledge, New York, 2010 • Radio Programme Production: A Manual for Training, Richard Aspinall, UNESCO, Paris, 1971 • Basic Radio Journalism, Paul Chantler and Peter Stewart, Oxford, 2003 			
13	Other References	<ul style="list-style-type: none"> • Websites of AIR & BBC • Radio apps 			

Course articulation matrix:

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

1-Slight (Low)

2-Moderate (Medium)

Prepared by: School of Media, Film & Entertainment

3-Substantial (High)

School: SSMFE		Batch: 2023-2025	
Programme : MA (J&MC)			Current Academic Year: 2023-2024
Branch: Mass Communication		Semester: II	
1	Course Code	MMJ115	
2	Course Title	Multimedia and Data Journalism	
3	Credits	2	
4	Contact Hours (L-T-P)	(0-1-2)	
5	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	1. To educate the students about current practices and future frontiers of multimedia journalism 2. To introduce the students to all major tools of multimedia 3. To prepare students to master the concept design, production, publication and promotion of multimedia content through different platforms	
7	Course Outcomes	The student will be able to: CO1: Define multimedia production/ Data journalism CO2: Understand and practice the tools of multimedia journalism CO3: Apply creative ideas in designing and developing multimedia content. CO4: Analyse Media Mix Marketing CO5: Create and Design projects with the knowledge of Multimedia CO6: Understand the audio, video, multimedia and podcasting trends	
8	Course Description	The multimedia subject aims to educate and train students with the advanced techniques used in contemporary media industry. Keeping in view the current trends in online journalism, the syllabus has been structured to impart proper training and expertise to the aspiring multimedia journalists.	
9	Outline syllabus		CO Mapping
	Unit 1	Multimedia Overview	
	1.1	Definition, characteristics, uses and application of Multimedia	CO1
	1.2	Instructional design	CO1

	1.3	Media Technologies (Text, Graphics, Images, Animation, Video, Audio) and interfaces			CO2
	Unit 2	Multimedia Content Creation			
	2.1	Content (print, graphics, sounds, etc.)			CO2
	2.2	Screen Design, Writing and editing techniques for text, audio, video, multimedia and podcasting			CO2
	2.3	Navigation, Consistency, Transitions and Links			CO2
	Unit 3	Multimedia Productions			
	3.1	Graphics, Metaphors and Themes, Colors and Backgrounds, Text (size, color, placement)			CO3
	3.2	Animation Design- 2D, 3D, Developing interactive maps and graphics			CO3
	3.3	Audio Visual Productions, Hyper-Studio Sounds, Hyper-Studio Tips and Tricks			CO3, CO6
	Unit 4	Multimedia Marketing			
	4.1	Audience development and ethical practices involving the Internet and social media			CO4
	4.2	Advertising and PR strategies, passive democratic fundraising (A/B testing) tactics			CO4
	4.3	Use of metrics, and analytics, Crowd sourcing, blog, narrowcasting			CO4
	Unit 5	Preparation of Multimedia Portfolios			
	5.1	Producing major multimedia projects			CO5
	5.2	Designing multimedia campaigns			CO5
	5.3	Multimedia productions-audio visual, graphics and animation			CO5
10	Mode of examination	Theory/ Jury /Practical/Viva			
11	Weightage Distribution	CA	VIVA	ETE	
		25	25	50	

12	Text book/s*	<ul style="list-style-type: none"> ● Multimedia Journalism: A Practical Guide: Andy Hill (2010) ● Digital India: Understanding Information, Communication and Social Change: PradipNinan Thomas (2012) ● Online Journalism: A Basic Text: Tapas Ray (2006) ● Breaking News: The Craft and Technology of Online Journalism: Sunil Saxena (2004) ● Convergent Journalism: An Introduction: Writing and Producing Across Media: (2014) 	
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Course articulation matrix:

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

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

School: SSMFE		Batch : 2023-2025	
Programme : MA (J&MC)			Current Academic Year: 2023-2024
Branch: Mass Communication		Semester: II	
1	Course Code	MMJ112	
2	Course Title	Event Management	
3	Credits	2	
4	Contact Hours (L-T-P)	0-1-2	
5	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	<ul style="list-style-type: none"> ● Provide an understanding of the concept of Events and Event Management ● Provide information about pre event research ● Give an understanding of Event planning, concept and design 	
7	Course Outcomes	The student will be able to: CO1 - Understand types and characteristics of events CO2 - Learn how to research for the events CO3- Learn the pre event marketing CO4 - Understanding the role, structure and functioning of an event management company CO5 - Understand the importance and criteria of event proposal CO6 -To understand how to make event marketing strategies	
8	Course Description	This course aims to Provide an understanding of the concept of Events and Event Management	
9	Outline syllabus		CO Mapping
	Unit 1	Introduction to Event Management	
	1.1	What is an Event? 5 C's of events	CO1
	1.2	Event as marketing communication tool,	CO1
	1.3	Structure of an Event company	CO4
	Unit 2	Types of events-	
	2.1	Artistic, Competitive, and Cultural Events	CO1
	2.2	Exhibition and Charitable Events	CO1
	2.3	Special Business Events	CO1

	Unit 3	Pre Event Research			
	3.1	Event Generation- Objective, Theme Selection, research for theme, meeting client requirement			CO2
	3.2	SWOT Analysis			CO2
	3.3	Segmentations – Demographic, Geographic, Psychographic			CO3
	Unit 4	Event Planning, Concept and Design			
	4.1	Conceptualization of idea			CO4
	4.2	Research based planning			CO4
	4.3	Analysing and Designing the concept			CO4,
	Unit 5	Preparing event proposal			
	5.1	What is an Event proposal			CO5
	5.2	Role and Importance of Event proposal			CO5
	5.3	Writing Event Proposal			CO6
10	Mode of Examination	Theory			Theory
11	Weightage Distribution	CA	VIVA	ETE	
		25	25	50	
12	Textbooks	<ul style="list-style-type: none"> • Wakhlu Savita Bhan, Managing Presentations • Vanita & Kohli, Indian Media Business • Kundra S, Media Management 			
13	Other References	<ul style="list-style-type: none"> • Gaur Sanjaya S & Saggere, S.V, Event Marketing & Management • Hoyle Jr., Leonaed H, Event Marketing • Lynn Van Der Wagem, Event Management • Anton Shone & Bryn Parry, Successful Event Management, Cengage Learning, New Delhi 			

Course articulation matrix:

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSSMFE		Batch : 2023-2025	
Programme : MA(J&MC)		Current Academic Year: 2023-2024	
Branch: Mass Communication		Semester: II	
1	Course Code	VOF104	
2	Course Title	Writing and Anchoring for Radio, TV, and Digital Media (Vocational Minor)	
3	Credits	3	
4	Contact Hours (L-T-P)	0-2-2	
	Course Type	Co-Requisite	
5	Course Objective	<p>The objective of this course is to:</p> <ol style="list-style-type: none"> 1. Familiarize the students with different aspects of anchoring & news presentation 2. To develop an understanding how to handle different situation during Live News Presentation 3. To make the students understand the roles and responsibility and do's and don't of news reader/presenter 	
6	Course Outcomes	<p>After completing the course, students will be able to –</p> <p>CO1. Understand the essentials of writing and speaking skills of a newsreader /presenter</p> <p>CO2. Apply diction/voice modulation, phonetics, pitch, tone, breathing, rhythm of speech etc.</p> <p>CO3. Analyse different kind of desk & live reporting style</p> <p>CO4. Evaluate on-air essentials</p> <p>CO5: Write for various news / anchoring platform</p> <p>CO6: Create own Programme s based on any issue</p>	
7	Course Description	This course is designed to produce professional newsreaders and presenters. This course will help the student to face the camera and understand theresponsibility, do's and don't for the newsreader/presenter.	
8	Outline syllabus	CO Mapping	



Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch : 2023-25	
Programme : MA(J&MC)		Current Academic Year: 2023-24	
Branch: Mass Communication		Semester: II	
1	Course Code	RBL002	
2	Course Title	Research Based Learning 2	
3	Credits	0	
4	Contact Hours (L-T-P)	0-0-4	
	Course Type	Compulsory / Co Requisite / Pre Prerequisite / Elective / Open Elective	
5	Course Objective	<p>1. The students will be encouraged to select a topic on any dimension of journalism and communication and will be encourage selecting a topic related to their area of residence.</p> <p>2. The aim of the project/thesis is to bring together the knowledge and skills acquired by students in a final work that is of professional quality.</p> <p>3. This will require the students to engage in depth with a topic and to carry out primary investigation thereof.</p>	
6	Course Outcomes	<p>The student will be able to</p> <p>CO1. Selecting the research topics related to media research</p> <p>CO2. Demonstrate understanding of research and apply it</p> <p>CO3. Enhance their problem solving skills through research on the topics related to media and communication which directly impacts the society.</p> <p>CO4. Analyzing and appraising research topic/ project</p> <p>CO5. Evaluating the research topic/ project</p> <p>CO6. Write and present their research topic/ project with proper ethics of research.</p>	
7	Course Description	The course is designed to inculcate the research value and skills among the students.	
8	Outline syllabus		CO Mapping
	Unit 1	Dissertation/ Project Monitoring Stage	CO1, CO2
	Unit 2	Progress of Project/ Dissertation after topic approval	CO3, CO4

	Unit 3	Evaluation of progress of Project/ Dissertation after topic approval			CO4, CO5, CO6
	Unit 4	First Review of the project by internal committee (R1)			CO4, CO5, CO6
	Unit 5	Second Review of the project by internal committee (R2)			CO4, CO5, CO6
	Mode of examination	Only An Audit course			
	Weightage	CA	MTE	ETE	
	Distribution	100	00	00	

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch: 2023-25
Programme : MA(JMC)		Current Academic Year: 2023-2024
Branch: Mass Communication		Semester: II
1	Course Code	CCU 108
2	Course Title	Community Connect
3	Credits	0
4	Contact Hours (L-T-P)	0-0-4
	Course Type	Co-Requisite
5	Course Objective	To let the student, engage and connect directly with the community/society. In this survey-based course students will get hand-on experience of the real-world situation by directly accessing and analysing the information collected from the people in the community under study. The course aims to sensitize the student towards society and social issues. This course will also give a proper field exposure to the student, where student will not only interact with the community but will analyse the data and try to find solutions to the larger issues affecting the community and the country at large.
6	Course Outcomes	On completion of the course, the student will be able to CO1: Apply the knowledge and skills acquired during classroom teaching. CO2: Contribute to the society by bringing out the issues and the necessary solutions. CO3: Identify the issues in the community/society CO4: Develop sense of belonging, sympathy and responsibility towards society. CO5: Evaluate the importance of community engagement in higher education. CO6: Create research plans for the betterment of the society.
7	Course Description	This course is design especially for the students to connect with the community and understand the problems of the people in the community and get a sense of belonging to the community.
7.1	Theme	Major Sub-themes for research: <ul style="list-style-type: none"> • Major developmental issue (Socio-Economic, gender, environmental etc.)

		<ul style="list-style-type: none"> • Media habits/ Media usage/Audience profiling • Media perceptions
8.1	Guidelines for Faculty Members	<ul style="list-style-type: none"> • It will be a group assignment (4 to 5 students), the student will work together as a team, they have to survey at least 250 respondent (per team), and the faculty guide will guide the students and approve the project title and help the student in preparing the questionnaire and final report (the faculty member will collect all the questionnaires of survey and final report and submit to CCC coordinator within stipulated time). • The questionnaire should be well design and it should carry at least 20 questions (Including demographic questions). • The topic of the research should be related to social, economical or environmental issues concerning the common man. The report should contain 2,500 to 3,000 words and relevant charts, tables and photographs. • The student should submit the report to CCC-Coordinator signed by the faculty guide in the assigned time frame. The students have to send the hard copy of the Report and PPT to CCC coordinator and then only they will be allowed for External Exam.
8.2	Role of CCC-Coordinator	The CCC Coordinator will supervise the whole process and assign students to faculty members.
8.3	Layout of the Report	<p>Abstract(250 words)</p> <ol style="list-style-type: none"> Front Page (sample design will be provided by Community Connect Coordinator/Mentor) Certificate of originality duly signed by the faculty supervisor Acknowledgement Content Page Abstract Introduction Objective of the report Methodology Results, finding, conclusion Recommendation/plan of action References Appendices <p>Note: Research report should base on primary data.</p>

<p>8.4</p>	<p>Guideline for Report Writing</p>	<p>Title Page: The following elements must be included:</p> <p>Title of the article;</p> <p>Name(s) and initial(s) of author(s), preferably with first names spelled out; Affiliation(s) of author(s);</p> <p>Name of the faculty guide and Co-guide</p> <p>Abstract: Each article is to be preceded by a succinct abstract, of up to 250 words, that highlights the objectives, methods, results, and conclusions of the paper.</p> <p>Text: Manuscripts should be submitted in Word.</p> <ul style="list-style-type: none"> • Use a normal, plain font (e.g., 12-point Times Roman) for text. • Use italics for emphasis. • Use the automatic page numbering function to number the pages. <p>Save your file in docx format (Word 2007 or higher) or doc format (older Word versions)</p> <p>Reference list:</p> <ul style="list-style-type: none"> • The list of references should only include works that are cited in the text and that have been published or accepted for publication. • The entries in the list should be in alphabetical order. <p>Journal article</p> <ul style="list-style-type: none"> • Hamburger, C.: Quasimonotonicity, regularity and duality for nonlinear systems of partial differential equations. <i>Ann. Mat. Pura Appl.</i> 169, 321–354 (1995) • Article by DOI • Sajti, C.L., Georgio, S., Khodorkovsky, V., Marine, W.: New nanohybrid materials for biophotonics. <i>Appl. Phys. A</i> (2007). doi:10.1007/s00339-007-4137-z • Book • Geddes, K.O., Czapor, S.R., Labahn, G.: <i>Algorithms for Computer Algebra</i>. Kluwer, Boston (1992) • Book chapter • Broy, M.: Software engineering — from auxiliary to key technologies. In: Broy, M., Denert, E. (eds.) <i>Software Pioneers</i>, pp. 10–13. Springer, Heidelberg (2002) • Online document • Cartwright, J.: <i>Big stars have weather too</i>. IOP Publishing
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		<p>PhysicsWeb. http://physicsweb.org/articles/news/11/6/16/1 (2007). Accessed 26 June 2007</p> <ul style="list-style-type: none"> • Always use the standard abbreviation of a journal's name according to the ISSN List of Title Word Abbreviations, see • www.issn.org/2-22661-LTWA-online.php • For authors using End Note, Springer provides an output style that supports the formatting of in-text citations and reference list. • End Note style (zip, 2 kB)
8.5	Format:	<p>The report should be Spiral/ hardbound</p> <ul style="list-style-type: none"> • The Design of the Cover page to report will be given by the Coordinator- CCC • Cover page • Acknowledgement • Content • Project report • Appendices <p>Font Times New Roman, Headings 16, subhead 14, body text 12. Justified text. Line spacing 1.5. Margins should be 3 cm at binding side, 2 cm top, bottom and remaining side.</p>
8.6	Important Dates:	<ol style="list-style-type: none"> 1. Students needs to submit the hard copy of the report, duly signed and approved by the faculty supervisor by 20th April, 2020. 2. A trip to village will be organized by the University for the students in the 1st week of May. It will be mandatory for all the students. The final jury examinations will be held as per the date sheet, announced by the Dy. COE of the school.
8.7	ETE	The students will be evaluated by panel of faculty members on the basis of their presentation on date announced by the Dy. COE of the School.
8.8	Method of Evaluation	Interpretative evaluation by Internal / external expert(s) AUDIT COURSE

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch: 2023-25	
Programme : PG		Current Academic Year: 2023-24	
COURSE: VAC		Semester: II	
1	Course Code	VAF 001	
2	Course Title	Art of Creative Writing & Story Telling	
3	Credits	0	
4	Contact Hours (L-T-P)	35 Hrs	
	Course Status	Co-Requisite / Elective	
5	Course Objective	<ul style="list-style-type: none"> • To understand the basics of Creative Writing & Story Telling • To know the process of poetry writing • To introduce the art of story writing • To get idea about story telling • To explore the basics of writing travelogue 	
6	Course Outcomes	After completing the course students will be able to – CO1: Understand the basics of Creative Writing CO2: Elaborate own thoughts in own words CO3: Write poetry & prose CO4: Explain different types story CO5: Examine the fundamentals of story telling CO6: Elaborate the techniques of writing travelogue	
7	Course Description	Students will learn the fundamentals of Creative Writing and storytelling. They can explore their creativity and ideas with words and would able to show their talent in the forms of poetry, story & travelogue.	
8	Outline syllabus	CO Achievement	

	Unit 1	Basics of Creative Writing	
	1.1	Getting Ideas	CO1 & CO2
	1.2	Using Ideas	
	1.3	The process of Creative Writing	
	1.4	Impressionism and Expressionism	

	Unit 2	Poetry Writing	
	2.1	What is poem?	CO2 & CO3
	2.2	Reading poetry	CO2 & CO3
	2.3	Imaginary: abstract Vs concrete	CO2 & CO3
	2.4	Drafting poetry	CO2 & CO3
	Unit 3	Travelogue Writing	
	3.1	What is Travelogue	CO3 & CO4
	3.2	Basics of travelogue	CO3 & CO4
	3.3	Draft of travelogue	CO3 & CO4
	3.4	Narrative	CO3 & CO4
	Unit 4	Story Writing	
	4.1	What is a short story?	CO4 & CO5
	4.2	Character	CO4 & CO5
	4.3	Narrative	CO4 & CO5
	4.4	Writing a draft	CO4 & CO5
	Unit 5	Story Telling	
	5.1	The necessary art of persuasion	CO5 & CO6
	5.2	Developing a dramatic narrative	CO5 & CO6
	5.3	Developing authenticity and building rapport with audience	CO5 & CO6
	5.4	Creating impressions and guiding influential conversations	CO5 & CO6
	Mode of examination	Certification through Assessment	
	Text book/s*	<ul style="list-style-type: none"> • The Creative Writing Coursebook: Forty Authors Share Advice and Exercises for Fiction and Poetry, by Julia Bell, Paul Magrs, 2016 • Creative Writing: A Beginner's Manual by Dev, Anjana Neira, Marwah, Anuradha, Pal, Swati · 2008 • How to Write Poetry: Beginner's Guide to Learning the Basics by Welkin Reinhart. 2017 • How to Write a Storybooks, Simon Cheshire. 2015 • The Cambridge Introduction to Travel Writing by Tim Youngs. 2013 	

	Other References	Storytelling Book: How to Create a Story that Sells by Finance Mentor. 2021
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Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	1	1				2	3	1	1
CO2	3	1			2		3	3		
CO3	3	3			1		2	3	1	1
CO4	3	3			1		2	3	1	1
CO5	3	3	1				1	3		
CO6	3	3	1				2	3		

1. Slight (Low)

2. Moderate (Medium)

3. Substantial (High)

School: SSMFE		Batch: 2023-25
Programme : PG		Current Academic Year: 2023-24
COURSE: VAC		Semester: II
1	Course Code	VAF 002
2	Course Title	Dramatic Art & Theatre
3	Credits	0
4	Contact Hours	35 Hrs
	Course Status	Co-Requisite / Elective
5	Course Objective	<ul style="list-style-type: none"> • Understand the basics of theatre. • Familiarize with the tools and techniques of Theatre and dramatics • To introduce the art of Dramatics and theatre. • To improve the creative and performing skill. • Explore creative and ideas through Drama.
6	Course Outcomes	After completing the course students will be able to – CO1: Understand the beginning of theatre. CO2: Demonstrate body language. CO3: Explore the various elements of theatre. CO4: Understand the techniques of voice. CO5: Understand the basics of techniques of body language and voice. CO6: Utilizing the knowledge to express through performance.
7	Course Description	Students will learn the importance of Art & Craft in different professions. They can explore their creativity and ideas with colors. Show their skill in Dramatic Art.
8	Outline syllabus	CO Achievement

Unit 1	The Beginning of Theatre	
	Introduction to Plays and Performance Practice Characteristics of Theatre Elements of Theatre (Sets, Lights, Costumes, Properties, Make Up)	CO1
Unit 2	Body Language	
	Actor's Body: Preparation, Actor's Voice, Speech and Diction:	CO2 & CO5

		Preparation, Acting Workshop.	
	Unit 3	Music Elements of Theatre	
		Introduction and Practical Work: Sets, Lights, Costumes, Properties, Make Up	CO3
	Unit 4	Voice	
		Actors Voice Speech Diction	CO4 & CO5
	Unit 5	Production	
		Play Production: Participation in the process of creating the play production, responsibility of any of the elements of theatre	CO5 & CO6
	Mode of examination	Certification through Assessment	
	Text book/s*	<ul style="list-style-type: none"> • Theatre Games by Clive Barker, A&C Black; Reprint edition (September 1, 2003). • Theatre Games for the Classroom: A Teacher's Handbook, by Viola Spolin , Northwestern University Press (1986). • Acting Games: Improvisations and Exercises: A Textbook of Theatre Games and Improvisations by Marsh Gary Cassady, Meriwether Publishing (1993). • Games for Actors and Non-Actors 2nd Edition, by Augusto Boal, Rout ledge (2002). • Ragu Ananthanarayanan, "Leaving through Yoga Madiram" Chennai -28, 2002. 	
	Other References	John Pery, "Encyclopaedia of acting techniques" Cassell , London, 1997	

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3							3		
CO2	3	3				3	1	3	1	1
CO3	3	3			3			3		
CO4	3	3	2		2	3	2	3		
CO5	3	3		1		3	1	3		

CO6	3	3			2	3		3	1	1
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1. Slight (Low) 2. Moderate (Medium) 3. Substantial (High)

School: SSMFE		Batch: 2023-25
Programme : PG		Current Academic Year: 2023-24
COIRSE: VAC		Semester: II
1	Course Code	VAF 003
2	Course Title	Creative Art & Drawing
3	Credits	0
4	Contact Hours	35 Hrs
	Course Status	Co-Requisite/ Elective
5	Course Objective	<ul style="list-style-type: none"> • Understand the basics of art. • Familiarize with the tools and techniques of Art and Craft • To introduce the art of creativity in media and allied fields. • To improve the creative skill. • Explore creative and designing ideas through Art & Craft.
6	Course Outcomes	After completing the course students will be able to – CO1: Understand the use of Art & Craft in contemporary years CO2: Demonstrate Visual design ideas through pencil and color. CO3: Explore the technique of painting with different medium. CO4: Understand the techniques of perspective drawing. CO5: Understand the basics of Graphic Animation and GIF. CO6: Utilizing the knowledge to express in the form of art and craft.
7	Course Description	Students will learn the importance of Art & Craft in different professions. They can explore their creativity and ideas with colors. Show their skill in Art & Craft.
8	Outline syllabus	CO Achievement

Unit 1	Introduction of Art & Craft	
1.1	Developing creativity for art work.	CO1 & CO2
1.2	Mind Map & Mood Board technique.	CO1 & CO2
1.3	Introduction to using different material for Art & Craft	CO1 & CO2

1.4	Impressionism and Expressionism	CO1 & CO2
Unit 2	Sketching & Drawing	
2.1	Still life drawing	CO2 & CO3
2.2	Pencil shading techniques	CO2 & CO3
2.3	Perspective drawings	CO2 & CO3
2.4	Paper Collage	CO2 & CO3
Unit 3	Paintings	
3.1	Landscapes	CO3
3.2	Still life	CO3
3.3	Abstract painting	CO4
Unit 4	Graphic Animation	
4.1	Basics of Photoshop	CO4
4.2	Concept development	CO4
4.3	GIF Animation export	CO5
Unit 5	Painting Exhibition	
5.1	Mounting Art work	CO5 & CO6
5.2	Display & Presentation	CO5 & CO6
5.3	Art work Description	CO5 & CO6
Mode of examination		Certification through Assessment
Text book/s*	The Complete book of drawing techniques by- Peter Stanyer Color and Light: A Guide for the Realist Painter by James Gurney	
Other References	Perspective Made Easy by- Ernest R. Norling	

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	1	1				2	3		
CO2	3	2	3				2	3		
CO3	3	2	3				3	3		
CO4	3	1	2				3	3		

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

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

School: SSMFE		Batch: 2023-25
Programme : PG		Current Academic Year: 2023-24
COIRSE: VAC		Semester: II
1	Course Code	VAF 004
2	Course Title	Music & Dance Therapy
3	Credits	0
4	Contact Hours	35 Hrs
	Course Status	Co-Requisite / Elective
5	Course Objective	<ul style="list-style-type: none"> • Understand Music as therapy. • Familiarize with Dance therapy. • To introduce the art Music and Dance.
6	Course Outcomes	After completing the course students will be able to – CO1: Understand the Mood elevation theories. CO2: Demonstrate the application of music therapy. CO3: Explore the concept of dance for mood elevation. CO4: Understand the techniques of dance therapy. CO5: Understand the basics of techniques of music and dance therapy. CO6: Utilizing the knowledge to express through performance.
7	Course Description	Students will learn the importance of Music & dance in personal wellbeing. They can explore their creativity and ideas with music and dance. Show their skill in Music & Dance.
8	Outline syllabus	CO Achievement

	Unit 1	Music – Mood Elevation	
		Mood elevation theory Relaxation, Meditation, Sleep, Hyperactivity etc.	CO1
	Unit 2	Music - Therapy	
		Application of music as therapy Stress management, Definition of stress, Positive stress, Negative stress, Moods of ragas and their application to different stress-related problem	CO2 & CO5

		Listening sessions of these ragas including practical training considering the therapy angle.	
	Unit 3	Dance – Mood Elevation	
		Introduction to the concept of dance Role of dance in wellbeing and therapy Dance and empowerment	CO3
	Unit 4	Dance - Therapy	
		Therapeutic elements of Dance: Use of hand gestures, rhythm, footsteps, expressions, emotions, shapes, sequences of dance, and how dance is used in therapy Experiencing and analyzing rhythms and movement linking these to human ability and activity	CO4 & CO5
	Unit 5	Performance	
		Performance: Participation in the process of creating a performance production.	CO5 & CO6
	Mode of examination		Certification through Assessment
	Text book/s*	<ul style="list-style-type: none"> • Oxford Handbook of Music Therapy, Edwards J. Oxford University Press (OUP). • Creative arts and play therapy. Music therapy handbook Wheeler, B. L. (Ed.). The Guilford Press. 	

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3			2			1	3		
CO2	3	1	2	3		2	2	3	1	1
CO3	3	3	2	2			2	3		
CO4	3	3	3	3			2	3		
CO5	3	3	3	3		1	3	3		
CO6	3	3	3	1		2	3	3	1	1

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

SEMESTER 3

School: SSMFE		Batch : 2023-2025	
Programme : MA (J&MC)			Current Academic Year: 2024-2025
Branch: Mass Communication		Semester: III	
1	Course Code	MMJ201	
2	Course Title	Entrepreneurship & Business communication	
3	Credits	6	
4	Contact Hours (L-T-P)	3-3-0	
5	Course Type	Compulsory/Pre Requisite/Co Requisite/Elective/Open Elective	
6	Course Objective	1.Explain the principles and functions of media planning 2. Describe the structure and functions of media organizations 3.Developing the skill for starting the new ventures. 4.To make them understand the market necessities. 5.To make them capable to handle all kinds of business requirements.	
7	Course Outcomes	CO1; Develop concepts that are able to address the desires as well as aspirations of the consumer & base behavior CO2 :Understand Branding and Brand promotions CO3 :Analyze the market necessities. CO4: Analyze and Secure business interests as per law of the land. CO5: Design and apply the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures. CO6: Demonstrate the skills needed for a entrepreneur and will be able to work in team keeping all the ethics of business communication	
8	Course Description	The course aims to equip students to honk skills and capacity to meet the challenges and demands of Brand Management. The curriculum lays stress on both theoretical and practical applications. The theoretical portion indicates the students to know how the technological aspects of Branding and its complete execution in the market.	
9	Outline syllabus	CO Mapping	
	Unit 1	Media Industry and Concept of Management	
	1.1	Media as an industry and a profession; Operations and structure of news media company	CO1

	1.2	Ownership patterns of mass media - Foreign equity in Indian electronic and print media and press commissions on Indian newspaper management structure		CO1
	1.3	Hierarchy functions and organizational theory: Delegation, decentralization, motivation, disintermediation, control and coordination		CO2
	Unit 2	Organization Communication		
	2.1	Communication within the organization		CO2
	2.2	Downward/ upward communication		CO2
	2.3	Horizontal communication		CO3
	Unit 3	Communication from the organization		
	3.1	Ethics and values as they relate to communication		CO3
	3.2	Contemporary and continuing concerns of organizational communication		CO3
	3.3	Ethical and legal considerations		CO4
	Unit 4	Human resources development		
	4.1	Motivation, leadership and management		CO4
	4.2	Marketing strategies and branding: Employee/employer and customer relations services		CO3
	4.3	Promotion (space/time, circulation), reach, and promotion		CO5
	Unit 5	Entrepreneurship and Marketing		
	5.1	<i>Global marketing strategies and Social media branding</i>		CO5
	5.2	PR for building and sustaining business and audience and Ad campaign on Facebook		CO5
	5.3	Advertising and Marketing ; Digital Marketing, Media planning and buying , Media budgeting and finance management, budget control		CO6
10		Theory/Jury/Practical/Viva Jury / Practical		
11	Weightage Distribution	IA 25	ETE 75	
12	Text book/s*	<ul style="list-style-type: none"> Dickson D, Communication Skills for Effective Tourish Denis Management, Palgrave Macmillan, 		

		<p>Dr. Sakthivel Murughan Management Principles Practices, New Age International Publisher New Delhi</p> <ul style="list-style-type: none"> ● Redmond, J, Trager Media Organi4. Albarran, Alan B Media Economics, Surjeet Publication newBarbar USA, NTC Business Book, 1993. ● Concepts & Cases; Tata McGraw Hill Publishers 	
1 3	Other References	<ul style="list-style-type: none"> ● <i>Albarran Alan B : Media Economics , Surjeet Publication , New Delhi</i> 	

Course articulation matrix:

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch : 2023-2025	
Programme : MA (J&MC)			Current Academic Year: 2024-2025
Branch: Mass Communication		Semester: 3	
1	Course Code	MCJ211	
2	Course Title	Public Relations and Corporate Communication	
3	Credits	4	
4	Contact Hours (L-T-P)	(L-T-P)) 4-0-0	
5	Course Type	Elective/Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	1. In depth understanding of various theories and principles of Advertising, public relations & corporate communication 2. To familiarize with PR & advertising in different sectors such as government, public sector, NGOs and Corporate sector 3. To familiarize with different writing style and skills of corporate communication. 4. Develop the understanding of various concepts such as Public opinion, pressure group and know how about the applied PR	
7	Course Outcomes	The student will be able to : CO1: Explain the Meaning and Definition of Advertising CO2: Define concept of PR CO3: Demonstrate the skills of writing in PR & CC CO4: Summarize the strategies in PR & CC CO5: Develop a sense of understanding of Media Planning CO6: Plan and Execute an Advertisement and Marketing Promotional campaign	
8	Course Description	The course is aimed to make students learn the skills and knowledge about Each and every basic domain knowledge about Public relation, advertising & corporate communication	
9	Outline syllabus		CO Mapping
	Unit 1	Advertising as a Marketing Tool	
	1.1	Meaning, definition and its role	CO1
	1.2	Growth and development of India and world	CO1

	1.3	Advertising as a communication tool	CO1
	Unit 2	Public Relation: An Introduction	
	2.1	PR: Concept and Principles	CO2
	2.2	Origin and Development of PR	CO2
	2.3	PR in Public Sector and PR in Private Sector	CO2
	Unit 3	Writing and Editing Skills in Public Relation and Corporate Office	
	3.1	Multi News Release, press Release/Press conference	CO3
	3.2	House Journal, circular	CO3
	3.3	Bulletin Board, Backgrounders	CO3
	Unit 4	Strategic Public Relation/Corporate Communication	
	4.1	Political and Civic Communication	CO4
	4.2	Internal and External Communication and Tools	CO4
	4.3	Propaganda and Publicity	CO4
	Unit 5	Media Planning	
	5.1	Image and Reputation Managements/Branding	CO5
	5.2	Social Marketing and Event Management	CO5
	5.3	Public Relation/Ad Campaign	CO6
10	Mode of examination	Theory	
11	Weightage Distribution	IA	ETE
		25	75
12	Text book/s*	1. The Public Relation Handbook, Alison Theaker, Routeledge 2. Sage Handbook of Public Relations, Robert L. Heath 3. Public Relation By J.Jethawaney, N.D.Phinix, New Delhi 4. JansamparkByGulab Kothari, Patrika Publication, Jaipur 5. Social Media and Public relations, Judy Motion, Robert L. Heath, Shirley Leitch	
13	Other References	Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd.	

Course articulation matrix:

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch: 2023-2025	
Programme : MA (J&MC)			Current Academic Year: 2024-2025
Branch: Mass Communication		Semester: III	
1	Course Code	MMJ202	
2	Course Title	Media Management and Economics	
3	Credits	6	
4	Contact Hours (L-T-P)	3-3-0	
5	Course Type	Compulsory / Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	<ol style="list-style-type: none"> 1. Learn basic management principles, as well as those that apply uniquely to media businesses. Acquaint students with the specialized terminology used in all kinds of businesses. 2. Exercise creative and analytical thinking and evaluation skills through research and critical evaluation of business issues 3. Help students to think entrepreneurially and creatively about changing media technologies and usages, and prepare them for management and ownership positions. 4. Learn basics of managing different news platforms from newspapers to web and social media portals 	
7	Course Outcomes	The student will be able to : CO1:Describe and discuss the media industry and the ownership pattern. CO2:Analyze and judge the Media industry and monitor the business ethics.. CO3:Design and contribute the management structure of Media companies.. CO4: Prepare and develop the management and marketing strategy of media industry. CO5: Formulate and plan the economics of media industry CO6: Understand the Media Ethics	
8	Course Description	This course will help students to think entrepreneurially and creatively about changing media technologies and usages. Also to make them capable to handle all kinds of business requirements and prepare them for management and ownership positions	
9	Outline syllabus		CO Mapping
	Unit 1	Media Industry and Management:	
	1.1	Media Industry: Origin, Size, Reach and recent trends	CO1

	1.2	News Media Industry: Main features, growth and recent trends		CO1,
	1.3	Ownership Pattern of Media Companies and New Innovation in Media and Newspaper Management		CO1
	Unit 2	Ethics of Media Management:		
	2.1	Media as business vs. Media as Public Trust Building Brand and Managing and sustaining business		CO2, CO6
	2.2	Professional and Regulatory bodies I&B, Editor's Guild, ABC, DAVP, RNI, PCI, TRAI		CO2, CO6
	2.3	Quality control and cost management, Labour Laws		CO2
	Unit 3	Management Structure of Media Companies		
	3.1	The organisational structure of different Departments: Hierarchy, Function and Responsibilities		CO3
	3.2	General Management, Finance, Circulation, Sales Promotion, Marketing, HR Management and Production Management		CO3
	3.3	Changing Role of Management and Editorial: Conflict and Co-operation		CO4
	Unit 4	Media advertising, sales and marketing strategies		
	4.1	Media planning and buying: Advertising and marketing		CO4, CO5
	4.2	TAM, INTAM, TRP, GRP and other media jargons		CO5
	4.3	PR for Building and sustaining business and audience		CO2
	Unit 5	Economics of Media Business		
	5.1	Print and Electronic Media: Management, Business, legal and financial aspects of Management		CO5,
	5.2	Budgeting and Finance, Capital Costs, Production costs		CO5
	5.3	Competition and survival: Evolving a strategy and plan of action, Marketing and Sales strategy		CO5
10	Mode of examination	Theory		
11	Weightage Distribution	IA	ETE	
		25	75	
12	Text book/s*	1. Hargie O, Dickson D, Communication Skills for Effective Tourish Denis Management, Palgrave Macmillan, India		

		2. Dr. Sakhivel Murugan M., Management Principles and Practices, New Age International Publishers, New Delhi 3. Media Management: A Casebook Approach-2008; Sylvie George, Wicks, Jan LeBlanc, New York, Lawrence Erlbaum Associates. 4. Media Management Emerging Trends -2002 Suresh K, Hyderabad, ICFAI University Press.	
13	Other References		

Course articulation matrix:

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

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

2-Moderate (Medium)

3-Substantial

School: SSMFE		Batch : 2023-2025	
Programme : MA (J&MC)		Current Academic Year:2024-2025	
Branch:		Semester: III	
1	Course Code	MMJ203	
2	Course Title	Corporate Communication Lab	
3	Credits	2	
4	Contact Hours (L-T-P)	0-1-2	
5	Course Type	Elective/Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	The objective of this course is to: 1.Explain the principles and functions of media management 2. Describe the structure of Indian market scenario 3. Explain the importance of revenue generation for print, radio, TV & web and know about marketing communication.	
7	Course Outcomes	The student will be able to: CO1: Define the Meaning and Definition of corporate communication. CO2: Understand the Corporate Communication in public & private sector CO3: Demonstrate the financial market & its relationship with financial communication CO4: Develop the communication plan for various corporate organisation. CO5: Demonstrate the communication strategy for crisis communication. CO6: Create Corporate communication strategy	
8	Course Description	The course is aimed at making students learn the skills and knowledge about. Basic of media management, to know how the knowledge of branding and Indian market overview.	
9	Outline syllabus	CO Mapping	
	Unit 1	Understanding Corporate Communications	
	1.1	Definitions of corporate communication	CO1
	1.2	Corporate communication functions	CO1, CO6

	1.3	Corporate Communication strategies and tools	CO1, CO6
	Unit 2	Corporate Communication in Private and Public Sector	
	2.1	Corporate Social Responsibility	CO2, CO3
	2.2	Corporate identity	CO2, CO3
	2.3	An overview of corporate law and government corporate affairs	CO2, CO3
	Unit 3	Financial markets and Communication	
	3.1	Key publics for financial communication	CO3, CO2
	3.2	Capital market	CO3, CO2
	3.3	Financial advertising	CO3, CO2
	Unit 4	Crisis Communication	
	4.1	Managing Crisis	CO5, CO4
	4.2	The importance of crisis communication	CO5, CO4
	4.3	Corporate governance	CO5, CO4
	Unit 5	Laws and ethics in Corporate Communication	
	5.1	Introduction of Mass media laws	CO3, CO2
	5.2	Corporate laws	CO3, CO2
	5.3	Ethical Issues in Corporate Communication	CO3, CO2
10	Mode of examination	Jury	
11	Weightage Distribution	CA	VIVA ETE
		25	25 50
12	Text book/s*	1. Hargie O, Dickson D, Communication Skills for Effective Tourish Denis Management, Palgrave Macmillan, India 2. Dr. Sakthivel Murugan M, Management Principles & Practices, New Age International Publishers, New Delhi 3. Redmond, J, Trager R, Media Organisation Management, Biztantra, New Delhi 4. Albarran, Alan B, Media Economics, Surjeet Publication new Delhi.	
13	Other References	A handbook on Corporate communication by Jaishree Jethwaney	

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch : 2023-2025	
Programme : MA(J&MC)		Current Academic Year: 2024-2025	
Branch: Mass Communication		Semester: III	
1	Course Code	MMJ204	
2	Course Title	Integrated Marketing Communication (IMC)	
3	Credits	2	
4	Contact Hours (L-T-P)	0-1-2	
	Course Type	Elective/Pre-Requisite/Co-Requisite/Elective/Open Elective	
5	Course Objective	<p>The objective of this course is to:</p> <ol style="list-style-type: none"> 1.Explain the principles and functions of Integrated Marketing Communication. 2. Describe the structure of Indian market scenario 3. Explain the importance of revenue generation for print, radio, TV & web and know about marketing communication. 	
6	Course Outcomes	<p>The student will be able to</p> <p>CO1 Understand the meaning and creating IMC Plan</p> <p>CO2 Evaluate the different IMC tools</p> <p>CO3 Apply the knowledge of integrated Marketing and Communication</p> <p>CO4 Evaluate Integrated Marketing tools</p> <p>CO5 Create Marketing Communication and Strategy</p> <p>CO6: Demonstrate and create Media Plan</p>	
7	Course Description	The course is aimed to make students learn the skills and knowledge about Basic of media management, to know how the knowledge of branding and Indian market overview.	
8	Outline syllabus		CO Mapping
	Unit 1	Understanding Marketing	
	1.1	Basic economics	CO1
	1.2	Market and Marketing: Concept, Definitions and Approaches	CO1

	1.3	An overview of Indian Market			CO1
	Unit 2	Consumer Behaviour			
	2.1	Concept, Definitions and Applications			CO2
	2.2	Consumer Behaviour Mapping			CO2
	2.3	Factors Influencing Consumer Behaviour, Segmentation			CO3
	Unit 3	Market Research			
	3.1	Introduction to Market Research, Role and Scope of Research			CO1, CO2
	3.2	Types of Research, Market Research Techniques			CO1, CO2, CO6
	3.3	Strategic Marketing			CO1, CO2
	Unit 4	Understanding Marketing Communication and Strategy			
	4.1	Integrated Marketing Communication- Concept and Process, Relationship between			CO2, CO4
	4.2	Below the Line Communication: Concept, Definitions,			CO2, CO4
	4.3	promotion, On Ground Activation, Events/ Celebrity Management and Other			CO2, CO4
	Unit 5	Strategic Marketing			
	5.1	Rural Marketing – Features, Significance and Scope			CO3, CO4, CO5
	5.2	Direct Marketing			CO3, CO4, CO5
	5.3	Understanding Service and Retail Marketing			CO3, CO4, CO5
	Mode of examination	JURY			
	Weightage Distribution	CA	VIVA	ETE	
		25	25	50	

Text book/s*	Dr.SakthivelMurughan M Management Principles & Practices, New Age International Publishers, New Delhi
Other References	1. Hargie O, Dickson D, Communication Skills for Effective Tourish Denis Management, Palgrave Macmillan, India 2. Redmond, J, Trager R Media Organisation Management, Biztantra, New Delhi 3. Albarran, Alan B Media Economics, Surjeet Publication New Delhi.

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSSMFE		Batch : 2023-25	
Programme : MA (J&MC)		Current Academic Year: 2024-2025	
Branch: Mass Communication		Semester: III	
1	Course Code	VOF202	
2	Course Title	Smartphone Film Making I	
3	Credits	3	
4	Contact Hours (L-T-P)	0-1-4	
	Course Type	Vocational Minor Co-Requisite	
5	Course Objective	This course aims at enriching the minds of those students who have an interest in learning the techniques of filmmaking using a smartphone for a various platform (Cinema, Television, Advertisement, Film Festivals, etc.) in the broader context of the Media and Entertainment industry	
6	Course Outcomes	After completing the course, the student will be able to - CO1: Define the basic concepts related to smartphone techniques for filmmaking CO2: Explain the basic methods of audio-visual storytelling, developing idea, scriptwriting, casting and shooting (using a smartphone) CO3: Apply basic methods of capturing cinematic images, audio and image (re)generation CO4: Analyse interactivity between sound, image and context CO5: Demonstrate skills of mobile film editing. CO6: Create a short film using Smartphone	
7	Course Description	This course provides an introduction to smartphone film making and the use of audio integrated with visuals	
8	Outline syllabus		CO Mapping
	Unit 1	Smartphone Film Making	
	1.1	Introduction to the basic concepts of smartphone filmmaking	CO1
	1.2	Why smartphone filmmaking is an important and versatile option?	CO1
	1.3	Appreciation of films made on smartphones	CO1
	Unit 2	Introduction to Smartphone Audio	

	2.1	The Equipment	CO2
	2.2	Important Apps and Platform	CO2
	2.3	The Audio: <ul style="list-style-type: none"> • Sound Perception and its use for different situation • Importance of sound in films and introduction to sound recording. • Microphones and their polar patterns • Microphone placement and usage • Sound perspective and practical application 	CO3, CO4
	Unit 3	Smartphone Imaging Techniques	
	3.1	Photos: ➤ Composition, leading lines and the rule of thirds, Depth of field and selective focus	CO3, CO4
	3.2	Video: <ul style="list-style-type: none"> • Significance of different camera angles • Characteristics and impact of various dimensions of Shots • White balance • Colour wheel and colour temperatures 	CO3, CO4
	3.3	Selection of a viewpoint	CO3, CO4, CO5
	Unit 4	Idea to Screen	
	4.1	Story Idea and basics of screenwriting	CO2, CO6
	4.2	Characterization and shooting on location	CO2
	4.3	Lighting: <ul style="list-style-type: none"> • Continuity of lighting, How to use ambient light? 	CO3, CO4
	Unit 5	Editing Essentials	
	5.1	Imaginary line: 30 & 180-degree rule and placement of the camera	CO4
	5.2	Introduction to Video Editing using mobile apps like Kine Master	CO4, CO6
	5.3	Visualisation: Capture a scene in 5 shot	CO5, CO6
	Mode of examination	Jury	

	Weightage Distribution	CA	Internal Viva Voce	ETE
		25%	25%	50%
	Text book/s*	The Digital Filmmaking Handbook. Mark Brindle		
	Other References	Smartphone Movie Maker by Stoller Bryan		
		The Smartphone Filmmaking Handbook by Neil Philip Sheppard		

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch : 2023-25	
Programme : MA (J&MC)		Current Academic Year: 2024-25	
Branch: Mass Communication		Semester: III	
1	Course Code	RBL003	
2	Course Title	Research Based Learning-3 (RBL-3)	
3	Credits	2	
4	Contact Hours (L-T-P)	0-0-4	
	Course Type	Compulsory /Co Requisite/Pre Prerequisite/Elective/Open Elective	
5	Course Objective	<ol style="list-style-type: none"> The students will be encouraged to select a topic on any dimension of journalism and communication and will be encourage selecting a topic related to their area of residence. The aim of the project/thesis is to bring together the knowledge and skills acquired by students in a final work that is of professional quality This will require the students to engage in depth with a topic and to carry out primary investigation thereof. 	
6	Course Outcomes	<p>The student will be able to</p> <p>CO1. Selecting the research topics related to media research</p> <p>CO2. Demonstrate understanding of research and apply it</p> <p>CO3. Enhance their problem solving skills through research on the topics related to media and communication which directly impacts the society.</p> <p>CO4. Analyzing and appraising research work</p> <p>CO5. Evaluating the research project</p> <p>CO6. Write and present their research work with proper ethics of research.</p>	
7	Course Description	The course is designed to inculcate the research value and skills among the students.	
8	Outline syllabus		CO Mapping
	Unit 1	<ul style="list-style-type: none"> Dissertation/ Project Implementation Stage 	CO1, CO2
	Unit 2	<ul style="list-style-type: none"> First Review (R1) 	CO3, CO4, CO5, CO6
	Unit 3	<ul style="list-style-type: none"> Second Review (R2) 	CO3, CO4, CO5, CO6

Unit 4	<ul style="list-style-type: none"> Review (R3) by internal committee 			CO3, CO4, CO5, CO6
Mode of examination	Jury/Viva/Practical			
Weightage Distribution	CA	CA (RBL1+ RBL 2)	ETE	
	70%	30%	00	

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch: 2023-2025	
Programme : MA (J&MC)		Current Academic Year:2024-2025	
Branch: Mass Comm		Semester: III	
	Faculty		
1	Course Code	INC001	
2	Course Title	Industry Connect I	
3	Credits	0	
4	Contact Hours (L-T-P)	0-0-4	
5	Course Type	Compulsory	
6	Course Objective	<p>The objective of this course is:</p> <ol style="list-style-type: none"> 1. To give real-time exposure of the industry environment to students 2. To familiarize the faculty and students with the media and communication industry 3. To acquaint Student and Faculties with the latest demands of Industry 4. To create a platform to enhance the industry-academia interaction 5. To give industry exposure to our faculty and students 	
7	Course Outcomes	<p>The student and faculty will be able to:</p> <p>CO1:Relate with industry and its demand</p> <p>CO2:Develop case studies, articles, projects, and various knowledge related contents</p> <p>CO3:Determine and bridge the gap between industry and academia</p> <p>CO4:Explain the enhanced role of the industry with the university in the form of mentoring, live projects, placements, internships</p> <p>CO5: Develop Leadership, Business Etiquettes, Analytical Skills, Critical Thinking Skills, Creativity and Innovation skills.</p> <p>CO6: Create and present reports based on the industry visit</p>	
8	Course Description	The course is aimed to provide the students and faculty a platform to get connected with the industry and get real-time exposure on the daily working environment of the media and communication industry	
9	Outline syllabus		CO Mapping
	Unit 1	Understanding Target Industry	

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

Note: This is a qualifying Programme

Course articulation matrix:

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch: 2023-25
Programme : MA (J&MC)		Current Academic Year: 2024-25
COURSE: VAC		Semester: III
1	Course Code	VAF 005
2	Course Title	Professional Ethics in Communication Industry
3	Credits	0
4	Contact Hours	35 Hrs
	Course Status	Co-Requisite / Elective
5	Course Objective	<ul style="list-style-type: none"> • Understand Professional ethics in Communication /media /film /animation /gaming industry. • Learn the core ethical principles that have defined the very best communication professionalism • Familiarize with professional ethics required in the industry.
6	Course Outcomes	<p>After completing the course students will be able to –</p> <p>CO1: Understand the difference between ethics, laws and values.</p> <p>CO2: Identify human values and work ethics.</p> <p>CO3: Demonstrate the application of ethics in media, journalism, Advertising, PR & Corporate industry</p> <p>CO4: Apply the knowledge of professional ethics in films, amination and gaming industry.</p> <p>CO5: Analyze the global scenario of professional work culture</p> <p>CO6: Apply the skills of working in a multicultural profession environment.</p>
7	Course Description	This course will acquaint students with important ethical principles and professional norms that they can employ in the industry. Students will learn the importance of professional, social and moral ethics. They can explore and demonstrate professional loyalty and appreciate the rights of others.
8	Outline syllabus	CO Achievement

Unit 1	Ethics, Laws and Values - Introduction	
	Differentiate between Ethics Laws	CO1

		Values	
	Unit 2	Human Values	
		Morals, values and Ethics – Integrity, Work ethic, Respect for others, Honesty, Valuing time, Cooperation, Commitment, Empathy and Self-confidence.	CO2
	Unit 3	Media, Journalism, Advertising, PR & Corporate industry	
		Ethical values in Media & Journalism Ethical values in Advertising Industry Ethical values in PR & Corporate industry	CO3
	Unit 4	Films, Animation & Gaming Industry	
		Ethical values in Films & Cinema Ethical values in Animation Industry Ethical values in in Gaming Industry	CO4
	Unit 5	Global Issues	
		Ethical perspective in Multicultural Global Industry Code of Conduct	CO5 & CO6
	Mode of examination		Certification through Assessment
	Text book/s*	<ul style="list-style-type: none"> • Tompkins, P. S. (2011). Practicing communication ethics. Boston, MA: Allyn & Bacon. • Kelly McBride, Tom Rosenstiel, The New Ethics of Journalism, 2014. • Patrick Lee Plaisance, Media Ethics: Key Principles for Responsible Practice, 2009. • Dale Jacquette, Journalistic Ethics: Moral Responsibility in the Media, 2007. 	

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO2
CO1	3				3			3		
CO2	3			2	3	1		3	1	1
CO3	3		2	2	3	1		3	1	1
CO4	3		3	2	3	1		3	1	1
CO5	3	2		2	3	1		3	1	1
CO6	3	2		2	3	1		3	1	1

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

Semester 4

School: SSMFE		Batch : 2023-2025	
Programme : MA (J&MC)		Current Academic Year: 2024-2025	
Branch: Mass Communication		Semester IV	
1	Course Code	MMJ206	
2	Course Title	Media Laws and Ethics	
3	Credits	4	
4	Contact Hours (L-T-P)	(4-0-0)	
5	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	<p>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</p> <p>2. This class will deal with press laws and ethical issues and professional practices in media.</p> <p>3. Rules and laws for media organizations and the Regulatory bodies of the Print and Electronic media will be discussed in the class.</p> <p>4. The course will introduce media laws and ethical frameworks for media practitioners in the Indian and the global contexts.</p>	
7	Course Outcomes	<p>The student will be able to:</p> <p>CO1: Understand and apply the historical, theoretical, legal and societal contexts for producing news media for consumers, ranging from local to global</p> <p>CO2:Understand media Laws and Ethics</p> <p>CO3:Apply knowledge gained in coverage related to media Profession</p> <p>CO4: Analyse and demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness, and diversity</p> <p>CO5: Apply the provisions of the Constitution and IPC in their journalistic practice.</p> <p>CO6: Understand the sedition laws</p>	
	Course Description	<p>1-knowledge about basic understanding of Indian polity,</p> <p>2-Informing about law, rights and restriction of Media.</p>	
9	Outline syllabus	CO Mapping	

	Unit 1	History of Media and the Indian Constitution		
	1.1	History: Vernacular Act, Gagging Act, First Press Law		CO1
	1.2	Indian Constitution (Preamble, Parliament, Fundamental Rights and Duties) and Legal System		CO1
	1.3	Media Laws and Constitutional Framework: Freedom of Speech and Expression, Reasonable Restriction		CO2
	Unit 2	Media Law for Practicing Journalism		
	2.1	The principles of Defamation Law, Defences, Criminal Defamation		CO3
	2.2	Contempt of Court, Sub Judicematter, Defences		CO3
	2.3	The Rules of Court and Legislative Reporting		CO3
	Unit 3	Liberty and Restriction		
	3.1	Intellectual Property and Copyright Act, No Infringement and Cyber laws		CO5, CO6
	3.2	The Right to Information Act-2005		CO5, CO6
	3.3	Harmful publication act: Obscenity, Pornography and Seditious		CO5
	Unit 4	National security and Media		
	4.1	Official Secrets Act		CO2
	4.2	Parliamentary/ Legislative Privileges (Parliament proceedings Act)		CO2
	4.3	Protecting National Security and Public order		CO2
	Unit 5	Ethics and self-Regulation		
	5.1	Defining Ethics		CO4
	5.2	Press council of India(PCI)		CO4
	5.3	Code of conduct and self-regulation: NBA, Editor's Guild		CO4
10	Mode of examination	Theory/Jury/Practical/Viva		
11	Weightage Distribution	IA	ETE	
		25	75	
12	Text book/s*			
13	Other References			

Course articulation matrix:

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch: 2023-2025	
Programme : MA (J&MC)			Current Academic Year: 2024-2025
Branch: Mass Communication		Semester: IV	
1	Course Code	MMJ207	
2	Course Title	Film Analysis and Appreciation	
3	Credits	6	
4	Contact Hours (L-T-P)	3-3-0	
	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
5	Course Objective	<p>The objective of this course is to:</p> <ol style="list-style-type: none"> 1. Familiarize the student with language and aesthetics of films 2. Help the learner develop the understanding of basic techniques used in story telling in cinema. 3. Offer a varied perspective of Mainstream, Parallel and regional cinema in India 4. Open the doors to international cinema by showcasing the best work of acclaimed film makers from US, Europe, and Asia. 5. Help the student critically analyse films with an intent of writing film reviews 	
6	Course Outcomes	<p>The student will be able to</p> <p>CO1: Identify and recall the nuances of cinematic terms</p> <p>CO2: Classify films into genres and sub-themes</p> <p>CO3: Articulate the semiotics & cinematic terms used in films.</p> <p>CO4: Correlate the Parallel Indian cinema</p> <p>CO5: Evaluate the regional and offbeat indian cinema</p> <p>CO6: Construct and informed argument around the evolution of international cinema</p>	
7	Course Description	The course is designed to inculcate the knowledge and understanding of film studies.	
8	Outline syllabus		CO Mapping
	Unit 1	Intro to Language of Cinema	
	1.1	Evolution of Cinema (Early Film, Color Films, Talkies)	CO1, CO2
	1.2	Film Genres and Types of Films: Narratives, Feature Films, Short Films, Documentaries etc	CO2

	1.3	Semiotics in Cinema		CO3
	Unit 2	Basic Film Techniques		
	2.1	Common Cinematic Terms (Distinguishing between Shot, Sequence, Scene, Plot, Theme, Story, Scripting, Screenplay and Story-Boarding)		CO3
	2.2	Cinematography		CO3
	2.3	Editing		CO3
	Unit 3	Mainstream and Parallel Indian Cinema		
	3.1	Introduction to Indian Cinema and its development.		CO4
	3.2	Important films and film makers of mainstream Indian Cinema		CO4
	3.3	Parallel Indian Cinema		CO4
	Unit 4	Regional and Offbeat Indian Cinema		
	4.1	Regional Indian Cinema		CO5
	4.2	English Bollywood movies		CO5
	4.3	Impact of the multiplex system		CO5
	Unit 5	Overview of International Cinema		
	5.1	European Cinema (UK, Germany, France etc.)		CO6
	5.2	Cinema in Asian Countries (like Japan and China)		CO6
	5.3	Major turning points and trends in other international films		CO6
	Mode of examination			
	Weightage Distribution	CA	ETE	
		25	75	
	Text book/s*			
	Other References	<ol style="list-style-type: none"> 1. Understanding the Film: An Introduction to Film Appreciation, Mcgraw-Hill Education (Author) 2. Anatomy of Film by Bernard F. Dick 3. Art of Watching Films by Joseph M. Boggs, Dennis W. Petrie 		

Course articulation matrix:

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

1-Slight (Low)

2-Moderate (Medium) 3-Substantial (High)

School: SSMFE		Batch: 2023-2025
Programme : MA (J&MC)		Current Academic Year: 2024-2025
Branch: Mass Communication		Semester: 4
1	Course Code	MCJ209
2	Course Title	Media and Communication Research
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective
5	Course Objective	<ol style="list-style-type: none"> 1. Introduce the basics of communication research 2. Impart knowledge on conducting various types of communication research 3. Familiarize with the types of methodology in communication research 4. Study the applications of academic research in mass communication 5. Understand the steps involve in communication research
6	Course Outcomes	<p>The student will be able to:</p> <p>CO1: Meet the demands in this highly professional driven media industry</p> <p>CO2: Understand the application of various research steps in journalism study</p> <p>CO3: Apply various methods in communication research</p> <p>CO4: To differentiate communication research from ordinary research</p> <p>CO5: Put academic excellence in journalism and mass communication</p> <p>CO6: Prepare a micro research synopsis</p>
7	Course Description	<p>This course is designed to impart knowledge among students of research work. It is observed that in a media industry there is a tremendous scope of research before any information which is going to be shared in public domain. Without fact finding stages no any text is trustworthy and useful.</p>
8	Outline syllabus	CO Mapping

Unit 1	Introduction to media research		
1.1	Definition and Types of scientific research		CO1
1.2	Distinguish between ordinary and scientific research		CO1
1.3	Types of media research		CO1
Unit 2	Steps involve in media research		
2.1	Choosing research topic		CO2
2.2	Review of literature		CO2
2.3	Research objectives, problem and questions		CO2
Unit 3	Research Methodology		
3.1	Qualitative and quantitative methods		CO3
3.2	Quantitative: Survey method and Content Analysis		CO3
3.3	Qualitative: Case studies, Interviews and discourse analysis		CO3
Unit 4	Data collection and processing		
4.1	Definition and types of data		CO4
4.2	Coding and basic statistical tools		CO4
4.3	Tabulation, pie and bar diagrams		CO4
Unit 5	Analysis, Interpretation and Report Writing		
5.1	Test of significance, Chi square and student t test		CO5
5.2	Statistical analysis and interpretation of data		CO5
5.3	Steps and principles of report writing		CO5, CO6
Mode of examination	Theory/Jury/Practical/Viva		
Weightage Distribution	CA	ETE	
	25	75	

Course articulation matrix:

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch : 2023-2025	
Programme : MA (J&MC)		Current Academic Year: 2024-2025	
Branch: Mass Communication		Semester: IV	
1	Course Code	BCJ 110	
2	Course Title	Case Studies - Media Trial	
3	Credits	2	
4	Contact Hours (L-T-P)	0-1-2	
5	Course Type	Elective	
6	Course Objective	<p>The objective of the course is to</p> <ol style="list-style-type: none"> 1. Impart a thorough understanding of media laws and ethical issues will convince the budding journalists to engage in their career assignments without compromising the professional and ethical standards 2. Inculcate the understanding of how deal with press laws and ethical issues and professional practices in media. 3. Describe the rules and laws for media organizations and the Regulatory bodies of the Print and Electronic media will be discussed in the class. 4. Introduce media laws and ethical frameworks for media practitioners in the Indian and the global contexts. 	
7	Course Outcomes	<p>The student will be able to :</p> <p>CO1 Understand and apply the concepts of news in journalistic practice</p> <p>CO2 Understand and apply the concepts of media ethics in journalistic practice</p> <p>CO3 Knowledge of media Laws and Ethics</p> <p>CO4 Apply knowledge gained in Media Trial coverage related to media Profession</p> <p>CO5 Analyse and demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness, and diversity</p> <p>CO6 Apply the provisions of various regulatory bodies in their journalistic practice.</p>	

	Course Description	The course is designed with the aim to impart the knowledge, skill and competency of writing and editing among the students. The course will help the students to understand and apply the concepts, tools of effective written communication.
9	Outline syllabus	CO Mapping
	Unit 1	News
	1.1	Definition and Types of News Activity – Group Discussion
	1.2	Elements of News Activity – Identify various elements in news stories of your choice
	1.3	News Values Activity – Identify various news values in news stories of your choice
	Unit 2	Ethics
	2.1	Definition of Ethics Activity – Group Discussion
	2.2	Concept of Media Ethics Activity – Class Debates
	2.3	Current Ethical Issues in Media Activity – Focus Group Discussions
	Unit 3	Laws
	3.1	Fundamental Rights Activity – Cite five case studies of violation of fundamental rights
	3.2	Freedom of Speech and Expression Activity – Does freedom of speech extend to Media? Discuss.
	3.3	Reasonable Restrictions Activity – Identify cases of violation of reasonable restrictions by Press
		CO1
		CO1
		CO1
		CO1
		CO2
		CO2
		CO2
		CO2
		CO3
		CO3
		CO3
		CO3

	Unit 4	Media Trial			CO4, CO5
	4.1	Definition Activity – Group Discussion			CO4
	4.2	Effect of Media Trial on Accused Activity – Identify case studies on the topic			CO4, CO5
	4.3	Effect of Media Trial on Judiciary Activity – Identify case studies on the topic			CO4, CO5
	Unit 5	Regulatory Authorities			CO6
	5.1	For Print – PCI Guidelines, Editor’s Guild Activity – Identify case studies of PCI intervention in Media Ethical violations			CO6
	5.2	For Broadcast – NBDSA, TRAI, BCCC, AIR and DD Code Activity – Identify case studies of TRAI / NBDSA intervention in Media Ethical violations			CO6
	5.3	For Digital – IT Act 2000 Activity – Identify case studies of IT Act violations in Media			CO6
10	Mode of examination	Jury/Practical			
11	Weightage Distribution	CA	viva	ETE	
		25	25	50	
12	Text book/s*	Introduction to Media Laws and Ethics by Dr. Juhi P. Pathak			
13	Other References	Press Laws by DD Basu			

Course Articulation Matrix

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

CO6	3	1	1	1	3	1	1	1	2	2
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1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch : 2023-2025								
Programme : MA (J&MC)							Current Academic Year: 2024-2025			
Branch: Mass Communication		Semester: IV								
1	Course Code	MMJ113								
2	Course Title	Newspaper Layout Design & Production								
3	Credits	2								
4	Contact Hours (L-T-P)	0-1-2								
5	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective								
6	Course Objective	<ul style="list-style-type: none"> ● Introduce the basics of layout, design and production of newspaper/magazine. ● Impart knowledge on conducting various types of print productions. ● Familiarize with the types of software and tools used for newspaper layout, design and production. ● Study the applications of different tools and software in creating print productions. ● Understand the steps involve in layout design and publication of a newspaper/magazine 								
7	Course Outcomes	CO1 :Understand the demands of the print media industry CO2: Understand and Strong-develop skills in using software for print layout, design and production. CO3: Develop proficiency in using different tools of print production.. CO4: Evaluate and understand news for print and apply the knowledge in creating print productions. CO5 :Create and design a document for print media. CO6: Analyse the created design with an national dailies and observe the changes								
8	Course Description	The course aims to equip students to honk skills and capacity to meet the challenges and demands of the layout and designing in print media. The curriculum lays stress on both theoretical and applications. The theoretical portion indicates the students to know how the technological aspects of print media. While as, the application will give the good use of new tools of print media and image editing software.								
9	Outline syllabus								CO Mapping	

	Unit 1	Print Layout Design- An Introduction			
	1.1	Principles and Process Lay-out and Graphic Design			CO1
	1.2	Newspaper format: Full format, Tabloid and Magazine			CO1
	1.3	Newspaper Layout, Makeup and Dummy; Elements of Visual Communication: Shape, Colour, Texture;			CO2
	Unit 2	Aesthetic Aspects of Print Layout Design			
	2.1	Text and Sizes, Typography, Colour and Visual representation, Form, spacing			CO2
	2.2	Visual Aesthetics Balance, Contrast, Rhythm, Unity			CO2
	2.3	Flags, Masthead and headlines, Rules: Column Rule, Cut off Rule, Window, Initial Letters, Ornaments and Border			CO2
	Unit 3	Software and Tools for Layout Design			
	3.1	PageMaker, Quark Express, Coral Draw			CO3, CO6
	3.2	Photoshop, In-design			CO3, CO6
	3.3	Practicing modular design, Makeup lines (Vertical, Diagonal, Circular, Horizontal), folio line and typography with layout software tools			CO3
	Unit 4	Printing Technology			
	4.1	Desk Top Publishing			CO4
	4.2	Offset Printing, Digital Printing			CO4
	4.3	Colour Printing: Techniques, Colour composition, Colour Separation and correction			CO4
	Unit 5	Portfolio Preparation			
	5.1	Front Page Design /Functional Design /Horizontal design/Advertisement Design			CO5
	5.2	Newspaper Design and Printing			CO5
	5.3	Magazine Design and Printing			CO5
10	Mode of examination	Theory/Jury/Practical/Viva Jury / Practical			
11	Weightage Distribution	CA	viva	ETE	
		25	25	50	
12	Text book/s*	<ul style="list-style-type: none"> N. N Sarkar, Art and Print Production. Oxford University Press (2013) Dawn Sokol, Graphic Design: Princeton Architectural Press (2015) 			

		<ul style="list-style-type: none"> Premanand M E, Media Studies I Print Media Knowledge, POORNA PUBLICATIONS, KOZHIKODE 	
1 3	Other References	Online tutorials available on Google	

Course articulation matrix:

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

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

School: SSMFE		Batch: 2023-25	
Programme : MA (Ad, PR & CC)		Current Academic Year: 2024-25	
Branch: Mass Communication		Semester: IV	
1	Course Code	RBL004	
2	Course Title	Research Based Learning-4 (RBL-4)	
3	Credits	2	
4	Contact Hours (L-T-P)	0-0-4	
	Course Type	Compulsory / Co Requisite / Pre Prerequisite / Elective / Open Elective	
5	Course Objective	<ol style="list-style-type: none"> The students will be encouraged to select a topic on any dimension of journalism and communication and will be encourage selecting a topic related to their area of residence. The aim of the project/thesis is to bring together the knowledge and skills acquired by students in a final work that is of professional quality This will require the students to engage in depth with a topic and to carry out a primary investigation thereof. 	
6	Course Outcomes	<p>The student will be able to</p> <p>CO1. Selecting the research topics related to media research.</p> <p>CO2. Demonstrate understanding of research and apply it</p> <p>CO3. Enhance their problem-solving skills through research on topics related to media and communication which directly impacts society.</p> <p>CO4. Analyzing and appraising research work</p> <p>CO5. Evaluating the research project</p> <p>CO6. Write and present their research work with proper ethics of research.</p>	
7	Course Description	The course is designed to inculcate research value and skills among the students.	
8	Outline syllabus		CO Mapping
	Unit 1	Project/ Dissertation Verification and Validation Stage <ul style="list-style-type: none"> First Review (R1) 	CO1, CO2, CO3, CO4, CO5
	Unit 2	<ul style="list-style-type: none"> Second Review (R1) 	CO2, CO3, CO4, CO5,

	Unit 3	● Third Review (R3)			CO2, CO3, CO4, CO5,
	Unit 4	● Review (R4) by External expert			CO2, CO3, CO4, CO5, CO6
	Unit 5	● Submission			CO6
	Mode of examination	Jury/Viva/Practical			
	Weightage	CA	MTE	ETE	
	Distribution	60%	00	40%	

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch : 2023-25	
Programme : MA (J&MC)		Current Academic Year: 2024-2025	
Branch: Mass Communication		Semester: IV	
1	Course Code	VOF 204	
2	Course Title	Smartphone Film Making II - Vocational Minor	
3	Credits	3	
4	Contact Hours (L-T-P)	0-2-2	
	Course Type	Co-Requisite	
5	Course Objective	The objective of this course is to: 1. Give students advanced knowledge about filmmaking using smartphone. 2. Enhance their skillsets acquired at level I to level II	
6	Course Outcomes	After completing the course, the student will be able to - CO1: Recall The fundamentals of audio-visual storytelling CO2: Explain smartphone film making techniques to enhance audio visual story telling CO3: Apply the advanced methods of capturing cinematic images, audio and image (re)generation CO4: Analyse the dynamics, techniques and creativity of smartphone film making CO5: Experiment with interactivity between sound, image and context CO6: Create a short film using Smartphone	
7	Course Description	The course is designed to help students to make films using smartphones by adding more creative value to the content.	
8	Outline syllabus		CO Mapping
	Unit 1	Smartphone Film Making	
	1.1	Film analysis and appreciation	CO1
	1.2	Smartphone filmmaking as compared to regular filmmaking	
	1.3	Analysis of award-winning films shot with smartphones	CO1
	Unit 2	Audio	
	2.1	Recording of sound in noisy locations	CO2

	2.2	Sound perspective			CO2
	2.3	Using Apps- Creating, editing and pre-mixing audio files			CO2
	Unit 3	Video			
	3.1	Apps available for smartphone shooting			CO3, CO4
	3.2	Use of Gimbals to enhance the image capturing			
	3.3	Selection of viewpoint to heighten the drama			CO3, CO4
	Unit 4	Level next for AV Capturing			
	4.1	Time-lapse filmmaking			CO4
	4.2	Shooting indoor/outdoor (understanding the importance of light)			CO4
	4.3	Supplementary lighting for a lit location with ambient light & different colour temperatures			CO4
	Unit 5	Exercises and Application			
	5.1	Visualisation: Capture a scene in 5 shot			CO5
	5.2	Screening of Films shot on Mobile			CO5
	5.3	Create (including Discussions and Corrections) on the final project 3 – 5 minutes film			CO6
	Mode of examination	Jury			
	Weightage Distribution	CA	CE (Viva)	ETE	
		25%	25%	50%	
	Text book/s*	<ul style="list-style-type: none"> Boyd, A. (1997). Broadcast Journalism: Techniques of Radio and TV news. Boston: Focal Press. 			
	Other References	<ol style="list-style-type: none"> Belavadi, V. (2013). Video production. New Delhi: Oxford University Press. Hakemulder, J. R., Jonge, F. A., & Singh, P. P. (2005). Broadcast Journalism. New Delhi, India: Anmol Publications. Millerson, G., & Millerson, G. (1999). Television Production. Oxford: Focal Press,13 edition. Trewin, J. (2003). Presenting on TV and Radio: An Insider's Guide. Amsterdam: Elsevier. Utz, P. (2006). Today's Video. Jefferson, NC: McFarland. Zettl, H. (2005). Television Production Handbook, Cengage Learning. www.tv-handbook.com/index.html 			

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSMFE		Batch : 2023-25	
Programme : MA (J&MC)			Current Academic Year: 2024-2025
Branch: Mass Communication		Semester: IV	
1	Course Code	MMJ210	
2	Course Title	Research Dissertation	
3	Credits	2	
4	Contact Hours (L-T-P)	0-1-2	
5	Course Type	Compulsory/Pre Requisite/Co Requisite/Elective/Open Elective	
6	Course Objective	<p>1. The students will be encouraged to select a topic on any dimension of journalism and communication and will be encouraged to select a topic related to their area of residence.</p> <p>2. The aim of the project/thesis is to bring together the knowledge and skills acquired by students in a final work that is of professional quality.</p> <p>3. This will require the students to engage in depth with a topic and to carry out a primary investigation thereof.</p>	
7	Course Outcomes	<p>The student will be able to</p> <p>CO1. Apply the theoretical knowledge of research.</p> <p>CO2. Enhance their problem-solving skills through research on topics related to media and communication which directly impact society.</p> <p>CO3. Formulate research design and use various research tools to conduct research.</p> <p>CO4: Evaluate and analyse appropriate referencing and develop skills in other aspects of academic writing.</p> <p>CO5: Write and present their research work with proper ethics of research.</p>	
8	Course Description	The course is designed to inculcate research value and skills among the students.	
9	Outline syllabus	CO Mapping	
	Unit 1-5	Complete the master's thesis/dissertation under the supervision of the assigned faculty in the given time	CO1, CO2, CO3, CO4, CO5, CO6

	Mode of examination	Jury/Viva/Practical			
	Weightage	CA	Viva	ETE	
	Distribution	25	25	50	

Course articulation matrix:

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)