

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

**BA(J&MC)**  
**2018-2021**

***Programme Code: SDM0101***

**General Guidelines**  
**and**  
**Terminology of Various Academic Programmmes**  
**under**  
**Department of Mass Communication**

**General Guidelines:**

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

**Definition of Terms:**

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

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

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

**Programme Educational Objectives (PEOs):** Every programme stipulates educational objectives along with the curriculum. This is extremely essential for any running programme because a systematic process needs to be followed for stating PEOs which should also align with the mission of the school. It is based on the need analysis of the programme. It is also periodically reviewed to keep with changing trends. Objectives are focused on performances that all students are expected to demonstrate at the end of instruction. Objectives define the key elements that must be taught every time the course is delivered.

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

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

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

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

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

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

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

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

The purpose of Course Objectives and Learning Outcomes is to:

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

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

### **Structure:**

There are three elements essential for running SCADMS programme:

1. Programme Structure (Required for the programme)
2. Course syllabus required for each course in one of the following formats:
  - Template A1– for Theory subjects
  - Template A2 – for Practical subjects
  - Template A3 – for Jury subjects/studios/projects/dissertations
3. Instructional Plan-
  - Template B1 -- for Theory subjects

Template B2 -- for Practical subjects

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

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

**Accordingly, the following are formulated for each course:**

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

## **Vision, Mission and Core Values of the University**

### **Vision of the University**

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

### **Mission of the University**

- 1.Transformative educational experience**
- 2.Enrichment by educational initiatives that encourage global outlook**
- 3.Develop research, support disruptive innovations and accelerate entrepreneurship**
- 4.Seeking beyond boundaries**

### **Core Values**

**Integrity**  
**Leadership**  
**Diversity**  
**Community**

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

### **Vision of the School**

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

### **Mission of the School**

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

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

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

Leveraging research to form strong industry-academia linkages.

### **Core Values**

**Innovation**

**Awareness**

**Information**

**Ethics**

### **1.2.1 Vision and Mission of the Department of Mass Communication**

#### **Vision of the Department of Mass Communication**

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

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

#### **Mission of the Department of Mass Communication**

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

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

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

#### **Core Values**

**Innovation**

**Awareness**

**Information**

**Ethics**



### 1.3 Programme Educational Objectives (PEO)

#### 1.3.1 Writing Programme Educational Objectives (PEO) – BA(J&MC)

- PEO1: Creating Innovative resource pool and qualified professionals with Social and Entrepreneurial skills relating to Journalism, Media and Entertainment industry.
- PEO2: Serve as trained and qualified workforce in Broadcast Media (TV/Radio) industry.
- PEO3: Serve as trained and qualified journalist in Print Media/Online Media Industry.
- PEO4: Serve as trained and qualified workforce in Advertising, Events, Public Relations, Corporate Communication and related industries.
- PEO5: Serve as trained and qualified workforce in Multimedia and Audio-Visual Communication fields.
- PEO6: Serve as trained and qualified workforce in Development Communication, Media Education, Communication Research and related fields.

#### 1.3.3 Program Outcomes (PO's)

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

**Program Structure Template**  
**Name of School: School of Creative Art Design and Media Studies**  
**Program: BA (Journalism and Mass Communication)**  
**Batch: 2018-2021**  
**TERM: I**

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course <sup>1</sup> : 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY SUBJECTS								
1	ARP101	Communicative English-I	2	-	-	2	Co Requisite	AECC
2	EVS106	Environmental Science	3	-	-	3	Co Requisite	AECC
3	BMC180	Communication: Concepts and Process	2	1	-	3	Core	CC
4	BMC182	Introduction to Social Sciences - I	2	-	-	2	Core	CC
Practical/Viva-Voce/Jury								
6	BMC183	Art of Writing and Editing	1	1	2	3	Core	CC
7	BMC184	Basic Computer and IT Skills	-	1	2	2	Core	CC
8	BMC186	Speech and Personality	-	2	-	2	Core	CC
9	BMC181	News and Contemporary Issues	-	3	-	3	Core	CC
10		Open Elective (To be Chosen by Student)	2	-	-	2	Elective	SEC
TOTAL CREDITS						22		

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

### Program Structure Template

**Name of School: School of Creative Art Design and Media Studies**

**Program: BA (Journalism and Mass Communication)**

**Batch: 2018-2021**

**TERM: II**

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course <sup>2</sup> : 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY SUBJECTS								
1	BMC140	Introduction to Social Sciences II	2	1	-	3	Core	CC
2	BMC141	History and Evolution of Media	3	-	-	3	Core	CC
3	BMC142	News Reporting and Writing	2	2	-	4	Core	CC
4	BMC143	Advertising Principles and Practices	1	2	-	3	Core	CC
Practical/Viva-Voce/Jury								
5	ARP102	Communicative English II	-	1	-	1	Co Requisite	AECC
6	BMC144	Still Photography and Visual Communication	-	2	2	3	Core	CC
7	BMC146	Animation and Multimedia Skills	-	2	2	3	Core	CC
8	BMC145	Social Media and Mobile Journalism	-	1	2	2	Core	CC
TOTAL CREDITS						22		

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

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

**Program Structure Template**  
**Name of School: School of Creative Art Design and Media Studies**  
**Program: BA (Journalism and Mass Communication)**  
**Batch: 2018-2021**  
**TERM: III**

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course <sup>3</sup> : 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY SUBJECTS								
1	BCJ201	Media Laws and Ethics	3	1	-	4	Core	CC
2	BCJ207	Public Relations and Corporate Communication	2	2	-	4	Core	CC
3	BCJ202	Cinema Appreciation	2	2	-	4	Core	CC
4	BCJ203	Introduction to Digital Media	1	1	2	3	Core	CC
Practical/Viva-Voce/Jury								
5	BCJ204	Summer Project Report	-	3	-	3	Core	CC
6	BCJ205	Event Management	1	-	4	3	Core	CC
7	BCJ206	Layout and Design	-	1	4	3	Core	CC
TOTAL CREDITS						24		

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

**Program Structure Template**  
**Name of School: School of Creative Art Design and Media Studies**  
**Program: BA (Journalism and Mass Communication)**  
**Batch: 2018-2021**  
**TERM: IV**

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course <sup>4</sup> : 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY SUBJECTS								
1	BFM201	Introduction to Broadcast Journalism	2	2	-	4	Core	CC
2	BFM202	Media: Organizational Setup and Management	2	1	-	3	Core	CC
3	BFM203	International Communication	2	2	-	4	Core	CC
4	BFM204	Development Communication	2	2	-	4	Core	CC
Practical/Viva-Voce/Jury								
5	BFM205	Writing for Broadcast Media	1	1	2	3	Core	CC
6	BFM206	Radio Production and Programming	-	2	4	4	Core	CC
7	BFM207	Anchoring and News Presentation	-	1	2	2	Core	CC
TOTAL CREDITS						24		

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

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

### Program Structure Template

**Name of School: School of Creative Art Design and Media Studies**

**Program: BA (Journalism and Mass Communication)**

**Batch: 2018-2021**

**TERM: V**

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course <sup>5</sup> : 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY SUBJECTS								
1	BFM301	Media Research I	2	2	-	4	Core	CC
2	BFM302	Entrepreneurship	2	2	-	4	Core	CC
Practical/Viva-Voce/Jury								
3	BFM303	Summer Training / Project Report	-	4	-	4	Core	CC
4	BFM304 BFM305 BFM306 BFM307	Specialization: (any one) •Broadcast Media •Digital Media •Print Media •Advertising, PR, Corporate Comm, Events	-	5	10	10	Elective	DSE
5	MCC301	Community Connect	0	2	0	2		
TOTAL CREDITS						24		

<sup>5</sup> CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

## Program Structure Template

**Name of School: School of Creative Art Design and Media Studies**

**Program: BA (Journalism and Mass Communication)**

**Batch: 2018-2021**

**TERM: VI**

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course <sup>6</sup> : 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
Practical/Viva-Voce/Jury								
1	BFM310	Media Research II + Dissertation	-	12	-	12	Core	CC
2	BFM311	On Job Training / PROJECT	-	12	-	12	Elective	CC
TOTAL CREDITS						24		

---

<sup>6</sup> CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

# SEMESTER I

<b>School: SCADMS</b>		<b>Batch : 2018-2021</b>
<b>Program: BA( JMC)</b>		<b>Current Academic Year: 2018-2019</b>
<b>Branch: NA</b>		<b>Semester: I</b>
1	Course Code	ARP101
2	Course Title	Communicative English-I
3	Credits	2
4	Contact Hours (L-T-P)	<b>2-0-0</b>
	Course Type	<b>Co-Requisite/ Compulsory /Elective/Open Elective</b>
5	Course Objective	To minimize the linguistic barriers that emerge in varied socio-linguistic environments through the use of 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.
6	Course Outcomes	<p>After the completion of this course, the student will be able to</p> <p><b>CO1:</b> Learn to use correct sentence structure and punctuation as well as different parts of speech. Learning new words its application and usage in different contexts helpful in building meaning conversations and written drafts. Develop over all comprehension ability, interpret it and describe it in writing. Very useful in real life situations and scenarios.</p> <p><b>CO2:</b> A recognition of one's self and abilities through language learning and personality development training leading up to greater employability chances. Learn to express oneself through writing while also developing positive perception of self. To be able to speak confidently in English</p> <p><b>CO3:</b> To empower them to capitalize on strengths, overcome weaknesses, exploit opportunities, and counter threats. To ingrain the spirit of Positive attitude in students through a full-length feature film followed by a storyboarding activity. Create a Self-Brand, identity and self-esteem through various interesting and engaging classroom activity</p> <p><b>CO4:</b> Exposing students to simulations and situations wherein students learn to describe people and situations and handle such situations effectively and with ease. Teaching students how to engage in meaningful dialogues and active conversational abilities to navigate through challenging situations in life and make effective conversations. Learn how to transform adverse beginnings into positive endings – through writing activities like story completion.</p> <p><b>CO5:</b> At this stage the students will be exposed to take advantage of the digital literacy platforms and to use them to their merit. How to use effective social media and how to create and build successful and professional social media handles. Students will also be exposed to multiple Career Opportunities across</p>



		different domains. How to engage in effective brainstorming to deduct meaningful solutions to problems, like Fishbone techniques etc <b>CO6:</b> The students will also learn profusely about Social and cultural etiquettes. Students will effectively learn the Art of Management & Leadership Skills. The students will also gradually start learning about the Entrepreneurial skills at this stage along with internal communication techniques
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>Unit 1</b>	<b>Subject Verb Agreement</b>
	1	Subject Verb Agreement
	2	Parts of speech
	3	Writing well-formed sentences
	<b>Unit 2</b>	<b>Vocabulary Building &amp; Punctuation</b>
	1	Homonyms/ homophones, Synonyms/Antonyms
	2	Punctuation/ Spellings (Prefixes-suffixes/Unjumbled Words)
	3	Conjunctions/Compound Sentences
	<b>Unit 3</b>	<b>Writing Skills</b>
	1	Picture Description – Student Group Activity
	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
	3	Story Completion Exercise –Building positive attitude - The Man from Earth (Watching a Full length Feature Film )
	<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 )
	3	Dialogues/conversations (Situation based Role Plays)
	<b>Unit 5</b>	<b>Exercises</b>
	1	Exercises
	2	Exercises
	3	Exercises
	Evaluations	Class Assignments/Free Speech Exercises / JAM Group Presentations/Problem Solving Scenarios/GD/Simulations ( 60% CA and 40% ETE)
	Text book/s*	<ul style="list-style-type: none"> <li>Blum, M. Rosen. How to Build Better Vocabulary. London:</li> <li>Bloomsbury Publication</li> </ul>
	Other References	<ul style="list-style-type: none"> <li>Comfort, Jeremy(et.al). Speaking Effectively. Cambridge University Press</li> </ul>

<b>School: SCADMS</b>		<b>Batch : 2018-2021</b>
<b>Program: BA( JMC)</b>		<b>Current Academic Year: 2018-2019</b>
<b>Branch: NA</b>		<b>Semester: I</b>
<b>1</b>	<b>Course Code</b>	<b>EVS106</b>
<b>2</b>	<b>Course Title</b>	<b>Environmental Science</b>
<b>3</b>	<b>Credits</b>	<b>3</b>
<b>4</b>	<b>Contact Hours (L-T-P)</b>	<b>3-0-0</b>
	<b>Course Type</b>	<b>Co-Requisite / Compulsory /Elective/Open Elective</b>
<b>5</b>	<b>Course Objective</b>	<p>Enable students to learn the concepts, principles and importance of environmental science</p> <p>Provide students an insight of various causes of natural resource depletion and its conservation</p> <p>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.</p> <p>Provide knowledge of different methods of water conservation</p> <p>Provide and enrich the students about social issues such as R&amp;R, population and sustainability.</p>
<b>6</b>	<b>Course Outcomes</b>	<p>After the completion of this course, the student will be able to</p> <p><b>CO1.</b> Understand the principles and scope of environmental science</p> <p><b>CO2.</b> Study about various pollution causes, effects and control and solid waste management.</p> <p><b>CO3.</b> Effect of global warming and ozone layer depletion</p> <p><b>CO4.</b> Knowledge about various types of natural resources and its conservation</p> <p><b>CO5.</b> Understand about sustainable development, resettlement and rehabilitation, impact of population explosion on environment the methods of water conservation</p> <p><b>CO6.</b> Overall understanding of various environmental components, its protection and management.</p>
<b>7</b>	<b>Course Description</b>	<p>Environmental Science emphasises on various factors as</p> <p>Importance and scope of environmental science</p> <p>Natural resource conservation</p> <p>Pollution causes, effects and control methods</p> <p>Social issues associated with environment</p>
<b>8</b>	<b>Outline syllabus</b>	
	<b>Unit 1</b>	<b>General Introduction</b>
	<b>1</b>	Definition, principles and scope of environmental science
	<b>2</b>	Land resources, Forest Resources
	<b>3</b>	Water Resources, Energy Resources
	<b>Unit 2</b>	<b>Environmental Pollution (Cause, effects and control measures) and solid waste management</b>
	<b>1</b>	Air pollution ,Water Pollution
	<b>2</b>	Soil and Noise pollution

	<b>3</b>	Solid wastes and its management		
	<b>Unit 3</b>	<b>Climate Change and its impact</b>		
	<b>1</b>	Concept of Global Warming and greenhouse effect		
	<b>2</b>	Ozone layer Depletion and its consequences		
	<b>3</b>	Climate change and its effect on ecosystem, Kyoto protocol and IPCC concerns on changing climate		
	<b>Unit 4</b>	<b>Natural resource conservation</b>		
	<b>1</b>	Hot spots, threats to biodiversity, endemic species		
	<b>2</b>	Conservation of biodiversity, ex-situ, in-situ conservation, biodiversity services.		
	<b>3</b>	Need of Water Conservation, Rain Water Harvesting Watershed management		
	<b>Unit 5</b>	<b>Social Issues and the Environment</b>		
	<b>1</b>	Concept of sustainable development		
	<b>2</b>	Resettlement and rehabilitation of people; its problems and concerns, Case studies		
	<b>3</b>	Population explosion and its consequences		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	<ul style="list-style-type: none"> <li>Environmental Studies – Benny Joseph – Tata McgrawHill- 2005</li> <li>Environmental studies – R. Rajagopalan – Oxford Publication – 2005</li> </ul>		
	Other References	<ul style="list-style-type: none"> <li>Miller, G.T., “Introduction to Environmental Science”, Cengage Learning.</li> <li>Rao, P.V., “Principles of Environmental Science and Engineering”, Prentice Hall of India</li> </ul>		

<b>School: SCADMS</b>		<b>Batch : 2018-2021</b>
<b>Program: BA( JMC)</b>		<b>Current Academic Year: 2018-2019</b>
<b>Branch: NA</b>		<b>Semester: I</b>
1	Course Code	<b>BMC180</b>
2	Course Title	Communication: Concepts and Process
3	Credits	3
4	Contact Hours (L-T-P)	<b>2-1-0</b>
	Course Type	Compulsory /Elective/Open Elective
5	Course Objective	The objective of this course is to: Explain the meaning of communication and why human beings communicate. Explain different types of communication To know the various channels of distributions of Mass Communication Explain important theories of communication Explain various models of communication
6	Course Outcomes	After the completion of this course, the student will be able to: <b>CO1:</b> Understand concept and meaning of Communication <b>CO2:</b> Define various theories and models of Communication. <b>CO3:</b> Outline the effects of mass communication on society, audiences and people. <b>CO4:</b> Apply communication model and theories to critically analyze real- world issues and employ practical, innovative solutions. <b>CO5:</b> Perceive knowledge on emerging trends in Communication and Mass Communication
7	Course Description	The course is designed to inculcate the knowledge of theoretical aspects of Communication, by teaching a number of models and theories of communication. The course also aims to impart the understanding of applying the theoretical aspect into action.
8	Outline syllabus	
	<b>Unit 1</b>	<b>Defining Communication</b>
	1	Definition, Concept and Meaning of Communication
	2	Elements of Communication, 7Cs of Communication, Barriers to Communication.
	3	Stages and Types of Communication
	<b>Unit 2</b>	<b>Introduction to Communication Models</b>
	1	Aristotle's model, Harold D Lasswell's model (1948), Claude Shannon and Warren Weaver's Model (1949).
	2	Theodore Newcomb's model (1953)
	3	Osgood's model (1954)
	<b>Unit 3</b>	<b>Theories of Communication</b>
	1	Communication theory: Need and importance - Hypodermic or bullet theory
	2	Individual differences theory, Cognitive Dissonance Theory
	3	Personal Influence Theory
	<b>Unit 4</b>	<b>Sociological theories of Mass Communication</b>

	1	Cultivation Theory, Agenda Setting Theory		
	2	Social Learning Theory, Spiral of Silence		
	3	Uses and Gratification Theory, Dependency Theory		
	<b>Unit 5</b>	<b>Normative Theory of Communication</b>		
	1	Authoritarian Theory, Libertarian Theory		
	2	Social Responsibility Theory, Soviet Media Theory		
	3	Development Theory, Democratic-Participant Media Theory		
	Mode of examination	Theory/Jury/Practical/Viva		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	<ul style="list-style-type: none"> <li>• Mass Communication in India by Keval J Kumar</li> <li>• Handbook of Communication by Uma Narula</li> </ul>		
	Other References	<ul style="list-style-type: none"> <li>• Theories of Mass Communication: De Fleur and B. Rokeach</li> <li>• Mass Communication Theory: Denis McQuail</li> <li>• Perspectives in Mass Communication : Agee, Ault, Emery</li> <li>• Mass Communication: Whitney, Wartella and Windohl</li> <li>• Issues in Mass Communication: JS Yadav and Pradeep Mathur</li> <li>• Reading in Mass Communication: Emery Smithe</li> <li>• Mass Media Today: Subir Ghosh</li> <li>• Introduction to Mass Communication: William Francois</li> <li>• Studies in Communication: Asher Cashden and Martin Jordin</li> <li>• Mass Communication and Development Dr. BaldevRaj .</li> <li>• Mass Communication Journalism in India D S Mehta</li> <li>• Hyderabad, ICFAI University Press.</li> </ul>		

<b>School: SCADMS</b>		<b>Batch : 2018-2021</b>
<b>Program: BA( JMC)</b>		<b>Current Academic Year: 2018-2019</b>
<b>Branch: NA</b>		<b>Semester: I</b>
1	Course Code	<b>BMC182</b>
2	Course Title	<b>Introduction to Social Sciences - I</b>
3	Credits	<b>2</b>
4	Contact Hours (L-T-P)	<b>2-0-0</b>
	Course Type	Compulsory /Elective/Open Elective
5	Course Objective	<p>The objective of this course is to:</p> <p>Describe the foundations and dimensions of Indian history, culture and civilization</p> <p>Explore and describe the different socio-cultural aspect of India in medieval, colonial and post-colonial India</p> <p>Describe the stages of freedom struggle and the role of social reformers in the national movement</p>
6	Course Outcomes	<p>After the completion of this course, the student will be able to</p> <p><b>CO1:</b> Explain various aspects of Indian culture and heritage.</p> <p><b>CO2:</b> Identify, discuss and explain various issues and concerns of contemporary Indian socioeconomic and political system.</p> <p><b>CO3:</b> Apply their knowledge in restructuring the system by developing positive,</p> <p><b>CO4:</b> To differentiate and analytical capabilities.</p> <p><b>CO5:</b> To understand social reform movements.</p>
7	Course Description	Knowledge and understanding of the social sciences place students in position to understand themselves as citizens within an integrated global society. The purpose of this course is to provide students with information about the principal social science disciplines and the relationships among them.
8	Outline syllabus	
	<b>UNIT 1</b>	<b>Foundations of Indian Culture and Civilization – I</b>
	1	Overview of Vedas, Upanishads, Puranas, Epics.
	2	Indus Valley Civilization.
	3	The Aryan, The Dravidian and other races
	<b>UNIT 2</b>	<b>Foundations of Indian Culture and Civilization – II</b>
	1	The Medieval Period - The Advent of Islam, Bhakti movement, Sufism, Sikhism.
	2	The Colonial Period - British Colonization.
	3	Western education and social mobility.
	<b>UNIT 3</b>	<b>Struggle for freedom</b>
	1	National Awakening - The social reformers and religious revivalism.
	2	The freedom struggle 1857 Mutiny and movements.
	3	Freedom movement Gandhi's movement for Independence.
	<b>UNIT 4:</b>	<b>Post-independence India</b>
	1	Postcolonial Indian media
	2	Postcolonial India - Economic Resurgence: Pre and post liberalization.
	3	The Swadeshi Agenda and Indian Culture

	<b>UNIT 5</b>	<b>Introduction to various Indian arts forms</b>		
	1	Evolution of various Indian dance forms (Classical and folk, Indian and western, fusion etc)		
	2	Origin and Development of various Indian theatre and drama forms		
	3	Contemporary positions of art forms		
	Mode of examination	Theory/Jury/Practical/Viva		
	Weightage	CA	MTE	ETE
	Distribution	30%	20%	50%
	Text book/s*	<ul style="list-style-type: none"> <li>Media and Society into the 21st century – Lyn, Gorman and Mclean David Willey- - Blacklwell, 2009.</li> <li>Ram Chander Guha India After Gandhi: The History of the World's Largest Democracy, Perennial</li> <li>A.L. Basham A Cultural History of India: The Wonder that is India: Volume-1 and 2</li> <li>Jawahar Lal Nehru, The Discovery of India.</li> <li>Berger, Arthur Asa Making sense of media: key texts in media and culture studies.-- U.S.A: Black Well, 2005.</li> <li>Media and society in the twentieth century: a historical introduction – 2003; Lyn Gorman and David Mclean Oxford Blackwell Publishing.</li> </ul>		

<b>School: SCADMS</b>		<b>Batch : 2018-2021</b>		
<b>Program: BA( JMC)</b>		<b>Current Academic Year: 2018-2019</b>		
<b>Branch: NA</b>		<b>Semester: I</b>		
1	Course Code	BMC183		
2	Course Title	Art of Writing and Editing		
3	Credits	<b>3</b>		
4	Contact Hours (L-T-P)	(1-1-2)		
5	Course Type	Compulsory /Elective/Open Elective		
6	Course Objective	1.To develop the practical aspects of journalistic writings To impart knowledge of the art of editing news reports To study the applications of professional journalism in news editing		
7	Course Outcomes	After the completion of this course, the student will be able to: <b>CO1:</b> Define the meaning of News <b>CO2:</b> Define the structure of News writing <b>CO3:</b> Describe the structure of news tools and technique <b>CO4:</b> Describe the structure of news organization <b>CO5:</b> Describe the role of editorial department		
	Course Description	Knowledge about basic understanding of journalism, Media and function of organization. Informing about tool techniques and impact of media.		
9	Outline syllabus			
	<b>Unit 1</b>	<b>Introduction of News</b>		
	A	Definition and Types of News		
	B	Formats and Principles of News Writing		
	C	News Values and Worthiness		
	<b>Unit 2</b>	<b>Editing</b>		
	A	Definition and principles		
	B	Tools and Technique of Editing		
	C	Rewriting and Proof Reading		
	<b>Unit 3</b>	<b>Newsroom</b>		
	A	Structure and function of newsroom		
	B	Fundamentals of good writing: Revise, rewrite and checklist		
	C	Headline: Types, principles and writing techniques		
	<b>Unit 4</b>	<b>Editorial Department</b>		
	A	Mapping editorial department and editorial board		
	B	Role, function and qualities of editor		
	C	Writing the copy of mofussil correspondence		
	<b>Unit 5</b>	<b>Application of journalistic writing and ethical issues</b>		
	A	The significance of journalistic writing		
	B	Photo editing, caption writing and photo features		
	C	Exaggeration, sensationalism and plagiarism		
10	Mode of examination	Theory/Jury/Practical/Viva		
11	Weightage Distribution	CA	MTE	ETE
		60	00	40



12	Text book/s*	The Art of Writing: Four Principles for Great Writing that Everyone Needs to Know by Peter Yang (Author)
13	Other References	Writing Skills: The Art of Writing-Lambert publishing

<b>School: SCADMS</b>		<b>Batch : 2018-2021</b>
<b>Program: BA( JMC)</b>		<b>Current Academic Year: 2018-2019</b>
<b>Branch: NA</b>		<b>Semester: I</b>
1	Course Code	<b>BMC184</b>
2	Course Title	Basic Computer and IT Skills
3	Credits	2
4	Contact Hours (L-T-P)	<b>0-1-2</b>
	Course Type	Compulsory /Elective/Open Elective
5	Course Objective	The objective of this course is to: To impart knowledge with the basic fundamentals of computer application. To ensure that the students undergo a survey of various basic computer applications that are available and frequently used in every professional's life
6	Course Outcomes	After the completion of this course, the student will be able to: <b>CO1:</b> Have good knowledge and understanding of the basic computer skills for professional industries <b>CO2:</b> Have basic skills to work on MS Word, Publisher, Excel, Power Point, Outlook etc. <b>CO3:</b> Have an idea for the conversion of files in different formats. <b>CO4:</b> Have an ability to work on presentation along with using related tables, graphs and Pie chart. <b>CO5:</b> Create a promotional brochure using shapes, WordArt, Pictures, SmartArt and page backgrounds and borders
7	Course Description	The course is designed to impart the basic fundamentals of computer application and IT among students. The course aims to enhance the technical competency among the students, foundation for the coming semesters.
8	Outline syllabus	
	<b>Unit 1</b>	<b>WINDOWS and APPLICATION OF MS OFFICE USING MS WORD</b>
	1	Knowing the MS Word Window 1.1.b Working on Business letters, knowledge of different fonts, styles and formats of professional documents 1.1.c Saving the files in different formats and working with print & print preview
	2	2 FORMATTING THE TEXT 1.2.a Editing and Alignment of text, tabs, characters spacing 1.2.b Paragraph Indenting & spacing, 1.2.c Bullet and numbering, Changing cases
	3	TABLE MANIPULATIONS and DRAWING TOOLS 1.3.a Drawing tables, changing cell height and width 1.3.b Deleting and Inserting rows and columns, merging cells 1.3.c Using different drawing tools, borders and shading
	<b>Unit 2</b>	<b>MS EXCEL</b>
	1	INTRODUCING EXCEL WORKSHEET Entering data and completing cell entries Adjusting column width and row heights, Formatting cells, Borders and fills

		Perform Worksheet Calculation and Print Preview		
	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		
	3	<b>WORKING WITH CHARTS</b> Create Chart to compare data Working with chart tools Edit chart data, Adding image to worksheet.		
	<b>Unit 3</b>	<b>MS POWER POINT</b>		
	1	<b>CREATING and DELIVERING OF PRESENTATION</b> 3.1.a Navigating a powerpoint window 3.1.b Choosing a theme and creating presentation 3.1.c Adding slides, Choosing Layout and aligning text		
	2	<b>DESIGNING THE PRESENTATION</b> 3.2.a Working on the aesthetics of slides 3.2.b Making your own slide format 3.2.c Printing handouts, handout masters, slide footers, slideshow		
	3	<b>ADDING GRAPHICS, ANIMATION and SOUND</b> 3.3.a Inserting Pictures, cliparts, graphics and other file formats 3.3.b Adding effects/animations to text and images 3.3.c Adding sounds and Videos in the presentation		
	<b>Unit 4</b>	<b>USING MS PUBLISHER</b>		
	1	<b>INTRODUCING MS PUBLISHER</b> Introducing MS Publisher Interface Navigation and selection techniques Multipage layouts and selection techniques..		
	2	<b>CREATING A NEWSLETTER USING MS PUBLISHER</b> Working on layout design and themes Inserting tables, graphs and images Conversion of file format and finalising publication		
	3	<b>PUBLISHING A TRIFOLD BROCHURE</b> Choosing a layout theme and design Placement of information and the Images Finalising publication and taking the print out.		
	<b>Unit 5</b>	<b>INTERNET and WEB BROWSERS</b>		
	1	Basic HTML & Web designing (through programming languages & designing tools)		
	2	Search Engine Optimization		
	3	UNDERSTADING URL and SURFING THE WEB		
	Mode of examination	Jury/Practical/Viva		
	Weightage Distribution	CA	MTE	ETE
		60%	00%	40%
	Text book/s*	<ul style="list-style-type: none"> <li>Beginning Microsoft Office by Gay Hart Davis</li> <li>Websites and Internet material</li> </ul>		

<b>School: SCADMS</b>		<b>Batch : 2018-2021</b>
<b>Program: BA( JMC)</b>		<b>Current Academic Year: 2018-2019</b>
<b>Branch: NA</b>		<b>Semester: I</b>
1	Course Code	<b>BMC186</b>
2	Course Title	Speech and Personality
3	Credits	2
4	Contact Hours (L-T-P)	<b>0-2-0</b>
	Course Type	Compulsory /Elective/Open Elective
5	Course Objective	The objective of this course is to: Make students well versed in voice evaluation, to improve their vocabulary and vocal tools to make them ready for industry in terms of voice and speech. To understand the importance of body language and right posture in terms of giving speech
6	Course Outcomes	After the completion of this course, the student will be able to <b>CO1:</b> Show confidence in terms of voice and speech. <b>CO2:</b> Demonstrate perfect body language at events and scenarios. <b>CO3:</b> Apply effective communication skills (spoken and written). <b>CO4:</b> Analyse inter-personal skills, team management skills, and leadership skills. <b>CO5:</b> Appraise and participate in group discussion / meetings / interviews and prepare & deliver presentations
7	Course Description	The course is developed to inculcate the soft-skills and pleasing personality among the student which will help in developing the overall personality of the students.
8	Outline syllabus	
	<b>Unit 1</b>	<b>Facial Expressions and Movements</b>
	1	Sense of pace and timing
	2	Expressions and Dressing style in different scenarios
	3	Controlling emotions and techniques to use stage or delivery platform
	<b>Unit 2</b>	<b>Voice Analysis and Improvement</b>
	1	Importance of voice improvement
	2	Analyzing student's speech and Voice: Pitch, Volume, Tempo, Vitality
	3	Voice quality: Resonance V/s thinness, Breathing, Nasality and Huskiness
	<b>Unit 3</b>	<b>Pronunciation and Articulation</b>
	1	Understanding different causes of mispronunciation.
	2	Clarity in Hindi pronunciation, Hindi grammar and how to get rid of regional touch in language along with practice sessions
	3	Clarity in English pronunciation, English grammar and how to get rid of regional touch in language along with practice sessions
	<b>Unit 4</b>	<b>Management</b>
	1	Time and Stress management during presentation
	2	Tools and resources to upgrade skills
	3	Verbal/Non-verbal communication and how to incorporate Honesty, leadership, trust , courage and patience in speech and presentation.

	<b>Unit 5</b>	<b>Exercise</b>		
	1	Exercise		
	2	Exercise		
	3	Exercise		
	Mode of examination	Jury/Practical/Viva		
	Weightage Distribution	CA	MTE	ETE
		60%	00%	40%
	Text book/s*			

<b>School: SCADMS</b>		<b>Batch : 2018-2021</b>
<b>Program: BA( JMC)</b>		<b>Current Academic Year: 2018-2019</b>
<b>Branch: NA</b>		<b>Semester: I</b>
1	Course Code	<b>BMC 181</b>
2	Course Title	News and Contemporary Issues
3	Credits	3
4	Contact Hours (L-T-P)	<b>3-0-0</b>
	Course Type	Compulsory /Elective/Open Elective
5	Course Objective	<p>The objective of this course is to:</p> <p>To develop intellectual skills in order to evaluate and analyse the meanings of news and information.</p> <p>To develop the basic understanding of the Contemporary Issues.</p> <p>To create a foundation to further understand journalism and communication processes in context of political, economic, social and cultural realities of contemporary world.</p>
6	Course Outcomes	<p>After completing the course, the student will be able to -</p> <p><b>CO1:</b> Define contemporary issues (National/International)</p> <p><b>CO2:</b> Show habit of remaining informed and knowledgeable about current and contemporary Issues.</p> <p><b>CO3:</b> Explain the Indian and world political, social and economic systems.</p> <p><b>CO4:</b> Identify the core concepts of journalism (Objectivity, Fairness, Balance and Accuracy</p> <p><b>CO5:</b> Study the debates on nationalism, language and culture</p>
7	Course Description	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.
8	Outline syllabus	
	<b>Unit 1</b>	<b>India and Major Concerns</b>
	1	Indian Politics
	2	Society and Culture
	3	Economic Developments in India post-independence
	<b>Unit 2</b>	<b>Indian Foreign Relations</b>
	1	India's Foreign Policy since independence
	2	Political Scenario in South Asia
	3	India and the world
	<b>Unit 3</b>	<b>Overview of National and International News</b>
	1	News Agencies in the overall media system
	2	Leading National and International News Channels
	3	Digital and Citizen Journalism
	<b>Unit 4</b>	<b>Major Global Organizations</b>

	1	UNO - WHO, UNICEF, UNESCO and ILO		
	2	WTO, UNDP, World Bank and IMF		
	3	SAARC, BRICS and NAM		
	<b>Unit 5</b>	<b>Global Issues</b>		
	1	Pre and Post-cold war world order		
	2	Human Rights and Gender Issues		
	3	Globalization, Emergence of Liberal Economy and Consumerism		
	Mode of examination	Jury/Practical/Viva		
	Weightage Distribution	CA	MTE	ETE
		60%	00%	40%
	Text book/s*	<ul style="list-style-type: none"> <li>• Tapan Biswal Human Rights Gender and Environment, Vina Books</li> <li>• . Madan Gopal India through the Ages, Publication Division</li> </ul>		
	Other References	<ul style="list-style-type: none"> <li>• Prof. S.D. Muni Indian and Nepal, Konark Publisher</li> <li>• Muchkund Dubey Political Issues</li> <li>• Prakash Chander International Politics</li> </ul>		

# SEMESTER II

<b>School: SCADMS</b>		<b>Batch : 2018-2021</b>
<b>Program: BA( JMC)</b>		<b>Current Academic Year: 2018-2019</b>
<b>Branch: NA</b>		<b>Semester: II</b>
1	Course Code	<b>BMC140</b>
2	Course Title	<b>Introduction to Social Sciences - II</b>
3	Credits	<b>3</b>
4	Contact Hours (L-T-P)	<b>2-1-0</b>
	Course Type	Compulsory /Elective/Open Elective
5	Course Objective	The objective of this course is to: 1. To familiarize the students with the concept of Indian and global economy. 2. To familiarize the students with the concept of Indian political system. 3. To make the students aware about the issues related to Indian socioeconomic and political systems.
6	Course Outcomes	After the completion of this course, the student will be able to <b>CO1.</b> Identify, discuss and explain various issues and concerns of contemporary Indian socioeconomic and political system. <b>CO2.</b> Apply their knowledge in restructuring the system by developing positive, differentiate and analytical capabilities. <b>CO3.</b> To understand the global economy <b>CO4.</b> To implement best Economic practices <b>CO5.</b> To understand impact of political systems on society
7	Course Description	The purpose of this course is to provide students with information about the principal social science disciplines and the relationships among them.
8		
	<b>Unit 1</b>	<b>Indian Economy: Issues and Concerns</b>
		Nature of Indian Economy (reasons for underdevelopment)
		Explanation of economic concepts and terminologies
		Economic Growth and Development
	<b>Unit 2</b>	<b>Global-Indian Economy</b>
		Mixed Economy: Public Sector Undertakings and Private Enterprise
		Foreign trade and balance of payment.
		Opening up of Indian Economy for global market
	<b>Unit 3</b>	<b>Globalization and Indian Economy</b>
		Globalization – Concept and meaning
		Effect of globalization on Indian Economy
		Towards a new World Economic Order, Setting up of WTO, India and WTO, WTO–trespassing the Sovereignty of Nation States
	<b>Unit 4</b>	<b>The Indian Polity – I</b>
		Salient Features of Indian Constitution: Relevance of Fundamental Rights and Directive Principles



		Parliamentary Democracy (Federal and Unitary features) : Do we need to switch over to Presidential system Legislative Procedures-From Bill to Act Major National and Regional political parties in India and their changing trends		
		Indian Judicial System : Judicial Activism		
	<b>UNIT 5:</b>	<b>The Indian Polity – II</b>		
		Centre-State Relations : Issues of Regionalism Decentralization of Power		
		General Elections: Electoral Reforms, Politics of Vote Bank		
		Major Issues and Concerns Corruption Public Health and hygiene Gender Inequality		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	<ul style="list-style-type: none"> <li>• A.N. Aggarwal Indian Economy</li> <li>• Shukla V.N. Constitution of India, Eastern Book Company, Lucknow 200a</li> <li>• Bakshi P.M. The Constitution of India, Universal LawPublishing Co. Pvt. Ltd. 2001</li> <li>• D. D. Basu An introduction to the Constitution of India</li> <li>• J.C. Johri Indian Political System</li> </ul>		

<b>School: SCADMS</b>		<b>Batch : 2018-2021</b>
<b>Program: BA( JMC)</b>		<b>Current Academic Year: 2018-2019</b>
<b>Branch: NA</b>		<b>Semester: II</b>
1	Course Code	<b>BMC141</b>
2	Course Title	History and Evolution of Media
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0
	Course Type	Compulsory /Elective/Open Elective
5	Course Objective	<p>The objective of this course is to:</p> <ol style="list-style-type: none"> <li>1. This class will trace with the evolution of communication in various contexts, such as historical, social and technological.</li> <li>2. It will deal with development and growth of communication starting from signs and symbols, oral to print and electronic communication</li> <li>3. It will also discuss the latest technological advances in the field of mass communication.</li> </ol>
6	Course Outcomes	<p>After the completion of this course, the student will be able to</p> <p><b>CO1.</b>To understand the historical context of evolution of the communication</p> <p><b>CO2.</b>Understanding the role, played by technology and its impact on society, polity and economic sphere</p> <p><b>CO3.</b>Building a broader perspective about communication process</p> <p><b>CO4.</b>To understand the functioning of statutory bodies in TV</p> <p><b>CO5.</b>To understand the impact of media on society</p>
7	Course Description	This course provides necessary orientation in field of historical development of media as social institution, as symbolic and content evolution and as technical means of communication and its evolution
8		
	<b>Unit 1</b>	<b>Introduction to Print Media</b>
		Development of newspapers in India and International
		A short history of Indian Journalism, Role of Print media in Independence movement
		Freedom of the press: Right to publish and the right to privacy
	<b>Unit 2</b>	<b>Introduction to Radio</b>
		History, growth and development of radio in India, Radio as blind medium,
		Impact of radio program on rural area, Future of radio,
		Radio as a tool of development, Reach and access of radio in India
	<b>Unit 3</b>	<b>Introduction to Television</b>
		History growth and development of TV in India,
		PrasarBharti Corporation of India- structure and function
		Television for National Development
	<b>Unit 4</b>	<b>Introduction to Cinema</b>
		Introduction to cinema, Role of cinema in social change
		Statutory bodies: CBFC, NFDC, FTII, Film division, children film society etc.
		The Indian Documentary: The early years

	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	<ul style="list-style-type: none"> <li>• Mass Communication in India- Kewal J. Kumar</li> <li>• Media and Development- Richard Vokes</li> <li>• Documentary Media: History, Theory, Practice-Broderick Fox</li> <li>• Mass Media and Historical Change- Frank Bosch</li> <li>• Text Book of Mass Communication and Media- Uma Joshi</li> </ul>		

<b>School: SCADMS</b>		<b>Batch : 2018-2021</b>
<b>Program: BA( JMC)</b>		<b>Current Academic Year: 2018-2019</b>
<b>Branch: NA</b>		<b>Semester: II</b>
1	Course Code	<b>BMC142</b>
2	Course Title	News Reporting and Writing
3	Credits	4
4	Contact Hours (L-T-P)	<b>2-2-0</b>
	Course Type	Compulsory /Elective/Open Elective
5	Course Objective	The objective of this course is to: Equip students with the nuances of writing. Explain the concept of News and its types. File news stories on different subjects as a journalist. Rewrite news stories.
6	Course Outcomes	After the completion of this course, the student will be able to <b>CO1:</b> Define and write reports as per news industry requirements <b>CO2:</b> Explain the technical aspects of news editing <b>CO3:</b> Create content for various segments of media industry <b>CO4:</b> Collaborate with teams of editors to create a quality publication. <b>CO5:</b> Apply knowledge gained in writing accurately and creatively for mass media
7	Course Description	The course is designed with the aim to impart the knowledge, skill and competency of news writing and editing among the students. The course will help the students to understand and apply the concepts, tools of effective written communication.
8	Outline syllabus	
	<b>Unit 1</b>	<b>Introduction to News</b>
	1	News: Meaning Definition and Nature
	2	News: Meaning Definition and Nature
	3	Basic News Elements, News Values
	<b>Unit 2</b>	<b>Understanding the structure and construction of News</b>
	1	The 5W1H formula for writing a story. Inverted Pyramid style
	2	Lead, Types of leads, Headline writing
	3	Criteria for News Worthiness, Principles of news selection
	<b>Unit 3</b>	<b>Special News and Feature Stories</b>
	1	What differentiates features and Special Reports from News writing
	2	Media Sensitization to issues of gender, ethnicity
	3	Reporting on children and Victims, Handling crisis situations
	<b>Unit 4</b>	<b>Basic Reporting</b>
	1	Role and Responsibilities of reporter, Principles of reporting
	2	Reporting on different beats, Problems of Reporting
	3	Objective Verses Subjective Reporting
	<b>Unit 5</b>	<b>Reporter as Investigator and Interviewer</b>
	1	What is Investigative Reporting

	2	Main obstacles to investigative reporting		
	3	Interviewing: Preparation, Question List, Means of Taking Interviews		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	<ul style="list-style-type: none"> <li>• Kewal J Kumar Mass Communication in India Jaico Publishing House</li> <li>• Tony Harcup Journalism : Principles And Practice Sage South Asia</li> </ul>		
	Other References	<ul style="list-style-type: none"> <li>• BK Ahuja Theory and Practice Of Journalism Surjeet Publications</li> <li>• <u>Jan R.</u>, News Reporting And Editing-Anmol Publishers</li> <li>• <u>Ravinran</u>, Handbook Of Reporting and Edit, Anmol Publishers</li> <li>• Ambrish Saxena, Fundamentals Of Reporting And Editing, Kanishka Publishiners Distributors</li> <li>• Tim Harrower Inside Reporting : A Practical Guide to the Craft of Journalism Tata McGraw - Hill Education</li> <li>• MV Kamath THE JOURNALIST'S HANDBOOK Vikas Publishing House</li> <li>• Dilip Awasthi The Special Correspondent: A handbook for Reporters Viva Books Pvt Ltd</li> <li>• <u>News Reporting</u> , News Reporting and Editing , Motilal Banarsidass Pvt. Ltd.</li> <li>• <u>Suhas Chakravarty</u> , News Reporting And Editing: An Overview, Kanishka Publishiners Distributors</li> <li>• <u>David Winterson</u>, Reporting and Editing Process, Centrum Press</li> </ul>		

<b>School: SCADMS</b>		<b>Batch : 2018-2021</b>
<b>Program: BA( JMC)</b>		<b>Current Academic Year: 2018-2019</b>
<b>Branch: NA</b>		<b>Semester: II</b>
1	<b>BMC143</b>	<b>BMC143</b>
2	<b>Advertising Principles and Practices</b>	<b>Advertising Principles and Practices</b>
3	Credits	3
4	Contact Hours (L-T-P)	1-2-0
5	Course Type	<b>Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective</b>
6	Course Objective	1. Familiarize with psychological and cultural approach of advertisement for different media 2. Understanding of different segment and categories of advertisement 3. Understanding of means; methods to achieve desired creativity in an advertisement 4. Familiarize with various aspects of advertising
7	Course Outcomes	After the completion of this course, the student will be able to : <b>CO1:</b> Understand the Meaning and Definition of Advertising :Its need, nature and scope, functions <b>CO2:</b> Develop concepts that are able to address the desires as well as Aspirations of the consumer base behavior brand promotion etc. <b>CO3:</b> Understand how different media including new media responsible for an advertising behavior. <b>CO4:</b> Plan and Execute an Ad Campaign.
8	Course Description	The course is aimed to make students learn the skills and knowledge about. Basic of advertising and its basic principles and practices.
9	Outline syllabus	
	<b>Unit 1</b>	<b>Advertising</b>
	A	Meaning, definition and its role
	B	Growth and development of India and world
	C	Advertising as a communication tool
	<b>Unit 2</b>	<b>Unit II: Advertising process</b>
	A	Models of advertising, AIDA, DAGMAR and Maslow Hierarchy model
	B	Types of advertising and its characteristics,
	C	Classification of advertising on basis of PA target audience, area, medium, purpose.
	<b>Unit 3</b>	<b>Classification of Advertising</b>
	A	3.1 Types and Classification of Advertising
	B	3.2 Factors determining advertising opportunity of a product/service/idea.
	C	3.3 Types of Appeals and Advertising Messages
	<b>Unit 4</b>	<b>Structure, Role and Function of Advertising Agency</b>
	A	Advertising Agency: Evolution, Types, Structure

	B	Functions of Various Departments and their Roles		
	C	Agency – Client Relations and Pitching Process		
	<b>Unit 5</b>	<b>Advertising Objectives; Execution</b>		
	A	Segmentation, Positioning and Targeting Media selection, Planning, Scheduling		
	B	Marketing Strategy		
	C	Research and Branding Advertising department vs. Agency-Structure		
10	Mode of examination	Theory		
11	Weightage Distribution	CA	MTE	ETE
		20%	30%	50%
12	Text book/s*	<ul style="list-style-type: none"> <li>• Kewal J Kumar Mass Communication in India Jaico Publishing House</li> <li>• Tony Harcup Journalism : Principles And Practice Sage South Asia</li> <li>• BK Ahuja Theory and Practice Of Journalism Surjeet Publications</li> <li>• <u>Jan R.</u>, News Reporting And Editing-Anmol Publishers</li> <li>• <u>Ravinran</u>, Handbook Of Reporting and Edit, Anmol Publishers</li> </ul>		
13	Other References	<ul style="list-style-type: none"> <li>• Ogilvy David Ogilvy on Advertising; Prion Books Ltd. Ambrish Saxena, Fundamentals Of Reporting And Editing, Kanishka Publishers Distributors</li> <li>• Tim Harrower Inside Reporting : A Practical Guide to the Craft of Journalism Tata McGraw - Hill Education</li> <li>• MV Kamath THE JOURNALIST'S HANDBOOK Vikas Publishing House</li> <li>• Dilip Awasthi The Special Correspondent: A handbook for Reporters Viva Books Pvt Ltd</li> <li>• <u>News Reporting</u> , News Reporting and Editing , Motilal Banarsidass Pvt. Ltd.</li> <li>• <u>Suhas Chakravarty</u> , News Reporting And Editing: An Overview, Kanishka Publishiners Distributors</li> <li>• <u>David Winterson</u>, Reporting and Editing Process, Centrum Press</li> </ul>		

<b>School: SCADMS</b>		<b>Batch : 2018-2021</b>
<b>Program: BA( JMC)</b>		<b>Current Academic Year: 2018-2019</b>
<b>Branch: NA</b>		<b>Semester: II</b>
1	Course Code	<b>BMC144</b>
2	Course Title	Still Photography and Visual Communication
3	Credits	3
4	Contact Hours (L-T-P)	<b>0-2-2</b>
	Course Type	Compulsory /Elective/Open Elective
5	Course Objective	<p>The objective of this course is to:</p> <p>Make the learner understand aesthetics and techniques of Visual Communication</p> <p>Provide the students with a through understanding and application of achieving the right exposure with DSLRs and Digital Cameras</p> <p>Introduce the learner to different types of photography accessories and their uses.</p> <p>Introduce the student to different commercial and non-commercial beats in photography.</p>
6	Course Outcomes	<p>After the completion of this course, the student will be able to</p> <p><b>CO1:</b> Shoot aesthetic photographs in different environments and situations with amateur and professional photography equipment</p> <p><b>CO2:</b> Understand the requirements of various beats of photography and principles of shooting for these beats</p> <p><b>CO3:</b> Apply their understanding of studio and outdoor lighting.</p> <p><b>CO4:</b> Set up their photography portfolios for commercial and professional assignments. Edit their pictures with help of digital editing software.</p> <p><b>CO5:</b> Manipulate and edit digital images on Adobe Photoshop.</p>
7	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 a number of tools and software to edit images.
8	Outline syllabus	
	<b>Unit 1</b>	<b>Intro to Visual Communication and Photography</b>
	1	Types and Genres of Photography
	2	Essence and Aesthetics of Photographs
	3	Evolution and development of Photography as form of Mass Communication
	<b>Unit 2</b>	<b>Cameras, Lenses and Accessories</b>
	1	Cameras, Their Types and their working
	2	Lenses, Types and their uses in Photography
	3	Accessories used in Photography
	<b>Unit 3</b>	<b>Exposure Control</b>
	1	Exposure control with Aperture, Shutter and ISO, Metering, White Balance, EV etc.
	2	Depth of Field and the factors influencing DoF
	3	Outdoor and Studio Lighting
	<b>Unit 4</b>	<b>Photo Editing</b>
	1	Art of Photo-Editing



	2	Software for Photo Editing		
	3	Tools used in popular image editing software like Adobe Photoshop, Lightroom etc.		
	<b>Unit 5</b>	<b>Shooting with Mobile Phones</b>		
	1	Mobile Photography and Videos		
	2	Developing Professional Portfolios		
	3	Branding and marketing visual art for commercial use		
	Mode of examination	Jury/Practical/Viva		
	Weightage Distribution	CA	MTE	ETE
		60%	00%	40%
	Text book/s*	<ul style="list-style-type: none"> <li>• Michael Langford Basic Photography, Focal Press</li> <li>• James A. Folts Ronald P. Lovell Handbook of Photography, Fred C. Zwahlen, Jr. DelmalThomsan learning Lee Frost Photography, Hodder Headline</li> </ul>		
	Other References	<ul style="list-style-type: none"> <li>• Reporters Viva Books Pvt Ltd</li> <li>• <u>News Reporting</u> , News Reporting and Editing , MotilalBanarsidass Pvt. Ltd.</li> <li>• <u>Suhas Chakravarty</u> , News Reporting And Editing: An Overview, KanishkaPublishiners Distributors</li> <li>• <u>David Winterson</u>, Reporting and Editing Process, Centrum Press</li> </ul>		

<b>School: SCADMS</b>		<b>Batch : 2018-2021</b>
<b>Program: BA( JMC)</b>		<b>Current Academic Year: 2018-2019</b>
<b>Branch: NA</b>		<b>Semester: II</b>
1	Course Code	<b>BMC146</b>
2	Course Title	Animation and Multimedia Skills
3	Credits	3
4	Contact Hours (L-T-P)	<b>0-2-2</b>
	Course Type	Compulsory /Elective/Open Elective
5	Course Objective	The objective of this course is to: Introduce the fundamental elements of Animation. Introduce Software of Audio and Video Editing. Introduce the fundamental elements of multimedia. Emphasis on learning the representations, perceptions and applications of animation and multimedia
6	Course Outcomes	After the completion of this course, the student will be able to <b>CO1:</b> Understand Key concept of Animation. <b>CO2:</b> Understand basics of 3 D Animation and Graphics <b>CO3:</b> Learn Audio and Video Editing. <b>CO4:</b> Learn Current multimedia technology and create quality multimedia software titles <b>CO5:</b> Design graphics and/or animations using multimedia tools
7	Course Description	This course 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	
	<b>Unit 1</b>	<b>Basics of Animation and Graphics</b>
	1	Animation: origin and growth, Basic principle of animation, elements and types, story board, Role of computers in animation, Computer language for animation, Layout and Designing
	2	Basic of sketching, still life and assignment of basic drawing, Composition of basic elements, Work in different media, such as drawing, collage, and painting,
	3	Explore the relationship between elements and principal Pixel and resolution: Vector and Bitmap Graphics, Creating Digital Layout
	<b>Unit 2</b>	<b>Basics of 2D Animation</b>
	1	Understanding the concept of 2 D Animation, Colour theory and basics, Incorporating sound into 2D animation, Create, Edit and working with Animation Graph, Rigging using Blender, Creating
	2	Introduction to Fluid Effects, Creating fluid simulation, basic Simulation and collusion using Rigid body, Cloth Simulation, Simulation of Brick wall collusion
	3	Shapes, Modifiers, Transforming and Grouping
	<b>Unit 3</b>	<b>Basics of 3D Animation</b>
	1	Understanding tools of 3 D Animation

	2	Modeling Techniques, High and Low Poly Modeling, Creation of Morph Targets		
	3	Compound objects, Modifying object, Creating Models with Nurbs.		
	<b>Unit 4</b>	<b>Multimedia Skills</b>		
	1	Introduction to Multimedia What is multimedia, Components of multimedia, Web and Internet multimedia applications, Transition from conventional media to digital media.		
	2	Computer Fonts and Hypertext Usage o f text in Multimedia, Families and faces of fonts, outline fonts, bitmap fonts International character sets and hypertext, Digital font's techniques		
	3	Image fundamentals and representations Colour Science, Colour, Colour Models, Colour palettes, Dithering, 2D Graphics. Image Compression and File Formats: GIF, JPEG, JPEG 2000, PNG, TIFF, EXIF, PS, PDF, Basic Image Processing [Can Use Photoshop], Use of image editing software, White balance correction, Dynamic range correction, Gamma correction, Photo Retouching. Digitization of sound, frequency and bandwidth, decibel system, data rate, audio file format, Sound synthesis, MIDI, wavetable, Compression and transmission of audio on Internet, Adding sound to your multimedia project, Audio software and hardware. Multimedia Authoring Basics, Some Authoring Tools, Macromedia Director and Flash.		
	<b>Unit 5</b>	<b>Multimedia Marketing</b>		
	1	Multimedia Content Creation		
	2	Multimedia Content Marketing Strategies		
	3	Multimedia Marketing Strategy Evaluation		
	Mode of examination	Jury/Practical/Viva		
	Weightage Distribution	CA	MTE	ETE
		60%	00%	40%
	Text book/s*			
	Other References			

<b>School: SCADMS</b>		<b>Batch : 2018-2021</b>
<b>Program: BA( JMC)</b>		<b>Current Academic Year: 2018-2019</b>
<b>Branch: NA</b>		<b>Semester: II</b>
1	Course Code	<b>BMC 145</b>
2	Course Title	Social Media and Mobile Journalism
3	Credits	2
4	Contact Hours (L-T-P)	0-1-2
	Course Type	Compulsory /Elective/Open Elective
5	Course Objective	The objective of this course is to: To familiarize the students about the use of mobile in journalism Role and Impact of social Media in news Use of social Media To familiarize the different formats of still photography and video used online To familiarize about the style of writing in social media
6	Course Outcomes	After the completion of this course, the student will be able to <b>CO1:</b> Students will be able to use mobile to shoot videos <b>CO2:</b> They will be able to successfully upload photos and videos with caption <b>CO3:</b> Students will be able to write the news for social media <b>CO4:</b> They will be able to do digital marketing and they will be able to create their own blogs <b>CO5:</b> Evaluate and develop social media accounts, blogs and discussion forums online
7	Course Description	The course aims to equip students with skills and capacity to meet the challenges and demands of the 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	
	<b>Unit 1</b>	<b>Internet and Mobile Journalism</b>
	1	Networked society
	2	Development of internet and online journalism – web 1.0, web 2.0, web 3.0, semantic web and beyond
	3	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
	<b>Unit 2</b>	<b>Marketing for the web</b>
	1	SEO, AdSense, AdWords, PPC, Pops, Ad-blocks, Direct mail, new techniques
	2	Journalism as conversation – Audience development, Social media, Blogs, Comments, Feedbacks, Opinion polls, Message boards, Messenger, Chat rooms, Games, Quiz
	3	Ethical practices involving the Internet and social media
	<b>Unit 3</b>	<b>Mobile journalism</b>
	1	Newsroom for online journalism

	2	Backpack journalism		
	3	Non-linear story telling		
	<b>Unit 4</b>	<b>New styles of writing</b>		
	1	visual language		
	2	Micro-content		
	3	Narrative journalism		
	<b>Unit 5</b>	<b>Photos for web</b>		
	1	forms and format, still, gallery, slideshow		
	2	Audio for web –forms and format, Internet Radio, Audio boo, Sound cloud, Podcasts, Broadcast yourself		
	3	Video for web –forms and format, Narrowcasting, Personal casting, Internet Television, Broadcast yourself, live streaming		
	Mode of examination	Jury/Practical/Viva		
	Weightage Distribution	CA	MTE	ETE
		60%	00%	40%
	Text book/s*	<ul style="list-style-type: none"> <li>• Navigating Social Journalism: A Handbook for Media Literacy and Citizen Journalism-Martin Hirst</li> <li>• Social Media Communication by Jeremy Harris Lipschultz Taylor &amp; Francis Ltd</li> </ul>		

# SEMESTER III

<b>School: SCADMS</b>		<b>Batch : 2018-2021</b>
<b>Program: BA( JMC)</b>		<b>Current Academic Year: 2019-2020</b>
<b>Branch: NA</b>		<b>Semester: III</b>
1	Course Code	BCJ201
2	Course Title	Media Laws and Ethics
3	Credits	<b>4</b>
4	Contact Hours (L-T-P)	(3-1-0)
5	Course Type	Compulsory /Elective/Open Elective
6	Course Objective	<p>1. A thorough understanding of media laws and ethical issues will convince the budding journalists to engage in their career assignments without compromising the professional and ethical standards.</p> <p>2. This class will deal with press laws and ethical issues and professional practices in media.</p> <p>3. Rules and laws for media organizations and the Regulatory bodies of the Print and Electronic media will be discussed in the class.</p> <p>4. The course will introduce media laws and ethical frameworks for media practitioners in the Indian and the global contexts.</p>
7	Course Outcomes	<p>After the completion of this course, the student will be able to</p> <p><b>CO1:</b> Define the historical, theoretical, legal and societal contexts for producing news media for consumers, ranging from local to global.</p> <p><b>CO2:</b> Summarize the knowledge of media Laws and Ethics</p> <p><b>CO3:</b> Apply knowledge gained in coverage related to media Profession.</p> <p><b>CO4:</b> Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness, and diversity</p> <p><b>CO5:</b> Evaluate the provisions of Constitution and IPC in their journalistic practice</p>
	Course Description	The course introduces students to a broad range of specific ethical and legal issues pertinent to various aspects of the media. The course will investigate and analyse techniques for dealing with moral problems and moral dilemmas that students may encounter in their professional lives. The course will also examine and analyse the general nature of ethical, legal and moral discourse pertaining to professional communication
9	Outline syllabus	
	<b>Unit 1</b>	<b>Indian Constitution and Government Bodies</b>
	A	1.1 Indian constitution and Parliament, Lower and Upper House
	B	1.2 President of India, Prime Minister, Cabinet, Bill, Ordinance, Act.
	C	1.3 Fundamentals rights, fundamentals duties.
	<b>Unit 2</b>	<b>Rights and Restriction for Media</b>
	A	2.1 Freedom of Expression article 19 1 A
	B	2.2 Reasonable Restriction, Law of Defamation and Exceptions
	C	2.3 Contempt of court and Defences

	<b>Unit 3</b>	<b>Freedom of Press</b>		
	A	3.1 First press Regulation Act, Vernacular Act, Press and Regulation Book Act,		
	B	3.2 Parliament Proceeding Act.		
	C	3.3 Right to Information Act-2005		
	<b>Unit 4</b>	<b>Media Acts and official Documents</b>		
	A	4.1 Copy Right Act, Infringement of Copy Right, No Infringement		
	B	4.2 Official Secret Act		
	C	4.3 Press Council of India: Introduction ,structure and Function		
	<b>Unit 5</b>	<b>New Media Law and Ethics</b>		
	A	Cyber law and crime		
	B	Drug and Remedies Act, Harmful Publication Act		
	C	Media ethics : Code of Conduct, NBA.INS, Industry Code of Ethics,		
10	Mode of examination	Theory/Jury/Practical/Viva		
11	Weightage Distribution	CA	MTE	ETE
		30	20	50
12	Text book/s*	<ul style="list-style-type: none"> <li>Media Law and Ethics by M Neelamalar</li> </ul>		

<b>School: SCADMS</b>		<b>Batch : 2018-2021</b>
<b>Program: BA( JMC)</b>		<b>Current Academic Year: 2019-2020</b>
<b>Branch: NA</b>		<b>Semester: III</b>
1	Course Code	<b>BCJ207</b>
2	Course Title	Public Relations and Corporate Communication
3	Credits	4
4	Contact Hours (L-T-P)	<b>2-2-0</b>
	Course Type	Compulsory /Elective/Open Elective
5	Course Objective	<p>The objective of this course is to:</p> <p>In depth understanding of various theories and principles of public relations</p> <p>To familiarize with PR in different sectors such as government, public sector, NGOs and Corporate sector</p> <p>To familiarize with different writing style and skills for public relations officer</p> <p>Develop the understanding of various concepts such as Public opinion, pressure group and know how about the applied PR.</p>
6	Course Outcomes	<p>After completing the course, the student will be able to -</p> <p><b>CO1:</b> Define the concept of Public Relations and Corporate Communication</p> <p><b>CO2:</b> Demonstrate the writing and editing skills in Public Relations.</p> <p><b>CO3:</b> Explain the functions and Principles and tools of PR and Corporate communication.</p> <p><b>CO4:</b> Analyze the concepts like Lobbying, CSR, corporate image management in public relation and corporate communication.</p> <p><b>CO5:</b> Examine the role and importance of Public Relations and the functions of PR agency</p>
7	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>
8	Outline syllabus	
	<b>Unit 1</b>	<b>Public Relation: An Introduction</b>
	1	PR: Concept and Principles
	2	Origin and Development of PR
	3	PR in Public Sector and PR in Private Sector
	<b>Unit 2</b>	<b>Writing and Editing Skills in Public Relation</b>
	1	Multi News Release, press Release
	2	House Journal,
	3	Bulletin Board, Backgrounders
	<b>Unit 3</b>	<b>Public Relation Campaign</b>
	1	Essentials of PR Campaign
	2	Preparing a PR Campaign



	3	Media Tracking and Content Analysis		
	<b>Unit 4</b>	<b>Strategic Public Relation</b>		
	1	Political and Civic Communication		
	2	Internal and External Communication		
	3	Propaganda and Publicity		
	<b>Unit 5</b>	<b>Applied Public Relation</b>		
	1	Image and Reputation Managements		
	2	Brand building Management		
	3	Social Marketing and Event Management		
	Mode of examination			
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	<ul style="list-style-type: none"> <li>• The Public Relation Handbook, Alison Theaker, Routeledge</li> <li>• Sage Handbook of Public Relations, Robert L. Heath</li> </ul>		
	Other References	<ul style="list-style-type: none"> <li>• Public Relation By J.Jethawaney, N.D.Phinix, New Delhi</li> <li>• Jansampark By Gulab Kothari, Patrika Publication, Jaipur</li> <li>• Social Media and Public relations, Judy Motion, Robert L. Heath, Shirley Leitch</li> <li>• Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd.</li> <li>• Heath Robert L, Handbook of Public Relations, Sage Publications,</li> <li>• Dennis L. Wilcose&amp; Glen T, Public Relations, Pearson</li> </ul>		

<b>School: SCADMS</b>		<b>Batch : 2018-2021</b>
<b>Program: BA( JMC)</b>		<b>Current Academic Year: 2019-2020</b>
<b>Branch: NA</b>		<b>Semester: III</b>
1	Course Code	<b>BCJ202</b>
2	Course Title	Cinema Appreciation
3	Credits	4
4	Contact Hours (L-T-P)	<b>2-2-0</b>
	Course Type	Compulsory /Elective/Open Elective
5	Course Objective	<p>The objective of this course is to:</p> <p>Familiarize the student with language and aesthetics of films</p> <p>Help the learner develop the understanding of basic techniques used in story telling in cinema.</p> <p>Offer a varied perspective of Mainstream, Parallel and regional cinema in India</p> <p>Open the doors to international cinema by showcasing the best work of acclaimed film makers from US, Europe, and Asia.</p> <p>Help the student critically analyse films with an intent of writing film reviews</p>
6	Course Outcomes	<p>After completing the course, the student will be able to -</p> <p><b>CO1:</b> Define the nuances of different film genres from birth to contemporary Cinema.</p> <p><b>CO2:</b> Explain the films on basis of their aesthetics and storytelling techniques</p> <p><b>CO3:</b> Determine the cinematic techniques used in film making</p> <p><b>CO4:</b> Analyze the mainstream and parallel cinema</p> <p><b>CO5:</b> Evaluate the trends in regional &amp; offbeat Indian Cinema</p>
7	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.
8	Outline syllabus	
	<b>Unit 1</b>	<b>Intro to Language of Cinema</b>
	1	Evolution of Cinema (Early Film, Color Films, Talkies)
	2	Film Genres and Types of Films: Narratives, Feature Films, Short Films, Documentaries etc
	3	Semiotics in Cinema
	<b>Unit 2</b>	<b>Basic Film Techniques</b>
	1	Common Cinematic Terms (Distinguishing between Shot, Sequence, Scene, Plot, Theme, Story, Scripting, Screenplay and Story-Boarding)
	2	Cinematography
	3	Editing
	<b>Unit 3</b>	<b>Mainstream and Parallel Indian Cinema</b>
	1	Introduction to Indian Cinema and its development.
	2	Important films and film makers of mainstream Indian Cinema
	3	Parallel Indian Cinema
	<b>Unit 4</b>	<b>Regional and Offbeat Indian Cinema</b>

	1	Regional Indian Cinema		
	2	English Bollywood movies		
	3	Impact of the multiplex system		
	<b>Unit 5</b>	<b>Overview of International Cinema</b>		
	1	European Cinema (UK, Germany, France etc.)		
	2	Cinema in Asian Countries (like Japan and China)		
	3	Major turning points and trends in other international films		
	Mode of examination			
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	<ul style="list-style-type: none"> <li>Understanding the Film: An Introduction to Film Appreciation, McGraw-Hill Education (Author)</li> </ul>		
	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> </ul>		

<b>School: SCADMS</b>		<b>Batch : 2018-2021</b>
<b>Program: BA( JMC)</b>		<b>Current Academic Year: 2019-2020</b>
<b>Branch: NA</b>		<b>Semester: III</b>
1	Course Code	BCJ203
2	Course Title	<b>Introduction to Digital Media</b>
3	Credits	3
4	Contact Hours (L-T-P)	1-1-2
5	Course Type	<b>Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective</b>
6	Course Objective	<p>The objectives of this course is to</p> <p>familiarize with the various tools of digital media and its application</p> <p>develop the understanding towards highly interactive and participatory form of society</p> <p>impart knowledge of digital media to those who aspire to be employed in various media firms</p> <p>study the contents and its applications in digital media</p> <p>strengthen the moral fibres of ethical values in digital era</p>
7	Course Outcomes	<p>After the completion of this course, the student will be able to :</p> <p><b>CO1:</b> meet the demands in this new wave of Information Age</p> <p><b>CO2:</b> understand the technological aspects of digital media</p> <p><b>CO3:</b> apply the ethical uses of new media tools in Digital Era</p> <p><b>CO4:</b> shape the students a responsible denizen in this information society</p> <p><b>CO5:</b> transformed knowledge to information society</p>
8	Course Description	<p>The course aims to equip students to honk skills and capacity to meet the challenges and demands of this new wave of Information Age. The curriculum lays stress on both theoretical and applications. The theoretical portion indicates the students to know how the technological aspects of digital media. While as, the application will give the good use of new tools in Digital Era and help shaping the students a responsible denizen in this information society.</p>
9	Outline syllabus	
	<b>Unit 1</b>	<b>Basics of digital media</b>
	A	Definition, feature and characteristics
	B	Elements of digital media: efficiency, credibility and speed
	C	Distinguish from conventional media
	<b>Unit 2</b>	<b>Development of digital media</b>
	A	Growth and popularity of digital media
	B	Growth and popularity of digital media
	C	2. Mapping the internet
		3. Development of social media
	<b>Unit 3</b>	<b>Tools of digital media</b>
	A	1. ICT: information, communication and technology
	B	2. HTML and HTTP
	C	3. Social media and citizen journalism

	<b>Unit 4</b>	<b>Digital media and its application</b>		
	A	1. Digitalization and credibility of information		
	B	2. Highly interactive and participatory form of platform		
	C	Impact of digital media		
	<b>Unit 5</b>	<b>Ethical issues in digital media</b>		
	A	Influx and over flux of information		
	B	2.The culture of cut-copy-paste		
	C	3.Plagiarism and Intellectual Property Rights		
10	Mode of examination	Theory		
11	Weightage Distribution	CA	MTE	ETE
		20%	30%	50%
12	Text book/s*	<ul style="list-style-type: none"> <li>• Dewdney, Andrew&amp; Ride, Peter, The New Media Handbook</li> <li>• Hansen, Mark B. N., New Philosophy for New Media, MIT Press.</li> <li>• Harries, Dan, The New Media Book (edited)</li> <li>• Huckerby, Martin, The Net for Journalists, UNESCO and The Thompson Foundation. (2005).</li> <li>• Lievrouw, Leah A. and Livingstone, Sonia, Handbook of New Media, Sage Publications. (2006).</li> <li>• Pavlik, John, Convergent Media</li> </ul>		

<b>School: SCADMS</b>		<b>Batch : 2018-2021</b>		
<b>Program: BA( JMC)</b>		<b>Current Academic Year: 2019-2020</b>		
<b>Branch: NA</b>		<b>Semester: III</b>		
1	Course Code	<b>BCJ204</b>		
2	Course Title	Term paper/Summer Internship Report		
3	Credits	<b>3</b>		
4	Contact Hours (L-T-P)	<b>3-0-0</b>		
	Course Type	<b>Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective</b>		
5	Course Objective	The objective of this course is to: Provide students the opportunity to experience hands-on industry experience. To provide students with an opportunity to implement their classroom knowledge in the industry/field. To put students in a real-life problem-solving situation, where they learn to be skilled and trained to deliver excellent outcome to the industry.		
6	Course Outcomes	After the completion of this course, the student will be able to <b>CO1:</b> Define the working style of the industry <b>CO2:</b> Understanding of problem dealing by the professional. <b>CO3:</b> Apply how to work under pressure and strict deadlines <b>CO4:</b> a project report and present it to a group of experts or faculty. <b>CO5:</b> Evaluating the management during the Film & Tv production		
7	Course Description	The course is designed for the students to prepare a report on the summer internship done during their semester end break.		
8	Outline syllabus			
	<b>Unit 1</b>	<b>Completing the proper report in prescribed format and getting approved by the assigned faculty .</b>		
	Mode of examination	Jury/Viva/Practical		
	Weightage	CA	MTE	ETE
	Distribution	60%	00	40%

<b>School: SCADMS</b>		<b>Batch : 2018-2021</b>
<b>Program: BA( JMC)</b>		<b>Current Academic Year: 2019-2020</b>
<b>Branch: NA</b>		<b>Semester: III</b>
1	Course Code	<b>BCJ205</b>
2	Course Title	Event Management
3	Credits	<b>3</b>
4	Contact Hours (L-T-P)	<b>1-0-4</b>
	Course Type	Compulsory /Elective/Open Elective
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
6	Course Outcomes	After completing the course, the student will be able to - <b>CO1:</b> Define event and its need, nature, scope and functions <b>CO2:</b> Summarize the concepts that are able to address the desires as well as aspirations of the consumer base behaviour brand promotion etc. <b>CO3:</b> Explain how different media including new media responsible can affect event promotion <b>CO4:</b> Analyze the functions and types of events <b>CO5:</b> Create, plan and execute a live event
7	Course Description	The course is aimed to make students learn the skills and knowledge about the basic of events and its basic principles and practices
8	Outline syllabus	
	<b>Unit 1</b>	<b>Introduction and Principles of Event Management</b>
	1	Definition and Historical Perspective of Event Management.
	2	Principles of event Management, concept and designing.
	3	Feasibility, Keys to success, SWOT Analysis.
	<b>Unit 2</b>	<b>Event Planning and Team Management</b>
	1	Aim of event; develop a mission, Establish Objectives.
	2	Preparing event proposal, Use of planning tools.
	3	Leadership, Traits and characteristics.
	<b>Unit 3</b>	<b>Event Marketing And Advertising</b>
	1	Process of marketing Marketing mix, Sponsorship.
	2	Image, Branding, Advertising.
	3	Brief Understanding of Publicity and Public relations.
	<b>Unit 4</b>	<b>Event Leadership and Communication</b>
	1	Leadership skills, Managing team .
	2	Group development, Managing meetings.
	3	Written communications, (Official, semi-official, Invoice).
	<b>Unit 5</b>	<b>Event Safety And Security and Accounting</b>

	1	Crowded management.		
	2	Major risks and emergency planning.		
	3	Budget and Balance sheet.		
	Mode of examination	Jury/Viva/Practical		
	Weightage Distribution	CA	MTE	ETE
		60%	00	40%
	Text book/s*	<ul style="list-style-type: none"> <li>• Event Management By Lynn Van Der Wagen and Brenda R Carlos.</li> <li>• Successful Event Management By Anton Shone and Bryn Parry .</li> </ul>		
	Other References	<ul style="list-style-type: none"> <li>• Event Management for Dummies by Laura Capell.</li> <li>• Marketing Your Event Planning Business: A Creative Approach To Gaining The Competitive Edge by Judy Allen.</li> <li>• The Accidental Creative: How To Be Brilliant At A Moment's Notice by Todd Henry</li> <li>• Planning and Management of Meetings, Expositions, Events and Conventions (Hardcover) .</li> </ul>		



<b>School: SCADMS</b>		<b>Batch : 2018-2021</b>
<b>Program: BA( JMC)</b>		<b>Current Academic Year: 2019-2020</b>
<b>Branch: NA</b>		<b>Semester: III</b>
1	Course Code	<b>BCJ206</b>
2	Course Title	<b>Layout and Design</b>
3	Credits	4
4	Contact Hours (L-T-P)	<b>0-1-4</b>
	Course Type	Compulsory /Elective/Open Elective
5	Course Objective	The objective of this course is to impart knowledge of designing concept in print media to teach different design software's used in print production To ensure that the students can able to design different layouts.
6	Course Outcomes	After the completion of this course, the student will be able to <b>CO1:</b> Understanding of Design and its concept <b>CO2:</b> Apply skills to work on Quark Express, Coral Draw, Adobe Photoshop, In Design and Illustrator. <b>CO3:</b> Have an idea for the conversion of files in different formats. <b>CO4:</b> Analyse and design a tabloid, newspaper, magazine, brochure, pamphlets and Flyers <b>CO5:</b> Create layout designs
7	Course Description	The course is aimed to make students learn the skills and knowledge about the Layout and design
8	Outline syllabus	
	<b>Unit 1</b>	<b>Introducing Layout and Digital Design</b>
		Understanding the print and digital medium and the concept of design in both
		Basic elements and principles of designing a layout (for print and web)
		Importance of colors and text in layout design
	<b>Unit 2</b>	<b>Quark Express</b>
		UNDERSTANDING QUARK EXPRESS-ITS TOOLS and PALETTE
		CREATING A NEW DOCUMENT and THEIR MEASUREMENTS
		2.3 Producing a Tabloid – Designing and Printing
	<b>Unit 3</b>	<b>Adobe Photoshop</b>
		Knowing photoshop interface
		Working with different tools and commands
		Producing magazine cover page, pamphlets and ads
	<b>Unit 4</b>	<b>Adobe Indesign</b>
		Introducing In Design Interface
		Knowing the Tools and Commands
		producing brochure/magazine
	<b>Unit 5</b>	<b>Coral Draw</b>
		Knowing the Interface and the Tools
		Basic drawing skills
		Adding effects on text and object, working on layers

	Mode of examination	Jury/Viva/Practical		
	Weightage Distribution	CA	MTE	ETE
		60%	00	40%
	Text book/s*	<ul style="list-style-type: none"> <li>• Quark Express Book for Beginners by David Blatner</li> <li>• Adobe Photoshop CC Classroom in a Book by Andrew Faulkner and Conrad Chavez</li> <li>• The Little Book of Layout: Good Designs and Why They Work by <u>David E. Carter</u> (Author)</li> <li>• Adobe InDesign CS3 Classroom in a Book by Adobe Systems</li> </ul>		
	Other References	<ul style="list-style-type: none"> <li>• EBOOKS@product.corel.com/help/CorelDRAW/540229932/Main/EN/.../CorelDRAW-X7.pdf</li> </ul>		

# SEMESTER IV

<b>School: SCADMS</b>		<b>Batch : 2018-2021</b>
<b>Program: BA( JMC)</b>		<b>Current Academic Year: 2019-2020</b>
<b>Branch: NA</b>		<b>Semester: IV</b>
1	Course Code	Introduction to Broadcast Journalism
2	Course Title	BFM201
3	Credits	4
4	Contact Hours (L-T-P)	2-2-0
	Course Type	Compulsory /Elective/Open Elective
6	Course Objectives	Make audio and Video Programme write their report and become radio and TV Journalist Will make short films, documentary and radio feature and drama.
	Course Outcome	After the completion of this course, the student will be able to <b>CO1.</b> Describe the characteristics of radio as a medium of mass communication and its limitations <b>CO2.</b> Identify different modes of broadcasting and types of radio stations <b>CO3.</b> Describe different formats of radio programmes <b>CO4.</b> Speak effectively extempore and with a written script <b>CO5</b> Identify different kinds of video camera, camera shots, movements, mounts, angles and compositions along with basic operations and functions of a video camera
7	Course Description	Describe the characteristics of radio as a medium of mass communication and its limitations and Identify different kinds of video camera, camera shots, movements, mounts, angles and compositions along with basic operations and functions of a video camera
8	<b>Outline syllabus</b>	
	<b>Unit 1</b>	<b>UNIT 1: Radio as a medium</b>
	1	Radio as a medium of mass communication in today's context
	2	Different types of radio stations
	3	Limitations of radio
	<b>Unit 2</b>	<b>Radio Formats</b>
	1	Why formats?
	2	Radio talks/commentaries/comments
	<b>Unit 3</b>	<b>Radio Interviews/ Radio discussions Radio Programmes4</b>
	1	Radio running commentaries
	2	Music on radio
	3	Radio News-Radio News defined
	<b>Unit 4</b>	<b>Camera Shots</b>
	1	Introduction to video camera
	2	Parts of video camera and their functions

	3	Lenses – functions and type
	<b>Unit 5</b>	<b>Visualization</b>
	1	Composition – different types of shots, camera angles and camera movements
	2	Asthetics in visual composition
	3	Subject - camera relationship.
	4	Aperture control and depth of field

<b>School: SCADMS</b>		<b>Batch : 2018-2021</b>
<b>Program: BA( JMC)</b>		<b>Current Academic Year: 2019-2020</b>
<b>Branch: NA</b>		<b>Semester: IV</b>
1	Course Code	BFM202
2	Course Title	<b>Media Organization and setup</b>
3	Credits	3
4	Contact Hours (L-T-P)	<b>2-1-0</b>
	Course Type	Compulsory /Elective/Open Elective
5	Course Objective	The objective of this course is to: Developing the skill for starting the new ventures. To make them understand the market necessities. To make them capable to handle all kinds of business requirements
6	Course Outcomes	After the completion of this course, the student will be able to <b>CO1.</b> Understand the basic management principles, as well as those that apply uniquely to media businesses. Acquaint students with the specialized terminology used in all kinds of businesses. <b>CO2.</b> Apply creative and analytical thinking and evaluation skills through research and critical evaluation of business issues <b>CO3.</b> Build awareness and understanding of the social responsibilities and development obligations of media organizations towards developing an open and free society. <b>CO4.</b> Evaluate entrepreneurially and prepare them about changing media technologies, usages, and ownership positions. <b>CO5.</b> Create news platforms from newspapers to web and social media portals
7	Course Description	Students will learn basic management principles, as well as those that apply uniquely to media businesses. Acquaint students with the specialized terminology used in all kinds of businesses.
8	Outline syllabus	
	<b>Unit 1</b>	<b>UNIT 1: Media Industry and Concept of Management</b>
	1	Media as an industry and a profession:: Operations and structure of news media company
	2	Ownership patterns of mass media - Foreign equity in Indian electronic and print media and press commissions on Indian newspaper management structure
	3	Hierarchy functions and organizational theory: Delegation, decentralization, motivation, disintermediation, control and coordination
	<b>Unit 2</b>	<b>UNIT 2: Media Company Planning</b>
	1	Economics of print and electronic media: Financing and accounting, circulation and sales promotion
	2	Media regulation , policy formulation , planning and control and strategy and survival
	3	Apex bodies: DAVP, INS and ABC , TAM, INTAM, TRP, GRP and other media jargons
	<b>Unit 3</b>	<b>UNIT 3: Media Management in the current</b>

	1	The current media flux, including the disruptive aspects of new media technologies and social media practices
	2	New media marketing and audience research techniques
	3	Future media trends including digital media: Problems and opportunities, processes, disintermediation, and prospects of launching media ventures
	<b>Unit 4</b>	<b>Human resources development</b>
	1	Motivation, leadership and management
	2	Marketing strategies and branding: Employee/employer and customer relations services
	3	Promotion (space/time, circulation), reach, and promotion
	<b>UNIT 5:</b>	<b>Marketing</b>
	1	Global marketing strategies and Social media branding
	2	PR for building and sustaining business and audience and Ad campaign on Facebook
	3	Advertising and Marketing ; Digital Marketing, Media planning and buying , Media budgeting and finance management, budget control

<b>School: SCADMS</b>		<b>Batch : 2018-2021</b>
<b>Program: BA( JMC)</b>		<b>Current Academic Year: 2019-2020</b>
<b>Branch: NA</b>		<b>Semester: IV</b>
<b>1</b>	<b>Course Code</b>	<b>BFM203</b>
<b>2</b>	<b>Course Title</b>	<b>International Communication</b>
<b>3</b>	<b>Credits</b>	<b>4</b>
<b>4</b>	<b>Contact Hours (L-T-P)</b>	<b>(2-2-0)</b>
<b>5</b>	<b>Course Type</b>	<b>Compulsory /Elective/Open Elective</b>
<b>6</b>	<b>Course Objective</b>	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.
<b>7</b>	<b>Course Outcomes</b>	After the completion of this course, the student will be able to : <b>CO1:</b> Understand the History of word. <b>CO2:</b> Apply & Define the meaning of international relationship. <b>CO3:</b> Analyze the diplomatic relationship across the world. <b>CO4:</b> Evaluate the world media organisation <b>CO5:</b> Analyze the differences between communication across different geographies
	<b>Course Description</b>	Students will learn gain knowledge about basic understanding of journalism, Media and function of organization. And learn about the Informing about tool techniques and impact of media.
<b>9</b>	<b>Outline syllabus</b>	
	<b>Unit 1</b>	<b>Understanding International Communication</b>
	<b>A</b>	Meaning and historical overview of International Communication
	<b>B</b>	Political, Economic and Cultural Dimensions of International Communication
	<b>C</b>	Imbalance in International flow of news and McBride Commission's Report.
	<b>Unit 2</b>	<b>Theorizing International Communication</b>
	<b>A</b>	Modernization theory, Dependency theory
	<b>B</b>	Structural imperialism, Cultural imperialism
	<b>C</b>	Hegemony, Propaganda, Globalization, Global Village
	<b>Unit 3</b>	<b>International/Transnational Organizations</b>
	<b>A</b>	News Agencies – Evolution and Functions
	<b>B</b>	Non-Aligned News Agencies Pool (NANAP) -operations, success and failure.
	<b>C</b>	New International Information and Economic order Demand for NWICO.
	<b>Unit 4</b>	<b>Global Media</b>
	<b>A</b>	Global Media and Politics of Identity
	<b>B</b>	Global Media Coverage: Images of the World
	<b>C</b>	Global Media: News Agencies and Organisations
	<b>Unit 5</b>	<b>Current issues in international communication</b>
	<b>A</b>	Impact of the world Wide Web in breaking down boundaries and barriers
	<b>B</b>	International ethics and communication technology.
	<b>C</b>	Future of International Communication.
<b>10</b>	<b>Mode of</b>	Theory/Jury/Practical/Viva

	<b>examination</b>			
<b>11</b>	<b>Weightage Distribution</b>	<b>CA</b>	<b>MTE</b>	<b>ETE</b>
		<b>30</b>	<b>20</b>	<b>50</b>
	<b>Textbook</b>			



<b>School: SCADMS</b>		<b>Batch : 2018-2021</b>		
<b>Program: BA( JMC)</b>		<b>Current Academic Year: 2019-2020</b>		
<b>Branch: NA</b>		<b>Semester: IV</b>		
<b>1</b>	<b>Course Code</b>	<b>BFM204</b>		
<b>2</b>	<b>Course Title</b>	<b>Development Communication</b>		
<b>3</b>	<b>Credits</b>	<b>4</b>		
<b>4</b>	<b>Contact Hours (L-T-P)</b>	<b>2-2-0</b>		
	<b>Course Type</b>	<b>Compulsory /Elective/Open Elective</b>		
<b>5</b>	<b>Course Objective</b>	The objective of this course is to: Develop understanding of development issues Contribute positively towards the development process of country as responsible mass communicators.		
<b>6</b>	<b>Course Outcomes</b>	After the completion of this course, the student will be able to <b>CO1:</b> Understand developmental issues <b>CO2:</b> write their report in a sensitive manner <b>CO3:</b> Will have basic knowledge issues concerning India <b>CO4:</b> Analyse development issues in society <b>CO5:</b> Create strategic plans to address Development issues around you		
<b>7</b>	<b>Course Description</b>	The course aims to teach students the importance of development communication and how to develop development projects for communication		
<b>8</b>	<b>Outline syllabus</b>			
	<b>Unit 1</b>	<b>Concept and Indicators of Development</b>		
	<b>1</b>	Definition, meaning and process of development		
	<b>2</b>	Theories and paradigms of development – unilineal and non-unilineal		
	<b>3</b>	Ingredients (5Ms) of development and money generation, MNCs and foreign aid		
	<b>Unit 2</b>	<b>Development Communication - Concept and Theories</b>		
	<b>1</b>	Definition and Concept		
	<b>2</b>	Approaches:		
	<b>3</b>	Diffusion of Innovation		
	<b>Unit 3</b>	<b>Media and Development</b>		
	<b>1</b>	Development of message design and communication		
	<b>2</b>	Role and performance of mass media: Print, Radio, TV, Outdoor publicity and traditional media - music, drama, dance, puppetry, street play, fairs, festivals and their role in development..		
	<b>3</b>	Cybermedia and development: e-governance, digital democracy and e-chaupal		
	<b>Unit 4</b>	<b>Communication in different Indian perspectives</b>		
	<b>1</b>	Communication for rural development:		
	<b>2</b>	Strengthening of Panchayati Raj		
	<b>3</b>	Advancement in farming and alternative employment		
	<b>Mode of examination</b>	<b>Theory</b>		
	<b>Weightage Distribution</b>	<b>CA</b>	<b>MTE</b>	<b>ETE</b>
		<b>30%</b>	<b>20%</b>	<b>50%</b>

	<b>Text book/s*</b>	<ul style="list-style-type: none"> <li>• Srinivas R. Melkote Communication for Development in the Third World, Sage, New Delhi</li> </ul>
	<b>Other References</b>	<ul style="list-style-type: none"> <li>• Lerner Daniel and Schramm Wilbur Communication and Changes in Developing Countries, East West Communication Centre, Honolulu</li> <li>• Rogers Everett M Communication and Development: Critical Perspective, Sage, New Delhi</li> <li>• Todaro, Michael P Economic Development in the Third World, Longman, New York</li> </ul>

<b>School: SCADMS</b>		<b>Batch : 2018-2021</b>
<b>Program: BA( JMC)</b>		<b>Current Academic Year: 2019-2020</b>
<b>Branch: NA</b>		<b>Semester: IV</b>
<b>1</b>	<b>Course Code</b>	<b>BFM205</b>
<b>2</b>	<b>Course Title</b>	<b>Writing for Broadcast Media</b>
<b>3</b>	<b>Credits</b>	<b>3</b>
<b>4</b>	<b>Contact Hours (L-T-P)</b>	<b>1-1-2</b>
	<b>Course Type</b>	<b>Compulsory /Elective/Open Elective</b>
<b>5</b>	<b>Course Objective</b>	<p>The objective of this course is to:</p> <p>This Class will deals with acquiring effective writing skills required for good writing for media.</p> <p>Class will also familiarize the students to various formats and styles for various media writing like radio, tv etc.</p> <p>This class will learn Fundamentals of writing ,Format for visual writing Conceptual writing ,News writing, Script writing and editing</p>
<b>6</b>	<b>Course Outcomes</b>	<p>After the completion of this course, the student will be able to</p> <p><b>CO1:</b> To familiarize students with basic writing skills for different media</p> <p><b>CO2</b> Varied and diverse styles of writing in practice for broadcast media like Radio and Television.</p> <p><b>CO3:</b> This class will also enhance the writing skills for diverse media.</p> <p><b>CO4:</b> Analyze the content of different Broadcast media</p> <p><b>CO5:</b> Create script for varied kinds of output of Broadcast Media</p>
<b>7</b>	<b>Course Description</b>	The following course is designed to develop skills of broadcast in students when involved both shooting and editing.
<b>8</b>	<b>Outline syllabus</b>	
	<b>Unit 1</b>	<b>Introduction to Writing</b>
	<b>1</b>	Concept of Writing and its Functions.
	<b>2</b>	Define Principles and Golden Rule of Writing
	<b>3</b>	Grammatical aspects of writing
	<b>Unit 2</b>	<b>Introduction to Radio Writing</b>
	<b>1</b>	Define the concept of writing for Ear
	<b>2</b>	Radio News Writing Structure and Fundamentals of Writing
	<b>3</b>	Formulated Radio Bulletin Scripts, Writing for Interview and Talk Shows
	<b>Unit 3</b>	<b>Introduction to TV Writing</b>
	<b>1</b>	Define the concept of writing for Eye
	<b>2</b>	Formulated Television Bulletin Scripts
	<b>3</b>	TV News Writing Terminology (Slug, Sound Bite, Time Code, Sign-in, Sign-Off, PTC, VOV, POP)
	<b>Unit 4</b>	<b>Ads Writing for Broadcast Media</b>
	<b>1</b>	Writing for Commercials and PSAs
	<b>2</b>	TV Commercials-Visuals Storytelling, Storyboards
	<b>3</b>	Ads and Jingles Writing for Ads
	<b>Unit 5</b>	<b>Fiction script writing</b>

	<b>1</b>	Planning First draft		
	<b>2</b>	Revising/policing		
	<b>3</b>	Final Draft		
	<b>Mode of examination</b>	Jury/Viva/Practical		
	<b>Weightage Distribution</b>	CA	MTE	ETE
		60%	00	40%
	<b>Text book/s*</b>	<ul style="list-style-type: none"> <li>• Writing for the Media-Usha Ranjan</li> </ul>		
	<b>Other References</b>	<ul style="list-style-type: none"> <li>• Writing for Television, Radio and New Media-Robert L. Hilliard</li> <li>• Writing for Broadcast Journalists New Edition- Thompson</li> <li>• Writing for the Broadcast Media-Mayeux.Peter. E</li> </ul>		

<b>School: SCADMS</b>		<b>Batch : 2018-2021</b>
<b>Program: BA( JMC)</b>		<b>Current Academic Year: 2019-2020</b>
<b>Branch: NA</b>		<b>Semester: IV</b>
<b>1</b>	<b>Course Code</b>	<b>BFM206</b>
<b>2</b>	<b>Course Title</b>	<b>Radio Production and Programming</b>
<b>3</b>	<b>Credits</b>	<b>4</b>
<b>4</b>	<b>Contact Hours (L-T-P)</b>	<b>0-2-4</b>
	<b>Course Type</b>	<b>Compulsory /Elective/Open Elective</b>
<b>5</b>	<b>Course Objective</b>	The objective of this course is to: Familiarize the students with different aspects of Programming Understand how to conceptualize and deliver radio programmes. Familiarize the students with different aspects of Radio Production Understand the difference between outdoor and studio based production.
<b>6</b>	<b>Course Outcomes</b>	After the completion of this course, the student will be able to <b>CO1:</b> Create and develop different kind of show concepts <b>CO2:</b> Understand creativity in audio medium and Learn techniques of audio editing and produce their own projects. <b>CO3:</b> Understand technically how radio works and each team member gel in together to make radio big. <b>CO4:</b> analyze various Radio Productions' programmes <b>CO5:</b> Evaluate radio programmes of different channels on different aspects
<b>7</b>	<b>Course Description</b>	The course is designed to provide students with an insight into the skills, tools, in the fields of radio. Specifically, it will focus on the operation of radio technology and the production of radio programs. It provides students with an opportunity for practical experience with university community radio station.
<b>8</b>	<b>Outline syllabus</b>	
	<b>Unit 1</b>	<b>Introduction to Radio Programming</b>
	<b>1</b>	Announcer for the electronic media and different kind of employment for announcers
	<b>2</b>	Develop different kind of radio concepts and discuss how to develop complete show/script about each concept.
	<b>3</b>	Performance: Lack of preparation, Lack of self-esteem, Fear of failure, Lack of mental preparation.
	<b>Unit 2</b>	<b>Voice Analysis and Improvement</b>
	<b>1</b>	Importance of voice improvement
	<b>2</b>	Analyzing student's speech and Voice: Pitch, Volume, Tempo, Vitality
	<b>3</b>	Voice quality: Resonance V/s thinness, Breathing, Nasality and Huskiness
	<b>Unit 3</b>	<b>Pronunciation and Articulation</b>
	<b>1</b>	Understanding different causes of mispronunciation.
	<b>2</b>	Clarity in Hindi pronunciation, Hindi grammar and how to get rid of regional touch in language along with practice sessions
	<b>3</b>	Clarity in English pronunciation, English grammar and how to get rid of regional touch in language along with practice sessions.

	<b>Unit 4</b>	<b>Broadcast Equipment and Editing Software</b>		
	<b>1</b>	Understanding of digital workstation, recorder, microphones		
	<b>2</b>	Understanding of editing software and how it works.		
	<b>3</b>	Techniques and detailed understanding along with hands on software.		
	<b>Mode of examination</b>	Jury/Viva/Practical		
	<b>Weightage</b>	CA	MTE	ETE
	<b>Distribution</b>	60%	00	40%
	<b>Text books</b>	<ul style="list-style-type: none"> <li>• H.R. Luthra Indian Broadcasting, Publications Division Radio</li> <li>• Robert Mc Liesh Radio Production, Focal Press</li> <li>• James R. Alburger The Art of Voice Acting, Focal Press</li> </ul>		

<b>School: SCADMS</b>		<b>Batch : 2018-2021</b>
<b>Program: BA( JMC)</b>		<b>Current Academic Year: 2019-2020</b>
<b>Branch: NA</b>		<b>Semester: IV</b>
<b>1</b>	<b>Course Code</b>	<b>BFM207</b>
<b>2</b>	<b>Course Title</b>	<b>Anchoring and News Presentation</b>
<b>3</b>	<b>Credits</b>	<b>2</b>
<b>4</b>	<b>Contact Hours (L-T-P)</b>	<b>0-0-4</b>
	<b>Course Type</b>	<b>Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective</b>
<b>5</b>	<b>Course Objective</b>	The objective of this course is to: Familiarize the students with different aspects of anchoring & news presentation To develop an understanding how to handle different situation during Live News Presentation To make the students understand the roles and responsibility and do's and don't of news reader/presenter
<b>6</b>	<b>Course Outcomes</b>	After the completion of this course, the student will be able to <b>CO1.</b> Develop essential writing and speaking skills of a news reader /presenter <b>CO2.</b> Understand diction/voice modulation, phonetics, pitch, tone, breathing, rhythm of speech etc. <b>CO3.</b> Apply and Understand different kind of desk & live reporting style <b>CO4.</b> Analyse on-air essentials <b>CO5:</b> Write different kind of reporting style
<b>7</b>	<b>Course Description</b>	This course is designed to produce professional news readers and presenters. This course will help the student to face the camera and understand the responsibility, dos and don'ts for the news reader/presenter.
<b>8</b>	<b>Outline syllabus</b>	
	<b>Unit 1</b>	<b>Introduction to Anchoring &amp; News Presentation</b>
	<b>1</b>	Practical Anchoring and writing techniques for electronic media and events.
	<b>2</b>	Technical and Practical techniques for News presentation- Script Writing- Researching- writing content
	<b>3</b>	Performance: Different aspects of understanding how to handle different situation during Live News Bulletin.
	<b>Unit 2</b>	<b>Voice Analysis and Improvement</b>
	<b>1</b>	Importance of voice improvement-
	<b>2</b>	Analyzing student's speech and Voice : Pitch, Volume, Tempo, Vitality
	<b>3</b>	Voice quality : Resonance V/s thinness, Breathing, Nasality and Huskiness
	<b>Unit 3</b>	<b>Pronunciation and Articulation</b>
	<b>1</b>	Understanding different causes of mispronunciation.
	<b>2</b>	Clarity in Hindi pronunciation, grammar and how to get rid of regional touch in language along with practice sessions
	<b>3</b>	Clarity in English pronunciation, English grammar and how to get rid of regional

		touch in language along with practice sessions.		
	<b>Unit 4</b>	<b>Facing Camera and Writing Anchor Links</b>		
	<b>1</b>	Understanding of camera etiquettes, camera microphone, peace to camera, Anchoring and writing skills required for digital media-		
	<b>2</b>	Writing for Anchor Links & Headlines		
	<b>3</b>	Techniques and detailed understanding of how to develop stories for News and Anchoring scripts		
	<b>Unit 5</b>	<b>Hosting &amp; Reporting</b>		
	<b>1</b>	Understanding different kind of reporting style		
	<b>2</b>	Interviewing and hosting a talk show/ Transcription skills		
	<b>3</b>	Hosting a Panel discussions/ Writing the ques for a panel discussion		
	<b>Mode of examination</b>	<b>Jury/Viva/Practical</b>		
	<b>Weightage Distribution</b>	<b>CA</b>	<b>MTE</b>	<b>ETE</b>
		<b>60%</b>	<b>00</b>	<b>40%</b>
	<b>Text book/s*</b>	<ul style="list-style-type: none"> <li>• Radio Jockeying And News Anchoring Hardcover – 2009 by Aruna Zachariah</li> <li>• The ABC of News Anchoring: A Guide for Aspiring Anchors Kindle Edition by Richa Jain Kalra</li> </ul>		



# SEMESTER V

<b>School: SCADMS</b>		<b>Batch : 2018-2021</b>
<b>Program: BA(J&amp;MC)</b>		<b>Current Academic Year: 2020-2021</b>
<b>Branch: NA</b>		<b>Semester: V</b>
1	Course Code	<b>BFM301</b>
2	Course Title	Media Research-1
3	Credits	<b>4</b>
4	Contact Hours (L-T-P)	<b>2-2-0</b>
	Course Type	<b>Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective</b>
5	Course Objective	The objective of this course is to: Understand basic concepts of research Impart the knowledge of conducting various types of media and communication research. Design & research studies and conduct sampling Employ scaling techniques
6	Course Outcomes	After the completion of this course, the student will be able to <b>CO1.</b> Familiarize with the concept of academic research in media and communication. <b>CO2.</b> Apply the knowledge for conducting media & communication research <b>CO3.</b> Demonstrate the competence in media & communication research. <b>CO4.</b> Know Types and Instruments of Data Collection – Primary Data and Secondary Data; Questionnaire and Schedule. <b>CO5.</b> Structure the research with data sampling.
7	Course Description	The course aims to develop the aptitude, which is required to conduct valuable research work. On completion of this course the students will be able to: develop research design according to the need of research problem; develop sample design and collection of accurate data; and use the research methods as applied in media industry.
8	Outline syllabus	
	<b>Unit 1</b>	<b>Introduction to Media &amp; Communication Research</b>
	1	Introduction to Research - Concept and Meaning of Research.
	2	Research and Scientific Method
	3	Objective and Significance of Research
	<b>Unit 2</b>	<b>Types of Research</b>
	1	Applied and Basic Research & Conceptual and Empirical Research.
	2	Descriptive and Analytic Research.
	3	Qualitative and Quantitative Research.
	<b>Unit 3</b>	<b>Research Process</b>
	1	Identifying Research Problem and Review of Literature
	2	Research questions, Hypothesis and Research Design
	3	Sampling, Types of Sampling.

	<b>Unit 4</b>	<b>Data in Research</b>		
	1	Types and Instruments of Data Collection – Primary Data and Secondary Data; Questionnaire and Schedule.		
	2	Methods of collecting data – Field Observation, Focus Groups, Feed forward, Feedback studies and Intensive Interviews.		
	3	Methods of collecting data - Content Analysis and Survey and Case Studies.		
	<b>Unit 5</b>	<b>Research Writing &amp; Ethics</b>		
	1	Analysis, Interpretation and Conclusion of the data.		
	2	Preparation and writing a research report.		
	3	Ethical perspectives of media & communication research, plagiarism.		
	Mode of examination	Theory		
	Weightage Distribution	CA 30%	MTE 20%	ETE 50%
	Text book/s*	<ul style="list-style-type: none"> <li>• Mass Media Research: An Introduction by Roger D. Wimmer</li> </ul>		
	Other References	<ul style="list-style-type: none"> <li>• Media and communication research methods by Arthur Berger</li> <li>• Mass Communication Research Methods by Anders Hansen</li> </ul>		

<b>School: SCADMS</b>		<b>Batch : 2018-2021</b>
<b>Program: BA( JMC)</b>		<b>Current Academic Year: 2020-2021</b>
<b>Branch: NA</b>		<b>Semester: V</b>
1	Course Code	<b>BFM302</b>
2	Course Title	Entrepreneurship
3	Credits	4
4	Contact Hours (L-T-P)	<b>2-2-0</b>
	Course Type	<b>Compulsory</b> / <del>Co-Requisite</del> / <del>Pre-Prerequisite</del> / <del>Elective</del> / <del>Open Elective</del>
5	Course Objective	The objective of pursuing this course is: 1. To prepare students for starting their entrepreneurial journey and for launching startups. 2. To upskill students with Basic Business Management, Branding and Marketing Skills 3. To help aspirants write their own business proposals and make budgets for their photography businesses. 4. To make students aware about legal and related issues.
6	Course Outcomes	After completing this course the student shall be able to <b>CO1:</b> Identify basic business management and entrepreneurship. <b>CO2:</b> Interpret business plans and budgets to secure finances & seed funding <b>CO3:</b> Apply and Execute branding and marketing strategies to boost business <b>CO4:</b> Analyze legal and related issues. <b>CO5:</b> Plan and execute strategies in order to move faster & operate more efficiently.
7	Course Description	The purpose of this course is to prepare students to start their entrepreneurial journey.
8	Outline syllabus	
	<b>Unit 1</b>	<b>Entrepreneurship Basics</b>
	A	Concept, Functions and Journey of being an Entrepreneur
	B	Innovation & Problem Solving as per Market Needs
	C	Teams & Resource Mobilization
	<b>Unit 2</b>	<b>Basic Business Management</b>
	A	Types of Business organization
	B	Functional Areas of Management
	C	Client Servicing & Communication in Management
	<b>Unit 3</b>	<b>Budgeting and Finance</b>
	A	Creating Impactful Business Proposals
	B	Budgeting for a startup idea
	C	Financing Entrepreneurial Ventures
	<b>Unit 4</b>	<b>Branding &amp; Marketing</b>
	A	4 Ps of Marketing – Product, Price, Place & Promotion Additional Ps of Service Marketing – Process, People & Physical Evidence Budgeting
	B	Branding
	C	Traditional and Digital Marketing for SMEs

	<b>Unit 5</b>	<b>Business, IPR and Taxation Laws</b>		
	A	Overview of Company Laws in India		
	B	IPR and Copyrights		
	C	Taxation		
	Mode of examination	Theory/ <del>Jury</del> /Practical/Viva		
	Weightage	CA	MTE	ETE
	Distribution	30%	20%	50%
	Text book/s*	<ul style="list-style-type: none"> <li>The Essence of Business &amp; Management by Motilal Oswal</li> </ul>		
	Other References	<ul style="list-style-type: none"> <li>Entrepreneurship by William Bygrave &amp; Andrew Zacharakis</li> <li>PRINCIPLES OF BUSINESS MANAGEMENT by Godfred Koi-Akrofi</li> <li>International Marketing by Philip R. Cateora, John Graham, Mary C. Gilly</li> <li>BASIC MARKETING by William Perreault, Joseph Cannon, E. Jerome McCarthy</li> <li>Introduction to Business Law by Jeffrey Beatty, Susan Samuelson</li> </ul>		

<b>School: SCADMS</b>		<b>Batch : 2018-2021</b>		
<b>Program: BA( JMC)</b>		<b>Current Academic Year: 2020-2021</b>		
<b>Branch: NA</b>		<b>Semester: V</b>		
1	Course Code	<b>BFM303</b>		
2	Course Title	<b>Summer Training/Project Report</b>		
3	Credits	<b>2</b>		
4	Contact Hours (L-T-P)	<b>0-0-4</b>		
	Course Type	Compulsory /Elective/Open Elective		
5	Course Objective	The objective of this course is to: Provide students the opportunity to experience hands-on industry experience. To provide students with an opportunity to implement their classroom knowledge in the industry/field. To put students in a real-life problem-solving situation, where they learn to be skilled and trained to deliver excellent outcome to the industry.		
6	Course Outcomes	After the completion of this course, the student will be able to <b>CO1:</b> Understand the functioning of the media and related industry. <b>CO2:</b> Apply theoretical knowledge to solve practical problems in real time. <b>CO3:</b> To work under pressure. <b>CO4:</b> Learn to work with strict deadlines <b>CO5:</b> Manage the adverse situation with limited resources.		
7	Course Description	The course is designed for the students to prepare a report on the summer internship done during their semester end break.		
8	Outline syllabus			
	<b>Unit 1</b>	<b>Completing the proper report in prescribed format and getting approved by the assigned faculty.</b>		
	Mode of examination	Jury/Viva/Practical		
	Weightage	CA	MTE	ETE
	Distribution	60%	00	40%

<b>School: SCADMS</b>		<b>Batch : 2018-2021</b>		
<b>Program: BA( JMC)</b>		<b>Current Academic Year: 2020-2021</b>		
<b>Branch: NA</b>		<b>Semester: V</b>		
<b>1</b>	<b>Course Code</b>	<b>BFM304</b>		
<b>2</b>	<b>Course Title</b>	<b>2 Month Specialization – Broadcast Media</b>		
<b>3</b>	<b>Credits</b>	<b>10</b>		
<b>4</b>	<b>Contact Hours (L-T-P)</b>	<b>(0-5-10)</b>		
	<b>Course Type</b>	<b>Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective</b>		
<b>5</b>	<b>Course Objective</b>	The objective of this course is to: Provide a one month specialization to student in any one field of her/his choice. Make student competent and confident to produce proper portfolio/project in the specialized field		
<b>6</b>	<b>Course Outcomes</b>	After the completion of this course, the student will be able to <b>CO1.</b> Use the previous knowledge in the various fields of media <b>CO2.</b> Plan the project in proper and technical manner <b>CO3.</b> Show skills to produce a specialized portfolio.. <b>CO4:</b> Plan the strategy of execution of various programs. <b>CO5.</b> Develop the sense of responsibility towards community.		
<b>7</b>	<b>Course Description</b>	The course is designed for the students to use their theoretical and practical knowledge acquired during the programme to produce their individual portfolio in any of the specialized media field of their choice.		
<b>8</b>	<b>Outline syllabus</b>			
	<b>Unit 1-5</b>	Planning and producing programme in any specialized media field of students choice		
	<b>Mode of examination</b>	<b>Jury/Viva/Practical</b>		
	<b>Weightage</b>	<b>CA</b>	<b>MTE</b>	<b>ETE</b>
	<b>Distribution</b>	<b>60%</b>	<b>00 %</b>	<b>40%</b>

<b>School: SCADMS</b>		<b>Batch : 2018-2021</b>
<b>Program: BA( JMC)</b>		<b>Current Academic Year: 2020-2021</b>
<b>Branch: NA</b>		<b>Semester: V</b>
1	Course Code	BFM305
2	Course Title	<b>Specialization in Digital Media</b>
3	Credits	10
4	Contact Hours (L-T-P)	(0-5-10) (L-T-P)
5	Course Type	Compulsory / <b>Elective</b> /Open Elective
6	Course Objective	The objective of this course is to: 1.Familiarize with the various tools of digital media and its application 2.Develop the understanding towards highly interactive and participatory form of society 3.Impart knowledge of digital media to those who aspire to be employed in various media firms 4. Study the applications of various digital media tools 5. Strengthen the ethical values in digital media
7	Course Outcomes	After the completion of this course, the student will be able to : <b>CO1:</b> Define the growth and development of Digital Media as an area of study <b>CO2:</b> Identify the industry demands in this new wave of Information Age <b>CO3:</b> Examine the technological aspects of digital media <b>CO4:</b> Apply the ethical uses of new media tools in Digital Era <b>CO5:</b> Plan and Develop a functional project for digital media including digital marketing <b>CO6:</b> Compare different digital media platforms to develop quality project
8	Course Description	Students are offered the opportunity to acquire a variety of experiences and skills in the areas of digital media conceptualization, design and development. It also fosters interest and enjoyment in the practical application, production and consumption of digital media and seeks to develop informed citizens, competent practitioners and raise the standard of digital media production among students and across industry.
9	<b>Outline syllabus</b>	
	<b>Unit 1</b>	<b>ADVANCED UNDERSTANDING DIGITAL MEDIA</b>
	A	<ul style="list-style-type: none"> <li>Types of Digital Media(Digital Art, Digital Audio, Animation, Mobile Apps, Digital Video, Digital Photography, EBooks, Websites)</li> <li>Digital Media Platforms (DMP)</li> <li>Opportunities and Pitfalls of Digital Media and the Internet</li> </ul>
	B	<ul style="list-style-type: none"> <li>Ethical Issues Relating to Digital Media</li> <li>Digital Media Tools</li> <li>Types of Digital Media Businesses(Advertising Agencies, Effects Factories (Sound or Video), Music Production Studios, Music Production Studios, Mobile App Development, Media Houses, Gaming, Publishing Houses, Website Development Firms, Education Support Services, Interactive Media Firms</li> </ul>
	C	<ul style="list-style-type: none"> <li>Creative Solution Design</li> </ul>

		<ul style="list-style-type: none"> <li>• Definition of the Creative Process and its steps.</li> <li>• Definition of the Term Ideation (as related to digital media)</li> <li>• Communicating in The Digital Age</li> <li>• Skills and Techniques Using Image, Audio and Video Manipulation</li> </ul>
	<b>Unit 2</b>	<b>VISUAL AND INTERACTIVE DESIGN</b>
	A	<ul style="list-style-type: none"> <li>• Applying Design Principles</li> <li>• Creation of a Digital Media product (Pre-Production Principles)</li> <li>• Impact and motivations for indigenous digital products</li> </ul>
	B	<ul style="list-style-type: none"> <li>• Digital Media Solutions</li> <li>• Digital Media Platforms and Formats</li> <li>• Audio and Video Principles</li> </ul>
	C	<ul style="list-style-type: none"> <li>• Digital Content creation</li> <li>• Authoring Digital Content</li> <li>• Tools and Techniques</li> <li>• Website Building (Elements of Design)</li> </ul>
	<b>Unit 3</b>	<b>APPLIED DIGITAL MEDIA</b>
	A	<ul style="list-style-type: none"> <li>• Digital Media Solutions</li> <li>• Target audience/market; design, purpose.</li> <li>• Setting timelines; content delivery,</li> <li>• Product/Idea evaluation.</li> </ul>
	B	<ul style="list-style-type: none"> <li>• Digital Media Platforms and Formats</li> <li>• Audio and Video Principles</li> <li>• 2D and 3D Concepts</li> <li>• Interactive Digital Media</li> </ul>
	C	<ul style="list-style-type: none"> <li>• Industry Practices For Promotional Campaigns, Social networking, Internet, blogs, text messaging, guerrilla campaigns, viral marketing.</li> </ul>
	<b>Unit 4</b>	<b>DIGITAL MARKETING</b>
	A	Web analytics Display Advertisements
	B	SEM SEO
	C	Social media Marketing Email Marketing
	<b>Unit 5</b>	<b>FINAL PROJECT</b>
	A	Develop a website or blog for a MOCK Company
	B	Develop a Facebook Page/ Instagram page/Twitter handle etc also for one month for the same company and do social media promotion for the same.
	C	Create a YouTube channel and do promotion by increasing subscribers/ Followers and likes Doing digital marketing for all the social media handles, website and blog
10	Mode of examination	Jury



11	Weightage Distribution	CA	MTE	ETE
		60		40
12.	Text book/s*	<ul style="list-style-type: none"> <li>• Christopher, Callahan, A Journalist's Guide to the Internet: The Net as a Reporting Tool. 2nd edition, Allyn Bacon. (2003).</li> <li>• Dewdney, Andrew &amp; Ride, Peter, The New Media Handbook</li> <li>• Hansen, Mark B. N., New Philosophy for New Media, MIT Press.</li> <li>• Harries, Dan, The New Media Book (edited)</li> <li>• Huckerby, Martin, The Net for Journalists, UNESCO and The Thompson Foundation. (2005).</li> <li>• Lievrouw, Leah A. and Livingstone, Sonia, Handbook of New Media, Sage Publications. (2006).</li> <li>• Pavlik, John, Convergent Media</li> <li>• The Animator's Survival Kit: A Manual of Methods,</li> <li>• Principles and Formulas for Classical, Computer, Games, Stop Motion and Internet Animators: United Kingdom: Faber and Faber, 2002.</li> <li>• Yue-Ling, Wong Digital Media Primer. United Kingdom: Pearson Education, 2008.</li> <li>• Yue-Ling, Wong Instructor Resources to accompany Digital Media Primer: United States: Prentice Hall, Online, 2009.</li> </ul>		

<b>School: SCADMS</b>		<b>Batch : 2018-2021</b>		
<b>Program: BA( JMC)</b>		<b>Current Academic Year: 2020-2021</b>		
<b>Branch: NA</b>		<b>Semester: V</b>		
<b>1</b>	<b>Course Code</b>	<b>BFM306</b>		
<b>2</b>	<b>Course Title</b>	<b>Specialization – Print Media</b>		
<b>3</b>	<b>Credits</b>	<b>10</b>		
<b>4</b>	<b>Contact Hours (L-T-P)</b>	<b>(0-5-10)</b>		
	<b>Course Type</b>	<b>Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective</b>		
<b>5</b>	<b>Course Objective</b>	The objective of this course is to: Provide a one month specialization to student in any one field of her/his choice. Make student competent and confident to produce proper portfolio/project in the specialized field		
<b>6</b>	<b>Course Outcomes</b>	After the completion of this course, the student will be able to <b>CO1.</b> Use the previous knowledge in the various fields of media <b>CO2.</b> Plan the project in proper and technical manner <b>CO3.</b> Show skills to produce a specialized portfolio. <b>CO4:</b> Plan the strategy of execution of various programs. <b>CO5.</b> Develop the sense of responsibility towards community.		
<b>7</b>	<b>Course Description</b>	The course is designed for the students to use their theoretical and practical knowledge acquired during the programme to produce their individual portfolio in any of the specialized media field of their choice.		
<b>8</b>	<b>Outline syllabus</b>			
	<b>Unit 1-5</b>	Planning and producing programme in any specialized media field of student's choice		
	<b>Mode of examination</b>	<b>Jury/Viva/Practical</b>		
	<b>Weightage</b>	<b>CA</b>	<b>MTE</b>	<b>ETE</b>
	<b>Distribution</b>	<b>60%</b>	<b>00%</b>	<b>40%</b>

<b>School: SCADMS</b>		<b>Batch : 2018-2021</b>		
<b>Program: BA( JMC)</b>		<b>Current Academic Year: 2020-2021</b>		
<b>Branch: NA</b>		<b>Semester: V</b>		
<b>1</b>	<b>Course Code</b>	<b>BFM307</b>		
<b>2</b>	<b>Course Title</b>	<b>b) 2 Month Specialization – Ad, PR &amp; CC</b>		
<b>3</b>	<b>Credits</b>	<b>10</b>		
<b>4</b>	<b>Contact Hours (L-T-P)</b>	<b>(0-5-10)</b>		
	<b>Course Type</b>	<b>Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective</b>		
<b>5</b>	<b>Course Objective</b>	The objective of this course is to: Provide a one month specialization to student in any one field of her/his choice. Make student competent and confident to produce proper portfolio/project in the specialized field		
<b>6</b>	<b>Course Outcomes</b>	After the completion of this course, the student will be able to <b>CO1.</b> Use the previous knowledge in the various fields of media <b>CO2.</b> Plan the project in proper and technical manner <b>CO3.</b> Show skills to produce a specialized portfolio.. <b>CO4:</b> Plan the strategy of execution of various programs. <b>CO5.</b> Develop the sense of responsibility towards community.		
<b>7</b>	<b>Course Description</b>	The course is designed for the students to use their theoretical and practical knowledge acquired during the programme to produce their individual portfolio in any of the specialized media field of their choice.		
<b>8</b>	<b>Outline syllabus</b>			
	<b>Unit 1-5</b>	Planning and producing programme in any specialized media field of students choice		
	<b>Mode of examination</b>	<b>Jury/Viva/Practical</b>		
	<b>Weightage</b>	<b>CA</b>	<b>MTE</b>	<b>ETE</b>
	<b>Distribution</b>	<b>60%</b>	<b>00</b>	<b>40%</b>

<b>School: SCADMS</b>		<b>Batch : 2018-2021</b>
<b>Program: BA( JMC)</b>		<b>Current Academic Year: 2020-2021</b>
<b>Branch: NA</b>		<b>Semester: V</b>
1	Course Code	<b>MMC301</b>
2	Course Title	Community Connect
3	Credits	<b>2</b>
4	Contact Hours (L-T-P)	<b>0-2-0</b>
	Course Type	<b>Compulsory/Co-Requisite/Pre-Prerequisite/Elective/Open Elective</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.
6	Course Outcomes	After the completion of this course, the student will be able to <b>CO1:</b> Apply the knowledge and skills acquired during classroom teaching. <b>CO2:</b> Contribute to the society by bringing out the issues and the necessary solutions. <b>CO3:</b> Develop the concepts of usage of media to bring the change in the behavior of the community towards the issues. <b>CO4:</b> Student will be more vigilant and aware about the issues in the community/society, one of the basic qualities of a media person. <b>CO5:</b> With activities done in the course, student will develop sense of belonging, sympathy and responsibility towards society.
7	Course Description	This course is design especially for the students to connect with the community and understand the problems of the people in the community and get a sense of belonging to the community .
7	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>
<b>8.1</b>	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> </ul>

		<ul style="list-style-type: none"> <li>The topic of the research should be related to social, economical or environmental issues concerning the common man.</li> <li>The report should contain 2,500 to 3,000 words and relevant charts, tables and photographs.</li> </ul>
		<ul style="list-style-type: none"> <li>The student should submit the report to CCC-Coordinator signed by the faculty guide by 22 April 2019.</li> <li>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.</li> </ul>
<b>8.2</b>	Role of CCC-Coordinator	<p>The CCC Coordinator will supervise the whole process and assign students to faculty members.</p> <p>BA+MA(J&amp;MC-Integrated) – the students will be allocated to faculty member (mentors/faculty member) in even term.</p>
<b>8.3</b>	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>
<b>8.4</b>	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;</p> <p>Affiliation(s) of author(s);</p> <p>Name of the faculty guide and Co-guide</p> <p>Abstract: Each article is to be preceded by a succinct abstract, of up to 250 words, that highlights the objectives, methods, results, and conclusions of the paper.</p> <p><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> <li>Save your file in docx format (Word 2007 or higher) or doc format (older Word versions)</li> </ul> <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> </ul>

		<ul style="list-style-type: none"> <li>• The entries in the list should be in alphabetical order.</li> <li>• Journal article</li> <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 Book</li> </ul>
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.
<b>8.8</b>	Method of Evaluation	Interpretative evaluation by Internal / external expert(s)
<b>9</b>	Course Evaluation	
<b>9.01</b>	Continuous Assessment	60%
	Questionnaire design	20 Marks
	Report Writing	40 Marks
<b>9.02</b>	ETE(PPT presentation)	40%

# SEMESTER VI

<b>School: SCADMS</b>		<b>Batch : 2018-2021</b>
<b>Program: BA( JMC)</b>		<b>Current Academic Year: 2020-2021</b>
<b>Branch: NA</b>		<b>Semester: VI</b>
<b>1</b>	<b>Course Code</b>	<b>BFM311/BFM310</b>
<b>2</b>	<b>Course Title</b>	<b>On Job Training/ Major Project/DISSERTATION</b>
<b>3</b>	<b>Credits</b>	<b>12</b>
<b>4</b>	<b>Contact Hours (L-T-P)</b>	<b>0-4-16</b>
	<b>Course Type</b>	<b>Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective</b>
<b>5</b>	<b>Course Objective</b>	The objective of this course is to: Provide On job training/internship to student in media related field. Or help the student to make a research based project.
<b>6</b>	<b>Course Outcomes</b>	After the completion of this course, the student will be able to <b>CO1.</b> Use the previous knowledge in the various fields of media <b>CO2.</b> Show professional competency at work place or plan the research based project in proper and technical manner <b>CO3.</b> Show skills in the industry or project. <b>CO4.</b> Develop the knowledge, and competencies in the field. <b>CO5.</b> Acquaint the students formally to a real life work place environment.