



**Bachelor of Arts (Hons./Hons. with Research)  
Journalism & Mass Communication  
Batch 2024-2028**

**Programme Code: SDM0101**

**DEPARTMENT OF MASS COMMUNICATION  
Sharda School of Media, Film and Entertainment**

**Programme Structure**  
**Name of School: Sharda School of Media, Film & Entertainment**  
**Bachelor of Arts (Hons./Hons. with Research) Journalism & Mass Communication**  
**Batch: 2024 - 2028**  
**TERM: I**

S. No.	Course Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co-Requisite	Type of Course: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY SUBJECTS								
1	BCJ119	Understanding Media	3	0	0	3	Core	CC
2	BCJ120	Communication: Concepts & Principles	5	0	0	5	Core	CC
JURY SUBJECTS								
3	BCJ112	Basic of Computer & IT Skills	0	0	2	1	Core Elective	DSE
	BCJ113	Understanding Media Tools						
4	OPE110	Audio-Visual Production Process	0	2	2	3	Elective	AECC
5	VOF101	Script Writing	0	2	2	3	Co-Requisite	SEC
6	ARP101	Communicative English I	1	0	2	2	Co-Requisite	AECC
7	BCJ111	Indian Culture & Art Forms	0	2	2	3	Co-Requisite	AECC
	TOTAL CREDITS					20		

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**Batch: 2024 - 2028**  
**TERM: II**

S. No.	Course Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co-Requisite	Type of Course: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY SUBJECTS								
1	BCJ107	Basics of Research Methodology	4	0	0	4	Core	CC
2	BCJ114	Understanding Media Laws & Ethics	3	0	0	3	Core	CC
3	VAC103	Environmental Management	3	0	0	3	Co-Requisite	AECC
JURY SUBJECTS								
4	BCJ115	Basics of Sound & Image	0	0	2	1	Core	CC
5	BCJ116	Art of Writing for Media	0	0	2	1	Core	DSE
	BCJ117	Media Trial - Case Studies						
6	OPE	Material Animation Technique	0	2	2	3	Elective	AECC
7	VOF104	Writing and Anchoring for Radio, TV & Digital Media	0	2	2	3	Co-requisite	SEC
8	ARP102	Communicative English II	1	0	2	2	Co-requisite	AECC
9	VAF006	Stress and Time Management	0	0	0	0	Co-requisite	AECC
TOTAL						20		

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**TERM: III**

S. No.	Course Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co-Requisite	Type of Course: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
HEORY PAPER								
1	BCJ 223	Print & Convergent Journalism	4	0	0	4	Core	CC
2	BCJ 239	Contemporary Media & Gender Studies	3	0	0	3	Core	CC
3	BCJ 240	Socio-Economic & Political Issues	3	0	0	3	Core Elective	CC
	BCJ320	Film Appreciation & History of Cinema						
JURY PAPER								
4	BCJ 241	Print & Convergent Media Lab	0	0	2	1	Core	CC
5	BCJ 242	Art of Designing & Layout	0	0	2	1	Core	CC
6	BCJ 243	Photography & Image Editing	0	0	2	1	Co-Requisite	DSE
	BCJ 244	Seminar on Contemporary India: Issues & Debates						
7	RBL 001	Research Based Learning – I	0	0	4	0	Co-Requisite	AECC
8	OPE	Radio Jockeying, Podcast & Program Production	0	2	2	3	Elective	AECC
9	VOF 202	Smartphone Film Making	0	2	2	3	Co-Requisite	SEC
10	ARP 207	Communicative English III - Logical Skills Building and Soft Skills	1	0	2	2	Co-Requisite	AECC
TOTAL						21		

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**TERM: IV**

S. No .	Course Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co-Requisite	Type of Course: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY PAPER								
1	BCJ245	Advertising: Principles & Practices	3	0	0	3	Co-Requisite	CC
2	BCJ232	Public Relations & Corporate Communication	3	1	0	4	Core	CC
3	BCJ246	Radio Programming & Production*	1	1	2	3	Core	CC
JURY PAPER								
4	BCJ234	Advertisement Lab	0	1	2	2	Core Elective	DSE
	BCJ235	Animation Storyboarding & Graphics						
5	BCJ247	Public Relations & Corporate Communication Production Lab	0	0	2	1	Core	CC
6	BCJ248	Radio Production Lab	0	0	2	1	Core	CC
7	OPE	Still Photography	0	2	2	3	Elective	AECC
8	RBL002	Research Based Learning – II	0	0	4	0	Co-Requisite	AECC
9	ARP306	Communicative English IV – Campus to Corporate	1	0	2	2	Co-Requisite	AECC
10	VAF008	Innovation & Entrepreneurship	0	0	0	0	Co-Requisite	AECC
TOTAL						19		

\* Evaluation is to be done as Jury Subject.

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**TERM: V**

S. No.	Course Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co-Requisite	Type of Course: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
a <b>THEORY PAPER</b>								
t 1	BCJ 314	TV Programming & Production*	1	2	0	3	Core	CC
i 2	BCJ 315	Development Communication	3	0	0	3	Core	CC
o 3	BCJ 303	International & Intercultural Communication	4	0	0	4	Core Elective	CC
	BCJ 310	Media: Sociology & Psychology						
n 4	BCJ 316	Data Journalism & Mobile Journalism	2	0	0	2	Co-Requisite	CC
i <b>JURY PAPER</b>								
s 5	BCJ 317	Video Editing	0	1	2	2	Core	CC
6	BCJ 313	Digital Media Marketing Lab	0	0	4	2	Core	CC
t 7	BCJ 319	Social media & Mobile Journalism Lab	0	0	2	1	Co-Requisite	CC
o 8	BCJ 324	Event Management	0	0	2	1	Co-Requisite	CC
9	RBL 003	Research Based Learning – III	0	0	2	1	Co-Requisite	AECC
b 10	INC 001	Industry Connect	0	2	0	2	Pre-Requisite	AECC
e <b>Total</b>						<b>21</b>		

\*

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**Batch: 2024 - 2028**  
**TERM: VI**

S. No.	Course Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co-Requisite	Type of Course: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
JURY PAPER								
1	BCJ322	On Job Training (OJT)	0	0	26	13	Core Elective	CC
	BCJ323	Final Project						
2	RBL004	Research Based Learning – IV	0	0	2	1	Co-Requisite	AECC
3	OPE	Smartphone Mobile Film Making	0	2	2	3	Elective	AECC
4	CCU	Community Connect	0	2	0	2	Co-Requisite	AECC
Total						19		

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**Batch: 2024 - 2028**  
**TERM: VII**

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



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**Batch: 2024 - 2028**  
**TERM: VIII**

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

## TERM 1

<b>School: SSMFE</b>		<b>Batch : 2024-2028</b>	
<b>Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM &amp; MASS COMMUNICATION</b>			<b>Current Academic Year: 2024-2025</b>
<b>Branch: NA</b>		<b>Semester: I</b>	
1	Course Code	<b>BCJ119</b>	
2	Course Title	<b>Understanding Media</b>	
3	Credits	<b>3</b>	
4	Contact Hours (L-T-P)	<b>3-0-0</b>	
	Course Type	<b>Compulsory</b>	
5	Course Objective	The objective of this course is to: 1. To impart basic concepts meaning of media 2. To make students aware about historic development and evolution of different types of media.	
7	Course Description	The course focusses on the evolution and historical development of media. The course orients and enhances the theoretical knowledge of the students on the basics of media.	
<b>8</b>	<b>Outline syllabus</b>		<b>CO Mapping</b>
	<b>Unit 1</b>	<b>Introduction to Media</b>	
	1	Definition and Concept of Media	CO1
	2	Functions and Characteristics of Media	CO1
	3	Nature, Scope, and types of Media	CO1
	<b>Unit 2</b>	<b>Evolution of Media – Folk/Tradition &amp; Print</b>	
	1	Traditional/Folk Media	CO2
	2	Print Media – Pre-Independence Era	CO2
	3	Print Media – Post-Independence Era	CO2
	<b>Unit 3</b>	<b>Evolution of Media – Electronic (Radio &amp; TV)</b>	
	1	Radio	CO3
	2	Television	CO3
	3	Contemporary scenario of Radio & TV	CO3
	<b>Unit 4</b>	<b>Evolution of Media – Cinema</b>	
	1	Silent Era in Cinema	CO4
	2	Middle Era in Cinema	CO4
	3	Contemporary Cinema	CO4
	<b>Unit 5</b>	<b>Evolution of Media – New/Online/Digital</b>	
	1	History & Evolution	CO5
	2	ICT	CO5
	3	Contemporary Digital Media	CO6

	Mode of examination		Theory		
	Weightage Distribution	CA	MTE	ETE	
		15%	10%	75%	
	Text	Kumar J. K. (2020). Mass Communication in India. New Delhi: Jaico			

	book/s*	Publishing House. Edition 5.
	Other References	<ol style="list-style-type: none"> <li>1. Narula Uma (2022). Handbook of Communication Models, Perspectives, Strategies. Atlantic Publishers. ISBN: 9788126906710</li> <li>2. Handbook of Journalism and Mass Communication by Vir Bala Aggarwal and VS Gupta</li> </ol>

School: SSMFE		Batch : 2024-2028	
Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM & MASS COMMUNICATION			Current Academic Year: 2024-2025
Branch: NA		Semester: I	
1	Course Code	BCJ120	
2	Course Title	Communication: Concepts & Principles	
3	Credits	5	
4	Contact Hours (L-T-P)	5-0-0	
	Course Type	Compulsory	
5	Course Objective	The objective of this course is to: 1. Explain the meaning of communication and why human beings communicate. 2. Explain different types of communication. 3. To know the various channels of distributions of Mass Communication 4. Explain important theories of communication. 5. Explain various models of communication	
7	Course Description	The course is designed to inculcate the knowledge of theoretical aspects of Communication, by teaching several models and theories of communication. The course also aims to impart the understanding of applying the theoretical aspect into action.	
8	Outline syllabus		CO Mapping
	Unit 1	Defining Communication	
	1	Definition, Concept and Meaning of Communication	CO1
	2	Elements of Communication, 7Cs of Communication, Barriers to Communication.	CO1
	3	Stages and Types of Communication	CO1
	Unit 2	Introduction to Communication Models	
	1	Aristotle’s model, Harold D Lasswell’s model (1948), Claude Shannon and Warren Weaver’s Model (1949).	CO2
	2	Theodore Newcomb’s model (1953)	CO2
	3	Osgood’s model (1954)	CO2
	Unit 3	Theories of Communication	
	1	Communication theory: Need and importance - Hypodermic or bullet theory	CO3
	2	Individual differences theory, Cognitive Dissonance Theory, Personal Influence Theory	CO3
	3	Evaluate and analyze communication theories in contemporary context	CO3
	Unit 4	Sociological theories of Mass Communication	
	1	Cultivation Theory, Agenda Setting Theory, Social Learning Theory	CO4
	2	Spiral of Silence, Uses and Gratification Theory, Dependency Theory	CO4
	3	Evaluate and analyze communication theories in contemporary context	CO4

	<b>Unit 5</b>	<b>Normative Theory of Communication</b>			
	1	Authoritarian Theory, Libertarian Theory, Social Responsibility Theory			CO5
	2	Soviet Media Theory, Development Theory, Democratic-Participant Media Theory			CO5
	3	Evaluate and analyze communication theories in contemporary context			CO6
	Mode of examination		Theory		
	Weightage Distribution	CA	MTE	ETE	
		15%	10%	75%	
	Text book/s*		Mass Communication In India by Keval J Kumar		
	Other References	1. Handbook of Communication by Uma Narula 2. Handbook of Journalism and Mass Communication by VirBala Aggarwal and VS Gupta 3. Theories of Mass Communication: De Fleur and B. Rokeach 4. Mass Communication Theory: Denis McQuail 5. Mass Communication Journalism in India D S Mehta Hyderabad, ICFAI University Press.			

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<b>Branch: NA</b>		<b>Semester: I</b>	
1	Course Code	<b>BCJ112</b>	
2	Course Title	<b>Basics of Computer &amp; IT Skills</b>	
3	Credits	<b>1</b>	
4	Contact Hours (L-T-P)	<b>0-0-2</b>	
	Course Type	<b>Discipline Elective</b>	
5	Course Objective	The objective of this course is to: <ol style="list-style-type: none"> <li>1. To impart knowledge with the fundamentals of computer application.</li> <li>2. To ensure that the students undergo a survey of various basic computer applications that are available and frequently used in every professional's life</li> </ol>	
7	Course Description	The course is designed to impart the fundamentals of computer application and IT among students. The course aims to enhance the technical competency among the students, foundation for the coming semesters.	
<b>8</b>	<b>Outline syllabus</b>		<b>CO Mapping</b>
	<b>Unit 1</b>	<b>WINDOWS And APPLICATION OF MS OFFICE USING MS WORD</b>	
	1	Knowing the MS Word Window, Working on Business letters, knowledge of different fonts, styles and formats of professional documents	CO1
		Saving the files in different formats and working with print & print preview	CO1
	2	<b>FORMATTING THE TEXT</b> Editing and Alignment of text, tabs, characters spacing, Paragraph Indenting & spacing, Bullet and numbering, Changing cases	CO1
	3	<b>TABLE MANIPULATIONS And DRAWING TOOLS</b> Drawing tables, changing cell height and width, Deleting and Inserting rows and columns, merging cells, Using different drawing tools, borders and shading	CO1
	<b>Unit 2</b>	<b>MS EXCEL</b>	
	1	<b>INTRODUCING EXCEL WORKSHEET</b> - Entering data and completing cell entries, Adjusting column width and row heights, Formatting cells, Borders and fills, Perform Worksheet Calculation and Print Preview	CO2
	2	<b>EDITING WORKSHEETS</b> - Inserting and deleting rows, columns and cells, Change the worksheet tab colour, moving , renaming and creating copy of worksheets, Using functions in formulas- Autosum, Sum, Average, Count	CO2
	3	<b>WORKING WITH CHARTS</b> - Create Chart to compare data Working with chart tools, Edit chart data, Adding image to worksheet.	CO2
	<b>Unit 3</b>	<b>MS POWER POINT</b>	<b>Unit 3</b>

	1	CREATING and DELIVERING OF PRESENTATION - Navigating a power point window, choosing a theme and creating presentation, Adding slides, Choosing Layout and aligning text	CO3		
	2	DESIGNING THE PRESENTATION -Working on the aesthetics of slides, Making your own slide format Printing handouts, handout masters, slide footers, slideshow	CO3		
	3	ADDING GRAPHICS, ANIMATION and SOUND - Inserting Pictures, clipart, graphics and other file formats, adding effects/animations to text and images, Adding sounds and Videos in the presentation	CO3		
	<b>Unit 4</b>	<b>USING MS PUBLISHER</b>			
	1	INTRODUCING MS PUBLISHER Introducing MS Publisher Interface Navigation and selection, techniques, Multipage layouts and selection techniques.	CO4		
	2	CREATING A NEWSLETTER USING MS PUBLISHER Working on layout design and themes Inserting tables, graphs and images, Conversion of file format and finalizing publication	CO4		
	3	PUBLISHING A TRIFOLD BROCHURE Choosing a layout theme and design Placement of information and the Images Finalizing publication and taking the print out.	CO4		
	<b>Unit 5</b>	<b>INTERNET and WEB BROWSERS</b>			
	1	Basic HTML & Web designing (through programming languages & designing tools)	CO5		
	2	Search Engine Optimization	CO5		
	3	UNDERSTADING URL and SURFING THE WEB	CO6		
	Mode of examination		Jury/Practical/Viva		
	Weightage Distribution		CA	CE(Viva)	ETE
			25%	25%	50%
	Text book/s*	Beginning Microsoft Office by Gay Hart Davis Websites and Internet material			

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<b>Branch: NA</b>		<b>Semester: I</b>	
1	Course Code	<b>BCJ113</b>	
2	Course Title	<b>Understanding Media Tools</b>	
3	Credits	<b>1</b>	
4	Contact Hours (L-T-P)	<b>0-0-2</b>	
	Course Type	<b>Discipline Elective</b>	
5	Course Objective	The objective of this course is to: 1. Familiarize the students with the various tools of different media starting from folk/traditional to the digital media. 2. Inculcate the understanding of media tools among students.	
7	Course Description	The course is specifically designed for the students of communication to make them familiarize with the different media and its tools. The students will be able to analyse the current scenario of media tools.	
<b>8</b>	<b>Outline syllabus</b>		<b>CO Mapping</b>
	<b>Unit 1</b>	<b>Traditional / Folk Media Tools</b>	
	1	Ident"Dr. Shyamal Kumar Banerjee (SBSR Professor)" <shyamal.kumar@sharda.ac.in>, "Dr. Kapil Pandla (SSBS Professor)" <kapil.pandla@sharda.ac.in>, "Dr. Arti Koul Kachroo (Professor)" <arti.kachroo@sharda.ac.in>, "Dr. Anviti Gupta (SHSS Professor)" <anviti.gupta@sharda.ac.in>, "Dr. Hariom Sharma (SHSS Associate Professor)" <hariom.sharma1@sharda.ac.in>, "Ritu Sanjeev Sood (SCADMS Professor)" <ritu.sood@sharda.ac.in>, "Dr. Karuna Singh (SAHS Professor)" <karuna.singh@sharda.ac.in>, "Prashant Agrawal (SUSAH Professor)" <prashant.agrawal@sharda.ac.in>, "Dr. Dolly Wattal Dhar (SOAS Professor)" <dolly.wattal@sharda.ac.in>, "M Siddharth (SUSDS Dean)" <m.siddharth@sharda.ac.in>, "Dr. Dipti Parashar (SAP Professor)" <dipti.parashar@sharda.ac.in>, rhishikesh.dave@sharda.ac.in "R Sreeraja Kumar (SUSON Associate Dean & Professor)" <rs.kumar@sharda.ac.in>, "Dr. Parma Nand (SUSET Pro Vice Chancellor)" <parma.nand@sharda.ac.in> "Dr. Amrish Chandra (Professor, SOP)" <amrish.chandra@sharda.ac.in>, "Nirupma Gupta (SUSMR Professor)" <nirupma.gupta@sharda.ac.in>, geeta.durga@sharda.ac.in ify different forms of folk/traditional media	CO1
	2	Discussion on the status of folk/traditional media in contemporary	CO1



		society							
	3	Presentation on a specific (unique) form of folk media (national/international)	CO1						
	<b>Unit 2</b>	<b>Print Media Tools</b>							
	1	Identifying different print media tools	CO2						
	2	Discussion on print media versus convergent media future and scope	CO2						
	3	Presentation/Project on a print media tool	CO2						
	<b>Unit 3</b>	<b>Electronic Media Tools</b>							
	1	Identifying electronic media tools	CO3						
	2	Discussion on scope of radio as communication tool	CO3						
	3	Discussion on Television as communication tool	CO3						
	<b>Unit4</b>	<b>Cinema as Media/Communication Tool</b>							
	1	Identifying how Cinema act as a communication tool	CO4						
	2	Discussion on Cinema as communication tool	CO4						
	3	Case study (a film) acting as agent of social change	CO4						
	<b>Unit 5</b>	<b>Digital Media Tools</b>							
	1	Identifying different digital/social media tools	CO5						
	2	Discussion on the future and scope of digital media tools	CO6						
	3	Discussion/Debate on the pros and cons of digital media tools	CO6						
	Mode of examination	Jury/Practical/Viva							
	Weightage Distribution	<table><tr><td>CA</td><td>CE (Viva)</td><td>ETE</td></tr><tr><td>25%</td><td>25%</td><td>50%</td></tr></table>		CA	CE (Viva)	ETE	25%	25%	50%
CA	CE (Viva)	ETE							
25%	25%	50%							
	Text book/s and reference books*	1. Mass Communication in India By Keval J Kumar 2. Handbook of Communication by Uma Narula 3. Handbook of Journalism and Mass Communication by VirBala Aggarwal and VS Gupta 4. Mass Communication Journalism in India D S Mehta Hyderabad, ICFAI University Press.							

School: SSMFE		Batch : 2024-2028	
Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM & MASS COMMUNICATION			Current Academic Year: 2024-2025
Branch: NA		Semester: I	
1	Course Code	OPE110	
2	Course Title	Audio-Visual Production Process	
3	Credits	3	
4	Contact Hours (L-T-P)	0-2-2	
	Course Type	Minor Elective	
5	Course Objective	The objective of this course is to: Comprehend the core concepts and techniques involved in digital image production, including the selection and operation of diverse equipment such as cameras, lighting setups, and visual effects tools. Apply acquired knowledge and skills in sound and image manipulation to conceptualize, plan, and create basic audio-visual content, demonstrating proficiency in combining sound and image elements to convey intended messages or narratives.	
7	Course Description	This course is designed to offer the students, a primary level understanding of sound and image production and how both can be juxtaposed for the purpose of storytelling using audio visuals.	
8	Outline syllabus		CO Mapping
	Unit 1	Principles of Sound	
	1	What is photography? The role & importance of photography.	CO1
	2	Brief History of photography	CO1
	3	Working principle of a still Camera, Principles of Camera Obscura Types of Cameras	CO1
	Unit 2	Principles of Photographic composition	
	1	Concepts of composition	CO2
	2	Digital Capture, Types of Graphics (Vector and Raster), Various types of Digital Capture and Image, Basic Software for Production of Vector & Raster Graphics	CO2
	3	Practical Applications of Image Editing, Mobile Applications for image editing, Online Tools for Image Processing and Editing	CO2
	Unit 3	Basic Lighting Concept	
	1	Sources of light: Natural & Artificial Correct exposure	CO3
	2	Nature and physical properties of light Direction & angle of light: Front, side, top & back	CO3
	3	Lighting contrast and its control by fill in lights. One, two & three point lighting: Key, fill and back light	CO3
	Unit 4	Sound Recording and Mixing	
	1	Sound Recording & Mixing, Nature of Sound, its Properties and Dimensions, Microphones, Audio Accessories for Sound Production	CO4
	2	Digital Audio Formats	CO4
	3	Sound Recording & Reproduction	CO4
	Unit 5	Audio Visual Production	

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

<b>School: SSMFE</b>		<b>Batch : 2024-2028</b>	
<b>Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM &amp; MASS COMMUNICATION</b>			<b>Current Academic Year: 2024-2025</b>
<b>Branch: NA</b>		<b>Semester: I</b>	
1	Course Code	<b>VOF101</b>	
2	Course Title	<b>Script Writing</b>	
3	Credits	<b>3</b>	
4	Contact Hours (L-T-P)	<b>0-2-2</b>	
	Course Type	<b>Co-Requisite</b>	
5	Course Objective	To describe the dramatic structure of a story, explain formats in script, the act structure, characterization and the scene creation.	
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	<b>Outline syllabus</b>		<b>CO Mapping</b>

	Unit 1	The Principles of Dramatic Wring												
	1	Introduction to Screenwriting				CO1								
	2	The Basics: Character, Story, Structure				CO1								
	3	The Premise: Story Spine				CO1								
	Unit 2	Finding the Story												
	1	How to Format a Script				CO2								
	2	How to Write a Short Outline				CO2								
	Unit 3	Three Act Structure: Putting It All Together												
	1	“The Godfather”: Beginnings, Middles, and Ends				CO3								
	2	Treatment: 5 Key Moments				CO3								
	Unit 4	Exploring Character												
	1	Dramatizing Character				CO4								
	2	Proper Script Formatting				CO4								
	Unit 5	Scene												
	1	Scene defined.				CO5								
	2	Length of scene. Tenets of a good scenes—importance, desire/conflict, structure, compression				CO5								
	3	Sequences, Making a step outline				CO5								
	4	Visual Storytelling				CO6								
	Evaluations	<table><tr><td>Weightage</td><td>CA</td><td>CE (Viva)</td><td>ETE</td></tr><tr><td>Distribution</td><td>25%</td><td>25%</td><td>50%</td></tr></table>				Weightage	CA	CE (Viva)	ETE	Distribution	25%	25%	50%	N/A
Weightage	CA	CE (Viva)	ETE											
Distribution	25%	25%	50%											
	Text book/s*	Screenplay: The Foundations of Screenwriting by Syd Field (2005). Dell Publishing Company. (70% coverage) • The 21st Century ScreenPlay: A comprehensive guide to writing tomorrow’s films by Linda Aronson. (2011). Silman James Press. (30% coverage)												

	Other References	<ul style="list-style-type: none"> <li>• <a href="https://www.studiobinder.com/blog/three-act-structure/">https://www.studiobinder.com/blog/three-act-structure/</a></li> </ul> <a href="https://www.studiobinder.com/blog/what-is-a-premise-of-a-story-definition/">https://www.studiobinder.com/blog/what-is-a-premise-of-a-story-definition/</a>
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<b>School: SSMFE</b>		<b>Batch : 2024-2028</b>	
<b>Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM &amp; MASS COMMUNICATION</b>			<b>Current Academic Year: 2024-2025</b>
<b>Branch: NA</b>		<b>Semester: I</b>	
1	Course Code	<b>ARP101</b>	
2	Course Title	<b>Communicative English-I</b>	
3	Credits	<b>2</b>	
4	Contact Hours (L-T-P)	<b>1-0-2</b>	
	Course Type	<b>Co-Requisite</b>	
5	Course Objective	To minimize the linguistic barriers that emerge in varied socio-linguistic environments using English. Help students to understand different accents and standardize their existing English. Guide the students to hone the basic communication skills - listening, speaking, reading and writing while also uplifting their perception of themselves, giving them self-confidence and building positive attitude.	
7	Course Description	The course is designed to equip students, who are at a very basic level of language comprehension, to communicate and work with ease in varied workplace environment. The course begins with basic grammar structure and pronunciation patterns, leading up to apprehension of oneself through written and verbal expression as a first step towards greater employability.	
<b>8</b>	<b>Outline syllabus</b>		<b>CO Mapping</b>
	<b>Unit 1</b>	<b>Sentence Structure</b>	
	1	Subject Verb Agreement	CO1
	2	Parts of speech	CO1
	3	Writing well-formed sentences	CO1
	<b>Unit 2</b>	<b>Vocabulary Building &amp; Punctuation</b>	
	1	Homonyms/ homophones, Synonyms/Antonyms	CO2
	2	Punctuation/ Spellings (Prefixes-suffixes/Unjumbled Words)	CO2
	3	Conjunctions/Compound Sentences	CO2
	<b>Unit 3</b>	<b>Writing Skills</b>	
	1	Picture Description – Student Group Activity	CO3
	2	Positive Thinking - Dead Poets Society-Full-length feature film - Paragraph Writing inculcating the positive attitude of a learner through the movie   SWOT Analysis – Know yourself	CO3
	3	Story Completion Exercise –Building positive attitude - The Man from Earth (Watching a Full length Feature Film)	CO3
	4	Digital Literacy   Effective Use of Social Media	CO3
	<b>Unit 4</b>	<b>Speaking Skill</b>	
	1	Self-introduction/Greeting/Meeting people – Self branding	
	2	Describing people and situations - To Sir With Love ( Watching a Full-length Feature Film)	CO4
	3	Dialogues/conversations (Situation based Role Plays)	CO4
	<b>Unit 5</b>	<b>Professional Skills   Career Skills</b>	
	1	Exploring Career Opportunities	CO5

	2	Brainstorming Techniques & Models				CO5	
	3	Social and Cultural Etiquettes				CO5	
	4	Internal Communication				CO5	
	<b>Unit 6</b>	<b>Leadership and Management Skills</b>					
	1	Managerial Skills				CO5	
	2	Entrepreneurial Skills				CO6	
	Evaluations						
		Weightage Distribution	CA	CE (Viva)	ETE	N/A	
			25%	25%	50%		
	Text book/s*	Blum, M. Rosen. How to Build Better Vocabulary. London: Bloomsbury Publication					
	Other References	Comfort, Jeremy(et.al). Speaking Effectively. Cambridge University Press					

<b>School: SSMFE</b>		<b>Batch : 2024-2028</b>	
<b>Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM &amp; MASS COMMUNICATION</b>			<b>Current Academic Year: 2024-2025</b>
<b>Branch: NA</b>		<b>Semester: I</b>	
1	Course Code	<b>BCJ111</b>	
2	Course Title	<b>Indian Culture and Art Forms</b>	
3	Credits	<b>3</b>	
4	Contact Hours (L-T-P)	<b>0-2-2</b>	
	Course Type	<b>Compulsory</b>	
5	Course Objective	The objective of pursuing this course is: <ul style="list-style-type: none"> <li>● To debate on various aspects of Indian history, art and culture</li> <li>● To critically engage on various socio-economic and political issues in India</li> <li>● To utilize knowledge gained to influence the social fabric of the country</li> </ul>	
7	Course Description	The course is aimed to impart knowledge of Indian history, art, and culture among students. The course will also help the student to critically examine the socio-economic and political aspects and issues of the country.	
<b>8</b>	<b>Outline syllabus</b>		<b>CO Mapping</b>
	<b>Unit 1</b>	<b>Indian History: An Introduction</b>	
	1	Society in India through Ages- Ancient period- Varna and Jati, Family and Marriage in India,	CO1
	2	Religion and Philosophy in India: Ancient Period, Pre- Vedic and Vedic Religion, Buddhism and Jainism, Indian Philosophy – Vedanta and Mimamsa School of Philosophy	CO1
	3	Indian Freedom Movement (1857-1947) Landmarks	CO1
	<b>Unit 2</b>	<b>Indian Culture: An Introduction</b>	
	1	Socio-cultural Configuration of Contemporary India: Unity, Diversity, Multi-Culturalism	CO2
	2	Art and Culture: Contemporary Issues and Debates	CO2
	3	Scientific Temper: Concept, Relevance and Practice	CO2

	<b>Unit 3</b>	<b>Indian Polity</b>	
	1	Indian Constitution: Preamble; Fundamental Rights and Duties; Directive Principles	CO3
	2	Presidential System and Parliamentary Democracy	CO3
	3	General Elections and Electoral Reforms	CO3
	<b>Unit 4</b>	<b>Indian Art &amp; Architecture:</b>	
	1	Gandharva School and Mathura School of Art; Hindu Temple Architecture, Buddhist Architecture, Medieval Architecture and Colonial Architecture	CO4
	2	Indian Painting Tradition: Ancient, Medieval, Modern Indian Painting and Regional Painting Tradition	CO4
	3	Performing Arts: Divisions of Indian Classical Music: Hindustani and Carnatic, Dances of India: Various Dance forms: Classical and Regional, Rise of Modern Theatre and Indian Cinema. Contemporary Indian Art and Artists	CO4



	<b>Unit 5</b>	<b>Social Movements &amp; Activism</b>			
	1	Marginalisation, Socio-Economic Equality and Reservation			CO5
	2	Judicial Activism & Women Safety, Gender Equality and Activism			CO5
	3	Public Health, Hygiene & Sanitation: Swachh Bharat Abhiyaan			CO6
	Mode of examination		Jury		
	Weightage Distribution	CA	MTE	ETE	
		25%	25%	50%	
	Text book/s*	1. Basham, A. L. (2007). The Illustrated Cultural history of India. New Delhi: Oxford University Press. Ed. 1			
	Other References	1. Nehru, J. (1946). The Discovery of India. New York: The John Day Company. 2. Thapar, R. (2003). The History of Early India: From the Origins to AD 1300. London: Penguin. 3. Dhingra, I. C. (1986). Indian Economics and Development. New Delhi: Sultan Chand & Sons. 4. Verma, N., & Bhalla, A. (2000). India and Europe: Selected Essays. Shimla: Centre for the Study of Indian Civilization and Indian Institute of Advanced Study.			

## TERM 2

<b>School: SSMFE</b>		<b>Batch : 2024-2028</b>	
<b>Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM &amp; MASS COMMUNICATION</b>			<b>Current Academic Year: 2024-2025</b>
<b>Branch: NA</b>		<b>Semester: II</b>	
1	Course Code	<b>BCJ107</b>	
2	Course Title	<b>Basics of Research Methodology</b>	
3	Credits	<b>4</b>	
4	Contact Hours (L-T-P)	<b>4-0-0</b>	
	Course Type	<b>Compulsory</b>	
5	Course Objective	The objective of the course is to: 1. Introduce the basics of communication research 2. Impart knowledge on conducting various types of communication research 3. Familiarize with the types of methodology in communication research 4. Study the applications of academic research in mass communication 5. Understand the steps involve in communication research	
7	Course Description	This course is designed to impart knowledge among students of research work. It is observed that in a media industry there is a tremendous scope of research before any information which is going to be shared in public domain. Without fact finding stages no any text is trustworthy and useful.	
<b>8</b>	<b>Outline syllabus</b>		<b>CO Mapping</b>
	<b>Unit 1</b>	<b>Introduction to Media &amp; Communication Research</b>	
	1	Introduction to Research - Concept and Meaning of Research.	CO1
	2	Research and Scientific Method	CO1
	3	Objective and Significance of Research	CO1
	<b>Unit 2</b>	<b>Types of Research</b>	
	1	Applied and Basic Research & Conceptual and Empirical Research.	CO2
	2	Descriptive and Analytic Research.	CO2
	3	Qualitative and Quantitative Research.	CO2
	<b>Unit 3</b>	<b>Research Process</b>	
	1	Identifying Research Problem and Review of Literature	CO3
	2	Research questions, Hypothesis and Research Design	CO3
	3	Sampling, Types of Sampling.	CO3
	<b>Unit 4</b>	<b>Data in Research</b>	
	1	Types and Instruments of Data Collection – Primary Data and Secondary Data; Questionnaire and Schedule.	CO4
	2	Methods of collecting data – Field Observation, Focus Groups, Feed forward, Feedback studies and Intensive Interviews.	CO4
	3	Methods of collecting data - Content Analysis and Survey and Case Studies.	CO4
	<b>Unit 5</b>	<b>Research Writing &amp; Ethics</b>	
	1	Analysis, Interpretation and Conclusion of the data.	CO5

	2	Preparation and writing a research report.			CO5
	3	Ethical perspectives of media & communication research, plagiarism.			CO6
	Mode of examination		Theory		
	Weightage Distribution	CA 15%	MTE 10%	ETE 75%	
	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer			
	Other References	1.Media and communication research methods by Arthur Berger 2.Mass Communication Research Methods by Anders Hansen			

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<b>Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM &amp; MASS COMMUNICATION</b>			<b>Current Academic Year: 2024-2025</b>
<b>Branch: NA</b>		<b>Semester: II</b>	
1	Course Code	<b>BCJ 114</b>	
2	Course Title	<b>Understanding Media Laws &amp; Ethics</b>	
3	Credits	<b>3</b>	
4	Contact Hours (L-T-P)	<b>3-0-0</b>	
	Course Type	<b>Compulsory</b>	
5	Course Objective	<p>Objective of this course is to:</p> <ol style="list-style-type: none"> <li>1. Provide a thorough understanding of media laws and ethical issues will convince the budding journalists to engage in their career assignments without compromising the professional and ethical standards</li> <li>2. Make students aware about press laws and ethical issues and professional practices in media.</li> <li>3. Inculcate the rules and laws for media organizations and the Regulatory bodies of the Print and Electronic media will be discussed in the class.</li> <li>4. Introduce media laws and ethical frameworks for media practitioners in the Indian and the global contexts.</li> </ol>	
7	Course Description	<p>The course introduces students to a broad range of specific ethical and legal issues pertinent to various aspects of the media. The course will investigate and analyse techniques for dealing with moral problems and moral dilemmas that students may encounter in their professional lives. The course will also examine and analyse the general nature of ethical, legal and moral discourse pertaining to professional communication</p>	
<b>8</b>	<b>Outline syllabus</b>		<b>CO Mapping</b>
	<b>Unit 1</b>	<b>Overview of Indian media landscape</b>	
	1	Historical development of media regulation in India	CO1
	2	Constitutional provisions: Freedom of speech and expression, press freedom, and reasonable restrictions	C01
	3	Role of Press Council of India and other regulatory bodies(Film Censor Board: Role and functions, Advertising Council of India	C01
	<b>Unit 2</b>	<b>Legal Framework for Media Practice in India</b>	
	1	Cinematography Act, Copyright Act 1957, Intellectual Property Right	C02
	2	Cyber Laws and Ethics: IT Act 2000, Types of Cybercrimes, Issue of privacy on net, Hacking and ethical hacking	C02
	3	Official Secrets Act 1923 and Right to Information Act 2005 (Case studies)	C02
	<b>Unit 3</b>	<b>Morals vs Ethics : Social responsibility of the media</b>	
	1	Privacy and Publicity, Obscenity or Decency, Censorship & Plagiarism	C03
	2	Ethical issues of visual manipulation and doctoring videos.	C03
	3	Code of Ethics: Press Council of India, AIR & Doordarshan Code,	C03
	<b>Unit 4</b>	<b>Media Bias and Objectivity</b>	
	1	Understanding bias in media coverage Strategies for promoting balanced and responsible journalism	C04

	2	Objectivity vs. fairness in reporting			C04
	3	Strategies for promoting balanced and responsible journalism			CO4
	<b>Unit 4</b>	<b>Media Bias and Objectivity</b>			
	1	Understanding bias in media coverage Strategies for promoting balanced and responsible journalism			C04
	2	Objectivity vs. fairness in reporting			C04
	3	Strategies for promoting balanced and responsible journalism			CO4
	<b>Unit 5</b>	<b>Emerging Challenges and Future Trends</b>			
	1	Social media ethics: Fake news, misinformation, and online hate speech Role of new technologies in shaping media law and ethics in India			CO5
	2	Digital media regulations and challenges: Data privacy, encryption, and intermediary liability			CO5
	3	Role of new technologies in shaping media law and ethics in India			CO6
	Mode of examination		Theory		
	Weightage Distribution	CA	MTE	ETE	
		15%	10%	75%	
	Text book/s*	Introduction to Media Laws and Ethics - Dr. Juhi P. Pathak, Shipra Publications, New Delhi.			
	Other References	1. Laws of the Press, D.D.Basu, 1996, Princeton Hall Publishers, New Delhi. 2. Media Law and Ethics by M Neelamalar 3. Mass Media: Laws and Regulations by Rayudu, C.S. 4. History of Press, Press Laws and Communication by Ahuja, B.N. 5. Press and Pressure by Mankakar, D.R.			

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<b>Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM &amp; MASS COMMUNICATION</b>			<b>Current Academic Year: 2024-2025</b>
<b>Branch: NA</b>		<b>Semester: II</b>	
1	Course Code	<b>VAC103</b>	
2	Course Title	<b>Environmental Management</b>	
3	Credits	<b>3</b>	
4	Contact Hours (L-T-P)	<b>3-0-0</b>	
	Course Type	<b>Compulsory</b>	
5	Course Objective	<ol style="list-style-type: none"> <li>1. Enable students to learn the concepts, principles and importance of environmental science</li> <li>2. Provide students an insight of various causes of natural resource depletion and its conservation</li> <li>3. Provide detailed knowledge of causes, effects and control of different types of environmental pollution and its effect on climate change, global warming and ozone layer depletion.</li> <li>4. Provide knowledge of different methods of water conservation</li> <li>5. Provide and enrich the students about sustainable practices and environmental management</li> </ol>	
7	Course Description	Environmental Science emphasises on various factors as <ol style="list-style-type: none"> <li>1. Importance and scope of environmental science</li> <li>2. Natural resource conservation</li> <li>3. Pollution causes, effects and control methods</li> <li>4. Sustainable and Environmental environment</li> </ol>	
<b>8</b>	<b>Outline syllabus</b>		<b>CO Mapping</b>
	<b>Unit 1</b>	<b>Natural resource management</b>	
	1	Introduction to Natural Resources	CO1
	2	Management of Land and Forest Resources	CO1
	3	Water and Energy resource Management	CO1
	<b>Unit 2</b>	<b>Environmental Pollution Management</b>	
	1	Air pollution Control and Water Pollution treatment Methods	CO2
	2	Soil and Noise Pollution Management	CO2
	3	Solid waste management	CO2
	<b>Unit 3</b>	<b>Climate Change Mitigation</b>	
	1	Concept of Global Warming and greenhouse effect	CO3/CO6
	2	Ozone layer Depletion and its consequences	CO3/CO6
	3	Climate change, its effect on ecosystem and its mitigation. Kyoto protocol and IPCC concerns on changing climate.	CO3/CO6
	<b>Unit 4</b>	<b>Biodiversity Management</b>	
	1	Hot spots, Endangered and endemic species of India	CO4/CO6
	2	Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions	CO4/CO6
	3	Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.	CO4/CO6
	<b>Unit 5</b>	<b>Sustainable practices and environmental management</b>	

	1	Sustainable development and sustainable consumption			CO5/CO6
	2	Environmental Issues and Management in India			CO5/CO6
	3	Environmental Management System (EMS)			CO5/CO6
	Mode of examination		Theory		
	Weightage Distribution	CA	CE (Viva)	ETE	
		15%	10%	75%	
	Text book/s*	Mastering Audio: 5% The Art and the Science by Bob Katz			
	Other References	<ul style="list-style-type: none"> <li>● Master Handbook of Acoustics by F. Alton Everest &amp; Ken Pohlmann</li> <li>● The Sound Book: The Science of the Sonic Wonders of the World by Trevor Cox</li> </ul>			

School: SSMFE		Batch : 2024-2028				
Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM & MASS COMMUNICATION				Current Academic Year: 2024-2025		
Branch: NA		Semester: II				
1	Course Code	BCJ115				
2	Course Title	Basics of Sound and Image				
3	Credits	1				
4	Contact Hours (L-T-P)		0-0-2			
	Course Type	Compulsory				
5	Course Objective	The objective of this course is: <ul style="list-style-type: none"><li>● To explore basic principles relations to the (re) production of sound and image</li><li>● To understand the basic methods of audio recording and (re)generation</li><li>● To understand basic methods of image (re)generation and photographic capture</li><li>● To understand interactivity between sound, image and context</li></ul>				
7	Course Description	This course is designed to offer the students, a primary level understanding of sound and image production and how both can be juxtaposed for the purpose of storytelling using audio visuals.				
8	Outline syllabus			CO Mapping		
	Unit 1	Principles of Sound				
	1	Nature of Sound, its Properties and Dimensions			CO1	
	2	Microphones			CO1	
	3	Audio Accessories for Sound Production			CO1	
	Unit 2	Sound Recording & Mixing				
	1	Digital Audio Formats			CO2	
	2	Sound Recording & Reproduction			CO2	
	3	Audio Mixing and Editing			CO2	
	Unit 3	Digital Imaging				
	1	Types of Graphics (Vector and Raster)			CO3	
	2	Digital Imaging Formats			CO3	
	3	Basic Software for Production of Vector & Raster Graphics			CO3	
	Unit 4	Basic Image Editing				
	1	Practical Applications of Image Editing			CO4	
	2	Mobile Applications for image editing			CO4	
	3	Online Tools for Image Processing and Editing			CO4	
	Unit 5	Audio Visual Production				
	1	Basics of Audio-Visual Mixing			CO5	
	2	AV Creation using different Software			CO5	
	3	Final AV production			CO6	
	Mode of examination		Jury Examination			
	Weightage Distribution	CA	CE (Viva)	ETE		
		25%	25%	50%		
	Text book/s*	Mastering Audio: 5% The Art and the Science by Bob Katz				



	Other References	<ul style="list-style-type: none"> <li>● Master Handbook of Acoustics by F. Alton Everest &amp; Ken Pohlmann</li> <li>● The Sound Book: The Science of the Sonic Wonders of the World by Trevor Cox</li> </ul>
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Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM & MASS COMMUNICATION				Current Academic Year: 2024-2025	
Branch: NA		Semester: II			
1	Course Code	BCJ116			
2	Course Title	Art of Writing for Media			
3	Credits	1			
4	Contact Hours (L-T-P)	0-0-2			
	Course Type	Discipline Elective			
5	Course Objective	The objective of the course is to 1. Familiarize the students with the term NEWS 2. Create an understanding with different beat reporting3To familiarize with different writing style and techniques of journalistic writing.			
7	Course Description	The course is aimed to make students learn the skills and knowledge about basic of news writing.			
8	Outline syllabus				CO Mapping
	Unit 1	Writing for Print Media			
	A	Meaning, definition and its role, Inverted Pyramid			CO1
	B	What Makes News, News Structure			CO1
	C	Principles of News Writing and Reporting:			CO1
	Unit 2	Writing for Radio & Podcast			
	A	Radio News Writing Structure and Fundamentals of Writing			CO2
	B	Radio talks/ features and documentaries			CO2
	C	Podcast			CO2
	Unit 3	Writing for TV bulletin			
	A	Define the concept of writing for Eye			CO3
	B	Formulated Television Bulletin Scripts			CO3
	C	TV News Writing Terminology (Slug, Sound Bite, Time Code, Sign-in, Sign-Off, PTC, VOV, POP)			CO3
	Unit 4	Writing for online Media			
	A	Journalism as conversation – Audience development, Social media, Blogs, Comments, Feedbacks, Opinion polls, Message boards, Messenger, Chat rooms, Games, Quiz			CO4
	B	Newsroom for online journalism, Backpack journalism			CO4
	C	visual language, Narrative Journalism			CO4
	Unit 5	Special Project			
	A	Produce Podcast			CO5
	B	Make a Radio Programme/ TV Programme			CO5
	C	Develop a Blog/ e-paper			CO6
10	Mode of examination	JURY			
	Weightage	CA	CE(VIVA)	ETE	
11	Distribution	25%	25%	50%	
12	Text book/s*	1. Adam, G. Stuart and Roy Peter Clark. (2006). Journalism: The Democratic Craft. New York: Oxford University Press.			

13	Other References	1. INDIA 2019: To know the yearlong event. 2. Baggini, Julian. Making Sense: Philosophy behind the headlines. Oxford University Press, Oxford, 2002. 3. Feature writing for Journalists Sharon Wheeler London, Routledge; 2009. 4. Feature Writing for the newspapers and magazines Edward Jay Friedlander and John Lee New York Harper and Row; 1996.
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<b>School: SSMFE</b>		<b>Batch: 2024-2028</b>	
<b>Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM &amp; MASS COMMUNICATION</b>			<b>Current Academic Year: 2024-2025</b>
<b>Branch: NA</b>		<b>Semester: II</b>	
1	Course Code	<b>BCJ117</b>	
2	Course Title	<b>Media Trial - Case Studies</b>	
3	Credits	<b>1</b>	
4	Contact Hours (L-T-P)	<b>0-0-2</b>	
5	Course Type	<b>Discipline Elective</b>	
6	Course Objective	<p>The objective of the course is to</p> <ol style="list-style-type: none"> <li>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</li> <li>2. Inculcate the understanding of how deal with press laws and ethical issues and professional practices in media.</li> <li>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.</li> <li>4. Introduce media laws and ethical frameworks for media practitioners in the Indian and the global contexts.</li> </ol>	
	Course Description	<p>The course is designed with the aim to impart the knowledge, skill and competency of writing and editing among the students. The course will help the students to understand and apply the concepts, tools of effective written communication.</p>	
<b>9</b>	<b>Outline syllabus</b>		<b>CO Mapping</b>
	<b>Unit 1</b>	<b>News</b>	CO1
	A	Definition and Types of News, Activity – Group Discussion	CO1
	B	Elements of News, Activity – Identify various elements in news stories of your choice	CO1
	C	News Values, Activity – Identify various news values in news stories of your choice	CO1
	<b>Unit 2</b>	<b>Ethics</b>	CO2
	A	Definition of Ethics, Activity – Group Discussion	CO2
	B	Concept of Media Ethics, Activity – Class Debates	CO2
	C	Current Ethical Issues in Media, Activity – Focus Group Discussions	CO2
	<b>Unit 3</b>	<b>Laws</b>	
	A	Fundamental Rights Activity – Cite five case studies of violation of fundamental rights	CO3
	B	Freedom of Speech and Expression Activity – Does freedom of speech extend to Media? Discuss.	CO3
	C	Reasonable Restrictions Activity – Identify cases of violation of reasonable restrictions by Press	CO3
	<b>Unit 4</b>	<b>Media Trial</b>	CO4
	A	Definition, Activity – Group Discussion	CO4

	B	Effect of Media Trial on Accused, Activity – Identify case studies on the topic	CO4
	C	Effect of Media Trial on Judiciary, Activity – Identify case studies on the topic	CO4
	<b>Unit 5</b>	<b>Regulatory Authorities</b>	
	A	For Print – PCI Guidelines, Editor’s Guild Activity – Identify case studies of PCI intervention in Media Ethical violations	CO5
	B	For Broadcast – NBDSA, TRAI, BCCC, AIR and DD Code Activity – Identify case studies of TRAI / NBDSA intervention in Media Ethical violations	CO5
	C	For Digital – IT Act 2000 Activity – Identify case studies of IT Act violations in Media	CO6
10	Mode of examination	<b>Jury/Practical</b>	
	Weightage	CA	CE(VIVA)
11	Distribution	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	

School: SSMFE		Batch : 2024-2028		
Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM & MASS COMMUNICATION			Current Academic Year: 2024-2025	
Branch: NA		Semester: II		
1	Course Code	OPE		
2	Course Title	Material Animation Technique		
3	Credits	3		
4	Contact Hours (L-T-P)	0-2-2		
	Course Type	Minor Elective		
5	Course Objective	The objective of the course is t <ul style="list-style-type: none"><li>To introduce various techniques and styles of Animation.</li><li>To provide the students hands on experience of simple ideas for Animation using the materials available in the immediate surroundings.</li></ul>		
7	Course Description	Students will Learn The workflow for Story Development, Elements of script writing, and 3Acts Structure & Development of the Characters.		
8	Outline syllabus			CO Mapping
	Unit 1	Introduction to Material Animation		
		A:-Introduction to Material Animation. B:-Different Styles in material animation. C:-Popular material animation and other techniques.		CO1
	Unit 2	Different Techniques		
		A-Different Techniques B-Exploring Different Material C-Rig & Installation.		CO2
	Unit 3	Process and methods of Material Animation		
		A-Visualization of Material Animation. B-Production process for Method. C-Rough Test		CO3
	Unit 4	Material Animation in Action		
		A-Story and Preproduction for Material Animation Film B-Identification and Execution of Material Animation Film C-Post Production of Material Animation Film		CO4
	Unit 5	Material Animation in Action		
		Exercise		CO5
		Exercise		CO6
		Exercise		CO6
	Mode of examination	Jury/Practical		
	Weightage	CA	CE(VIVA)	ETE
	Distribution	25%	25%	50%
	Text book/s*	The Animator's Survival Kit: A Manual of Methods, Principles and Formulas for Classical, Computer, Games, Stop Motion and Internet Animators (FARRAR, STRAUS)		

		by Richard Williams	
	<b>Other References</b>	<ul style="list-style-type: none"> <li>• The Advanced Art of Stop-Motion Animation by Ken A. Priebe</li> <li>• Stop Motion: Craft Skills for Model Animation, Second Edition (Focal Press Visual Effects and Animation) by Susannah Shaw</li> </ul>	

School: SSMFE		Batch: 2023-2027				
Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM & MASS COMMUNICATION				Current Academic Year: 2024-2025		
Branch: NA		Semester: II				
1	Course Code	VOF104				
2	Course Title	Writing and Anchoring for Radio, TV, & Digital Media				
3	Credits	3				
4	Contact Hours (L-T-P)	0-2-2				
	Course Type	Co-Requisite				
5	Course Objective	The objective of this course is to: 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'ts of news reader/presenter				
7	Course Description	This course is designed to produce professional newsreaders and presenters. This course will help the student to face the camera and understand the responsibility, do's and don't for the newsreader/presenter.				
8	Outline syllabus			CO Mapping		
	Unit 1	Anchoring & News Presentation				
		Practical Anchoring and writing techniques for electronic media and events.			CO1	
	Unit 2	Technical and Practical techniques for News presentation- Script Writing- Researching- writing content			CO2	
		Performance: Different aspects of understanding how to handle different situation during Live News Bulletin.			CO2	
	Unit 3	Voice Analysis and Improvement				
		Importance of voice improvement-			CO3	
	Unit 4	Clarity in Hindi pronunciation, grammar and how to get rid of regional touch in language along with practice sessions			CO4	
		Clarity in English pronunciation, English grammar and how to get rid of regional touch in language along with practice sessions.			CO4	
	Unit 5	Facing Camera and Writing Anchor Links				
	Understanding of camera etiquettes, camera microphone, peace to camera, Anchoring and writing skills required for digital media-			CO5, CO6		
		Writing for Anchor Links & Headlines			CO4	
	Mode of Examination	Jury/Viva/Practical				
	Evaluations					
		Weightage Distribution	CA	CE(Viva)	ETE	
			25%	25%	50%	
	Text book/s*	● Radio Jockeying And News Anchoring Hardcover – 2009 by Aruna				



		<p>Zachariah</p> <ul style="list-style-type: none"> <li>• The ABC of News Anchoring: A Guide for Aspiring Anchors Kindle Edition by Richa Jain Kalra</li> </ul>
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<b>School: SSMFE</b>		<b>Batch : 2024-2028</b>	
<b>Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM &amp; MASS COMMUNICATION</b>			<b>Current Academic Year: 2024-2025</b>
<b>Branch: NA</b>		<b>Semester: II</b>	
1	Course Code	<b>ARP102</b>	
2	Course Title	<b>Communicative English – II</b>	
3	Credits	<b>2</b>	
4	Contact Hours (L-T-P)	<b>1-0-2</b>	
5	Course Type	<b>Co-Requisite</b>	
6	Course Objective	To Develop LSRW skills through audio-visual language acquirement, creative writing, advanced speech et al and MTI Reduction with the aid of certain tools like texts, movies, long and short essays.	
8	Course Description	The course takes the learnings from the previous semester to an advanced level of language learning and self-comprehension through the introduction of audio-visual aids as language enablers. It also leads learners to an advanced level of writing, reading, listening and speaking abilities, while also reducing the usage of L1 to minimal in order to increase the employability chances.	
9	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Acquiring Vision, Goals and Strategies through Audio-visual Language Texts</b>	CO1
	1	Pursuit of Happiness / Goal Setting & Value Proposition in life	CO1
	2	12 Angry Men / Ethics & Principles	CO1
	3	The King's Speech / Mission statement in life   strategies & Action Plans in Life	CO1
	<b>Unit 2</b>	<b>Creative Writing</b>	CO2
	1	Story Reconstruction - Positive Thinking	
	2	Theme based Story Writing - Positive attitude	
	3	Learning Diary Learning Log – Self-introspection	CO3
	<b>Unit 3</b>	<b>Writing Skills 1</b>	
	1	Precis	
	2	Paraphrasing	CO4
	3	Essays (Simple essays)	
	<b>Unit 4</b>	<b>MTI Reduction/Neutral Accent through Classroom Sessions &amp; Practice</b>	
	1	Vowel, Consonant, sound correction, speech sounds, Monothongs, Diphthongs and Triphthongs	CO4
	2	Vowel Sound drills, Consonant Sound drills, Affricates and Fricative Sounds	
	3	Speech Sounds   Speech Music  Tone   Volume  Diction  Syntax  Intonation   Syllable Stress	
	<b>Unit 5</b>	<b>Gauging MTI Reduction Effectiveness through Free Speech</b>	CO5
	1	Jam sessions	
	2	Extempore	

	3	Situation-based Role Play									
	<b>Unit 6</b>	<b>Leadership and Management Skills</b>									
	1	Innovative Leadership and Design Thinking	CO5								
	2	Ethics and Integrity	CO5								
	<b>Unit 7</b>	<b>Universal Human Values</b>									
		Love & Compassion, Non-Violence & Truth	CO6								
		Righteousness, Peace	CO6								
		Service, Renunciation (Sacrifice)	CO5								
	<b>Unit 8</b>	<b>Introduction to Quantitative aptitude &amp; Logical Reasoning</b>									
		Analytical Reasoning & Puzzle Solving	CO5								
		Number Systems and its Application in Solving Problems	CO6								
	Evaluations	<table border="1"> <tr> <td>Weightage Distribution</td><td>CA</td><td>CE (Viva)</td><td>ETE</td></tr> <tr> <td></td><td>25%</td><td>25%</td><td>50%</td></tr> </table>	Weightage Distribution	CA	CE (Viva)	ETE		25%	25%	50%	
Weightage Distribution	CA	CE (Viva)	ETE								
	25%	25%	50%								
	Text book/s*	<ul style="list-style-type: none"> <li>Wren, P.C.&amp;Martin H. High English Grammar and Composition, S.Chand&amp; Company Ltd, New Delhi.</li> <li>Blum, M. Rosen. How to Build Better Vocabulary. London: Bloomsbury Publication</li> <li>Comfort, Jeremy(et.al). Speaking Effectively. Cambridge University Press</li> <li>The Luncheon by W.Somerset Maugham - <a href="http://mistera.co.nf/files/sm_luncheon.pdf">http://mistera.co.nf/files/sm_luncheon.pdf</a></li> </ul>									

School: SSMFE		Batch : 2024-2028		
Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM & MASS COMMUNICATION				Current Academic Year: 2024-2025
Branch: NA		Semester: II		
1	Course Code	VAF006		
2	Course Title	Stress and Time Management		
3	Credits	Audit		
4	Contact Hours (L-T-P)	30Hrs (0-0-0)		
	Course Type	Compulsory		
5	Course Objective	<ul style="list-style-type: none"><li>● To understand the nature of stress</li><li>● Comprehend the psychological and physiological effects of stress</li><li>● To access the risk factors related to stress.</li><li>● To understand intricacies of time management</li></ul>		
7	Course Description	The course is designed to inculcate the basic understanding of the relationship between the stress management and time management skills with the academic achievement of the students.		
8	Outline syllabus			CO Mapping
	Unit 1	Understanding the Nature of Stress		
	A	Meaning of Stress		CO1
	B	Reactions to Stress, Sources of Stress		CO1
	C	Individual and Cultural Differences		CO1
	Unit 2	Strategies of Stress Management		
	A	Stressful thinking		CO2
	B	Psychological and Spiritual Relaxation Methods		CO2
	C	Physical Methods of Stress Reduction		CO2
	Unit 3	Strategies of Stress Management Prevention		
	A	Self Care: Nutrition and Lifestyle		CO3
	B	Stress & Conflict in relationships, Resilience and Stress		CO3
	C	Apply stress management prevention technique		CO6
	Unit 4	Fundamental Aspects of Time Management		
	A	Planning & Goal Setting		CO4
	B	Focus on time and resources		CO4
	C	Pre-Analysis of performance		CO6
	Unit 5	Productive Time Management System		
	A	Busy vs Productive		CO5
	B	Indecision and Delay, Urgency vs Importance		CO5
	C	Apply time management technique		CO6
	Mode of examination		AUDIT	
	Weightage Distribution	CA		ESE
		75%		25%
	Text book/s*	1. Stress and Time Management by Brian Lomas		
	Other References	Time and Stress Management for Rookies by Kay Frances		

### TERM 3

<b>School: SSMFE</b>		<b>Batch : 2024-2028</b>	
<b>Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM &amp; MASS COMMUNICATION</b>			<b>Current Academic Year: 2025-2026</b>
<b>Branch: NA</b>		<b>Semester: III</b>	
1	Course Code	<b>BCJ223</b>	
2	Course Title	<b>Print and Convergent Journalism</b>	
3	Credits	<b>4</b>	
4	Contact Hours (L-T-P)	<b>(4-0-0)</b>	
5	Course Type	<b>Compulsory</b>	
6	Course Objective	<p>The objective of this course is:</p> <ol style="list-style-type: none"> <li>1. To develop intellectual skills to evaluate and analyse the meanings of news and information.</li> <li>2. To develop the basic understanding of the print and convergent Journalism.</li> <li>3. To create a foundation to further understand journalism and communication processes in context of political, economic, social and cultural realities of contemporary world with advancement in Journalism practices.</li> </ol>	
	Course Description	<p>The course is designed to inculcate the knowledge of the contemporary issues among the students. As prospect media persons this subject will help them to develop the habit of reading newspaper and getting themselves updated.</p>	
9	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Newsroom structure and Contemporary Journalism News Values</b>	
	A	Structure of a newspaper, magazine, or news website	CO1
	B	Recent history of journalism, Understanding news and news values	CO1
	C	Specialization and understanding beats	CO1
	<b>Unit 2</b>	<b>Unit II News Gathering Techniques</b>	
	A	Developing a journalist's toolbox, Parsimony and avoiding clichés	CO2
	B	News gathering techniques- Developing reporting skills - Researching stories	CO2
	C	How to get story ideas - Story mapping - Pitching stories and working with editors - Triangulating and cross-checking information	CO2

	<b>Unit 3</b>	<b>Unit III Story Types</b>			
	A	Developing Story Ideas into Printable Stories, Writing news reports within basic news structures			CO3
	B	structuring stories logically and conventionally, Styles of intros, Copyediting and revising stories, Evaluating and reworking news from wire services and other media institutions			CO3
	C	Sidebars, profiles, updates, follow-ups, team reporting, investigative reporting			CO3
	<b>Unit 4</b>	<b>Specialized areas of Journalism</b>			
	A	Human interest pieces, features, narrative non-fiction, interpretive reporting - Column writing, opinion pieces, editorials, advertorials			CO4
	B	Writing for beats: Sports, business, politics, crime, fashion, food, technology, arts and entertainment, cinema			CO4
	C	Evolution of Journalism with respect to Technology			CO4
	<b>Unit 5</b>	<b>Convergent Journalism</b>			
	A	Nature scope and Definition			CO5
	B	Working of a modern-day integrated newsroom - Writing and editing techniques for text, audio, video, multimedia			CO5
	C	Crowdsourcing, vlog, narrowcasting and web podcasting - Developing interactive maps and graphics			CO6
10	Mode of examination	Theory			
11	Weightage	CA	MTE	ETE	
	Distribution	15%	10%	75%	
12	Other References	<ol style="list-style-type: none"> <li>1. Modern Newspaper Reporting by F W Hodgson.</li> <li>2. Copy Editing 3rd Edition by Butcher J (Cambridge University Press, 1992)</li> <li>3. Editing for Print by Geoffrey Rogers (MacDonald Book 1993)</li> <li>4. Art and Production by N.N. Sarkar</li> </ol>			

<b>School: SSMFE</b>		<b>Batch : 2024-2028</b>	
<b>Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM &amp; MASS COMMUNICATION</b>			<b>Current Academic Year: 2025-2026</b>
<b>Branch: NA</b>		<b>Semester: III</b>	
1	Course Code	<b>BCJ239</b>	
2	Course Title	<b>Contemporary Media and Gender Studies</b>	
3	Credits	<b>3</b>	
4	Contact Hours (L-T-P)	<b>3-0-0</b>	
	Course Type	<b>Compulsory</b>	
5	Course Objective	<p>The objective of this course is to:</p> <ol style="list-style-type: none"> <li>1. Familiarize the student with the sociology and psychology of media and gender.</li> <li>2. Demonstrate how theories from gender and media apply to modern media systems.</li> </ol>	
7	Course Description	<p>The course is designed to inculcate the understanding of the sociology and psychology of media. This course will help the students to understand the interrelation of media and the society and media and the audiences.</p>	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Theorizing Gender and Media</b>	
	1	Concepts and Constructs- Agency and women in third world	CO1
	2	Social Structure, Indian Social System	CO1
	3	Media & Its Audiences – Media & Individual Citizens	CO1
	<b>Unit 2</b>	<b>Content, Image &amp; Representations in the News Media</b>	
	1	Representations of Femininities	CO2
	2	Masculinities in the News Media	CO2
	3	Gendered Violence and Transgression- Feminist Activism coverage	CO2
	<b>Unit 3</b>	<b>Media content and different genres</b>	
	1	Society & Religion – Basic understanding of various religious values.	CO3
	2	Role of media in gender sensitization	CO3
	3	Media & Content – Gender, Race and Class, Global Media Content.	CO3
	<b>Unit 4</b>	<b>Gender &amp; Advertising</b>	
	1	Constructing “Beauty” - Masculinities in Advertising	CO4
	2	Mediated Body Images	CO4
	3	Feminism and Consumption	CO4

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



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<b>Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM &amp; MASS COMMUNICATION</b>			<b>Current Academic Year: 2025-2026</b>
<b>Branch: NA</b>		<b>Semester: III</b>	
1	Course Code	<b>BCJ 240</b>	
2	Course Title	<b>Socio-Economic &amp; Political Issues</b>	
3	Credits	<b>3</b>	
4	Contact Hours (L-T-P)	<b>(3-0-0)</b>	
5	Course Type	<b>Discipline Elective</b>	
6	Course Objective	<p>The objective of the course is</p> <ol style="list-style-type: none"> <li>1. To develop intellectual skills to evaluate and analyse the meanings of news and information.</li> <li>2. To develop the basic understanding of the Contemporary Issues.</li> <li>3. To create a foundation to further understand journalism and communication processes in context of political, economic, social, and cultural realities of contemporary world.</li> </ol>	
8	Course Description	<p>This class will be focused on inculcating the knowledge of contemporary issues. It will also help students to understand the contemporary social, political and economic aspects of the country. This class will help students learn and understand the contemporary issues required to excel in the field of Journalism and media studies.</p>	
9	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Indian political systems</b>	
	A	Indian Political system- Party systems- Political ideologies- Right wing- leftists- centrist-socialists- Democrats	CO1
	B	Marxism-Anarchism-Communism-capitalism-Democracy- Identity Politics	CO1
	C	Socialism- Liberalism- Fascism- Authoritarianism	CO1
	<b>Unit 2</b>	<b>India's Foreign Relations</b>	
	A	Indian Foreign policy since independence	CO2
	B	Politics in South Asia	CO2
	C	India and the world	CO2
	<b>Unit 3</b>	<b>Major world organizations</b>	

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

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<b>Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM &amp; MASS COMMUNICATION</b>			<b>Current Academic Year: 2025-2026</b>
<b>Branch: NA</b>		<b>Semester: III</b>	
1	Course Code	<b>BCJ 320</b>	
2	Course Title	<b>Film Appreciation &amp; History of Cinema</b>	
3	Credits	<b>3</b>	
4	Contact Hours (L-T-P)	<b>3-0-0</b>	
5	Course Type	<b>Discipline Elective</b>	
6	Course Objective	1. Familiarize the student with the language and aesthetics of films 2. Help the learner develop an understanding of basic techniques used in storytelling in cinema. 3. Offer a varied perspective of Mainstream, Parallel and regional cinema in India 4. Enable the student to discuss International Cinema & their film making styles. 4. Help the student critically analyse films with the intent of writing film reviews	
8	Course Description	This course is designed to enhance the students' understanding and knowledge of Regional, National and International Cinema of different genres, so that the students can analyse and critically review the texts and subtexts, along with aesthetics, techniques and storytelling approaches of world cinema.	
9	<b>Outline syllabus</b>		<b>CO Mapping</b>
	<b>Unit 1</b>	<b>Intro to Language of Cinema</b>	
	A	Common Cinematic Terms (Shot, Sequence, Scene, Plot, Theme, Story, Scripting, Screenplay and Story-Boarding)	CO1
	B	Film Genres- Fiction	CO1
	C	Non-fiction	CO1
	<b>Unit 2</b>	<b>Basics of Film Appreciation</b>	
	A	Evolution of Cinema (Silent, Talkies, Colour Films)	CO2
	B	Semiotics in Cinema	CO2
	C	Cinematography, Sound and Editing	CO2
	<b>Unit 3</b>	<b>Hindi and Parallel Indian Cinema</b>	
	A	Introduction to Indian Cinema and its development	CO3
	B	Important films and filmmakers of mainstream Indian Cinema	CO3
	C	Parallel Indian Cinema	CO3
	<b>Unit 4</b>	<b>Regional and Offbeat Indian Cinema</b>	
	A	Regional Indian Cinema	CO4
	B	Offbeat regional cinema	CO4
	C	Impact of the single screen v/s multiplex system	CO4
	<b>Unit 5</b>	<b>Overview of International Cinema</b>	
	A	European Cinema	CO5

	B	Cinema in Asian Countries			CO5
	C	Major turning points and trends in international cinema			CO6
10	Mode of examination	Theory			Theory
11	Weightage Distribution	CA	MTE	ETE	
		15%	10%	75%	
12	Text book/s*	1. Film Art, Film History by David Bordwell & Kristin Thomson, Publisher: McGraw-Hill 2. How to Read a Film: Movies, Media, and Beyond-James Monaco			
13	Other References	<ul style="list-style-type: none"> <li>Anatomy of Film by Bernard F.Dick</li> <li>Art of Watching Films by Joseph M. Boggs,Dennis W. Petrie,</li> <li>Understanding the Film: An Introduction to Film</li> <li>Appreciation, Mcgraw- Hill Education</li> <li>Our Films: their films by Satyajit Ray, Publisher: Orient BlackSwan, Education; 10th edition (1 August 2012),, Publisher: Oxford University Press; 30th edition (15 July 2009)</li> </ul>			

<b>School: SSMFE</b>		<b>Batch : 2024-2028</b>	
<b>Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM &amp; MASS COMMUNICATION</b>			<b>Current Academic Year: 2025-2026</b>
<b>Branch: NA</b>		<b>Semester: III</b>	
1	Course Code	<b>BCJ241</b>	
2	Course Title	<b>Print &amp; Convergent Media Lab</b>	
3	Credits	<b>1</b>	
4	Contact Hours (L-T-P)	<b>0-0-2</b>	
5	Course Type	<b>Compulsory</b>	
6	Course Objective	1.To develop the practical aspects of journalistic writings 2. To impart knowledge of the art of editing news reports 3. To study the applications of professional journalism in news editing 4.To understand the working of newsroom	
	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		
	<b>Unit 1</b>	<b>News</b>	CO Mapping
	A	Definition and Types of News	CO1
	B	Formats and Principles of News Writing	CO1
	C	News Values and Worthiness	CO1
	<b>Unit 2</b>	<b>Editing</b>	
	A	Definition and principles	CO2
	B	Tools and Technique of Editing	CO2
	C	Rewriting and Proof Reading	CO2
	<b>Unit 3</b>	<b>Newsroom</b>	
	A	Structure and function of newsroom	CO3
	B	Fundamentals of good writing: Revise, rewrite and checklist	CO3
	C	Headline: Types, principles and writing techniques	CO3
	<b>Unit 4</b>	<b>Editorial Department</b>	
	A	Mapping editorial department and editorial board	CO4

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

School: SSMFE		Batch : 2024-2028	
Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM & MASS COMMUNICATION			Current Academic Year: 2025-2026
Branch: NA		Semester: III	
1	Course Code	BCJ242	
2	Course Title	Art of Designing & Layout	
3	Credits	1	
4	Contact Hours (L-T-P)	0-0-2	
5	Course Type	Compulsory	
6	Course Objective	The objective of this course is to: 1. Introduce the basics of layout, design and production of newspaper/magazine. 2. Impart knowledge on conducting various types of print productions. 3. Familiarize with the types of software and tools used for newspaper layout, design and production. 4. Study the applications of different tools and software in creating print productions. 5. Understand the steps involve in layout design and publication of a newspaper/magazine	
8	Course Description	The course aims to equip students to honk skills and capacity to meet the challenges and demands of the layout and designing in print media. The curriculum lays stress on both theoretical and applications. The theoretical portion indicates the students to know how the technological aspects of print media. While as, the application will give the good use of new tools of print media and image editing software.	
9	Outline syllabus		
	Unit 1	Print Layout Design- An Introduction	CO Mapping
	1	Principles and Process Lay-out and Graphic Design	CO1
	2	Newspaper format: Full format, Tabloid and Magazine	CO1
	3	Newspaper Layout, Makeup and Dummy; Elements of Visual Communication: Shape, Colour, Texture;	CO1
	Unit 2	Aesthetic Aspects of Print Layout Design	
	1	Text and Sizes, Typography, Colour and Visual representation, Form, spacing	CO2
	2	Visual Aesthetics Balance, Contrast, Rhythm, Unity	CO2
	3	Flags, Masthead and headlines, Rules: Column Rule, Cut off Rule, Window, Initial Letters, Ornaments and Border	CO2
	Unit 3	Software and Tools for Layout Design	
	1	PageMaker, Quark Express, Coral Draw	CO3
	2	Photoshop, In-design	CO3
	3	Practicing modular design, Makeup lines (Vertical, Diagonal, Circular, Horizontal), folio line and typography with layout software tools	CO3

	<b>Unit 4</b>	<b>Printing Technology</b>				
	1	Desk Top Publishing			CO4	
	2	Offset Printing, Digital Printing			CO4	
	3	Colour Printing: Techniques, Colour composition, Colour Separation and correction			CO4	
	<b>Unit 5</b>	<b>Portfolio Preparation</b>				
	1	Front Page Design /Functional Design /Horizontal design/Advertisement Design			CO5	
	2	Newspaper Design and Printing			CO5	
	3	Magazine Design and Printing			CO6	
	Mode of examination		Jury/Practical/Viva			
	Weightage Distribution		CA	CE (Viva)	ETE	
25%			25%	50%		
	Text book/s*		1. N. N Sarkar, Art and Print Production. Oxford University Press (2013) 2. Dawn Sokol, Graphic Design: Princeton Architectural Press (2015) 3. Premanand M E, Media Studies I Print Media Knowledge, POORNA PUBLICATIONS, KOZHIKODE			



School: SSMFE		Batch: 2024-2028	
Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM & MASS COMMUNICATION			Current Academic Year: 2025-2026
Branch: NA		Semester: III	
1	Course Code	BCJ243	
2	Course Title	Photography & Image Editing	
3	Credits	1	
4	Contact Hours (L-T-P)	(0-0-2)	
5	Course Type	Discipline Elective	
6	Course Objective	The objective of the course is 1. To build skills in creatively using various Image Editing Software for PCs and Mobile. 2. To develop ability of editing digital photos fluently on Adobe Photoshop.	
8	Course Description	The course is designed to equip the students with the knowledge and skills of still photography and the basics of image editing. Students will learn several tools and software to edit images.	
9	Outline syllabus		CO Mapping
	Unit 1	Digital Imaging Workflow	
		●Overview of various Photo Editing Software for PCs and Mobile ●Digital Image Formats – Vector and Raster ●Understanding common terms likeResolution, Depth, Cropping, Scaling, Hue, Saturation, Vibrance, Sharpness, etc. ●Histogram & its importance	CO1
	Unit 2	Basic Image Editing on Adobe Photoshop – I	
		● Understanding Photoshop Interface ● Photoshop Toolbox & Shortcut Keys ● Creating Selection ● Collage and Poster Making	CO2
	Unit 3	Basic Image Editing on Adobe Photoshop – II	
		● Understanding Layers, Masking & Colour Channels, Blending Options etc. ● Adding and subtracting of digital picture elements (like clouds, hair, makeup, tattoos etc) ● Skin tone correction Using Digital Filters and scripts.	CO3
	Unit 4	Advanced Photoshop Practice	
		● Camera RAW ● Using Image adjustment options ● Levels, Curves Brightness and Contrast ● Converting color Photo in to Black & White and Vice Versa ● Digital Photo Restoration,Photo Stitching Digital Panoramas ● Creating High Dynamic Range Images on Photoshop	CO4
	Unit 5	Lightroom Basic	

		<ul style="list-style-type: none"> <li>● Lightroom keyboard shortcuts, Importing and Organizing Photos, Library &amp; Develop Modules, Photo Fixing &amp; Adjustment Tools, Selective Adjustments and Special Effects, Lightroom brushes, Exporting and Saving, Additional effects, Real Time Workflow, Colour correction</li> </ul>			
10	Mode of examination		Practical/Jury		
11	Weightage Distribution	CA	CE (VIVA)	ETE	
		25%	25%	50%	
12	Text book/s*	<ul style="list-style-type: none"> <li>● Adobe Lightroom CC and Photoshop CC for Photographers Classroom in a Book by Lesa Snider</li> </ul>			
13	Other References	<ul style="list-style-type: none"> <li>● The Adobe Photoshop Lightroom CC Book for Digital Photographers by Scott Kelby</li> <li>● Teach Yourself Lightroom by Rod Lawton (Editor) - Future Publishing Limited</li> <li>● Lightroom CC Complete Training by Serge Ramelli &amp; Dare Stevens</li> </ul>			

School: SSMFE				Batch :2023-2027	
Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM & MASS COMMUNICATION				Current Academic Year: 2025-2026	
Branch: NA		Semester: III			
1	Course Code		BCJ244		
2	Course Title		Seminar on Contemporary India: Issues and Debates		
3	Credits	1			
4	Contact Hours (L-T-P)			0-0-2	
5	Course Type		Discipline Elective		
6	Course Objective	The objective of this course is to: <ul style="list-style-type: none"><li>• Debate on various aspects of Indian history, art, and culture</li><li>• Critically examine multiple socio-economic and political issues in India</li><li>• Demonstrate critical thinking abilities to analyze and suggest alternatives</li></ul>			
8	Course Description	This course will seek to introduce undergraduate students to contemporary India. It will not just explore the critical dimensions of contemporary Indian politics and society but also introduce students to the intellectual debates on key issues.			
9	Outline syllabus				CO Mapping
	Unit 1	Multimedia presentations			
	1	Learn to prepare a multi-media and oral presentation for seminars			CO1
	2	Understand Marginalization, Socio-economic Equality & Reservation			CO1
	3	Understand National Freedom Movement (1857-1947)			CO1
	Unit 2	Seminar			
	1	Understand the concept of seminar			CO2
	2	Types of Seminars			CO2
	3	Importance of seminars in current scenario			CO2
	Unit 3	Exercises			
	1	Exercise 1 – Conduct and participate in a debate on social issues			CO3
	2	Exercise 2 – Conduct and participate in a group discussion on social issues			CO3
	3	Exercise 3 - Organize a seminar on Sustainable development			CO3
	Unit 4	Exercises			
	1	Understand and discuss Judicial Activism.			CO4
	2	Make a presentation on Women Safety			CO4
	3	Make a presentation on Gender Equality.			CO4
	Unit 5	Group discussion / presentation			
	1	Public Health,			CO5
	2	Hygiene & Sanitation: Swachh Bharat Abhiyaan			CO5
	3	Role of Media in a democracy			CO6
10	Mode of examination		Jury / Practical		

11	Evaluation	Weightage Distribution	CA 25%	CE(VIVA) 25%	ETE 50%	
12	Text book/s*	1. Tapan Biswal Human Rights Gender and Environment, Vina Books 2 Prof. S.D. Muni Indian and Nepal, Konark Publisher 3 Madan Gopal India through the Ages, Publication Division Muchkund Dubey Political Issues Prakash Chander International Politics				
13	Other References	1. INDIA 2019: To know the year-long event.				

<b>School: SSMFE</b>		<b>Batch : 2024-2028</b>	
<b>Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM &amp; MASS COMMUNICATION</b>			<b>Current Academic Year: 2025-2026</b>
<b>Branch: NA</b>		<b>Semester: III</b>	
1	Course Code	<b>RBL001</b>	
2	Course Title	<b>Research Based Learning – I</b>	
3	Credits	<b>0</b>	
4	Contact Hours (L-T-P)	<b>0-0-4</b>	
	Course Type	<b>Co-Requisite</b>	
5	Course Objective	The objective of this course is to: <ol style="list-style-type: none"> <li>1. Strengthen the academic research ability of the students.</li> <li>2. Evolve the inquisitiveness of the students towards society and various factors affecting media and society at a large.</li> <li>3. Enhance the problem-solving skills of the students.</li> </ol>	
7	Course Description	The course is designed to inculcate the research value and skills among the students.	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	● Start of Project/ Dissertation	<b>CO1</b>
	<b>Unit 2</b>	● List of Project/ Dissertation proposal area shall be floated to the students	<b>CO2</b>
	<b>Unit 3</b>	● Mutual Agreement signed between Supervisor & Student	<b>CO3</b>
	<b>Unit 4</b>	● Submission of proposal form by student to the Dissertation/ Project coordinator of the Department after approval from the Supervisor	<b>CO4</b>
	<b>Unit 5</b>	● First Review of Topic ● Second Review of Topic ● Approval of Topic ● Mapping of Dissertation/ Projects to PO-PSO	<b>CO5,C06</b>
	Mode of examination	Only An Audit course	
	Breakage Distribution	CA -100% MTE -0%	

<b>School: SSMFE</b>		<b>Batch : 2024-2028</b>	
<b>Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM &amp; MASS COMMUNICATION</b>			<b>Current Academic Year: 2025-2026</b>
<b>Branch: NA</b>		<b>Semester: III</b>	
1	Course Code	<b>OPE</b>	
2	Course Title	<b>Radio Jockeying, Podcast and Programme Production</b>	
3	Credits	<b>3</b>	
4	Contact Hours (L-T-P)	<b>0-2-2</b>	
	Course Type	Minor Elective	
5	Course Objective	<p>The objective of this course is to:</p> <ol style="list-style-type: none"> <li>1. Familiarize the students with different aspects of Radio Programming &amp; Radio Production</li> <li>2. Understand how to conceptualize and deliver radio programs.</li> <li>3. To understand the importance of Voice, punctuation &amp; vocabulary in Radio Programming</li> <li>4. Understand the difference between outdoor and studio-based Radio production.</li> </ol>	
7	Course Description	<p>This course is specially designed to deal with various elements of radio production process. Beginning with conceptualization of the radio program, various stages of the production process keeping in view the nature of audience and the zone of broadcast will also be dealt with.</p>	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Radio: An Introduction</b>	
	A	Introduction to radio, its development as a medium of mass communication.	CO1
	B	Functions, Characteristics & limitations of Radio. Different types of Radio: Commercial Radio, Community Radio, Satellite Radio & Internet Radio	CO1
	C	Introduction to Sound, Importance of Sound in Producing Radio Programmes, Doppler Effect	CO1
	<b>Unit 2</b>	<b>Radio Format &amp; different stages</b>	
	A	<p>Stages of Radio Production</p> <ol style="list-style-type: none"> <li>a. Pre-Production – (Idea, research, script)</li> <li>b. Production–Creative use of Sound; Listening, Recording, using archived sounds, (execution, requisite, challenges), Podcast</li> <li>c. Post Production</li> </ol>	CO2
	B	Different formats of radio programmes	CO2
	C	Programme format V/s Station format: Music and Non music formats, different formats- talk, discussion, interviews, magazine show, fillers documentary, features etc.	CO2
	<b>Unit 3</b>	<b>Radio Jockeying</b>	
	A	Voice Modulation Pitch, Tempo, Phonetics, the art of proper articulation and pronunciation, voice projecting.	CO3
	B	Use of microphones & Console handling	CO3

	C	OB recordings & Live shows.	CO3
	<b>Unit 4</b>	<b>Radio: Writing &amp; Editing</b>	
	A	Writing for Radio- Styles & Structure	CO4
	B	Art of taking Interview for Radio	CO4
	C	Radio Editing: Tools & Techniques	CO4
	<b>Unit 5</b>	<b>Radio Programmes Production</b>	
	A	Producing Radio Interviews, Talks, Magazine Show, Phonos	CO5
	B	Producing Public Service Announcement, Promo and Jingles	CO5
	C	Final Project Submission and Presentation	CO6
	Mode of examination		Jury
	Weightage	CA	CE(Viva)
	Distribution	25%	25%
	Text book/s*	Keith, Michael C & Krause, Joseph M. (1989) — “The Radio Station”.	
	Other References	<ul style="list-style-type: none"> <li>● Aspinall, R. (1971) Radio Production, Paris: UNESCO.</li> <li>● Flemming, C. (2002) The Radio Handbook, London: Routledge. Keith, M. (1990)</li> <li>● Radio Production, Art &amp; Science, London: Focal Press McLeish, R. (1988)</li> <li>● Techniques of Radio Production, London: Focal Press</li> <li>● Chatterji, P.C. (1993) — “Indian Broadcasting”.</li> </ul>	

School: SSMFE		Batch : 2024-2028	
Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM & MASS COMMUNICATION			Current Academic Year: 2025-2026
Branch: NA		Semester: III	
1	Course Code	VOF202	
2	Course Title	Smartphone Film Making	
3	Credits	3	
4	Contact Hours (L-T-P)	0-2-2	
	Course Type	Co-Requisite	
5	Course Objective	This course aims at enriching the minds of those students who have an interest in learning the techniques of filmmaking using a smartphone for a various platform (Cinema, Television, Advertisement, Film Festivals, etc.) in the broader context of the Media and Entertainment industry	
7	Course Description	This course provides an introduction to smartphone filmmaking and the use of audio integrated with visuals	
8	Outline syllabus		CO Mapping
	Unit 1	Smartphone Film Making	
	A	Introduction to the basic concepts of smartphone filmmaking	CO1
	B	Why smartphone filmmaking is an important and versatile option?	CO1
	C	Appreciation of films made on smartphones	CO1
	Unit 2	Introduction to Smartphone as a tool for Film Making	
	A	The Equipment	CO2
	B	Important Apps and Platform	CO2
	C	The Audio: <ul style="list-style-type: none"><li>● Sound Perception and its use for different situation</li><li>● Importance of sound in films and introduction to sound recording</li><li>● Microphones and their pickup patterns</li><li>● Microphone placement and usage</li><li>● Sound perspective and practical application</li></ul>	CO2
	Unit 3	Basic Smartphone Film Techniques	
	A	Photos: Composition, leading lines and the rule of thirds, Depth of field and selective focus	CO3
	B	Video: <ul style="list-style-type: none"><li>● Significance of different camera angles</li><li>● Characteristics and impact of various dimensions of Shots</li><li>● White balance</li><li>● Colour wheel and colour temperatures</li></ul>	CO3
	C	Selection of a viewpoint	CO3
	Unit 4	Idea to Screen	
	A	Story Idea and basics of screenwriting	CO4
	B	Characterization and shooting on location	CO4
	C	Lighting: Continuity of lighting, How to use ambient light?	CO4



	Unit 5	Editing Essentials												
	A	Imaginary line: 30 & 180-degree rule and placement of the camera				CO5								
	B	Introduction to Video Editing using mobile apps like Kine Master				CO5								
	C	Visualizations: Capture a scene in 5 shot				CO6								
	Mode of examination		Jury											
	Weightage	<table><tr><td>Weightage</td><td>CA</td><td>CE (Viva)</td><td>ETE</td></tr><tr><td>Distribution</td><td>25%</td><td>25%</td><td>50%</td></tr></table>					Weightage	CA	CE (Viva)	ETE	Distribution	25%	25%	50%
Weightage	CA						CE (Viva)	ETE						
Distribution	25%						25%	50%						
	Distribution													
	Text book/s*	The Digital <b>Filmmaking</b> Handbook. Mark Brindle												
	Other	Smartphone Movie Maker by Stoller Bryan												
	References	The Smartphone Filmmaking Handbook by Neil Philip Sheppard												

School: SSMFE		Batch : 2024-2028	
Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM & MASS COMMUNICATION			Current Academic Year: 2025-2026
Branch: NA		Semester: III	
1	Course Code	ARP207	
2	Course Title	Communicative English III – Logical Skills Building and Soft Skills	
3	Credits	2	
4	Contact Hours (L-T-P)	1-0-2	
	Course Status	Active	
5	Course Objective	To enhance holistic development of students and improve their employability skills. To provide a 360-degree exposure to learning elements of Business English readiness program, behavioral traits, achieve softer communication levels and a positive self-branding along with augmenting numerical and altitudinal abilities. To step up skill and upgrade students across varied industry needs to enhance employability skills. By the end of this semester, a student will have entered the threshold of his/her 1 <sup>st</sup> phase of employability enhancement and skill building activity exercise.	
7	Course Description	This Level 1 blended training approach equips the students for Industry employment readiness and combines elements of soft skills and numerical abilities to achieve this purpose.	
8	Outline syllabus		
	Unit 1	BELLS (Building Essential Language and Life Skills)	CO Mapping
	A	Know Yourself: Core Competence. A unique and interactive approach through an engaging questionnaire to ascertain a student’s current skill level to design, architect and expose a student to the right syllabus as also to identify the correct TNI/TNA levels of the student.	CO1
	B	Techniques of Self Awareness   Self Esteem & Effectiveness  Building Positive Attitude   Building Emotional Competence	CO1
	C	Positive Thinking & Attitude Building   Goal Setting and SMART Goals – Milestone Mapping   Enhancing L S R W G and P (Listening Speaking Reading Writing Grammar and Pronunciation)	CO1
	Unit 2	Introduction to APTITUDE TRAINING- Reasoning- Logical/ Analytical	
	A	Syllogism   Letter Series   Coding, Decoding, Ranking & Their Comparison Level-1	CO2
	B	Number Puzzles	CO2
	C	Selection Based on Given Conditions	CO2
	Unit 3	Quantitative Aptitude	
	A	Number Systems Level 1   Vedic Maths Level-1	CO3
	B	Percentage, Ratio & Proportion   Mensuration - Area & Volume  Algebra	CO3
	Unit 4	Verbal Abilities – 1	
	A	Reading Comprehension	CO4

	B	Spotting the Errors	CO4
	<b>Unit 5</b>	<b>Time &amp; Priority Management</b>	
	A	Steven Covey Time Management Matrix	CO5
	B	Creating Self Time Management Tracker	CO6
	Weightage Distribution	<i>Class Assignment/Free Speech Exercises / JAM – 60% / Group Presentations/Mock Interviews/GD/ Reasoning, Quant &amp; Aptitude – 40%</i>	
	Text book/s*	<i>Wiley's Quantitative Aptitude-P Anand / Quantum CAT – Arihant Publications / Quicker Maths- M. Tyra / Power of Positive Action (English, Paperback, Napoleon Hill) / Streets of Attitude (English, Paperback, Cary Fagan, Elizabeth Wilson) The 6 Pillars of self-esteem and awareness – Nathaniel Brandon / Goal Setting (English, Paperback, Wilson Dobson</i>	

## TERM 4

<b>School: SSMFE</b>		<b>Batch : 2024-2028</b>	
<b>Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM &amp; MASS COMMUNICATION</b>			<b>Current Academic Year: 2025-2026</b>
<b>Branch: NA</b>		<b>Semester: IV</b>	
1	Course Code	<b>BCJ245</b>	
2	Course Title	<b>Advertising: Principles &amp; Practices</b>	
3	Credits	<b>3</b>	
4	Contact Hours (L-T-P)	<b>3-0-0</b>	
	Course Type	<b>Elective</b>	
5	Course Objective	The objective of this course is to: <ul style="list-style-type: none"> <li>Familiarize with psychological and cultural approach of advertisement for different media</li> <li>Understanding of different segment and categories of advertisement</li> <li>Understanding of means; methods to achieve desired creativity in an advertisement</li> <li>Familiarize with various aspects of advertising</li> </ul>	
7	Course Description	The course is aimed to make students learn the skills and knowledge about the basic of advertising and its basic principles and practices.	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Advertising</b>	
	1	Meaning, definition and its role	CO1
	2	Growth and development of India and world	CO1
	3	Advertising as a communication tool	CO1
	<b>Unit 2</b>	<b>Unit II: Advertising process</b>	
	1	Models of advertising, AIDA, DAGMAR and Maslow Hierarchy model	CO2
	2	Types of advertising and its characteristics,	CO2
	3	Classification of advertising on basis of PA target audience, area, medium, purpose.	CO2
	<b>Unit 3</b>	<b>Classification of Advertising</b>	
	1	Types and Classification of Advertising	CO3
	2	Factors determining advertising opportunity of a product/service/idea.	CO3
	3	Types of Appeals and Advertising Messages	CO3
	<b>Unit 4</b>	<b>Structure, Role and Function of Advertising Agency</b>	
	1	Advertising Agency: Evolution, Types, Structure	CO4
	2	Functions of Various Departments and their Roles	CO4
	3	Agency – Client Relations and Pitching Process	CO4
	<b>Unit 5</b>	<b>Advertising Objectives; Execution</b>	
	1	Segmentation, Positioning and Targeting Media selection, Planning, Scheduling	CO6

	2	Marketing Strategy	CO5
	3	Research and Branding Advertising department vs. Agency-Structure	CO5
	Mode of examination		Theory

Weightage Distribution		CA	MTE	ETE	
		15%	10%	75%	
Text book/s*	<ol style="list-style-type: none"> <li>1. Advertisers Handbook 2001; D V Gandhi; New Delhi; Indraprastha Prakashan; 1999.</li> <li>2. Advertising Management,-2010, Jaishri , Jethwaney and Jain, Shruti, New Delhi, Oxford Univ. Press.</li> <li>3. Bland, Michael Effective media relations : how to get results.-- London: Kogan Page,1996.</li> <li>4. Brand Risk: Adding Risk Literacy to Brand Management-2008, Abrahams Dvid, England, Gower, 2008.</li> </ol>				
Other References	Ogilvy David Ogilvy on Advertising; Prion Books Ltd.				

<b>School: SSMFE</b>		<b>Batch : 2024-2028</b>	
<b>Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM &amp; MASS COMMUNICATION</b>			<b>Current Academic Year: 2025-2026</b>
<b>Branch: NA</b>		<b>Semester: IV</b>	
1	Course Code	<b>BCJ232</b>	
2	Course Title	<b>Public Relation &amp; Corporate Communication</b>	
3	Credits	<b>4</b>	
4	Contact Hours (L-T-P)	<b>3-1-0</b>	
5	Course Type	<b>Compulsory</b>	
6	Course Objective	<p>The objective of this course is to:</p> <ol style="list-style-type: none"> <li>1. Inculcate in depth understanding of various theories and principles of public relations</li> <li>2. Familiarize students with PR in different sectors such as government, public sector, NGOs and Corporate sector</li> <li>3. Familiarize students with different writing style and skills for public relations officer</li> <li>4. Develop the understanding of various concepts such as Public opinion, pressure group and know how about the applied PR.</li> </ol>	
8	Course Description	<p>This class will deal with an in depth understanding of the concepts and principles related to Public Relations and Corporate Communication. This class will further deal not only with the evolution and various theories related to PR but also with the various writing skills needed in the field, making the students aware of laws and ethics in it. This will also make the students aware of the existence of PR in various sectors along with the knowledge of strategic PR management and handling crisis communication through it.</p>	
9	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Public Relation: An Introduction</b>	
	1	PR: Concept and Principles	CO1
	2	Origin and Development of PR	CO1
	3	PR in Public Sector and PR in Private Sector	CO1
	<b>Unit 2</b>	<b>Writing and Editing Skills in Public Relation</b>	
	1	Multi News Release, press Release	CO2
	2	House Journal,	CO2
	3	Bulletin Board, Backgrounders	CO2
	<b>Unit 3</b>	<b>Public Relation Campaign</b>	
	1	Essentials of PR Campaign	CO3
	2	Preparing a PR Campaign	CO3
	3	Media Tracking and Content Analysis	CO3
	<b>Unit 4</b>	<b>Strategic Public Relation</b>	
	1	Political and Civic Communication	CO4
	2	Internal and External Communication	CO4
	3	Propaganda and Publicity	CO4
	<b>Unit 5</b>	<b>Applied Public Relation</b>	
	1	Image and Reputation Managements	CO5

	2	Brand building Management		CO5
	3	Social Marketing and Event Management		CO6
10	Mode of examination	Theory		
11	Weightage Distribution	CA	MTE                      ETE	
		15%	10%                      75%	
12	Text book/s*	Public Relation By J. Jethawaney, N.D. Phinix, New Delhi		
13	Other References	1. The Public Relation Handbook, Alison Theaker, Routeledge 2. Sage Handbook of Public Relations, Robert L. Heath 3. Jansampark By Gulab Kothari, Patrika Publication, Jaipur 4. Social Media and Public relations, Judy Motion, Robert L. Heath, Shirley Leitch		

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Branch: NA		Semester: IV	
1	Course Code	BCJ246	
2	Course Title	Radio Programming and Production*	
3	Credits	3	
4	Contact Hours (L-T-P)	1-1-2	
5	Course Type	Compulsory	
6	Course Objective	The objective of this course is to: <ul style="list-style-type: none"><li>Familiarize the students with the basic concepts of audio production</li><li>Describe radio as a medium of mass communication</li><li>Describe the process of radio programme production &amp; evaluation</li></ul>	
8	Course Description	After understanding the basics of writing for radio, this course is designed to give hand-on practical experience to students. The course will help the students to sharpen their skills by producing different programmes for radio.	
9	Outline syllabus		CO Mapping
	Unit 1	Understanding the Medium	
	1	Radio as Medium of Mass Communication	CO1
	2	Radio Broadcasting in India (pre and post-independence)	CO1
	3	Different Types of Radio Stations and Transmissions: On the Basis of Reach : National, Regional, Local and Community	CO1
	4	Organizational Structure and Functionaries of a Radio Station: Govt. and Private	CO1
	Unit 2	Programme Formats	
	1	Radio Announcement and Links Radio Talk	CO2
	2	Radio Interview and Discussion Radio Feature and Documentary	CO2
	3	Radio Commentary Radio Play/Drama	CO2
	4	Radio Ads (Social and Commercial) Phone-in and Radio Bridge	CO2
	Unit 3	Radio Production and Transmission Process	
	1	Elements of Radio Programme	CO3
		Radio Production Process	
	2	Equipment used in Radio Production: Types of Microphones, Headphones and	CO3
	3	Talk Backs, Audio Mixers and Transmitters, Recording, Broadcasting and Troubleshooting	CO3
	4	Indoor: Studio, Acoustics and Perspective Outdoor: Ambience and Noise	CO3
	Unit 4	Post Production and Evaluation	
	1	Adding Sound Effects and Music	CO4



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

<b>School: SSMFE</b>		<b>Batch : 2024-2028</b>		
<b>Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM &amp; MASS COMMUNICATION</b>				<b>Current Academic Year: 2025-2026</b>
<b>Branch: NA</b>		<b>Semester: IV</b>		
1	Course Code	<b>BCJ234</b>		
2	Course Title	<b>Advertisement Lab</b>		
3	Credits	<b>2</b>		
4	Contact Hours (L-T-P)	<b>(0-1-2)</b>		
5	Course Type	<b>Discipline Elective</b>		
6	Course Objective	The objective of the course is to make develop - 1. Understanding of visualisation and ideation in advertisement 2. Understanding of means & methods to achieve desired creativity in an advertisement. 3. Concept of Advertising strategies and production planning		
	Course Description	The course aims to equip students to honk skills and capacity to meet the challenges and demands of the advertising planning and production process. The curriculum lays stress on both theoretical and applications. The theoretical portion indicates the students to know how the technological aspects of Advertising.		
9	Outline syllabus			CO Mapping
	<b>Unit 1</b>	<b>Understanding Creativity</b>		
	A	Concept and Definition		CO1
	B	Advertising and Creativity		CO1
	C	Creative Thinking		CO1
	<b>Unit 2</b>	<b>Creative Roles</b>		
	A	Words and Picture		CO2
	B	Art Direction		CO2
	C	Copywriting		CO2
	<b>Unit 3</b>	<b>Creative Process</b>		
	A	Creative Thinking and Ideation		CO3
	B	Brainstorming, Lateral Thinking and Various Creative Thinking		CO3
	C	Hats” and Others Steps and Stages		CO3
	<b>Unit 4</b>	<b>Creative Strategies</b>		
	A	Concept and Definition		CO4
	B	Various Steps and Stages		CO4
	C	Planning Cycle		CO4
	<b>Unit 5</b>	<b>Campaign Planning&amp; Execution</b>		
	A	Creative Strategy Formulations and Execution		CO5
	B	Product Category Strategies, The Creative Brief Message Execution		CO5
	C	Make an advertising campaign		CO6
10	Mode of examination		Jury/Practical/Viva	
11	Weightage Distribution	CA	CE(VIVA)	ETE
		25%	25%	50%

12	Text book/s*	<ol style="list-style-type: none"> <li>1. Advertisers Handbook 2001; D V Gandhi; New Delhi; Indraprastha Prakashan; 1999.</li> <li>2. Advertising Management,-2010, Jaishri , Jethwaney and Jain, Shruti, New Delhi, Oxford Univ. Press.</li> <li>3. Bland, Michael Effective media relations : how to get results.-- London: Kogan Page, 1996</li> </ol>
13	Other References	<ol style="list-style-type: none"> <li>1. Essential for Media Planning -1993 Arnold M Barbar USA, NTC Business Book, 1993.</li> <li>2. Mohan Mahender Advertising Management: Concepts &amp; Cases; Tata McGraw Hill Publishers</li> <li>3. Lewis Herschell GordionThe Complete Advertising and Marketing Handbook: East West Books(Madras) Pvt.Ltd., Chennai</li> </ol>

<b>School: SSMFE</b>		<b>Batch : 2024-2028</b>	
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<b>Branch: NA</b>		<b>Semester: IV</b>	
1	Course Code	<b>BCJ235</b>	
2	Course Title	<b>Animation Storyboarding &amp; Graphics</b>	
3	Credits	<b>2</b>	
4	Contact Hours (L-T-P)	<b>0-1-2</b>	
	Course Type	<b>Discipline Elective</b>	
5	Course Objective	The objective of this course is to: 1. Introduce the fundamental elements of Animation. 2. Emphasis on learning the representations, perceptions and applications of animation, graphics and multimedia	
7	Course Description	This studio is designed to introduce to students the art of giving life to objects through motion and storytelling. The course emphasizes foundational principles of motion, visual storytelling, non-linear forms of motion, interactive visualizing, and diverse approaches to motion graphics.	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Basics of Animation and Graphics</b>	
	1	Animation: origin and growth, Basic principle of animation, elements and types,	CO1
	2	Story board, Role of computers in animation, Computer language for animation, Layout and Designing	CO1
	3	Basic of sketching, still life and assignment of basic drawing, Composition of basic elements, Work in different media, such as drawing, collage, and painting,	CO1
	<b>Unit 2</b>	<b>Basics of 2D Animation</b>	
	1	Understanding the concept of 2 D Animation.	CO2
	2	Colour theory and basics, Incorporating sound into 2D animation.	CO2
	3	Create, Edit and working with Animation Graph	CO2
	<b>Unit 3</b>	<b>Introduction to Material Animation</b>	
	1	Introduction to Material Animation. Different Styles in material animation. Popular material animation and other techniques.	CO3
	2	Different Techniques Available for Material Animation.	CO3
	3	Creating short material animation film	CO6
	<b>Unit 4</b>	<b>Basics Graphics</b>	
	1	Introduction to graphic designing	CO4
	2	Design elements, Photoshop basics	CO4
	3	Create media content using photoshop	CO6
	<b>Unit 5</b>	<b>Multimedia Technologies Concept</b>	
	1	Understanding Multimedia Technology	CO5

	2	Fundamentals of Creative Multimedia	CO5
	3	Audio Visual, Graphic & Animation content for multimedia platforms	CO6
	Mode of examination	Jury/Practical/Viva	
	Weightage Distribution	CA	CE (Viva)
		25%	25%
			50%
	Text book/s*	Ze-Nian Li, Skeleton Creek, Fundamentals of Multimedia	
	Other References	Epic Content Marketing – Joe Pulizzi	

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Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM & MASS COMMUNICATION			Current Academic Year: 2025-2026
Branch: NA		Semester: IV	
1	Course Code	BCJ 247	
2	Course Title	Public Relation & Corporate Communication Production Lab	
3	Credits	1	
4	Contact Hours (L-T-P)	0-0-2	
	Course Type	Compulsory	
5	Course Objective	The objective of this course is to: 1. Introduce the application of corporate communication to achieve organisational goals 2. Discuss the role of strategy in corporate communicationFamiliarize students with different writing style and skills for public relations officer 3. Give hands-on skills in conceiving and implementing corporate communication programmes.	
7	Course Description	This class will deal with an in depth understanding of the concepts and principles related to Public Relations and Corporate Communication. This class will further deal not only with the evolution and various theories related to PR but also with the various writing skills needed in the field, making the students aware of laws and ethics in it.	
8	Outline syllabus		
	Unit 1	Press Conference	CO Mapping
	1	PR Writing - press releases	CO1
	2	Preparing Press Kit	CO1
	3	Organize dummy Press Conference	CO1
	Unit 2	Public Relations Campaign	
	1	Ideation of PR Campaign	CO2
	2	Planning of PR Campaign	CO2
	3	Execution of PR Campaign	CO2
	Unit 3	Corporate Publication	
	1	Writing, editing and production of corporate publications - House Journal	CO3
	2	Brochures, Booklets, leaflets and folder.	CO3
	3	Bulletin Board, Backgrounders	CO3
	Unit 4	Crisis Management	
	1	Crisis Management and Plan in PR	CO4
	2	Crisis Management in Corporate Communication	CO4
	3	Case Studies – Crisis Management in PR & CC	CO4

	Unit 5	Corporate Communication in Digital Age			
	1	Financial Communication in the Digital Age Investor Relations			CO5
	2	Online Case Studies. Corporate Communication Channels Corporate Website Facebook, Twitter, LinkedIn, You Tube Accounts Corporate Blog.			CO5
	3	Building Online Corporate Community			CO6
	Mode of examination		Jury / Practical		
	Weightage Distribution	CA	CE (Viva)	ETE	
		25%	25%	50%	
	Text book/s*	Public Relation By J. Jethawaney, N.D. Phinix, New Delhi			
	Other References	5. The Public Relation Handbook, Alison Theaker, Routeledge 6. Sage Handbook of Public Relations, Robet L. Heath 7. Jansampark By Gulab Kothari, Patrika Publication, Jaipur 8. Social Media and Public relations, Judy Motion, Robert L. Heath, Shirley Leitch			

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Branch: NA		Semester: IV				
1	Course Code		BCJ248			
2	Course Title	Radio Production Lab				
3	Credits	1				
4	Contact Hours (L-T-P)		0-0-2			
	Course Type	Compulsory				
5	Course Objective	The objective of this course is to: 1. Familiarize the students with the production of radio programmes 2. Inculcate the basic concepts of audio production				
7	Course Description	After understanding the basics of writing for radio, this course is designed to give hand-on practical experience to students. The course will help the students to sharpen their skills by producing different programmes for radio.				
8	Outline syllabus			CO Mapping		
	Unit 1	Basic concepts of Audio production				
	1	Microphones – Designs, Categories and Applications.			CO1	
	2	Digital Studio Mixer. Portable Audio Mixers.			CO1	
	3	Understanding sound recording / Perspective of sound			CO1	
	Unit 2	Broadcast News				
	1	Newsroom organization and structure and functions			CO2	
	2	News Bulletin - 15-minute bulletin, 5 minute, news-on-phone, headlines			CO2	
	3	Radio News Magazine			CO2	
	Unit 3	Radio Programmes				
	1	Radio features/documentaries			CO3	
	2	Radio commentaries, Radio Drama			CO3	
	3	Spotlight/Talks, etc			CO3	
	Unit 4	Voice for radio programmes				
	1	Voice exercise			CO4	
	2	Practice for Hindi/English/Urdu programme			CO4	
	3	Sound recording and best ways to use music in radio			CO4	
	Unit 5	Practical Projects				
	1	Preparing a Music clock for FM channels			CO5	
	2	Drawing up fixed point chart for community radios			CO5	
	3	Production of Studio based Radio programmes in different formats			CO6	
	Mode of examination		Jury			
	Weightage Distribution		CA	CE (Viva)	ETE	
25%			25%	50%		
	Text book/s*	Handbook of Radio Production, Herbert Zettl, Cengage Learning				



	Other References	<ul style="list-style-type: none"> <li>● Broadcast Journalism: Techniques of Radio and Television News, Andrew Boyd, Peter Stewart, Ray Alexander, Focal Press</li> <li>● Essential Radio Journalism: How to Produce and Present Radio News (Professional Media Practice), Paul Chantler &amp; Peter Stewart, Methuen Drama Publication</li> <li>● Radio Production, Robert McLeish, Focal Press</li> </ul>
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<b>Branch: NA</b>		<b>Semester: IV</b>	
1	Course Code	<b>OPE</b>	
2	Course Title	<b>Still Photography</b>	
3	Credits	<b>3</b>	
4	Contact Hours (L-T-P)	<b>0-2-2</b>	
5	Course Type	<b>Open Elective</b>	
6	Course Objective	1. Describe photography, types of photography, and their purpose 2. Different composition technique 3. Elaborate on basics of visual literacy and composition 4. Lens and its functions	
8	Course Description	This course provides an introduction to basic visual composition and Photography techniques	
9	<b>Outline syllabus</b>		<b>CO Mapping</b>
	<b>Unit 1</b>	<b>Introduction to Photography</b>	
	A	What is photography? The role & importance of photography.	CO1
	B	Brief History of photography. How Camera works?	CO1
	C	Principles of Camera Obscura Types of Cameras	CO1
	<b>Unit 2</b>	<b>Principles of Photographic composition</b>	
	A	Concepts of composition	CO2,
	B	Digital Capture	CO2,
	C	Various types of Digital Capture and Image	CO2,
	<b>Unit 3</b>	<b>Lighting</b>	
	A	Sources of light: Natural & Artificial Correct exposure.	CO3
	B	Nature and physical properties of light Direction & angle of light: Front, side, top & back	CO3
	C	Lighting contrast and its control by fill in lights One-, two- & three-point lighting: Key, fill and back light	CO3
	<b>Unit 4</b>	<b>Photography Composition</b>	
	A	Rule of 3 <sup>rd</sup> , How to shoot buildings and monuments Portrait	CO3,
	B	Importance of lens in photography	CO5
	C	Different types of camera lenses	CO4, CO5
	<b>Unit 5</b>	<b>Introduction to image editing software Photoshop</b>	CO6
	A	Basic image editing technique	CO6
	B	Understanding common terms like Resolution,	CO6

		Depth, Cropping, Scaling, Hue, Saturation, Vibrance, Sharpness, etc.			
	C	Final Project			CO6
	Mode of examination		JURY		
	Weightage Distribution	CA(Internal)	CA(Viva)	ETE/External viva	
		25%	25%	50%	
	Text book/s*	Michael Langford Basic Photography, Focal Press James A. Folts Ronald P. Lovell Handbook of Photography, Fred C. Zwahlen, Jr. Delmal Thomsan learning Lee Frost Photography, Hodder Headline			
	Other References	Audio – Vision – Sound on Screen by Michael Chion			

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Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM & MASS COMMUNICATION				Current Academic Year: 2025-2026	
Branch: NA		Semester: IV			
1	Course Code	RBL002			
2	Course Title	Research Based Learning – II			
3	Credits	0			
4	Contact Hours (L-T-P)			0-0-4	
	Course Type	Co-Requisite			
5	Course Objective	The objective of this course is to: <div>1. Strengthen the academic research ability of the students. 2. Evolve the inquisitiveness of the students towards society and various factors affecting media and society at a large. 3. Enhance the problem-solving skills of the students.</div>			
7	Course Description	The course is designed to inculcate the research value and skills among the students.			
8	Outline syllabus			CO Mapping	
	Unit 1	● Dissertation/ Project Monitoring Stage		CO1	
	Unit 2	● Progress of Project/ Dissertation after topic approval		CO2	
	Unit 3	● Evaluation of progress of Project/ Dissertation after topic approval		CO3	
	Unit 4	● First Review of the project by internal committee (R1)		CO4	
	Unit 5	● Second Review of the project by internal committee (R2)		CO5, CO6	
	Mode of examination		Audit course		
	Weightage Distribution		CA - 100 %	MTE – 0%	ETE – 0%

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Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM & MASS COMMUNICATION			Current Academic Year: 2025-2026
Branch: NA		Semester: IV	
1	Course Code	ARP306	
2	Course Title	Communicative English IV – Campus to Corporate	
3	Credits	2	
4	Contact Hours (L-T-P)	1-0-2	
	Course Status	Active	

5	Course Objective	To enhance holistic development of students and improve their employability skills. Provide a 360-degree exposure to learning elements of Business English readiness program, behavioral traits, achieve softer communication levels and a positive self-branding along with augmenting numerical and altitudinal abilities. To up skill and upgrade students across varied industry needs to enhance employability skills.	
7	Course Description	This penultimate stage introduces the student to the basics of Human Resources. Allows the student to understand and interpret KRA   KPI and understand Job descriptions. A student also understands how to manage conflicts, brand himself/herself, understand relations and empathize others with level-4 of quant, aptitude and logical reasoning	
8	Outline syllabus		
	Unit 1	Ace the Interview	CO Mapping
	A	HR Sensitization ( Role Clarity   KRA   KPI   Understanding JD )   Conflict Management	CO1
	B	Negotiation Skills   Personal Branding	CO1
	C	Uploading & Curating Resumes in Job Portals, getting Your Resumes Noticed   Writing Cover Letters   Relationship Management	CO1
	Unit 2	Introduction to APTITUDE TRAINING- Reasoning- Logical/ Analytical	
	A	Sitting Arrangement & Venn Diagrams   Puzzles   Distribution   Selection	CO2
	B	Direction Sense   Statement & Conclusion   Strong & Weak Arguments	CO2
	C	Analogies, Odd One out   Cause & Effect	CO2
	Unit 3	Quantitative Aptitude	
	A	Average , Ratio & Proportions, Mixtures & Allegation	CO3
	B	Geometry-Lines, Angles & Triangles	CO3
	C	Problem of Ages   Data Sufficiency - L2	CO3
	Unit 4	Verbal Abilities-4	
	A	Antonyms and Synonyms	CO4
	B	Idioms and Phrases	CO4
	Unit 5	Problem Solving and Case Studies	
	A	Real time Case Study Solving Exercises	CO5
	B	Intra student Mock Situation Handling Exercises	CO6
	Weightage Distribution	( CA )Class Assignment/Free Speech Exercises / JAM – 60%   (ETE) Group Presentations/Mock Interviews/GD/ Reasoning, Quant & Aptitude – 40%	
	Text book/s*	<ul style="list-style-type: none"><li>Wiley's Quantitative Aptitude-P Anand   Quantum CAT – Arihant Publications  </li><li>Quicker Maths- M. Tyra   Power of Positive Action (English, Paperback, Napoleon Hill)  </li><li>Streets of Attitude (English, Paperback, Cary Fagan, Elizabeth Wilson) The 6 Pillars of self-esteem and awareness – Nathaniel Brandon   Goal Setting (English, Paperback, Wilson Dobson</li></ul>	

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<b>Branch: NA</b>		<b>Semester: IV</b>	
1	Course Code	<b>VAF008</b>	
2	Course Title	<b>Innovation &amp; Entrepreneurship</b>	
3	Credits	<b>Audit</b>	
4	Contact Hours (L-T-P)	<b>30Hrs (0-0-0)</b>	
	Course Type	<b>Compulsory</b>	
5	Course Objective	<ul style="list-style-type: none"> <li>● To understand the concepts of Innovation and Entrepreneurship</li> <li>● To explore opportunities to interpret organizational output and efficiency.</li> <li>● To work effectively and professionally in teams.</li> </ul>	
7	Course Description	The course is designed to provide the tools necessary for starting independent businesses. This course will facilitate the students with competencies and knowledge in key business functional areas, understand the changing business environment and apply the new business management solutions in terms of start-up ideas.	
8	<b>Outline syllabus</b>		<b>CO Mapping</b>
	<b>Unit 1</b>	<b>Understanding Innovation</b>	
	A	Introduction to innovation	CO1
	B	Fundamentals of Innovation	CO1
	C	Theories of Innovation	CO1
	<b>Unit 2</b>	<b>Innovation Foundation</b>	

	A	Business in Society, Diffusion of Innovation	CO2
	B	Creative thinking	CO2
	C	Innovation Management	CO2
	<b>Unit 3</b>	<b>Understanding Entrepreneurship</b>	
	A	Introduction to Entrepreneurship	CO3
	B	Design thinking for Entrepreneurship	CO3
	C	Startup Methods	CO6
	<b>Unit 4</b>	<b>Entrepreneurship Foundation</b>	
	A	Opportunity Analysis	CO4
	B	Assembling and motivating a team	CO4
	C	Pitching and presenting	CO6
	<b>Unit 5</b>	<b>Advance Innovation &amp; Entrepreneurship</b>	
	A	Advance Strategy for Innovators and Entrepreneurs	CO5
	B	Finance for Innovators and Entrepreneurs	CO5
	C	Marketing for Innovators and Entrepreneurs	CO6
	Mode of examination		AUDIT
	Weightage Distribution	CA	ESE
		75%	25%
	Text book/s*	Technology Ventures: From Idea to Enterprise. Byers, Dorf, and Nelson. 4th Edition. McGraw Hill Education. Copyright 2015. ISBN 978-1259252754 (International Student Edition).	
	Other References	Poornima Charantimath, (2007)“Entrepreneurship Development-Small Business Enterprise”, Pearson Education.	

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<b>Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM &amp; MASS COMMUNICATION</b>			<b>Current Academic Year: 2025-2026</b>
<b>Branch: NA</b>		<b>Semester: V</b>	
1	Course Code	<b>BCJ314</b>	
2	Course Title	<b>TV Programme Production*</b>	
3	Credits	<b>3</b>	
4	Contact Hours (L-T-P)	<b>1-2-0</b>	
	Course Type	<b>Compulsory</b>	
5	Course Objective	The objective of this course is to: Familiarize the students with the various aspects of Television production. Inculcate the skills of writing and equipment handling	
7	Course Description	The course is designed to provide different aspects of writing skills for Audio- Visual media to the students. The course will help to understand the varied and diverse writing for Audio - Visual medium. Students will be able to understand different approaches to meet goals through creative and objective writing.	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Understanding the Medium</b>	
	1	Brief Historical Background of Television in India	CO1
	2	Characteristics and Importance of Television	CO1
	3	Various Formats of TV programmes	CO1
	4	Stages of Programme Production	CO1
	<b>Unit 2</b>	<b>Pre-Production</b>	
	1	Ideation, Programme Brief, Objectives, Synopsis, Research – Recce and Treatment	CO2
	2	Scripting a Programme: Story Boarding and Script Breakdown	CO2
	3	Maintaining Continuity, Make-up, Set-designs, Costumes, Props, Floor Plan	CO2
	4	Budgeting	CO2
	<b>Unit 3</b>	<b>Production</b>	
	1	Steps involved in production and utilization of a TV programme	CO3
	2	Production Personnel: Role and Responsibilities in Studio & Location Shoot	
	3	Single Camera Shoot, Multi Camera Shoot	CO3
	<b>Unit 4</b>	<b>Idea to Screen</b>	
	1	Basic concept involved in writing for cinema	CO4



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

School: SSMFE				Batch : 2024-2028	
Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM & MASS COMMUNICATION				Current Academic Year: 2026-2027	
Branch: NA		Semester: V			
1	Course Code		BCJ315		
2	Course Title		Development Communication		
3	Credits	3			
4	Contact Hours (L-T-P)		3-0-0		
	Course Type		Compulsory		
5	Course Objective	The objective of this course is: 1. To impart basic concepts meaning and models of development 2. To make students aware about problems and issues of the development. 3. To inculcate knowledge of development communication and relations with media and society. 4. Know the functioning of media in development coverage.			
7	Course Description	The courses offer focus on contemporary development concerns, advocacy and communication for sustainable social change. The other important areas of study are behaviour change communication. The course orients and enhances the capacity of the students in participatory methodologies.			
8	Outline syllabus				CO Mapping
	Unit 1	Models and Paradigms of Development Communication			
	1	Linear Models: Rostow’s Demographic (Stages of Growth), Transmission Non-Linear: World System Theory, Neo-Marxist Theory			CO1
	2	Changing Paradigms of Development and Alternative Paradigms: Participatory, Think local/Act global - Think global/Act local			CO1
	3	Economic and social indicators of development: GDP/GNP, Human Development Index, Physical Quality of Life Index, Communication as an indicator, Democracy as an indicator, Human Rights as an indicator, Social Relations [inequality] Happiness Index			CO1
	Unit 2	Communication and Social Change			
	1	Gandhian Perspective: Panchayati Raj			CO2
	2	Approaches to Development Communication: Diffusion of Innovation; Magic Multiplier; Empathy			CO2
	3	Case Studies: Kheda, SITE, Water Harvesting Management, MNREGA, NHRM, The Millennium Development Goals (MDGs) and Sustainable Development Goals			CO2
	Unit 3	Media and Development			
	1	Role and performance of Mass Media in Development: Radio, Television, Cinema and Traditional media, Development of message design and communication			CO3
	2	Development reporting- roles and responsibilities of a development reporter, ethics in reporting, specialized skills			CO3

		required and issues in development reporting	
	3	ICTs: scope in development communication (SITE Experiment, e chaupal, e governance,)	CO3
	<b>Unit 4</b>	<b>Behaviour Change Communication: Concept &amp; Approaches</b>	
	1	Processes of Behaviour Change Communication	CO4
	2	Strategic issues and BCC (Health/ Environment/ Consumption)	CO4
	3	Case study of BCC campaigns for social mobilization and policy change	CO4
	<b>Unit 5</b>	<b>Gender and Advocacy</b>	
	1	Women and Human Rights	CO5
	2	Laws for protection of women's rights	CO5
	3	Media and gender mainstreaming	CO6
	Mode of examination		Theory
	Weightage Distribution		CA 15 % MTE 10% ETE 75%
Text book/s*		1. Srinivas R. Melkote Communication for Development in the Third World, Sage, New Delhi	
Other References		2. Lerner Daniel and Schramm Wilbur Communication and Changes in Developing Countries, East West Communication Centre, Honolulu 3. Rogers Everett M Communication and Development: Critical Perspective, Sage, New Delhi	

<b>School: SSMFE</b>		<b>Batch : 2024-2028</b>	
<b>Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM &amp; MASS COMMUNICATION</b>			<b>Current Academic Year: 2026-2027</b>
<b>Branch: NA</b>		<b>Semester: V</b>	
1	Course Code	<b>BCJ303</b>	
2	Course Title	<b>International and Intercultural Communication</b>	
3	Credits	<b>4</b>	
4	Contact Hours (L-T-P)	<b>4-0-0</b>	
	Course Type	<b>Compulsory</b>	
5	Course Objective	The objective of this course is to: 1.Expose students to the role of mass media in a global context 2.Introduce international/transnational media organizations 3. Understand the debate on new world information and communication order 4. Look at globalization and its outcomes in developing nations. 5. Understand the basic concept of intercultural communication.	
7	Course Description	The course is designed to impart knowledge about basic understanding of journalism, Media and function of organization. The course will help student to get information about tool techniques and impact of media.	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	Introduction to International and Intercultural Communication	
	1	Definition and scope of international and intercultural communication	CO1
	2	Key concepts: culture, identity, cultural competence	CO1
	3	Theories of intercultural communication: cultural dimensions, uncertainty reduction, communication accommodation	CO1
	<b>Unit 2</b>	Intercultural Communication Competence	
	1	Strategies for improving intercultural communication competence	CO2
	2	Cultural adaptation and adjustment in intercultural encounters	CO2
	3	Overcoming intercultural communication barriers: stereotypes, prejudice, and ethnocentrism	CO2
	<b>Unit 3</b>	<b>International/Transnational Organizations</b>	
	1	News Agencies – Evolution and Functions	CO3
	2	Non-Aligned News Agencies Pool (NANAP) -operations, success and failure.	CO3
	3	New International Information and Economic order Demand for NWICO.	CO3
	<b>Unit 4</b>	<b>Key Concepts in Intercultural Communication</b>	
	1	Key Concepts – Communication, Culture, Cross-Cultural and Inter-Cultural Communication.	CO4
	2	Culture- Definition, Components of Culture.	CO4
	3	Barriers to Intercultural Communication.	CO4
	<b>Unit 5</b>	<b>Variables of Intercultural Communication</b>	

	1	Ethnocentric Impulse and Cultural Shock.	CO5
	2	Cultural translation, Intercultural Conflict, Intercultural Relationships and cultural adaptation.	CO5
	3	Development model of Intercultural Sensitivity by MJ Bennet.	CO6
	Mode of examination	Theory	
	Weightage Distribution	CA	MTE
		15 %	10%
			75%
	Text book/s*	An Introduction to Intercultural Communication: Identities in a Global Community by Fred E. Jandt	
	Other References	1. Intercultural Communication: The Indian Context by Ramesh N Rao 2. Intercultural Communication in Context by Judith Martin and Thomas Nakayama	

School: SSMFE				Batch : 2024-2028	
Program: BA (HONS./HONS. WITH RESEARCH)				Current Academic Year: 2026-2027	
JOURNALISM & MASS COMMUNICATION					
Branch: NA		Semester: V			
1	Course Code	BCJ310			
2	Course Title	Media: Sociology & Psychology			
3	Credits	4			
4	Contact Hours (L-T-P)	4-0-0			
	Course Type	Core Elective			
5	Course Objective	The objective of this course is to: 1. Familiarize the student with the sociology and psychology of media. 2. Demonstrate how theories from sociology and psychology apply to media and emerging technologies, including persuasion, attention, social influence, cognition, engagement and emotion			
7	Course Description	The course is designed to inculcate the understanding of the sociology and psychology of media. This course will help he students to understand the interrelation of media and the society and media and the audiences.			
8	Outline syllabus				CO Mapping
	Unit 1	Media & Society - an Introduction			
	1	Understanding Society, interrelation of media & society			CO1
	2	Social Structure, Indian Social System			CO1
	3	Media & Its Audiences – Media & Individual Citizens			CO1
	Unit 2	Sociology of Mass Media			
	1	Sociology of Mass Media, Mass Media in Socialization and Social Relations			CO2, CO6
	2	Model of Media & Social World			CO2
	3	Role of Media in inculcating Ideology			CO2
	Unit 3	Media content and different genres			
	1	Society & Religion – Basic understanding of various religious values.			CO3
	2	Role of media in gender sensitization			CO3
	3	Media & Content – Gender, Race and Class, Global Media Content.			CO3
	Unit 4	Introduction to Media Psychology			
	1	Definition, need and importance of media psychology			CO4, CO6
	2	Psychological effects and influence of media – media violence			CO4
	3	Media effect and pornography, advertising, television			CO4
	Unit 5	Psychology of media audiences			
	1	Psychology of media audiences			CO5
	2	Media & Adolescent, media & women			CO5
	3	Sports, audience’s participation & reality shows.			CO5
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	

		25 %	25 %	50%	
	Text book/s*	<ul style="list-style-type: none"> <li>• Media/Society: Industry, Images &amp; Audience by David Croteau</li> <li>• Media Psychology by David Giles</li> </ul>			

School: SSMFE			Batch : 2024-2028		
Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM & MASS COMMUNICATION				Current Academic Year: 2026-2027	
Branch: NA		Semester: V			
1	Course Code		BCJ316		
2	Course Title		Data Journalism & Mobile Journalism		
3	Credits	2			
4	Contact Hours (L-T-P)			2-0-0	
	Course Type		Compulsory		
5	Course Objective		The objective of this course is: 1.To familiarize the students about the use of mobile in journalism 2. Identify the role and impact of mobile technology in news 3. To familiarize the different aspects of mobile and data journalism 4. To familiarize about the evolution of mobile Journalism and challenges it faces.		
7	Course Description		The course aims to equip students with skills and capacity to meet the challenges and demands of convergent Journalism. This course has been made specifically to cater the requirement of students interested in making their career in Journalism and New Media.		
8	Outline syllabus				CO Mapping
	Unit 1	Internet and Mobile Journalism			
	1	Network Society			CO1
	2	Development of internet and online journalism – web 1.0, web 2.0, web 3.0, semantic web and beyond			CO1
	3	Fundamentals concepts and applications - Multimodality, Hyper textuality, Interactivity, Crowdsourcing, RSS, Mashups, Widgets, Folksonomy, Social bookmarking, CC, Metrics, Analytics, passive democratic fundraising (A/B testing) tactics, new concepts			CO1
	Unit 2	Data Journalism			
	1	Data Journalism- concept			CO2
	2	Cybercrime- Computer assisted reporting- infographics - Data Visualization- Interactive Visualization			CO2
	3	Data base Journalism			CO2
	Unit 3	Marketing for the web			
	1	SEO, AdSense, AdWords, PPC, Pops, Ad-blocks, Direct mail, new techniques			CO3
	2	Journalism as conversation – Audience development, Social media, Blogs, Comments, Feedbacks, Opinion polls, Message boards, Messenger, Chat rooms, Games, Quiz			CO3
	3	Ethical practices involving the Internet and mobile Journalism			CO3
	Unit 4	Mobile journalism			
	1	Newsroom for online journalism			CO4
	2	Backpack journalism- Citizen Journalism			CO4



	3	Non-linear story telling			CO4
	<b>Unit 5</b>	<b>New styles of writing</b>			
	1	visual language			CO5
	2	Micro-content			CO5
	3	Narrative journalism			CO6
	Mode of examination		Theory		
	Weightage Distribution		CA	MTE	ETE
			15 %	10 %	75%
Text book/s*	<ul style="list-style-type: none"> <li>● Introduction to Online Journalism: Publishing News and Information by Ronald De Walk.</li> <li>● The Data Journalism Handbook, Jonathan Gray</li> <li>● Data + Journalism A Story Driven Approach to Learning Data Reporting, Mike Reilly Samantha Sunne</li> <li>● Web Journalism: Practice and Promise of a New Medium by James Glen.</li> <li>● Online Journalism: Principles and Practices of News for the Web by James C. Frost.</li> <li>● Digitizing the News: Innovation in Online Newspapers.</li> <li>● Online News: Journalism and Internet by Stuart Allen.</li> <li>● Blog: Understanding the Information Reformation That's Changing the World by Hugh Hewitt.</li> </ul>				

<b>School: SSMFE</b>		<b>Batch : 2024-2028</b>	
<b>Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM &amp; MASS COMMUNICATION</b>			<b>Current Academic Year: 2026-2027</b>
<b>Branch: NA</b>		<b>Semester: V</b>	
1	Course Code	<b>BCJ317</b>	
2	Course Title	<b>Video Editing</b>	
3	Credits	<b>2</b>	
4	Contact Hours (L-T-P)	<b>0-1-2</b>	
	Course Type	<b>Compulsory</b>	
5	Course Objective	The objective of this course is to: 1. Familiarize the students with the various aspects of Television production. 2. Inculcate the understanding of aesthetics and techniques of editing 3. To understand the various types of editing and various possibilities like rhythm & pace, dramatic continuity etc.	
7	Course Description	The course is designed to provide different aspects of writing skills for Audio- Visual media to the students. The course will help to understand the varied and diverse writing for Audio - Visual medium. Students will be able to understand different approaches to meet goal through creative and objective writing.	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>TV Programme Production</b>	
	1	Field production - Basic shots, camera angles, Ideas, visualizations & production scripts, Preproduction and postproduction activities	CO1
	2	Studio production - Floor plans, pre-production planning, Dry runs & walk through, Timeline	CO1
	3	Production schedules, Working out schedules, Cues and commands, PCR production	CO1
	<b>Unit 2</b>	<b>Practical Exercise</b>	
	1	TV Studio discussion with live OB inputs	CO2
	2	Talk shows with audience participation, PTC, News story	CO2
	3	TV Commercial, Documentary	CO2
	<b>Unit 3</b>	<b>Introduction &amp; Principles of Editing</b>	
	1	Necessity of Editing and Manipulation of time, Rhythm & Pace and Dramatic Continuity	CO3
	2	Difference between Linear and Non-Linear editing	CO3
	3	World of Visual: frame, Shot, Scene, Sequence. Types of Shot, Principles & Grammar of Editing, Different stages of editing	CO3
	<b>Unit 4</b>	<b>Editing Aesthetics &amp; Effects</b>	
		Language of Editing, Editing aesthetics, Use of Sound & Sound Editing, synchronization	CO4
		Final Cut Pro: An Introduction, FCP: logging video, capturing/	CO4

		batch capturing, assembling shots	
		Various effects & editing techniques, Color Correction Use of Graphics, titling	CO4
	<b>Unit 5</b>	<b>Editing different types of programmes</b>	
		Concept of Online editing, Difference between online & offline editing	CO5
		Editing of programmes of different genres	CO6
		Editing of short documentary & Montage	CO6
	Mode of examination	Jury/Viva/Practical	
	Weightage Distribution	CA	CE (Viva)
		25%	25%
			50%
	Text book/s*	Broadcast News: Writing, Reporting and Producing, Ted White and Frank Bernas, Focal Press, Focal Press, Oxford, 2010	
	Other References	An introduction to writing for Electronic Media: Scriptwriting Essentials Across the Genres, Roberts B. Musburger, Focal Press, Oxford, 2007	

School: SSMFE		Batch : 2024-2028			
Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM & MASS COMMUNICATION				Current Academic Year: 2026-2027	
Branch: NA		Semester: V			
1	Course Code		BCJ313		
2	Course Title		Digital Media Marketing Lab		
3	Credits	2			
4	Contact Hours (L-T-P)		0-0-4		
5	Course Type		Compulsory		
6	Course Objective	The main objective of the course is to impart skills of creating digital marketing content. This course will help the students to use digital media to amplify messages. The students will be able to make content discoverable in search, run ad campaigns and advertise it on various social media handles.			
	Course Description	The course is designed with the aim to impart the knowledge, skill and competency of digital media marketing among the students. The course will help the students to understand and apply the concepts, tools of digital media marketing.			
9	Outline syllabus			CO Mapping	
	Unit 1	Digital Marketing Tools			
	A	Introduction to Digital Marketing Tools			CO1
	B	Importance of Digital Marketing Tools			CO1
	C	Multimedia Tools for Digital Media Marketing			CO1
	Unit 2	Different Types of Digital Marketing Tools			
	A	Digital Photo Sharing Tools			CO2
	B	Digital Video Sharing Tools			CO2
	C	Digital Audio Sharing Tools			CO2
	Unit 3	Digital Marketing Tools & Techniques: Advanced			
	A	SEO – On Page, Off Page			CO3
	B	Social Media Tools			CO3
	C	SEO Tools-Keyword Search, Analytics, Link generation tools			CO3
	Unit 4	Social Media Marketing Tools			
	A	Online Advertising – Google AdWords, Facebook Ads, Pay per Click			CO4
	B	Tool analytics and evaluation			CO4
	C	Email Marketing & Affiliate Marketing			CO4
	Unit 5	Commonly Used Analytics Tools			
	A	Tool analytics and evaluation, Google Analytics			CO5
	B	Webmaster Analytics, Sprout Social			CO5
	C	Major project			CO6
10	Mode of examination		Jury/Practical		
11	Weightage Distribution		CA	CE (VIVA)	ETE
			75 %	25%	25 %
12	Text book/s*	B2B Digital Marketing Strategy: How to Use New Frameworks and Models to Achieve Growth bySimon Hall			

13	Other References	Digital + Marketing & Vice Versa: Featuring Digital Strategies like the I-Journey, the I-Relevant content, the Spiral Strategy and much more by Juan A. Flores Sanchez
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<b>School: SSMFE</b>		<b>Batch : 2024-2028</b>	
<b>Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM &amp; MASS COMMUNICATION</b>			<b>Current Academic Year: 2026-2027</b>
<b>Branch: NA</b>		<b>Semester: V</b>	
1	Course Code	<b>BCJ319</b>	
2	Course Title	<b>Social Media &amp; Mobile Journalism Lab</b>	
3	Credits	<b>1</b>	
4	Contact Hours (L-T-P)	<b>0-0-2</b>	
	Course Type	<b>Core</b>	
5	Course Objective	1.To familiarize the students about the use of mobile in journalism 2.Role and Impact of social media in news 3.To familiarize the different formats of still photography and video used online 4.To familiarize about the style of writing in social media	
7	Course Description	The course is designed to impart the knowledge about basic understanding of journalism, Media and uses of technology for news. Among the students.	
8	<b>Outline syllabus</b>		<b>CO Mapping</b>
	<b>Unit 1</b>	<b>Internet and Mobile Journalism</b>	
	A	Networked society	CO1
	B	Development of internet and online journalism – web 1.0, web 2.0, web 3.0, semantic web and beyond	CO1
	C	Fundamentals concepts and applications - Multimediality, Hypertextuality, Interactivity, Crowdsourcing, RSS, Mashups, Widgets, Folksonomy, Social bookmarking, CC, Metrics, Analytics, passive democratic fundraising (A/B testing) tactics, new concepts	CO1
	<b>Unit 2</b>	<b>Marketing for the web</b>	
	A	SEO, AdSense, AdWords, PPC, Pops, Ad-blocks, Direct mail, new techniques	CO2
	B	Journalism as conversation – Audience development, Social media, Blogs, Comments, Feedbacks, Opinion polls, Message boards, Messenger, Chat rooms, Games, Quiz	CO2
	C	Ethical practices involving the Internet and social media	CO2
	<b>Unit 3</b>	<b>Mobile journalism</b>	
	A	Newsroom for online journalism	CO3
	B	Backpack journalism	CO3
	C	Non-linear story telling	CO3
	<b>Unit 4</b>	<b>New styles of writing</b>	
	A	Visual language	CO4
	B	Micro-content	CO4
	C	Narrative journalism	CO4
	<b>Unit 5</b>	<b>Formats for web</b>	
	A	Forms and format, still, gallery, slideshow	CO5

	B	Audio for web –forms and format, Internet Radio, Audio boo, Sound cloud, Podcasts, Broadcast yourself			CO5
	C	Video for web –forms and format, Narrowcasting, Personal casting, Internet Television, Broadcast yourself, live streaming			CO6
	Mode of examination		Jury/Viva/ <b>Practical</b>		
	Weightage	CA	CE (Viva)	ETE	
	Distribution	25%	25%	50%	

School: SSMFE			Batch : 2024-2028		
Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM & MASS COMMUNICATION				Current Academic Year: 2026-2027	
Branch: NA		Semester: V			
1	Course Code	BCJ324			
2	Course Title	Event Management Lab			
3	Credits	1			
4	Contact Hours (L-T-P)	0-0-2			
	Course Type	Compulsory			
5	Course Objective	The objective of this course is to: 1. To give formal instructions and training to students to be future managers of the Event Industry. 2. To develop technical proficiency to effectively adjust, grow and excel in the field of Event Management. 3. To make student proficiency in planning, concept, designing and lay out of an Event			
7	Course Description	The course aims to inculcate the basics of event management. The students will be exposed to the hand-on experience of organizing events of various types.			
8	Outline syllabus			CO Mapping	
	Unit 1	Introduction and Principles of Event Management			
	1	Definition and Historical Perspective of Event Management.			CO1
	2	Principles of event Management, concept and designing.			CO1
	3	SWOT Analysis.			CO1
	Unit 2	Event Planning and Team Management			
	1	Aim of event, develop a mission.			CO2
	2	Preparing event proposal.			CO2
	3	Budget and Balance sheet.			CO2
	Unit 3	Event Marketing and Advertising			
	1	Process of marketing, Marketing mix, Sponsorship.			CO3
	2	Image, Branding.			CO3
	3	Brief Understanding of Publicity and Public relations.			CO3
	Unit 4	Event Leadership and Communication			
	1	Leadership skills, Managing team.			CO4
	2	Managing meetings.			CO4
	3	Written communications,			CO4
	Unit 5	Event Safety and Security and Accounting			
	1	Crowed management.			CO5
	2	Emergency planning.			CO5
	3	Organize an event (any one type)			CO6
	Mode of examination		Jury/Practical		
	Weightage Distribution		CA	CE (Viva)	ETE
			25 %	25%	50 %
	Text book/s*	Event Management By Lynn Van Der Wagen and Brenda R Carlos.			



	Other References	<ol style="list-style-type: none"> <li>1. Successful Event Management By Anton Shone and Bryn Parry.</li> <li>2. Event Management for Dummies by Laura Capell.</li> <li>3. Marketing Your Event Planning Business: A Creative Approach to Gaining The Competitive Edge by Judy Allen.</li> <li>4. The Accidental Creative: How To Be Brilliant At A Moment's Notice by Todd Henry</li> <li>5. Planning and Management of Meetings, Expositions, Events and Conventions (Hardcover) .</li> </ol>
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School: SSMFE			Batch : 2024-2028		
Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM & MASS COMMUNICATION				Current Academic Year: 2026-2027	
Branch: NA		Semester: V			
1	Course Code	RB 003			
2	Course Title	Research Based Learning III			
3	Credits	1			
4	Contact Hours (L-T-P)	0-0-2			
	Course Type	Co-Requisite			
5	Course Objective	<div>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.</div> <div>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</div> <div>3. This will require the students to engage in depth with a topic and to carry out primary investigation thereof.</div>			
7	Course Description	The course is designed to inculcate the research value and skills among the students.			
8	Outline syllabus			CO Mapping	
	Unit 1	● Dissertation/ Project Implementation Stage		CO1	
	Unit 2	● First Review (R1)		CO2	
	Unit 3	● Second Review (R2)		CO3, CO4	
	Unit 4	● Review (R3) by internal committee		CO5, CO6	
	Mode of examination	Jury/Viva/Practical			
	Weightage	CA	CA (RBL1+ RBL 2)	ETE	
	Distribution	70%	30%	00	

School: SSMFE		Batch : 2024-2028	
Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM & MASS COMMUNICATION			Current Academic Year: 2026-2027
Branch: NA		Semester: V	
1	Course Code	INC001	
2	Course Title	Industry Connect	
3	Credits	2	
4	Contact Hours (L-T-P)	0-2-0	
5	Course Type	Compulsory	
6	Course Objective	The objective of this course is: <ul style="list-style-type: none"><li>● To give real-time exposure of the industry environment to students</li><li>● To familiarize the faculty and students with the media and communication industry</li><li>● To acquaint Student and Faculties with the latest demands of Industry</li><li>● To create a platform to enhance the industry-academia interaction</li><li>● To give industry exposure to our faculty and students</li></ul>	
8	Course Description	The course is aimed to provide the students and faculty a platform to get connected with the industry and get real-time exposure on the daily working environment of the media and communication industry	
9	Outline syllabus		
			CO Mapping
	Unit 1	Understanding Target Industry	
	A	Print Media, Evolution, Organisational Structure, Basic/Advance level Technology used for Production	CO1
	B	Electronic Media, Origin, Organisational Structure, Basic/Advance level Technology used for Broadcast	CO1
	C	Digital Media, Evolution, Organisational Structure, Basic/Advance level Technology used for Publish content online	CO1
	Unit 2	Recent Trends in Industry	
	A	Invited lecture from domain experts	CO2
	B	Group / Panel discussion	CO2
	C	Collaborative learning	CO2
	Unit 3	Hands on Training for Skill Development	
	A	Print Media: Quark Express, InDesign	CO3
	B	Video Production any one software i.e Premier	CO3
	C	Digital Media, PR tools training	CO3
	Unit 4	Industry Connect	
	A	Identify the input and output for different processes of target Industry	CO4
	B	Understanding background of field visit industry	CO4
	C	Industry etiquettes skills	CO4
	Unit 5	Industry Visit Reports	
	A	Pre Field Visit and Post Field Visit preparation	CO5
	B	Field Visit Report preparation process	CO6

	C	Field visit report presentation		CO6
10	Mode of examination		Practical / Audit / Qualifying Course	
11	Weightage	CA	Industry Visit Report	ETE
	Distribution	80%	10%	10%

**Term -6**

<b>School: SMFE</b>		<b>Batch :2024-2028</b>	
<b>Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM &amp; MASS COMMUNICATION</b>			<b>Current Academic Year: 2026-2027</b>
<b>Branch: NA</b>		<b>Semester: VI</b>	
1	Course Code	<b>BCJ322</b>	
2	Course Title	<b>On Job Training (OJT)</b>	
3	Credits	<b>13</b>	
4	Contact Hours (L-T-P)	<b>0-0-26</b>	
5	Course Type	<b>Discipline Elective</b>	
6	Course Objective	<ol style="list-style-type: none"> <li>1. The students will take an Internship of two months in a recognized media organization in the area of specialization/interest or may go for on job training.</li> <li>2. On completion of the internship, the student will have to produce an internship report as prescribed by the faculty and they may start their professional career in media organisation.</li> </ol>	
8	Course Description	<p>The syllabus is a combination of concepts and practices. Some of the modules are conceptual in nature and are aimed at to equip the students with political, economic, social and cultural contexts that are relevant at conceptual level of the profession of journalism.</p> <p>Some of the modules are focused on craft component of the profession to impart skills that are vital to practice the profession of journalism.</p>	

<b>School: SMFE</b>		<b>Batch :2024-2028</b>	
<b>Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM &amp; MASS COMMUNICATION</b>			<b>Current Academic Year: 2026-2027</b>
<b>Branch: NA</b>		<b>Semester: VI</b>	
1	Course Code	<b>BCJ323</b>	
2	Course Title	<b>Final Project</b>	
3	Credits	<b>13</b>	
4	Contact Hours (L-T-P)	<b>0-0-26</b>	
5	Course Type	<b>Compulsory</b>	
6	Course Objective	<ol style="list-style-type: none"> <li>1. Students will be able to synthesize and integrate knowledge acquired throughout the course to design and create a comprehensive solution to a real-world problem.</li> <li>2. Students will demonstrate their ability to critically evaluate the effectiveness and appropriateness of their final project solution.</li> </ol>	
8	Course Description	<p>This course goes beyond disciplinary boundaries, encouraging students to explore and apply knowledge from various fields. Through hands-on experiences, participants will develop the practical skills needed to design and implement solutions by applying theoretical concepts, methodologies, and tools. The course culminates in a final project where students assess the effectiveness of their solutions, considering factors like feasibility, efficiency, and real-world impact. This project-based approach not only enhances critical thinking skills but also sharpens communication abilities as students articulate the rationale and present a well-structured analysis of their final project solution. Prepare for a dynamic learning experience that equips you with the interdisciplinary mindset and practical skills needed to address complex, real-world problems.</p>	

School: SSMFE			Batch : 2024-2028		
Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM & MASS COMMUNICATION				Current Academic Year: 2026-2027	
Branch: NA		Semester: VI			
1	Course Code	RBL004			
2	Course Title	Research Based Learning – IV			
3	Credits	1			
4	Contact Hours (L-T-P)	0-0-2			
	Course Type	Co-Requisite			
5	Course Objective	The objective of this course is to: 1. Strengthen the academic research ability of the students. 2. Evolve the inquisitiveness of the students towards society and various factors affecting media and society at a large. 3. Enhance the problem solving skills of the students.			
7	Course Description	The course is designed to inculcate the research value and skills among the students.			
8	Outline syllabus			CO Mapping	
	Unit 1	Project/ Dissertation Verification and Validation Stage		CO1	
		● First Review (R1)			
	Unit 2	● Second Review (R1)		CO2	
	Unit 3	● Third Review (R3)		CO3	
	Unit 4	● Review (R4) by External expert		CO4	
	Unit 5	● Submission		CO5, CO6	
	Mode of examination	Jury/Viva/Practical			
	Weightage	CA	MTE	ETE	
	Distribution	60%	00	40%	

<b>School: SSMFE</b>		<b>Batch : 2024-2028</b>	
<b>Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM &amp; MASS COMMUNICATION</b>			<b>Current Academic Year: 2026-2027</b>
<b>Branch: NA</b>		<b>Semester: VI</b>	
1	Course Code	<b>OPE</b>	
2	Course Title	<b>Smartphone Mobile Film Making</b>	
3	Credits	<b>3</b>	
4	Contact Hours (L-T-P)	<b>0-2-2</b>	
	Course Type	Open Elective	
5	Course Objective	This course aims at enriching the minds of those students who have an interest in learning the techniques of film making using a mobile for a various platform (Cinema, Television, Advertisement, Film Festivals, etc.) in the broader context of the Media and Entertainment industry	
7	Course Description	This course provides students opportunity to explore the creative and technical aspects of filmmaking using smartphones as a primary tool, learning to capture, edit, and produce professional-quality films entirely on mobile devices. Through hands-on practice and theoretical discussions, delve into the unique opportunities and challenges of smartphone filmmaking, mastering techniques to tell compelling stories in the digital age.	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Mobile Film Making</b>	
	A	Introduction to the basic concepts of mobile film making	CO1
	B	Why mobile film making is an important and versatile option?	CO1
	C	Film analysis and appreciation	CO1
	<b>Unit 2</b>	<b>Introduction to Smartphone as a tool for Mobile Film Making</b>	
	A	The Equipment- Android and iPhone	CO2
	B	Important Apps and Platforms	CO2
	C	The Audio: <ul style="list-style-type: none"> <li>● Importance of sound, introduction to sound recording.</li> <li>● Microphones and polar patterns</li> <li>● Microphone placement and usage (selection)</li> <li>● Sound perspective and practical application</li> </ul>	CO2
	<b>Unit 3</b>	<b>Film Techniques</b>	
	A	Photos: ➤ Composition, leading lines and the rule of thirds, Depth of field and selective focus	CO3
	B	Video: <ul style="list-style-type: none"> <li>● Significance of different camera angles</li> <li>● Characteristics and impact of various dimensions of Shots</li> <li>● White balance</li> <li>● Colour wheel and colour temperatures</li> <li>● Gimbals and aesthetics of camera operation</li> </ul>	CO3
	C	Editing using apps on mobile	CO3



	Unit 4	Idea to Screen			
	A	Story idea and basics of screenwriting			CO4
	B	Characterization and shooting on location			CO4
	C	Continuity of Lighting/ Sound/ Action/ Props/ Emotions, etc			CO4
	Unit 5	Editing Essentials			
	A	Imaginary line: 30 & 180-degree rule and placement of the camera			CO5
	B	Introduction to Video Editing using Apps on mobile			CO5
	C	Visualisation: Capture a scene in 7-10 shots			CO6
	Mode of examination		Jury		
	Weightage	CA		CE (Viva)	ETE
	Distribution	25%		25%	50%
	Text book/s*	The Digital <b>Filmmaking</b> Handbook. Mark Brindle			
	Other	Mobile Movie Maker by Stoller Bryan			
	References	The mobile Filmmaking Handbook by Neil Philip Sheppard			

<b>School: SSMFE</b>		<b>Batch : 2024-2028</b>	
<b>Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM &amp; MASS COMMUNICATION</b>		<b>Current Academic Year: 2026-2027</b>	
<b>Branch: NA</b>		<b>Semester: VI</b>	
1	Course Code	<b>CCU</b>	
2	Course Title	<b>Community Connect</b>	
3	Credits	<b>2</b>	
4	Contact Hours (L-T-P)	<b>0-2-0</b>	
	Course Type	<b>Co-Requisite</b>	
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.	
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	<b>Major Sub-themes for research:</b> <ul style="list-style-type: none"> <li>● Major developmental issue (Socio-Economic, gender, environmental etc.)</li> <li>● Media habits/ Media usage/Audience profiling</li> <li>● Media perceptions</li> </ul>	
8.1	Guidelines for Faculty Members	<ul style="list-style-type: none"> <li>● 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).</li> <li>● The questionnaire should be well design and it should carry at least 20 questions (Including demographic questions).</li> <li>● The topic of the research should be related to social, economical or environmental issues concerning the common man.</li> </ul> <p>The report should contain 2,500 to 3,000 words and relevant charts, tables and photographs.</p> <ul style="list-style-type: none"> <li>● The student should submit the report to CCC-Coordinator signed by the faculty guide in the assigned time frame.</li> </ul> <p>The students have to send the hard copy of the Report and PPT to CCC coordinator and then only they will be allowed for External Exam.</p>	

8.2	Role of CCC-Coordinator	The CCC Coordinator will supervise the whole process and assign students to faculty members.
8.3	Layout of the Report	<p>Abstract(250 words)</p> <ol style="list-style-type: none"> <li>Front Page (sample design will be provided by Community Connect Coordinator/Mentor)</li> <li>Certificate of originality duly signed by the faculty supervisor</li> <li>Acknowledgement</li> <li>Content Page</li> <li>Abstract</li> <li>Introduction</li> <li>Objective of the report</li> <li>Methodology</li> <li>Results, finding, conclusion</li> <li>Recommendation/plan of action</li> <li>References</li> <li>Appendices</li> </ol> <p>Note: Research report should base on primary data.</p>
8.4	Guideline for Report Writing	<p><b>Title Page: The following elements must be included:</b></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><b>Text: Manuscripts should be submitted in Word.</b></p> <ul style="list-style-type: none"> <li>● Use a normal, plain font (e.g., 12-point Times Roman) for text.</li> <li>● Use italics for emphasis.</li> <li>● Use the automatic page numbering function to number the pages.</li> </ul> <p>Save your file in docx format (Word 2007 or higher) or doc format (older Word versions)</p> <p><b>Reference list:</b></p> <ul style="list-style-type: none"> <li>● The list of references should only include works that are cited in the text and that have been published or accepted for publication.</li> <li>● The entries in the list should be in alphabetical order.</li> </ul> <p>Journal article</p> <ul style="list-style-type: none"> <li>● Hamburger, C.: Quasimonotonicity, regularity and duality for nonlinear systems of partial differential equations. Ann. Mat. Pura Appl. 169, 321–354 (1995)</li> <li>● Article by DOI</li> <li>● Sajti, C.L., Georgio, S., Khodorkovsky, V., Marine, W.: New nanohybrid materials for biophotonics. Appl. Phys. A (2007). doi:10.1007/s00339-007-4137-z</li> <li>● Book</li> </ul>

		<ul style="list-style-type: none"> <li>● Geddes, K.O., Czapor, S.R., Labahn, G.: Algorithms for Computer Algebra. Kluwer, Boston (1992)</li> <li>● Book chapter</li> <li>● Broy, M.: Software engineering — from auxiliary to key technologies. In: Broy, M., Denert, E. (eds.) Software Pioneers, pp. 10–13. Springer, Heidelberg (2002)</li> <li>● Online document</li> <li>● Cartwright, J.: Big stars have weather too. IOP Publishing PhysicsWeb. <a href="http://physicsweb.org/articles/news/11/6/16/1">http://physicsweb.org/articles/news/11/6/16/1</a> (2007). Accessed 26 June 2007</li> <li>● Always use the standard abbreviation of a journal's name according to the ISSN List of Title Word Abbreviations, see</li> <li>● <a href="http://www.issn.org/2-22661-LTWA-online.php">www.issn.org/2-22661-LTWA-online.php</a></li> <li>● For authors using End Note, Springer provides an output style that supports the formatting of in-text citations and reference list.</li> <li>● End Note style (zip, 2 kB)</li> </ul>
8.5	Format:	<p><b>The report should be Spiral/ hardbound</b></p> <ul style="list-style-type: none"> <li>● The Design of the Cover page to report will be given by the Coordinator- CCC</li> <li>● Cover page</li> <li>● Acknowledgement</li> <li>● Content</li> <li>● Project report</li> <li>● Appendices</li> </ul> <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"> <li>1. Students needs to submit the hard copy of the report, duly signed and approved by the faculty supervisor by 20th April, 2020.</li> <li>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.</li> </ol> <p>The final jury examinations will be held as per the date sheet, announced by the Dy. COE of the school.</p>
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

## TERM 7

<b>School: SSMFE</b>		<b>Batch : 2024-2028</b>	
<b>Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM &amp; MASS COMMUNICATION</b>			<b>Current Academic Year: 2026-2027</b>
<b>Branch: NA</b>		<b>Semester: VII</b>	
1	Course Code	<b>BCJ412</b>	
2	Course Title	<b>Qualitative Research Methods</b>	
3	Credits	<b>3</b>	
4	Contact Hours (L-T-P)	<b>3-0-0</b>	
5	Course Type	<b>Compulsory</b>	
6	Course Objective	<ul style="list-style-type: none"> <li>• To impart in-depth knowledge of qualitative research.</li> <li>• To provide good understanding of methods for qualitative research.</li> <li>• To develop critical and analytical thinking on ethical issues in qualitative research.</li> </ul>	
8	Course Description	This course is an introduction to qualitative research methods. The course will give an understanding of various methods of qualitative research.	
9	<b>Outline syllabus</b>		<b>CO Mapping</b>
	<b>Unit 1</b>	<b>Introduction to Qualitative Research Methods</b>	
	A	Understanding qualitative research	CO1
	B	Historical development of qualitative research	CO1
	C	Issues in Qualitative Research—Subjectivity, Reflexivity, Power, Validity and Triangulation	CO1
	<b>Unit 2</b>	<b>Applications of Qualitative Methods to Social Research</b>	
	A	Theoretical and applied research	CO2
	B	Ethnographic and Phenomenological Approaches	CO2
	C	Combining qualitative and quantitative methods	CO2
	<b>Unit 3</b>	<b>Qualitative Research Methods - I</b>	
	A	Introduction, Techniques and Applications of Focus Group Discussions	CO3
	B	Report writing on Conduction, Execution and Conclusions obtained by Focus Group Discussions	CO3
	C	Implementation and Evaluation Challenges of Focus Group Discussions	CO3
	<b>Unit 4</b>	<b>Qualitative Research Methods - II</b>	
	A	Introduction, Techniques and Applications of Interview method	CO4
	B	Report writing on Conduction, Execution and Conclusions obtained by interview	CO4
	C	Implementation and Evaluation Challenges of interview	CO4
	<b>Unit 5</b>	<b>Qualitative Research Methods - III</b>	
	A	Introduction, Techniques and Applications of observation	CO5
	B	Report writing on Conduction, Execution and Conclusions obtained by observation	CO5
	C	Implementation and Evaluation Challenges of observation	CO6
10	Mode of examination	Theory	

11	Weightage Distribution	MTE	CA	ETE
		15%	10%	75%
12	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer Creswell, J. W., Qualitative inquiry and research design, 2nd edition. Sage Publications. 2013.		
13	Other References	Media and communication research methods by Arthur Berger Mass Communication Research Methods by Anders Hansen Berg, B. L. & Lune, H. Qualitative Research Methods for the Social Sciences, 8th edition, Boston: Pearson, Allyn & Bacon. 2012 Seidman, I. E. Interviewing as Qualitative Research, Teachers College Press, 4rd edition. Miles, M.B., Huberman, A.M. & Saldana, J. 2014. Qualitative data analysis: A methods sourcebook – Third edition. Thousand Oaks, CA: Sage.		

School: SSMFE		Batch : 2024-2028			
Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM & MASS COMMUNICATION				Current Academic Year: 2026-2027	
Branch: NA		Semester: VII			
1	Course Code	BCJ413			
2	Course Title	Quantitative Research Methods			
3	Credits	3			
4	Contact Hours (L-T-P)	3-0-0			
5	Course Type	Compulsory			
6	Course Objective	<ul style="list-style-type: none"><li>● To impart in-depth knowledge of quantitative research.</li><li>● To provide good understanding of methods for quantitative research.</li><li>● To develop critical and analytical thinking on ethical issues in quantitative research.</li></ul>			
8	Course Description	The course is designed primarily for the students to anticipate future applications of quantitative methods in media and communication research.			
9	Outline syllabus				CO Mapping
	Unit 1	Introduction to Quantitative Research Methods - I			
	A	Understanding nature of quantitative research			CO1
	B	Historical development of quantitative research			CO1
	C	Quantitative research in Media & Communication			CO1
	Unit 2	Introduction to Qualitative Research Methods - II			
	A	Research Question and Scientific Approach to Social Science			CO2
	B	Research Design; Causality vs. Correlation			CO2
	C	Reliability and Validity.			CO2
	Unit 3	Quantitative Research Methods			
	A	Introduction to various quantitative research methods			CO3
	B	Survey method			CO3
	C	Developing questionnaire and schedule for survey			CO3
	Unit 4	Basic data analysis - I			
	A	Statistical significance			CO4
	B	Measurement, validity, reliability			CO4
	C	Cross-tabulation and Correlation.			CO4
	Unit 5	Basic data analysis - I			
	A	Simple regression, Multiple regression.			CO5
	B	Hypothesis testing, ANOVA, The One-Way ANOVA’s Null and Alternative Hypotheses			CO6
	C	Factor Analysis			CO5
10	Mode of examination		Theory		
11	Weightage	CA	MTE	ETE	
	Distribution	15%	10%	75%	

12	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer
13	Other References	Media and communication research methods by Arthur Berger Mass Communication Research Methods by Anders Hansen



School: SSMFE		Batch : 2024-2028		
Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM & MASS COMMUNICATION			Current Academic Year: 2027-2028	
Branch: NA		Semester: VII		
1	Course Code	BCJ414		
2	Course Title	Communication Research Methods & Tools		
3	Credits	3		
4	Contact Hours (L-T-P)	3-0-0		
5	Course Type	Compulsory		
6	Course Objective	<ul style="list-style-type: none"><li>● To impart in-depth knowledge of nature of research methods used in communication research.</li><li>● To provide theoretical knowledge of Communication Research Methods and Tools.</li><li>● To develop critical and analytical thinking on of Communication Research Methods and Tools.</li></ul>		
8	Course Description	The course is designed primarily for the students to get an in-depth knowledge of communication research methods and tools.		
9	Outline syllabus		CO Mapping	
	Unit 1	Introduction to Research Methods		
	A	Research Method: Nature and Concept		CO1
	B	Communication Research Approaches		CO1
	C	Research Tools: Nature and Concept		CO1
	Unit 2	Descriptive Research Methods		
	A	Longitudinal, Cross Sectional		CO2
	B	Census and Survey		CO2
	C	Panel Studies, Trend Studies, Time series Studies		CO2
	Unit 3	Descriptive Research Tools		
	A	Schedule, Questionnaire		CO3
	B	Interview and Observation		CO3
	C	Pre-testing of Questionnaire, Pilot Study		CO3
	Unit 4	Measurement Scales and Distributions		
	A	Levels of Measurement NOIR		CO4
	B	Likert Scale: Nature and Background		CO4
	C	Attitude Scales, Thurston Scales, Guttman Scale, Ranking Scales		CO4
	Unit 5	Sampling Techniques		
	A	Population, Sample, Sampling Frame		CO5
	B	Types of Sampling, Sampling Matrix		CO5
	C	Sampling Problems, Bias and Errors		CO6
10	Mode of examination		Theory	
11	Weightage	CA	MTE	ETE
	Distribution	15 %	10 %	75 %

12	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer
13	Other References	4. Media and communication research methods by Arthur Berger Mass Communication Research Methods by Anders Hansen

<b>School: SSMFE</b>		<b>Batch : 2024 - 2028</b>	
<b>Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM &amp; MASS COMMUNICATION</b>			<b>Current Academic Year: 2027-2028</b>
<b>Branch: NA</b>		<b>Semester: VII</b>	
1	Course Code	<b>BCJ415</b>	
2	Course Title	<b>Statistics for Research</b>	
3	Credits	<b>3</b>	
4	Contact Hours (L-T-P)	<b>2-1-0</b>	
5	Course Type	<b>Compulsory</b>	
6	Course Objective	<ul style="list-style-type: none"> <li>To impart basic knowledge of statistics for social science research.</li> <li>To develop critical and analytical thinking on statistics required for social sciences research.</li> </ul>	
8	Course Description	The course is designed primarily for the students to develop an understanding of the concept of statistics in media and communication research.	
9	<b>Outline syllabus</b>		<b>CO Mapping</b>
	<b>Unit 1</b>	<b>Introduction</b>	
	A	An Overview of Statistics: Meaning, Definition and Characteristics	CO1
	B	Types of Variables (Continuous and Discrete) and Levels of Measurement (NOIR)	CO1
	C	Importance of Statistics in Media Research (With reference to Content analysis, Code Book Preparation and Coding)	CO1
	<b>Unit 2</b>	<b>Descriptive Statistics</b>	
	A	Statistical Series: Importance and Limitations	CO2
	B	Measures of Central Tendency: Arithmetic Mean, Median, Mode	CO2
	C	Measures of Variability	CO2
	<b>Unit 3</b>	<b>Introduction to SPSS</b>	
	A	An Overview and Major features of SPSS	CO3
	B	Basic Features of SPSS: Menu and Options	CO3
	C	Data Entry, Data Editing and Data Deletion in SPSS	CO3
	<b>Unit 4</b>	<b>Descriptive Statistics through SPSS</b>	
	A	Calculation of Frequency analysis	CO4
	B	Graphical Representation of Data	CO4
	C	Calculation of Mean, Median and Mode	CO4
	<b>Unit 5</b>	<b>Quantitative Analysis</b>	
	A	Reliability and Consistency Analysis: Uses and Interpretation	CO5
	B	Normality Analysis: Uses and Interpretation, T-Test: Uses and Interpretation	CO5
	C	Ethical consideration for using statistics in media and communication research	CO6
10	Mode of examination	Theory	

	Weightage	CA	MTE	ETE
11	Distribution	15%	10%	75%
12	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer		
13	Other References	1. Media and communication research methods by Arthur Berger 2. Mass Communication Research Methods by Anders Hansen		

<b>School: SSMFE</b>		<b>Batch : 2023 - 2027</b>	
<b>Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM &amp; MASS COMMUNICATION</b>			<b>Current Academic Year: 2027-2028</b>
<b>Branch: NA</b>		<b>Semester: VII</b>	
1	Course Code	<b>BCJ416</b>	
2	Course Title	<b>Qualitative Research Lab</b>	
3	Credits	<b>2</b>	
4	Contact Hours (L-T-P)	<b>0-1-2</b>	
5	Course Type	<b>Compulsory</b>	
6	Course Objective	<ul style="list-style-type: none"> <li>● To impart in-depth knowledge of qualitative research.</li> <li>● To provide good understanding of methods for qualitative research.</li> <li>● To develop critical and analytical thinking on ethical issues in qualitative research.</li> </ul>	
8	Course Description	This course is an introduction to qualitative research methods. The course will give an understanding of analysis of various methods of qualitative research.	
9	<b>Outline syllabus</b>		<b>CO Mapping</b>
	<b>Unit 1</b>	<b>Understanding Qualitative Research Methods</b>	
	A	Understanding qualitative research	CO1
	B	Identifying Subjectivity, Reflexivity and Power	CO1
	C	Understanding Validity and Triangulation	CO1
	<b>Unit 2</b>	<b>Identifying Qualitative Methods</b>	
	A	Understanding theoretical and applied research	CO2
	B	Identifying Ethnographic and Phenomenological Approaches	CO2
	C	Exercise on Combining qualitative and quantitative methods	CO2
	<b>Unit 3</b>	<b>Application on Qualitative Research Methods</b>	
	A	Exercise on Focus Group Discussions	CO3
	B	Exercise on Interview method	CO3
	C	Exercise on observation	CO3
	<b>Unit 4</b>	<b>Data Analysis and Software's for Qualitative Research Methods</b>	
	A	Different techniques of qualitative data analysis	CO4
	B	Software's used for content analysis, transcription, discourse analysis, coding etc.	CO4
	C	Software's used for qualitative analysis – Nvivo, ATLAS etc.	CO4
	<b>Unit 5</b>	<b>Reporting and Writing Qualitative Research Methods</b>	
	A	Reporting and compiling data in qualitative research	CO5
	B	Writing qualitative research report	CO5
	C	Ethical consideration in qualitative research	CO6
10	Mode of examination	Theory	Theory
11	Weightage Distribution	IA	CE (Viva)
		25%	25%
12	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer	

13	Other References	Media and communication research methods by Arthur Berger Mass Communication Research Methods by Anders Hansen
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School: SSMFE		Batch : 2024 - 2028	
Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM & MASS COMMUNICATION			Current Academic Year: 2027-2028
Branch: NA		Semester: VII	
1	Course Code	BCJ417	
2	Course Title	Quantitative Research Lab	
3	Credits	2	
4	Contact Hours (L-T-P)	0-1-2	
5	Course Type	Compulsory	
6	Course Objective	<ul style="list-style-type: none"><li>● To understand the process of content analysis method.</li><li>● To understand tools and techniques of content analysis method.</li><li>● To learn the essence of analyzing textual, audio and video contents.</li><li>● To provide theoretical knowledge and applied know how of Content Analysis method.</li><li>● To orient students in depth towards the concepts Content Analysis method.</li></ul>	
8	Course Description	The course is designed primarily for the students to anticipate future applications of content analysis in media and communication research.	
9	Outline syllabus		CO Mapping
	Unit 1	Quantitative Research Methods	
	A	Longitudinal, Cross-Sectional & trend studies	CO1
	B	Experimental and Quasi-experimental studies	CO1
	C	Constructing tools for quantitative studies	CO1
	Unit 2	Sampling in Quantitative Studies	
	A	Types of sampling	CO2
	B	Techniques of sampling for quantitative studies	CO2
	C	Exercise on sampling	CO2
	Unit 3	Content Analysis	
	A	Qualitative and Quantitative Content Analysis	CO3
	B	Coding, Data Sheet Tabulation, Graphical presentation of data	CO3
	C	Interpretation and Report Writing	CO3
	Unit 4	Survey	
	A	Understanding survey methods	CO4
	B	Conducting survey	CO4
	C	Interpretation and Report Writing	CO4
	Unit 5	Case Study and Ethical consideration in Quantitative studies	
	A	Understanding case study	CO5
	B	Conducting case study, data analysis and writing	CO5
	C	Ethical consideration of Qualitative studies	CO6
10	Mode of examination	Theory	
11	Weightage	CA	CE (Viva)
	Distribution	25%	25%
			ETE
			50%

12	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer
13	Other References	Media and communication research methods by Arthur Berger Mass Communication Research Methods by Anders Hansen



School: SSMFE		Batch : 2024-2028			
Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM & MASS COMMUNICATION				Current Academic Year: 2027-2028	
Branch: NA		Semester: VII			
1	Course Code	BCJ418			
2	Course Title	Project on constructing tools for Media & Communication Research			
3	Credits	3			
4	Contact Hours (L-T-P)	0-2-2			
5	Course Type	Compulsory			
6	Course Objective	<ul style="list-style-type: none"><li>● To develop research skills</li><li>● To develop various tools for different research methods.</li></ul>			
8	Course Description	The course is aimed to enhance the practical skills of the students and will help the students to understand how to construct tools for various types of research.			
9	Outline syllabus				
	Unit 1-5	Portfolio on different research tools		CO1, CO2, CO3, CO4, CO5, CO6	
10	Mode of examination		Jury		Jury
11	Weightage Distribution	CA	CE (Viva)	ETE	
		25 %	25%	50%	
12	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer			
13	Other References	Media and communication research methods by Arthur Berger Mass Communication Research Methods by Anders Hansen			

School: SSMFE		Batch : 2024-2028			
Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM & MASS COMMUNICATION			Current Academic Year: 2027-2028		
Branch: NA		Semester: VII			
1	Course Code	OPE			
2	Course Title	Anchoring for Different Media			
3	Credits	4			
4	Contact Hours (L-T-P)	0-3-2			
	Course Type	Co-Requisite			
5	Course Objective	The objective of this course is to: <div>4. Familiarize the students with different aspects of anchoring &amp; news presentation</div> <div>5. To develop an understanding how to handle different situation during Live News Presentation</div> <div>6. To make the students understand the roles and responsibility and do’s and don’t of news reader/presenter</div>			
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	
	Unit 1	Introduction to Anchoring & News Presentation			
		Practical Anchoring and writing techniques for electronic media and events.			CO1
	Unit 2	Technical and Practical techniques for News presentation- Script Writing- Researching- writing content			CO2
		Performance: Different aspects of understanding how to handle different situation during Live News Bulletin.			CO2
	Unit 3	Voice Analysis and Improvement			
		Importance of voice improvement-			CO3
	Unit 4	Clarity in Hindi pronunciation, grammar and how to get rid of regional touch in language along with practice sessions			CO4
		Clarity in English pronunciation, English grammar and how to get rid of regional touch in language along with practice sessions.			CO4
	Unit 5	Facing Camera and Writing Anchor Links			
		Understanding of camera etiquettes, camera microphone, peace to camera, Anchoring and writing skills required for digital media-			CO5
	Writing for Anchor Links & Headlines			CO6	
	Mode of examination	Jury/Viva/Practical			
	Evaluations				
		Weightage	CA	CE(Viva)	ETE

		Distribution	25%	25%	50%		
	<b>Text book/s*</b>	<input type="checkbox"/> Radio Jockeying And News Anchoring Hardcover – 2009 by Aruna Zachariah <input type="checkbox"/> The ABC of News Anchoring: A Guide for Aspiring Anchors Kindle Edition by Richa Jain Kalra					

## TERM 8

<b>School: SSMFE</b>		<b>Batch : 2024-2028</b>	
<b>Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM &amp; MASS COMMUNICATION</b>			<b>Current Academic Year: 2027-2028</b>
<b>Branch: NA</b>		<b>Semester: VIII</b>	
1	Course Code	<b>BCJ419</b>	
2	Course Title	<b>Ethical Perspective of Media &amp; Communication Research</b>	
3	Credits	<b>3</b>	
4	Contact Hours (L-T-P)	<b>3-0-0</b>	
5	Course Type	<b>Compulsory</b>	
6	Course Objective	<ul style="list-style-type: none"> <li>● Guide and mentor students in developing, completing, writing, and presenting a valid and ethical research report.</li> <li>● Provide students with the fundamental knowledge of basics of philosophy of science and ethics, research integrity, publication ethics.</li> <li>● Hands-on sessions are designed to identify research misconduct and predatory publications.</li> </ul>	
8	Course Description	The course is designed to inculcate the ethical perspective of media and communication research among students.	
9	<b>Outline syllabus</b>		<b>CO Mapping</b>
	<b>Unit 1</b>	<b>Philosophy and Research</b>	
	A	Introduction to philosophy	CO1
	B	Ethics: definition, moral philosophy	CO1
	C	Nature of moral judgement and reaction	CO1
	<b>Unit 2</b>	<b>Scientific Conduct</b>	
	A	Ethics with respect to science and research	CO2
	B	Misconduct: Falsification, Fabrication & Plagiarism (FFP)	CO2
	C	Selective reporting and misrepresentation of data	CO2
	<b>Unit 3</b>	<b>Publication Ethics</b>	
	A	Introduction, definition and importance of publication ethics	CO3
	B	Conflicts of interest	CO3
	C	Predatory Journals	CO3
	<b>Unit 4</b>	<b>Open Access Publication</b>	
	A	Open access publication & initiatives	CO4
	B	Software tools to identify predatory journals	CO4
	C	Online resources to check publisher copyright & Self-archiving policies	CO4
	<b>Unit 5</b>	<b>Publication Misconducts</b>	
	A	Subject specific ethical issues	CO6
	B	Case studies	CO5
	C	Complaints and appeals	CO5
10	Mode of examination	Theory	Theory

	Weightage	CA	MTE	ETE	
11	Distribution	15 %	10 %	75 %	
12	Text book/s*	Bird, A. (2006). Philosophy of Science. Routledge			
13	Other References	Indian National Science Academy (INSA), Ethics in Science Education, Research & Governance ( 2019)			

<b>School: SSMFE</b>		<b>Batch : 2024-2028</b>	
<b>Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM &amp; MASS COMMUNICATION</b>			<b>Current Academic Year: 2027-2028</b>
<b>Branch: NA</b>		<b>Semester: VIII</b>	
1	Course Code	<b>BCJ420</b>	
2	Course Title	<b>Research Writing Techniques</b>	
3	Credits	<b>1</b>	
4	Contact Hours (L-T-P)	<b>0-0-2</b>	
5	Course Type	<b>Compulsory</b>	
6	Course Objective	<p>Students to</p> <ul style="list-style-type: none"> <li>● Become familiar with the process of organizing and drafting a report that poses a significant problem and offers a convincing solution;</li> <li>● learn how to identify, track down, and use a wide variety of sources in the service of responsible research and scholarship;</li> <li>● produce a paper using APA documentation and manuscript form</li> <li>● polished enough to be publishable</li> <li>● and to become familiar with other formal (APA, Chicago style) documentation and manuscript styles;</li> <li>● examine some of the best past and current writing by scholars;</li> <li>● review the mechanics of writing and hone editorial and proof-reading skills;</li> <li>● develop evaluative strategies and vocabulary to best serve other writers in a workshop setting</li> </ul>	
8	Course Description	<p>This course is designed to familiarize students with the basic methods and techniques of research writing. The course will focus on such issues as developing a thesis statement, writing a prospectus, finding source material (books, articles, internet resources, etc.), generating an argument, writing and revising a rough draft, and APA documentation of sources.</p>	
9	<b>Outline syllabus</b>		<b>CO Mapping</b>
	<b>Unit 1</b>	<b>Research Writing Skills - I</b>	
	A	Planning and Preparation	CO1
	B	Language of Research	CO1
	C	Drafting, Proof-reading, Editing and Evaluation of Research papers	CO1
	<b>Unit 2</b>	<b>Analyzing Research Papers</b>	
	A	The rhetorical patterning of a passage;	CO2
	B	The introductory and closing paragraphs of samples of research papers	CO2
	C	Linguistic aspects of sample research papers	CO2
	<b>Unit 3</b>	<b>Report Writing - I</b>	
	A	Meaning and Objective of Research Report, Report the findings, Chapterisation,	CO3
	B	Types of Research Report,	CO3

	C	Quotation, Footnotes, Endnotes, Referencing Style: APA, MLA Chicago, Harvard			CO3
	<b>Unit 4</b>	<b>Report Writing - II</b>			
	A	Research Database			CO4
	B	Writing abstract, Introduction, literature review			CO4
	C	Writing conclusion & Results			CO4
	<b>Unit 5</b>	<b>Report Writing - III</b>			
	A	Skills of writing the Results			CO5
	B	Discussion and skills are needed when writing the Conclusions			CO6
	C	Plagiarism, similarity checker, Turnitin			CO5
10	Mode of examination		Jury		
11	Weightage	CA	CE (Viva)	ETE	
	Distribution	25 %	25 %	50 %	
12	Text book/s*	Abdul Rahim, F. Thesis Writing: A Manual for Researchers. New Delhi: New Age International, 2005			
13	Other References	<ul style="list-style-type: none"><li>Adam Sirjohn. Research Methodology: Methods &amp; Techniques. Delhi: New Age International Ltd, 2004.</li><li>Barker, Nancy and Nancy Huldig. A Research Guide for Under Graduate Students: English and American Literature. New York : MLA of America, 2000</li></ul>			

School: SSMFE		Batch : 2024 - 2028		
Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM & MASS COMMUNICATION				Current Academic Year: 2027-2028
Branch: NA		Semester: VIII		
1	Course Code	OPE		
2	Course Title	Digital Media Marketing		
3	Credits	4		
4	Contact Hours (L-T-P)	0-3-2		
5	Course Type	Compulsory		
6	Course Objective	The main objective of the course is to impart skills of creating digital marketing content. This course will help the students to use digital media to amplify messages. The students will be able to make content discoverable in search, run ad campaigns and advertise it on various social media handles.		
	Course Description	The course is designed with the aim to impart the knowledge, skill and competency of digital media marketing among the students. The course will help the students to understand and apply the concepts, tools of digital media marketing.		
9	Outline syllabus			CO Mapping
	Unit 1	Marketing Fundamentals		
	A	Introduction to Digital Marketing and Digital Marketing Framework		CO1
	B	Identifying Customers (Who & where)		CO1
	C	Marketing Channels and Marketing Objectives		CO1
	Unit 2	Content Strategy		
	A	Plan and create marketing content		CO2
	B	Distribute and Promote content		CO2
	C	Optimize websites & Landing Pages		CO2
	Unit 3	Social Media Presence		
	A	Social Media Landscape		CO3
	B	Social Media Channels& content		CO3
	C	Implement and monitoring campaigns		CO3
	Unit 4	Social Media Advertising		
	A	Introduction to social media advertising		CO4
	B	Platforms for Social Ads		CO4
	C	Hand-on exercise		CO6
	Unit 5	SEO & SEM		
	A	Search Engine Optimization (SEO)		CO5
	B	Search Engine Marketing with AdWords (SEM)		CO5
	C	Hand-on Exercise		CO6
10	Mode of examination	Jury/Practical		
11	Weightage Distribution	CA	CE (Viva)	ETE
		25%	25%	50%
12	Text book/s*	B2B Digital Marketing Strategy: How to Use New Frameworks and Models to Achieve Growth by Simon Hall		
13	Other	Digital + Marketing & Vice Versa: Featuring Digital Strategies		



	References	like the I-Journey, the I-Relevant content, the Spiral Strategy and much more by Juan A. Flores Sanchez	
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School: SSMFE			Batch : 2024-2028		
Program: BA (HONS./HONS. WITH RESEARCH) JOURNALISM & MASS COMMUNICATION				Current Academic Year: 2027-2028	
Branch: NA			Semester: VIII		
1	Course Code		BCJ421		
2	Course Title		Media & Communication Dissertation - Project		
3	Credits		9		
4	Contact Hours (L-T-P)		0-3-12		
5	Course Type		Compulsory		
6	Course Objective	The objective of this course is to: <ul style="list-style-type: none"><li>Strengthen the academic research ability of the students.</li><li>Evolve the inquisitiveness of the students towards society and various factors affecting media and society at a large.</li><li>Enhance the problem-solving skills of the students.</li></ul>			
8	Course Description		The course is designed to inculcate the research value and skills among the students.		
9	Outline syllabus				
	Unit 1-5		Complete the master’s thesis/dissertation under the supervision of the assigned faculty in given time		CO1, CO2, CO3, CO4, CO5, CO6
10	Guidelines for the students	<ul style="list-style-type: none"><li>Each student is required to write a dissertation on any topic related to communication and will have to seek approval of the faculty supervisor for her/his dissertation.</li><li>The final dissertation report duly signed by the supervisor and head of the center has to be submitted to the center before the summative examination of the last semester.</li><li>Students will apply similarity checker before submitting final copy of dissertation and submit self-declaration that similarity in dissertation content, excluding review of literature, is not more than 15 percent.</li></ul>			
11	Mode of examination		Jury		
12	Weightage	CA	CE (Viva)	ETE	
	Distribution	25 %	25%	50%	