SCHEME OF EXAMINATION

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SYLLABI

Of

BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)

as per

CHOICE BASED CREDIT SYSTEM & NEP 2020

For

First to Eighth Semester

BA(JMC) 3 Year Degree/ 4 Year Hons. / 4 Year Hons. with Research

(to be effective from Academic Session 2024 & 2025 onwards)

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY

16-C DWARKA, NEW DELHI-110078

"Approved by the BoS in its 26th meeting and by the Academic Sub-Committee in the meeting held on 23.07.2025, to be made effective from the academic years 2025–2026 for batch 2024-2028 & 2025-2029 onwards "

Prof. (Dr) Durgesh Tripathi
Dean, USMC, GGS IP University

About the Course:

The Bachelor of Arts (Journalism and Mass Communication) with Honours and Honours with Research, designed as per the National Education Policy (NEP) 2020, is a comprehensive undergraduate programme aimed at nurturing skilled, ethical, and future-ready media professionals. Aligned with the multidisciplinary, flexible, and holistic vision of NEP 2020, the course offers a four-year undergraduate structure with multiple exit options after the first year (Certificate in Journalism and Mass Communication), second year (Diploma in Journalism and Mass Communication), and third years (Degree; Bachelor of Arts in Journalism and Mass Communication), leading to a certificate, diploma, and degree respectively. The Honours degree is awarded after successful completion of four years, while the Honours with Research option enables students to undertake a focused research project in the fourth year under faculty mentorship, preparing them for careers in academia, policy, and advanced studies.

The curriculum emphasizes core areas such as print journalism, radio, television, film, digital media, advertising, public relations, event management, communication research, human values and ethics, environmental studies, Indian Knowledge System and the Entrepreneurial mindset. Practical training through studio practices, projects, internships, fieldwork and industry interaction are integrated to build real-world skills. The course fosters critical thinking, innovation, storytelling, and responsible media practices, in line with the NEP's focus on developing globally competent and socially committed graduates who can contribute meaningfully to India's knowledge society and the vision of Viksit Bharat @2047.

This 4-year (six semester) Journalism and Mass Communication undergraduate degree Program will equip students with the foundational knowledge and applied skills to be job-ready in digital media management, production and distribution. The program follows comprehensive, integrated approach with continuous assessment and field experience (Internship and functional exposure). Student create a digital resume with production portfolio of products developed by them in print, radio, television, film, advertising, public relations and events etc., so as to utilize them for final placement in the eighth semester of the program.

The overall objective of this three/four year's degree program in media education is to produce well-rounded graduates with critical-thinking abilities to establish single person media shop, and understand the latest facets of the ongoing information and communication revolution brought in by the Internet, online and social media, mobile phones, personal computers, television, radio and the print media etc. in business and interpersonal endeavours.

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Progarmme Objectives (POs)

The B.A (Journalism and Mass Communication Programme) has the following objectives:

- To sensitise future media professionals with developmental issues and to educate these non-majors about the role of media in our society,

- To prepare liberally educated graduate students who meet the standards and requirements of the media and entertainment industry and who understand the philosophy and psychology of the media and a dedication to the public service role that the media is expected to play in our society,

- To prepare students to take up the challenges of the 21st century through enhanced interaction between academic and industry professionals in the best interest of the country

- To equip students in such a way that they become professionals in their chosen area of work-be it print, films, television, radio, advertising, public relations, internet, or such other media-related areas and to undertake further communication studies & research in these subjects, if they so wish in future,

- To provide students with technical competencies that they need for successful careers in media-related professions,

- To produce human resources capable of taking up various job assignments and who, moreover, are academically, technically and professionally well-equipped for the needs of the fast-changing media scenario, both at the national and international levels, and

- To provide entry level jobs/ mid-career educational options to those wanting to become media or communication managers having both technical and administrative knowledge to work as mainstream journalists or media critics or analysts or an independent practitioner in one's chosen field of work.

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IMPORTANT GUIDLINES

1. Credit & Teaching Hours

- As per UGC (CBCS & NCTF) guidelines one credit is equivalent to *one hour of teaching/*lecture or tutorial for theory papers and two hours of training/field work or practice is equal to one credit of practical courses.
- Total number of credits include credits of Theory Courses along with credits of their respective labs.

2. Project & Viva (I, II &III)

- **The Project & Viva- I** shall be assigned to the students at the beginning of second semester. It shall be completed before the end of second semester i.e 1st year of BA(JMC). The student needs to undertake any area of study from subjects studied in 1st year to complete the project.

- **The Project & Viva- II** shall be assigned to the students at the beginning fourth semester. It shall be completed before the end of fourth semester i.e 2nd year of BA(JMC). The student needs to undertake any area of study from subjects studied in 2nd year to complete the project.

- **The Project & Viva- III** shall be assigned to the students at the beginning sixth semester. It shall be completed before the end of sixth semester i.e 3rd year of BA(JMC). The student needs to undertake any area of study from subjects studied in 3rd year to complete the project.

The Project & Viva (I, II &III) carries 100 marks and shall be evaluated by the Board of Examiners comprising of an Internal Examiner 40 marks and one External Examiner separately of 60 marks. The Project & Viva shall be supervised by the internal faculty appointed by the Director/ Principal of the institute/ college. The External Examiner shall be appointed by the Competent Authority.

3. Summer Training Report (STR I, II & III)

- **Summer Training Report-I**: Soon after the End-Term Examination of the Second Semester, the student shall undergo training/internship in Print Media for a period of four weeks. She/he shall submit in duplicate hard copy and a soft copy of Summer Training Report-I (STR) along with the multi-media presentation incorporating the work done during the training/ internship, at least four weeks before the commencement of End Term Examination of the Third Semester.
- **Summer Training Report-II**: Soon after the End Term Examination of the Fourth Semester, each student shall undergo a training/internship for four weeks in Radio/TV/Advertising /Public Relations/NGO. She/ he shall submit in duplicate hard copy and a soft copy of Summer Training Report II along with the multi-media presentation

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containing the actual experiential learning, at least 4 weeks before the commencement of End Term Examination of the Fifth Semester.

- **Summer Training Report-III**: Soon after the End Term Examination of the Sixth Semester (**only Honors & Honors with Research students**) each student shall undergo a training/internship for four weeks in any media and entertainment sector/NGO. She/ he shall submit in duplicate hard copy and a soft copy of Summer Training Report III along with the multi-media presentation containing the actual experiential learning, at least 4 weeks before the commencement of End Term Examination of the Seventh Semester.

The Summer Training Report carries 100 marks and shall be evaluated by the Board of Examiners comprising of an Internal Examiner 40 marks and one External Examiner separately of 60 marks. The Summer Training Report shall be supervised by the internal faculty appointed by the Director/ Principal of the institute/ college. The External Examiner shall be appointed by the Competent Authority.

4. **Major Project & Placement Portfolio:** Each student shall be assigned the Major Project (Academic/Entrepreneurship) on the basis of student's interest/expertise to enhance the entrepreneurial skills/academic/research knowledge at the end of the Seventh Semester. The Major Project shall be pursued by her/him under the supervision of internal faculty in the Seventh Semester. The student shall make her/his Major Project/Placement Portfolio on the theme/topic approved by the Director of the Institute/Principal in the Sixth Semester. She/ he shall submit the hard &soft copy of the Major Project/ Placement Portfolio in duplicate and also make the multi-media presentation on the same at least four weeks before the date of commencement of the End-Term Examination of the Eighth Semester.

5. **Decertation:** Dissertation work shall be research based and shall start from the beginning of the eighth semester of BA(JMC) (Honours) Programme and shall be undertaken in any Industry/ Research / Academic Institutions, in any contemporary area of study related to the Media and Entertainment Industry, to apply the overall learning of the last 07 semesters and shall have the submission of the Dissertation Report. The parameters of quality report/academic integrity will be determined on the basis of the latest UGC Guidelines for Academic Integrity in Higher Education (Plagiarism and Copyright).

6. **Comprehensive Viva:** The Comprehensive Viva shall be based on all the courses of the programme and future projections of Media & Entertainment industry. The Comprehensive Viva carries 100 marks and shall be evaluated by the Board of Examiners comprising of an Internal Examiner 40 marks and one External Examiner separately of 60 marks. The External Examiner shall be appointed by the Competent Authority.

7. **Elective Courses:** In order to conduct classes for Electives, there must be a minimum of 20 students in that Elective. However, if the numbers of students are less than 20 in any of the

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Electives, only one elective course will be offered by the institute on the basis of majority of students.

8. **Practical / Laboratory based Courses:** For all the Practical / Laboratory based Courses, the detailed List of Practical's / Laboratory Exercises, guidelines for Practical File and Workbook, etc. shall be finalized by the Programme Coordination Committee/Institute, well in time, before commencement of the semester.

9. **Non-University Examination System (NUES) Courses:** For all the NUES Courses, the detailed syllabus, assessment modalities and other guidelines, etc. shall be finalized by the Programme Coordination Committee/institute, well in time, before commencement of the semester. There shall not be any External Examination conducted by the University for the courses placed under NUES scheme. Assessment against 100% Marks of NUES Courses shall be conducted internally by the respective Institutions.

10. **MOOC Courses:** There are three (03) Courses offered in the scheme to be taken through the MOOCs courses provided by SWAYAM, SWAYAM+, NPTEL, IIMB-MOOCs or any other platform sponsored by Ministry of Education. The student shall be required to choose MOOC courses of at least 03 credits or as mentioned in the Scheme, as per his / her preference / choice. MOOC course(s) shall be offered to the students at the respective Institutions. After completing the MOOC Course(s), the student has to produce a successful course completion certificate for claiming the credit.

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FIRST SEMESTER EXAMINATION

NEP Category	Course Code	Course Title	L	T/P	Credits
THEORY					
Discipline Specific Course (DSC)	BAJMC101	Introduction to Communication	3	-	3
	BAJMC103	Socio, Economic and Political Overview	3	-	3
Inter- disciplinary Course (IDC	BAJMC105	Basics of Design and Graphics	3	-	3
Multi-Disciplinary Course (MDC) (Elective/any-one)	BAJMC107	Cultural Communication	3	-	3
	BAJMC109	Personality Development			
Skill Enhancement Course (SEC)	BAJMC111	Writing Skills for Media	3	-	3
Ability Enhancement Course (AEC)	BAJMC113	Basics of English Language	3	-	3
Value Added Course (VAC) (Elective/any-one)	BAJMC115	Human Values & Professional Ethics (NUES)	2	-	2
	BAJMC117	MOOCS* (NUES)			
PRACTICAL/PROJECTS/VIVA VOCE					
Discipline Specific Course (DSC)	BAJMC151	Communication Skills Lab	-	2	1
Discipline Specific Course (DSC)	BAJMC153	Design & Graphics Lab	-	2	1
Multi-Disciplinary Course (MDC) (Elective)	BAJMC155	Cultural Communication Lab	-	2	1
	BAJMC157	Personality Development Lab			
Skill Enhancement Course (SEC)	BAJMC159	Writing Skills for Media Lab	-	2	1
	TOTAL		20	8	24

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SECOND SEMESTER EXAMINATION

NEP Category	Course Code	Course Title	L	T/P	Credits
THEORY					
Discipline Specific Course (DSC)	BAJMC102	Development Communication	3	-	3
	BAJMC104	Reporting & Editing for Print Journalism	3	-	3
Inter- disciplinary Course (IDC	BAJMC106	Media Laws and Ethics	3	-	3
Multi-Disciplinary Course (MDC) (Elective/any-one)	BAJMC108	Health Communication	3	-	3
	BAJMC110	Sports Journalism			
Skill Enhancement Course (SEC)	BAJMC112	Still Photography	3	-	3
Ability Enhancement Course (AEC)	BAJMC114	Basics of Hindi Language	3	-	3
Value Added Course (VAC)	BAJMC116	Thoughts, Ideas and Experiments for Developed India (NUES)	2	-	2
PRACTICAL/PROJECTS/VIVA VOCE					
Discipline Specific Course (DSC)	BAJMC152	Reporting & Editing Lab	-	2	1
Skill Enhancement Course (SEC)	BAJMC154	Still Photography Lab	-	2	1
Ability Enhancement Course (AEC)	BAJMC156	Project & Viva- I	-	-	4
	TOTAL		20	4	26

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THIRD SEMESTER EXAMINATION

NEP Category	Course Code	Course Title	L	T/P	Credits
THEORY					
Discipline Specific Course (DSC)	BAJMC201	History of Journalism: Print, Electronic and Digital	3	-	3
	BAJMC203	Radio Programming & Production	3	-	3
Inter- disciplinary Course (IDC	BAJMC205	Basics of Video Camera, Lights & Sound	3	-	3
Multi-Disciplinary Course (MDC) (Elective/any-one)	BAJMC207	Investigative Journalism	2	1	3
	BAJMC209	Radio Jockeying & News Reading			
Skill Enhancement Course (SEC)	BAJMC211	Audio and Video Editing	3	-	3
Value Added Course (VAC) (Elective/any-one)	BAJMC213	Environmental Studies (NUES)	2	-	2
	BAJMC215	MOOCS* (NUES)			
PRACTICAL/PROJECTS/VIVA VOCE					
Discipline Specific Course (DSC)	BAJMC251	Radio Production Lab	-	2	1
Inter- disciplinary Course (IDC	BAJMC253	Video Production Lab	-	2	1
Skill Enhancement Course (SEC)	BAJMC255	Audio and Video Editing Lab	-	2	1
Ability Enhancement Course (AEC)	BAJMC257	Summer Training Report-I	-	-	4
	TOTAL		17	7	24

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FOURTH SEMESTER EXAMINATION

NEP Category	Course Code	Course Title	L	T/P	Credits
THEORY					
Discipline Specific Course (DSC)	BAJMC202	Advertising: Concepts and Practices	3	-	3
	BAJMC204	Public Relations: Concepts and Practices	3	-	3
Inter- disciplinary Course (IDC	BAJMC206	TV Programming & Production	3	-	3
Multi-Disciplinary Course (MDC) (Elective/any-one)	BAJMC208	Corporate Communication	3	-	3
	BAJMC210	TV News Reporting & Anchoring			
Skill Enhancement Course (SEC)	BAJMC212	Digital Media – Tools & Techniques	3	-	3
Value Added Course (VAC)	BAJMC214	Indian Knowledge System (IKS)	2	-	2
PRACTICAL/PROJECTS/VIVA VOCE					
Discipline Specific Course (DSC)	BAJMC252	Advertising Lab	-	2	1
Discipline Specific Course (DSC)	BAJMC254	Public Relations Lab	-	2	1
Inter-Disciplinary Course (IDC)	BAJMC256	TV Production Lab	-	2	1
Multi-Disciplinary Course (MDC) (Elective/any-one)	BAJMC258	Corporate Communication Lab	-	2	1
	BAJMC260	TV News Reporting & Anchoring Lab			
Skill Enhancement Course (SEC)	BAJMC262	Digital Media Lab		2	1
Ability Enhancement Course (AEC)	BAJMC264	Project & Viva II		-	4
	TOTAL		17	6x2=12	26

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FIFTH SEMESTER EXAMINATION

NEP Category	Course Code	Course Title	L	T/P	Credits
THEORY					
Discipline Specific Course (DSC)	BAJMC301	Event Management	3	-	3
Discipline Specific Course (DSC)	BAJMC303	Communication Research	3	-	3
Inter-Disciplinary Course (IDC)	BAJMC305	Integrated Marketing Communication	3	-	3
Multi-Disciplinary Course (MDC) (Elective/any-one)	BAJMC307	Theatre Appreciation	3	-	3
	BAJMC309	Film Appreciation			
Skill Enhancement Course (SEC)	BAJMC311	Content Creation for Digital Media	3	-	3
Value Added Course (VAC) (Elective/any-one)	BAJMC313	Entrepreneurial Mindset (NUES)	2	-	2
	BAJMC315	MOOCS* (NUES)			
PRACTICAL/PROJECTS/VIVA VOCE					
Discipline Specific Course (DSC)	BAJMC351	Event Management Lab	-	2	1
Discipline Specific Course (DSC)	BAJMC353	Communication Research Lab	-	2	1
Inter-Disciplinary Course (IDC)	BAJMC355	Integrated Marketing Communication Lab	-	2	1
Ability Enhancement Course (AEC)	BAJMC357	Summer Training Report II	-	-	4
	TOTAL		17	6x2=12	24

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SIXTH SEMESTER EXAMINATION

NEP Category	Course Code	Course Title	L	T/P	Credits
THEORY					
Discipline Specific Course (DSC)	BAJMC302	Global Media Scenario	3	-	3
Inter-Disciplinary Course (IDC)	BAJMC304	Media Organization & Management	3	-	3
Multi-Disciplinary Course (MDC) (Elective, any-one)	BAJMC306	Data Journalism	3	-	3
	BAJMC308	Digital Film Making			
Skill Enhancement Course (SEC)	BAJMC310	Digital Media Marketing	3	-	3
PRACTICAL/PROJECTS/VIVA VOCE					
Multi-Disciplinary Course (MDC) (Elective, any-one)	BAJMC352	Data Journalism Lab	-	2	1
	BAJMC354	Digital Film Making Lab			
Skill Enhancement Course (SEC)	BAJMC356	Digital Media Marketing Lab	-	2	1
Ability Enhancement Course (AEC)	BAJMC358	Project & Viva III	-	2	4
Value Added Course (VAC) NUES	BAJMC360	NCC/NSS/Community Engagement/ Socio-Cultural Outreach	-	-	2
	TOTAL		12	6x2=12	20

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SEVENTH SEMESTER EXAMINATION

NEP Category	Course Code	Course Title	L	T/P	Credits
THEORY					
Discipline Specific Course (DSC)	BAJMC401	Media Literacy	3	-	3
Inter-Disciplinary Course (IDC)	BAJMC403	OTT Content Production & Promotion	3	-	3
Multi-Disciplinary Course (MDC) (Elective any-one)	BAJMC405	Podcast Production	3	-	3
	BAJMC407	AI tools for Media			
Skill Enhancement Course (SEC)	BAJMC409	Basics of Animation	3	-	3
PRACTICAL/PROJECTS/VIVA VOCE					
Discipline Specific Course (DSC)	BAJMC451	OTT Content Production & Promotion	-	2	1
Multi-Disciplinary Course (MDC) (Elective any-one)	BAJMC453	Podcast Production Lab	-	2	1
	BAJMC455	AI tools for Media Lab			
Ability Enhancement Course (AEC)	BAJMC457	Summer Training Report III	-	4	4
	TOTAL		12	4x2=8	18

EIGHTH SEMESTER EXAMINATION
For Honors & Honors with Research

NEP Category	Course Code	Course Title	L	T/P	Credits
For Honors – 16 Credits					
Discipline Specific Course (DSC)	BAJMC452	Major Project & Placement Portfolio (Academic/Entrepreneurship)	-	8	8
Discipline Specific Course (DSC)	BAJMC454	Comprehensive Viva	-	8	8
TOTAL					16
For Honors with Research – 16 Credits					
Discipline Specific Course (DSC)	BAJMC452	Research Project Dissertation	-	8	8
Discipline Specific Course (DSC)	BAJMC454	Comprehensive Viva	-	8	8
TOTAL					16

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CREDIT SUMMARY

Semester	Theory	Lab	Total Credits	Max Credits	No of Credits Required
First Semester	19	5	24	24	144
Second Semester	19	7	26	26	
Third Semester	17	7	24	24	
Fourth Semester	17	9	26	26	
Fifth Semester	17	7	24	24	
Sixth Semester	14	6	20	20	
Seventh Semester	12	6	18	18	178
Eighth Semester (Honours)	--	-	16	16	
Eighth Semester (Honours with Research)	--	-	16	16	178
Total Credits	115	57/73	178/178	178/178	

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No of courses (Theory and Practical) offered as per NEP Category

Semester	Discipline Specific Course (DSC)	Inter-Disciplinary Course (IDC)	Multi-Disciplinary Course (MDC)	Skill Enhancement Course (SEC)	Ability Enhancement Course (AEC	Value Added Course (VAC)	MOOC
First Semester	4	1	4	2	2	1	1
Second Semester	3	1	2	2	3	1	----
Third Semester	3	2	2	2	1	1	1
Fourth Semester	4	2	4	2	1	1	----
Fifth Semester	4	2	2	1	1	1	1
Sixth Semester	1	1	1	2	1	1	----
Seventh Semester	1	2	4	2	1	----	----
Eighth Semester (Honours)	2	----	----	----	----	----	----
Eighth Semester (Honours with Research)	2	----	----	----	----	----	----
Total	22	11	22	13	10	6	3

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CREDIT REQUIREMENT AND EXIT OPTIONS OF THE PROGRAM

Exit Options	Duration (in years)	Specialization Certificate/Diploma/ Degree/Honors	Total Credits	Minimum Credits required
1 Year	After 1st Year (on the completion of 1st & 2nd Semester)	Certificate in Journalism and Mass Communication (JMC)	50	50
2 Year	After 2nd Year (on the completion of 1st, 2nd,3rd & 4th Semester)	Diploma in Journalism and Mass Communication (JMC)	100	100
3 Year	After 3rd Year (on the completion of 1st, 2nd,3rd , 4th 5th & 6th Semester)	Degree in Bachelor of Arts with Honors in Journalism and Mass Communication BA(JMC)	144	136
4 Year	After 4th Year (on the completion of 1st, 2nd,3rd , 4th 5th , 6th , 7th & 8th Semester)	Degree in Bachelor of Arts with Honors in Journalism and Mass Communication BA(JMC)	178	170
		Degree in Bachelor of Arts with Honors with Research in Journalism and Mass Communication BA(JMC)	178	170

Note:
1. Each student shall be required to appear in all the examination of 1st & 2nd Semester for Certificate in Journalism and Mass Communication (JMC) and 1st, 2nd,3rd & 4th Semester for the award of Diploma in Journalism and Mass Communication (JMC).
2. The student has the flexibility to drop 8 credits overall to get 3 years or 4 years degree wherein summer training/apprenticeship/dissertation/are mandatory credits to be earned. The Value-Added Courses (VAC)/MOOCs cannot be dropped to attain the degree.

Re-entry Criteria into Second/Third year

The student, who take exit after the successful completion of 1st year (1st & 2nd Semester) Certificate or 2nd year (1st, 2nd,3rd & 4th Semester) Diploma, may be allowed to re-enter into Third/Fifth semester for the completion of Degree in Bachelor of Arts with Honors in Journalism and Mass Communication BA(JMC) programme or Degree in Bachelor of Arts with Honors/ Honors with Research within a maximum period of 3 years, subject to the condition that the total term for completing the degree should not exceed 07 years. The exit option can be availed only once either for Certificate or Diploma as per the UGC Guidelines under NEP-2020.

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<div align="center">**SCHEME OF EXAMINATION**</div>

EVALUATION CRITERIA

All theory and practical courses have an internal assessment of 40 marks and 60 marks for external examination.

INTERNAL EVALUATION

Theory Courses	Allocation of Marks: 40	
Class Test	There shall be one Class Test in each semester for each of the Courses	15
Continuous Evaluation	It shall be based on Home Assignments & Class Assignments/Quiz Tests	20
Internal Assessment	It shall be based on Attendance & Class Room Performance	5

Practical Courses	Allocation of Marks: 40	
Class Test	There shall be one Class Test in each semester for each of the Lab Courses. It shall be based on Demonstration of Skills and Viva Voce	15
Continuous Evaluation	It shall be based on Assignments & Exercises	15
Internal Assessment:	It shall be based on Attendance & Lab Performance in each Semester	10

Note: Record should be maintained by faculty and made available to the University, if required. Every institute to maintain the records of direct and indirect assessments and develop their own rubrics for evaluation as per the COs and Pos.

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EXTERNAL EVALUATION

The external evaluation for each Courses of the programme, shall be based on the students' performance in the End-Term Theory and Practical Examination (as outlined in the detailed course scheme) i.e. 60 marks in Theory and Practical courses.

INSTRUCTIONS FOR PAPER SETTER/ MODERATOR THEORY COURSES

Maximum Marks	60
Time	3 hours
Total Questions	Total 9 questions, out of which Question No. 1 will be compulsory.
Compulsory Question (4x5=20 marks)	The Paper Setter must ensure internal choice of 4 Short answer type questions of 5 marks each from all the four units.
Setting of Other Questions 10 marks each	Q.No.2 & 3is to be set from Unit I, Q.No.4&5 from Unit II, Q.No.6&7 from Unit III and Q.No.8 & 9 from Unit IV along with internal choice for each question from each unit.
Distribution of Marks in these Questions	A question should either be a full-length question of 10 marks or 2 short notes/questions of 5 marks each.

PRACTICAL/ SEMINAR/ PRESENTATION/ WORKSHOP

A.	Student(s) should be evaluated on the basis of the end-product prepared by them along with hard and soft copy of exercises/ assignments undertaken during the semester (45 marks)
B.	The examiner shall interview the student(s) to assess the knowledge/ understanding of the subject. (15 marks)
Max Marks	The marks prescribed for evaluating a student by the External Examiner are 60.

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FIRST SEMESTER

INTRODUCTION TO COMMUNICATION

COURSE CODE: DSC BA(JMC) 101	L: 3	T/P: 0	CREDITS: 3
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):
On completion of this course, the student should be able to:
- define Communication and Mass Communication
- describe the process of Communication and Mass Communication
- explain various Models and Theories of Communication and Mass Communication
- utilize knowledge on emerging trends in Communication and Mass Communication

Unit I: Introduction to Communication [L: 08]
1. Communication: Concept, Definition, Elements and Process
2. Types of Communication
3. Barriers to Communication
4. 7 Cs of Communication

Unit II: Introduction to Mass Communication [L: 08]
1. Mass Communication: Concept, Definition, Elements and Process
2. Characteristics and Functions of Mass Communication
3. Means of Mass Communication: Folk and Traditional Media, New Media
4. Mass Media Activism

Unit III: Models of Communication [L: 10]
1. Communication Models: definition, scope and purpose
2. Basic Communication Models: Aristotle's Classical Model; Shannon-Weaver's Mathematical Model; Wilbur Schramm's Model; Laswell's Model,
3. Advanced Communication Models: Newcomb's Model; Westley-Mclean's Model; George Gerbner's Model; McCombs and Shaw's Agenda Setting Model; Spiral of Silence Model
4. Relevance of Communication Models

Unit IV: Theories of Mass Communication [L: 10]
1. Bullet Theory, Two-Step, Multi-Step Theory
2. Cognitive Dissonance Theory
3. Uses and Gratification Theory, Cultivation Theory
4. Normative Theories: Authoritarian, Libertarian, Soviet-Communist, Social Responsibility, Developmental, Democratic Participation

Prof. (Dr) Durgesh Tripathi
Dean, USMC, GGS IP University

Suggested Readings & E-resources:

1. Aggarwal, V. B., & Gupta, V. S. (2001). Handbook of Journalism and Mass Communication. New Delhi: Concept Publishing.
2. Baran, S. J. (2022). Introduction to Mass Communication: Media Literacy and Culture. Boston: McGraw-Hill Education.
3. Hasan, S. (2020). Mass Communication Principles and Concepts. New Delhi: CBS Publishers & Distributors.
4. Heller, R. (2015). Commentary. Journalism & Communication Monographs, 17(3).
5. Kumar, K. J. (2020). Mass Communication in India. Mumbai: Jaico Publishing House.
6. McQuail, D. (2020). McQuail's Reader in Mass Communication Theory. London: Sage Publications.
7. Naqvi, Hena. (2012). Journalism & Mass Communication: Upkar Prakashan
8. Rayudu, C. S. (2011). Media and Communication Management. Mumbai: Himalaya Publishing House.
9. Stone, G., Singletary, M. W., & Richmond, V. P. (1999). Clarifying Communication Theories: A Hands-on Approach. Ames: Iowa State University Press.

E- Resources:

1. Media and Communication Studies:
   https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=HdTs6JFsJhGEa548CrjfKQ==
2. Understanding Media and Culture: An Introduction to Mass Communication:
   https://socialsci.libretexts.org/Bookshelves/Communication/Journalism_and_Mass_Communication/Book%3A_Mass_Communication_Media_and_Culture/00%3A_Front_Matter/03%3A_Table_of_Contents

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FIRST SEMESTER

SOCIO, ECONOMIC AND POLITICAL OVERVIEW

COURSE CODE: DSC BA (JMC) 103	L: 3	T/P: 0	CREDITS: 3
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):
On completion of this course, the student should be able to:
- Debate on various aspects of Indian history, art and culture
- Critically engage with various socio-economic and political issues in India
- Understand the nature of social movements and activism in India
- Utilize knowledge gained to appreciate, understand, and debate the social fabric of the country

Unit I: Introduction to Indian History & Culture   [L: 10]
1. Socio-cultural Configuration of Contemporary India
2. Art, Culture & Politics: Contemporary Issues and Debates
3. Scientific Temper: Concept, Relevance and Practice
4. Indian Freedom Movement (1857-1947) Landmarks

Unit II: Political Overview of India   [L: 10]
1. Indian Constitution: Preamble; Fundamental Rights and Duties; Directive Principles
2. Federalism: Centre and State Relations
3. Presidential System and Parliamentary Democracy
4. General Elections and Electoral Reforms, National and State Political Parties in India

Unit III: Introduction to Indian Economy   [L: 08]
1. The Nature and Ideological Contours of the Indian Economy
2. Role of Niti Ayog and Public-Private Model
3. Liberalization, Privatization and Globalization (FDI, BPOs and KPOs)
4. Neo-Liberalization and Impact

Unit IV: Social Movements & Activism   [L: 08]
1. Marginalization, Socio-Economic Equality and Reservation
2. Women's Safety, Gender Equality and Activism
3. Public Health, Hygiene & Sanitation: Swachh Bharat Abhiyaan
4. Judicial Activism

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Dean, USMC, GGS IP University

Suggested Readings & E-resources:

1. Acharya, A and Chaudhary, K.P. (2024). Contemporary Social, Political and Economic Issues in India. Taneesha Publishers.
2. Bakshi, P. M. (2007). The Constitution of India: Selective Comments. Delhi: Universal Law Publishing.
3. Basu, D. D. (2024). Introduction to the Constitution of India. Lexis Nexis Publishers.
4. Dhingra, I. C. (2023). Indian Economics and Development. New Delhi: New Age International Publishers
5. Fadia. B.L. (2016). Indian Government and Politics: Sahitya Bhawan.
6. Narang, A.S. (1985). Indian Government and Politics. New Delhi: Gitanjali Publishing House.
7. Pal, P. (2022). Reflection on Contemporary Issues : A Commentary on Political, Economic, and Social Contemporary Events in India and the World. Notion Press.
8. Singhal, A., & Rogers, E. M. (2001). India's Communication Revolution: From Bullock Carts to Cyber Marts. New Delhi: Sage Publications.
9. Tripathi, D. (2016). Media and Youth. Manak Publications Pvt. Ltd.
10. Verma, N., &Bhalla, A. (2000). India and Europe: Selected Essays. Shimla: Centre for the Study of Indian Civilization and Indian Institute of Advanced Study.

E- Resources:

1. Media and Communication Studies:
   https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=HdTs6JFsJhGEa548CrjfKQ==

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<u>**FIRST SEMESTER**</u>

BASICS OF DESIGN AND GRAPHICS

COURSE CODE: IDC BA (JMC) 105	L: 3	T/P: 0	CREDITS: 3
External Evaluation:60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):
On completion of this course, the student should be able to:
- describe basics of design and graphics
- utilize knowledge gained in the application of elements and principles of design
- understand the different forms of visual and graphic communication for print and web media
- understand the different styles of printing

Unit I: Fundamental of Design and Graphics   [L: 10]
1. Design and Graphics: Concept, Elements, Principles of Design
2. Typography: Physical Form, Letter Form, Aesthetics and Classifications
3. Colour: Physical Forms, Psychology, Colour Scheme and Production
4. Relevance of designing in media and entertainment industry

Unit II: Basics of Layouts   [L: 08]
1. Principles of Layout Design, Types of Layout, Colours in Layout, Copy and Type
2. Publication Design: Newspaper, Tabloid, Magazine, Book and Print Ad
3. Package Design: Packaging form and functions, Sustainable Packaging
4. Layout Design for Digital media, Design for Web Banner.

Unit III: Visuals and Design   [L: 08]
1. Visuals: Physical Forms, Functions, Editing, and Ethics, Visual Communication
2. Poster Design: Concept Development and Technical Aspects
3. Logo Design: Elements, Creative Process, and Evaluation
4. Brochure Design: Types, Structure, and Layout Techniques

Unit IV: DTP and Printing   [L: 10]
1. History and Evolution of Printing Processes
2. Contemporary Printing Methods: Offset, Digital, Hybrid, and 3D Printing
3. Fundamentals of Desktop Publishing: Paper, WYSIWYG, Hardware, and Software
4. Emerging Trends: AI Integration, Automation, Personalization, and Eco-Friendly Printing

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Suggested Readings & E-resources:

1. Ambrose, G., Harris, P., & Ball, N. (2020). The Fundamentals of Graphic Design. Bloomsbury Visual Arts.
2. Davis, M.(2012). Graphic Design Theory. London: Thames& Hudson
3. Design Illustration Tutorials: http://design.tutsplus.com/graphic
4. Joss, M., Nelson, L. (1977). Graphic Design Tricks & Techniques. Cincinnati, OH: North Light Books.
5. Lupton, E., & Phillips, J. C. (2015). Graphic Design: The New Basics (2nd updated ed.). Princeton Architectural Press.
6. Sarkar, N. N. (1998). Designing Print Communication. New Delhi: S. Publications.
7. Sarkar, N. N. (2012). Art and Print Production. Oxford. University Press.

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FIRST SEMESTER

CULTURAL COMMUNICATION

COURSE CODE: MDC BA (JMC) 107	L: 3	T/P: 0	CREDITS: 3
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):

On completion of this course, the student should be able to:

- describe salient features of Indian culture
- explain the concept of diversity and underlying unity in Indian culture
- instill critical thinking regarding cultural representations with respect to media forms.
- interpret the contemporary trends in the Indian culture and communication

Unit I- Introduction to Cultural Communication   [L: 08]
1. Introduction to Cultural Communication: Concepts, Dimensions, Values, Beliefs, Phenomena.
2. Theories of Culture and Communication
3. Characteristics and Significance of Indian Culture
4. Role of Media in Cultural Evolution of Indian Society

Unit II: Indian Language, Literature & Intercultural Communication   [L: 10]
1. Evolution of Script and Languages in India: Harappan Script and Brahmi Script
2. Dynamics of Intercultural Communication
3. Role of Media in Intercultural Communication
4. Changes in Contemporary Indian Literature

Unit III: Indian Arts and Cultural Representation   [L: 08]
1. Role of Media in Cultural Representation: Cultural Identity, Cultural Consciousness
2. Media, Cultural Diversity and Cultural Stereotyping
3. Role of Media in Promotion of Indian Arts and Painting Traditions
4. Challenges of Indian Culture and Creative Industry

Unit IV: Cultural Communication in Contemporary Indian Society   [L: 10]
1. Digital Media and Cultural Communication
2. Globalization and Glocalization of Indian Culture
3. Reformations in Indian Education: Cultural Perspectives
4. Cultural Sensitivity and Media Literacy

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Suggested Readings & E-resources:
1. Basham, A. L. (2007). The Illustrated Cultural history of India. New Delhi: Oxford University Press.
2. Ghosal, H. R. (1962). An Outline History of the Indian people. Delhi: Publications Division, Ministry of Information & Broadcasting, Govt. of India.
3. Guha, R. (2019). India after Gandhi: The History of the World's Largest Democracy. Harper Collins.
4. Kothari, R. (1970). Caste in Indian Politics. New Delhi: Orient Longman.
5. Nehru, J. (1946). The Discovery of India. New York: The John Day Company.
6. Thapar, R. (2003). The History of Early India: From the Origins to AD 1300. London: Penguin.
7. Tripathi, D. and Sharma, R. (2020). Foundations of Change: Analyzing the Impact of NEP-2020 on India's Educational Landscape. Hamilton Press: London.
8. Vohra, D. B. (1987). History of the Freedom Movement. Delhi: Delhi Administration.

Web Resources:
1. Media and Communication Studies:
    https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=HdTs6JFsJhGEa548CrjfKQ==

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FIRST SEMESTER

PERSONALITY DEVELOPMENT

COURSE CODE: MDC BA (JMC) 109	L: 3	T/P: 0	CREDITS: 3
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):
On completion of this course, the student should be able to:
- define basics of Personality Development
- understand listening, speaking & writing etiquettes
- utilize knowledge gained in developing a positive personal attitude
- understand the skills for negotiation and coping mechanisms

Unit I: Personality Development and Understanding the Self   **[L: 08]**
1. Meaning, Definition and Basics of Personality
2. Types of Personality
3. Models of Self Introspection: Johari Window, SWOT Analysis
4. Development of Positive Personal Attitude

Unit II: Communicative Persona & Communication   **[L: 10]**
1. Communicative Persona: Semantics, Syntax, Phonetics, Paralanguage and Body Language
2. Interpersonal and Intercultural Communication
3. Professional Communication: Resume Writing Skills, Offline and Online Writing Etiquettes
4. Personality and Professional Skill Development for Media Entrepreneurs

Unit III: Introduction to Life Skills   **[L: 08]**
1. Importance of Time Management for Media
2. Significance of Teamwork and Leadership
3. Decision-Making, Problem-Solving Techniques and Supportive Supervision
4. Managing Peer Relationships and Non-Violent Conflict Resolution

Unit IV: Social Behaviour and Attitude   **[L: 10]**
1. Role of Different Institutions in Personality Development: Home, School, Society and Media
2. Art of Negotiation
3. Working on Attitudes: Aggressive, Assertive and Submissive, Coping with Emotions
4. Coping Skills: Coping with Emotions and Coping with Stress

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Suggested Readings & E-resources:
1. Gupta R. (2021). Soft Skills: Tools for Success (2nd Ed). Bio-Green Books.
2. Hurlock, E. B. (2017). Personality Development. New York: McGraw-Hill.
3. Singh, Abha (2012). Behavioural Science: Achieving Behavioural Excellence for Success: Wiley India Private Limited.
4. Sabharwal, D.P (2021). Personality Development Handbook. Fingerprint Publishing.
5. Sharma, S. (2013). Body language and Self-Confidence. Jaipur: Sublime Publications.
6. Training manual. (2005). Self-Development and Interpersonal Skills: ILO, New Delhi.

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FIRST SEMESTER

WRITING SKILLS FOR MEDIA

COURSE CODE: SEC BA (JMC) 111	L: 3	T/P: 0	CREDITS: 3
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):

On completion of this course, the student should be able to:

- describe the writing process for various media
- describe the process of translation
- utilize knowledge gained in writing accurately and creatively for mass media
- apply the skills of translation for various texts.

Unit I- Understanding Writing   [L:10]
1. Fundamentals of Media Writing: Descriptive, Narrative, Objective and Reflective
2. ABCD of Media Writing: Grammar and Vocabulary
3. Writing for News and Non-news Mediums
4. Ethics in Media Writing

Unit II: Understanding the Writing Process   [L: 08]
1. Process Writing: Brainstorming for Ideas, Idea Organization and Audience Analysis
2. Writing Mechanism: Opening, Developing and Winding up the Argument/ Narrative
3. Editing and Formatting: APA Style Sheet Basics
4. Abstract, Summary, Paragraph, Essay and Column Writing

Unit III: Online Writing Skills   [L: 10]
1. Introduction to Online Writing: Social Media Writing Skills and Etiquettes
2. Online Official Correspondence
3. Social Media and Language Change: e-mail, SMS, Emoticons, Blogs, Social Networking Sites
4. Maintaining Digital Databases

Unit IV: Translation   [L: 08]
1. Translation Practices: Translation, Transliteration and Trans-Creation; Concept, Forms and Manifestations
2. Objectivity and Subjectivity in Translations
3. The Location, Scope and Significance of Translation in Indian Media
4. Process of Translation from English to Hindi and vice – versa

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Dean, USMC, GGS IP University

Suggested Readings & E-resources:

1. Choudhary, R. (2010). Media Writing. New Delhi: Centrum Press.
2. Howard, P. (1986). Perfect your Punctuation. Melbourne: Longman Cheshire.
3. Sinha, P. K. (2006). Media Writing. Delhi: Indian Distributors.
4. VanderMey, R. (2021). The College Writer: A guide to Thinking, Writing and Researching. Boston: Houghton Mifflin.
5. W., M., & V., P. R. (2008). High School English: Grammar & Composition. Batu Caves, Selangor: Crescent News.
6. Whitaker, W. R., Ramsey, J. E., & Smith, R. D. (2019). Media writing: Print, Broadcast, and Public Relations. New York: Routledge.
7. Zinsser, W. (2020). On Writing Well: The Classic Guide to Writing Non-Fiction. Harper Perennial.

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FIRST SEMESTER

BASICS OF ENGLISH LANGUAGE

COURSE CODE: AEC BA (JMC) 113	L:3	T/P:0	CREDITS: 3
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):

On completion of this course, the student should be able to:

- strengthen their English grammar and vocabulary for professional use.
- develop reading and listening comprehension for news/media contexts.
- write clear, concise, and coherent sentences and short passages.
- understand the role of English in journalism and mass communication.

Unit I: English Language   [L:10]

1. Introduction to English for Communication
2. Importance of English in media and journalism
3. English as a global and newsroom language
4. Language in Formal v/s informal communication

Unit-II: Fundamentals of English Grammar   [L:08]

1. Parts of speech and sentence structure
2. Subject-verb agreement
3. Tenses & Articles in common/news writing
4. Common grammatical errors and corrections

Unit-III: Vocabulary Development and Comprehension Skills   [L:08]

1. Word formation: prefixes, suffixes, compound words
2. Synonyms, antonyms, idioms, and phrasal verbs
3. Contextual vocabulary usage
4. Jargon vs plain English

Unit IV: English in Practice (Writing, Reading & Listening)   [L:10]

1. Paragraph and essay writing
2. Formal and informal letter writing
3. Reading comprehension strategies
4. Identifying tone, bias, and point of view

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Suggested Readings and Resources
1. Hicks, W. (2019). English for journalists (4th ed.). Routledge.
2. Lewis, N. (2011). Word power made easy: The complete handbook for building a superior vocabulary. Anchor Books.
3. Strunk, W., Jr., & White, E. B. (2000). The elements of style (4th ed.). Longman.
4. Gooden, P. (2013). The story of English: How the English language conquered the world. Quercus Publishing.
5. Zinsser, W. (2006). On writing well: The classic guide to writing nonfiction (30th anniversary ed.). Harper Perennial.
6. Martin, H., & Wren, P. C. (2015). High school English grammar and composition (Revised ed.). S. Chand Publishing.

E- Resources:

1. https://www.oxfordonlineenglish.com/free-english-lessons
2. https://www.youtube.com/@EnglishSpeakingCourses
3. https://youtu.be/wZdtCJW0kA0?si=dQuaBU-IktCWdD7Y (BBC Learning English from the News)
4. https://www.coursera.org/learn/journalism

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FIRST SEMESTER

HUMAN VALUES AND PROFESSIONAL ETHICS

COURSE CODE: VAC BA (JMC) 115	L/2	T/P:0	CREDITS: 2
External Evaluation: NUES	Internal Evaluation: 100 Marks		Total Marks: 100

Course Objectives (COs):

On completion of this course, the student should be able to:
- to help students regulate their behaviour ethically in their personal conduct
- to prepare students to act ethically in their professional environment
- to make students aware of the impact of taking non ethical decisions
- to inculcate the values of personal and professional integrity and to create universal harmony & peace

Unit I: Human Values   [L: 06]

1. Human Values: Morals, Values, Ethics, Virtues, Respect for others & Living peacefully
2. Idea of brotherhood: Caring, Sharing, Honesty & Courage
3. Value of time: Valuing time & Time management
4. Individual conduct at workplace: Self-confidence, Self-control, Self-interest & Empathy

Unit II: Professional Ethics   [L: 06]

1. Professional ethics: Meaning & Definition, Models of professional roles & Code of conduct
2. Morality: Moral issues, Moral dilemma, Moral autonomy & Moral development (theories)
3. Service learning, Theories about right action (Ethical theories)
4. Building consensus: Cooperation, Resolution of Conflict & Collective Approach

Unit III: Professional Integrity   [L: 06]

1. Confidentiality, Conflict of interest, Importance of Building Trust & Credibility
2. Leadership: traits, role, styles and theories
3. Team building: Need & Importance
4. Building moral courage and ethical resilience

Unit IV: Universal Peace and Harmony   [L: 06]

1. Peace and happiness, Self-exploration, Natural acceptance and experiential validation
2. Happiness and prosperity, Understanding and respecting relationships
3. Co–existence: Interdependence of self, family, society, nation, global & Nature
4. The Idea of Vasudhaiva Kutumbakam

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Suggested Readings & E-resources:

1. Professional Ethics and Human Values by D.R. Kiran, McGraw-Hill, 2014.
2. A Textbook on Professional Ethics and Human Values (2017) by R.S. Naagarazan, New Age International
3. Suresh & Raghavan (2005) Human values and professional ethics - S. Chand & Company
4. Uppal (2015) Human values and professional ethics - Unistar Books Pvt. Ltd.
5. A textbook on professional Ethics and Human Values, by R.S. Naagarazan, New Age Publishers, 2006.

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FIRST SEMESTER

COMMUNICATION SKILLS LAB

COURSE CODE: DSC BA (JMC) 151	L: 0	T/P: 2	CREDITS: 1
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):
On completion of this course, the student should be able to:
- Demonstrate proficiency of effective Communication Skills
- Utilize knowledge gained in planning, designing and presenting a multimedia presentation

Exercises/Assignments

1. Presentation on Self: Extempore (1-2 minutes)
2. Dialogue: to be recorded on mobile camera
3. Group discussion
4. Listening and reviewing of an audio programme
5. Identify and analyze newspaper/magazine content based on one or more models of communication
6. Identify and analyze newspaper/magazine content based on one or more theories of mass communication
7. Letter to the Editor
8. Multimedia presentation

Internal Assessment: The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The student will also be evaluated on general awareness and current affairs. The marks assigned for internal evaluation are 40.

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FIRST SEMESTER

DESIGN AND GRAPHICS LAB - I

COURSE CODE: DSC BA (JMC) 153	L: 0	T/P: 2	CREDITS: 1
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):
On completion of this course, the student should be able to:
● apply knowledge gained of photo editing software in design and layout
● demonstrate proficiency of skills in designing and creating layouts using page layout softwares for print media

Exercises/Assignments
A. Photoshop
1. Design a Poster
2. Design a Web Banner

B. In-Design
1. Design a Brochure
2. Design a Tabloid/Broadsheet (4 Pages)

C. Corel Draw
1. Design a Logo
2. Design a Calendar

Visit a printing press and write a report on the visit.

Internal Assessment: The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

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FIRST SEMESTER

CULTURAL COMMUNICATION LAB

COURSE CODE: MDC BA (JMC) 155	L: 0	T/P: 2	CREDITS: 1
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):
On completion of this course, the student should be able to:
- familiarize and distinguish between different cultural practices of India
- demonstrate skills in designing and presenting work on cultural related activities

Exercises/Assignments

1. Create a presentation on any regional art form highlighting its historical and social context.
2. Create a 3-Min Video Clip on any specific Indian culture and present it in a visual storytelling manner.
3. Choose any one Indian film or an OTT show, or an ad campaign and analyze its cultural representation.
4. Visit any cultural heritage site in Delhi and submit a structured cultural documentation.
5. Design a Visual Infographic mapping the local/regional cultural practices (festivals, rituals, architecture).

Internal Assessment: The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

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FIRST SEMESTER

PERSONALITY DEVELOPMENT LAB

COURSE CODE: MDC BA (JMC) 157	L: 0	T/P: 2	CREDITS: 1
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):
On completion of this course, the student should be able to:
- demonstrate professional conduct
- apply knowledge gained of professional ethics in media industry

Exercises/Assignments

1. Role plays
2. Presentation and group discussion Etiquettes
3. Thematic Apperception Tests (TAT)
4. Team building exercises and crisis management
2. Situation-based behaviour & its analysis
3. Writing letters and e-mails - official and non-official
4. Mock interviews
5. Professional resume writing
6. Portfolio Development

Internal Assessment: The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

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FIRST SEMESTER

WRITING SKILLS LAB

COURSE CODE: SEC BA (JMC) 159	L: 0	T/P: 2	CREDITS: 1
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):
On completion of this course, the student should be able to:
- demonstrate proficiency of skills to translate and write for various media effectively
- develop an aptitude for writing various forms of texts

Exercises/Assignments

Organize/attend a Media Writing Workshop to:
1. Translation Exercises:
   a. Translate a Hindi news story to English (approx. 200 words) from a daily newspaper
   b. Translate an English news story to Hindi (approx. 200 words) from a daily newspaper
2. Transliteration and trans-creation exercise: Adaptation from one medium to another
3. Translation for academic purposes: formal and informal letter writing in Hindi and English language
4. Writing for various online platforms: e-mails, blog, social networking sites

Internal Assessment: The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

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SECOND SEMESTER

DEVELOPMENT COMMUNICATION

COURSE CODE: DSC BA (JMC) 102	L: 3	T/P: 0	CREDITS: 3
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):

On completion of this course, the student should be able to:

- define and describe the process of Development Communication
- explain the models and paradigms of Development Communication
- understand the relevance of Development Support Communication
- utilize the knowledge gained in designing social media marketing campaigns on a development issue

Unit I: Introduction to Development Communication   **[L: 10]**
1. Development Communication: Definition, Meaning and Process
2. Economic and social indicators of development.
3. Paradigms of Development
4. Development Communication and Social Change

Unit II: Models and Paradigms of Development Communication   **[L: 10]**
1. Linear Models: Rostow's Demographic (Stages of Growth), Transmission
2. Non-Linear: World System Theory, Neo-Marxist Theory
3. Changing Paradigms of Development
4. Alternative Paradigms: Participatory, think local/Act global - Think global/Act local

Unit III: Development Journalism   **[L: 08]**
1. Role and performance of Mass Media in Development
2. Development Support Communications: Social Audit, Grass-root Activism, Whistleblowers
3. Role of NGOs in Development
4. Cyber media and Development: e-governance, digital democracy & e-choupal

Unit IV: Social Marketing   **[L: 08]**
1. Social Marketing and Development: An Overview
2. Corporate Social Responsibility: case studies in India
3. Social change Campaign in India (Case studies)
4. Development of social media marketing campaign

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Suggested Readings & E-resources:

1. Gupta, V. S. (2004). Communication & Development. New Delhi, India: Concept Pub.
2. Jethwaney, J. N. (2024). Social Sector Communication in India: Concepts, Practices, and Case Studies: New Delhi: Sage Publications.
3. Joshi, U. (2001). Understanding Development Communication. New Delhi: Dominant and Distributors.
4. Melkote, S. R. (2020). Communication for Development in the Third World: Theory and practice. New Delhi: Sage Publications.
5. Narula, U. (2007). Development Communication: Theory and Practice. New Delhi: Har-Anand Publications.
6. Nair, K. S., & Smith, S. A. (1993). Perspectives on Development Communication. New Delhi: Sage Publications.
7. Sharma, R. & Tripathi, D. (2024). From Likes to Lives: Unravelling the Impact of Social Networking Sites on Youth. HP Hamilton Press: London
8. Sharma, R. (2012). Breakout Nations: In Pursuit of the Next Economic Miracles. New York: W.W. Norton

E- Resources:

1. Media and Communication Studies:
   https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=HdTs6JFsJhGEa548CrjfKQ==

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<u>**SECOND SEMESTER**</u>

REPORTING AND EDITING FOR PRINT JOURNALISM

COURSE CODE: DSC BA (JMC) 104	**L: 3**	**T/P: 0**	CREDITS: 3
External Evaluation: 60 Marks	**Internal Evaluation: 40 Marks**		Total Marks: 100

Course Objectives (COs):
On completion of this course, the student should be able to:
- to understand the fundamentals of news and news writing
- to gain practical knowledge of print media reporting
- to learn the principles and techniques of news editing, including newsroom structure
- to acquire basic layout and design skills for print journalism

UNIT-1: Reporting in Print Media   **[L:10]**
1. Reporting: Concept and Definition
2. Reporting: Reporting for Various Beats- Political, Business, Entertainment, Sports, Crime, Legal, Campus, etc
3. Types of News Reports: Objective, Investigative and Interpretative, Role of AI
4. Qualities and Responsibilities of Reporter, Chief Reporter, City/Metro Editor, Principal Correspondent, Special Correspondent, Bureau Chief

UNIT-2 Writing in Print Media   **[L:08]**
1. Writing: Concepts and Elements, Types of Print Media Writing
2. Guidelines for Writing in Print Media
3. Headline and its types, Lead and Intro writing
4. Sources of News, Attribution, Off-the-record, Backgrounder, Embargo

UNIT-3 Introduction to Editing in Print Media   **[L:08]**
1. Editing: Definition, Objectives and Principles
2. Newsroom Structure and Roles
3. Editing Symbols and Proofreading Symbols
4. Copy editing, Editing of News Agency and translated copy, Re-writing

UNIT-4 Issues and Trends in News Reporting   **[L:10]**
1. Objectivity in News Reporting
2. Issues of Sensationalism and Voyeurism
3. Sociology of News: Agenda Settings and Framing
4. Gatekeeping and News Reporting

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Suggested Readings & E-resources:
1. Baskette and Scissors, The Art of Editing, Allyn and Bacon Publication, 1992
2. S.N. Chaturvedi, Dynamics of Journalism and Art of Editing, Cyber Tech
2. Publications, 2007
3. Bruce Itule and Douglas Anderson, News Writing and Reporting for Today's Media.
4. McGraw Hill Publication, 1987
5. Richard Keeble, The Newspaper's Handbook. Routledge Publication, 2015
6. MacDougall and Curtis Daniel, Principles of Editorial Writing. W.C. Brown Co.
7. Publishers, 1973
8. F.W. Hodgson, Modern Newspaper Practice: A Primer on the Press. Focal Press, 1996

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SECOND SEMESTER

MEDIA LAWS AND ETHICS

COURSE CODE: IDC BA (JMC) 106	L: 3	T/P: 0	CREDITS: 3
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):
On completion of this course, the student should be able to:
● define Freedom of Press as per Article 19(1) (a) of the Indian Constitution
● explain reasonable restrictions in freedom of press
● describe the need & importance of the Press Council of India
● utilize knowledge gained in coverage of judicial proceedings, Parliament and State Legislature

Unit I: Freedom of Press & Indian Constitution [L: 08]

1. Legal Terminology: Bills and Acts, Ordinance, Regulations, Statute, Code, Norms, Conventions, Affidavit, Accused, Acquittal, Bail, Conviction, Defendant, Evidence, Plaintiff, Prosecution, Prima Facie, Sub-Judice
2. Press Laws Before and After Independence
3. Bill to Act: Case Study of Lokpal
4. Freedom of the Press and the Indian Constitution, Freedom of Speech and Expression: Article 19(1) (a) and Reasonable Restrictions Article 19 (2)

Unit II: Press Commissions, Committees and Legal Sections [L: 10]

1. Press Commissions, Press Council of India and Committees: Chanda Committee, P.C. Joshi Committee, Sengupta Committee and Verghese Committee
2. Bharatiya Nyaya Sanhita Act (2023)(IPC): Section 73-74, Section 124, Section 197, Section 198, Section 199, Section 302, Section 356
3. Bharatiya Nagarik Suraksha Sanhita (2023)(CRPC): Section 35, Section 38, Electronic Evidence (Section 53,61 & 63), Section 105-106, Section 183, Section 336, Section 356, Section 398
4. Legislature: Parliamentary Privileges - Article 361A, Article 105 (Parliament), Article 194 (State Legislation), Judiciary: Contempt of Court 1971

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Unit III: Media Acts and Laws   [L: 10]
1. Press & Registration of Books Act 1867 and 1955, Copyright Act 1957
2. Working Journalists Act 1955 & 1958, Young Persons Harmful Publications Act 1956
3. Prasar Bharati Act 1990 and Cinematograph Act 1952
4. Official Secrets Act 1923 and Right to Information Act 2005 (Case studies)
5. Digital Personal Data Protection Act (2023), Libel & Slander (Case studies)

Unit IV: [Media Ethics and Regulatory Bodies   [L: 08]
1. Defining Media Ethics: Social Responsibility of Press
2. Legal Rights and Responsibilities of Journalists
3. Code of Ethics: Editors' Guild, Press Council of India, AIR & Doordarshan Code
4. Regulatory Framework: TRAI, BCCC, News Broadcasters Association (NBA) and their functioning

Suggested Readings & E-resources:

1. Aggarwal, S. K. (1989). Media Credibility. New Delhi, India: Mittal Publications.
2. Basu, D. D. Introduction to the Constitution of India. Prentice Hall.
3. Ghosh, K. (1973). Freedom or Fraud of the Press. Calcutta: Rupa& Co.
4. Mankekar, D. R. (1973). The Press under Pressure. New Delhi: Indian Book.
5. Mass Media Laws and Regulations in India. (2000). Singapore: Asian Media Information and Comm. Centre.
6. Rayudu, C. S., & B., N. R. (1995). Mass Media Laws and Regulations. Bombay: Himalaya Publication House.
7. Shrivastava, K. M. (2005). Media Ethics: Veda to Gandhi & beyond. New Delhi: Publications Division, Ministry of Information and Broadcasting, Government of India.
8. Thakurta, P. G. (2011). Media Ethics: Truth, Fairness, and Objectivity. New Delhi: Oxford University Press.
9. Venkateswaran, K. S. (1993). Mass Media Laws and Regulations in India. Singapore: Asian Mass Communication Research and Information Centre.

E- Resources:

1. Media and Communication Studies:
   https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=HdTs6JFsJhGEa548CrjfKQ==

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SECOND SEMESTER

HEALTH COMMUNICATION

COURSE CODE: MDC BA (JMC) 108	L: 3	T/P: 0	CREDITS: 3
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):
On completion of this course, the student should be able to:
- define Public Health
- describe the need for and importance of Health Communication
- understand the need for Health Journalism
- utilize knowledge gained in reporting and writing on health & lifestyle issues

Unit I: Introduction to Public Health   [L: 08]
1. Public Health: Definition & Concept
2. Health Awareness and Role and Importance of Yoga
3. Major Public Health and Lifestyle Issues in India
4. Public Health Care System in India: Issues & Problems in Rural and Urban India

Unit II: Introduction to Health Journalism   [L: 10]
1. Health Journalism: Concept, Need and Importance
2. Roles & Responsibilities of a Health Journalist
3. Sources of Health Reporting: NFHS reports, UNICEF reports, WHO, Census
4. Role of Media in Public Health Care Campaigns: Polio, HIV/AIDS, Reproductive Child Health

Unit III: Health Reporting and Writing   [L: 08]
1. Ethics in Health Reporting
2. Structure and Guidelines for Health Reporting
3. Health Reporting for Various Media: Traditional and Digital Media
4. Writing for Public Health Care: Think Globally and Write Locally

Unit IV: Health Communication   [L: 10]
1. Define Information Education Communication (IEC): Concept and Functions
2. Define Behaviour Change Communication (BCC): Concept and Functions
3. Design Communication Campaign: Pre-test and Evaluation
4. Future of Health Communication and Career Prospects

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Suggested Readings & E-resources:

1. Jethwaney, J. N. (2024). Social Sector Communication in India: Concepts, Practices, and Case Studies: New Delhi: Sage Publications.
2. Robert C. Hornik (2002) Public Health Communication: Evidence for Behavior Change. Contributors, Lawrence Erlbaum Associates
3. Schwitzer, G. (2009). The State of Health Journalism in the U.S. Menlo Park, CA: Henry J. Kaiser Family Foundation.
4. S. Renata (2013). Health Communication: From Theory to Practice, John Wiley & Sons
5. www. Nathealthindia.org: Healthcare Federation of India
6. www.healthjouralism.org, Association of Health Care Journalists
7. www.reportingonhealth.org, Reporting on the Health, The Health Journalism Fellowship
8. www.jomc.unc.edu, Science and Medical Journalism
10. www.nrhm.gov.in
11. www.unicef.org/publications
12. www.mohfw.nic.in

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SECOND SEMESTER

SPORTS JOURNALISM

COURSE CODE: MDC BA (JMC) 110	L: 3	T/P: 0	CREDITS: 3
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):
On completion of this course, the student should be able to:
- define Sports Journalism
- explain types and techniques of sports reporting and writing
- describe the importance of sports management and regulatory organizations
- utilize knowledge gained to promote physical and mental wellbeing through sports

Unit I: Sports Journalism   [L: 08]
1. Defining Sports Journalism
2. Role and functions of International Sports Organizations: FIFA, ICC, IOC, International Paralympic Committee, Commonwealth Games Federation, Asian Games Federation, National Games
3. Sports Authority of India (SAI), its importance in the promotion and management of sports
4. News Sources for Sports Journalism

Unit II: Sports Reporting and Writing   [L: 08]
1. News Values and Ethics for Sports Reporting and Writing
2. Types and techniques of writing sports stories: Feature, Interviews, Advanced Story, Trend Story, Column, News Story and Game Story
3. Sports Photography: Equipment, Editing, Publishing and Uploading
4. Editing and Use of Infographics, Layout of Sports News

Unit III: Sports Management and Organizations   [L: 10]
1. Understanding Sports Management: Planning, Organizing, Coordinating and Controlling Pre, During and Post Event Issues
2. Sports Marketing and Promotion: Sponsors, Sports Management Companies, Spectators, Sports Personalities and Media
3. Emerging Professional Sporting Leagues: Pro Kabaddi League, Indian Super League (ISL), Indian Premier League (IPL), Indian Hockey League (IHL)
4. The role, significance, functions and need of WADA (World Anti-Doping Agency) and NADA (National Anti-Doping Agencies)

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Unit IV: Emerging Trends and Opportunities in Sports   [L: 10]

1. Sports writing for Print, Broadcast and Online: Commentaries; Live Telecast, Sportscast, Web Commentaries and News Alerts for Mobiles
2. New Trends in Sports Journalism: E-magazines and Blogs
3. Role of Sports Journalist in promoting Physical and Mental Wellbeing through Sports
4. Future of Sports Journalism and Career Opportunities

Suggested Readings & E-resources:

1. Armstrong, J. R., & Tucker, W. E. (1964). Injury in Sports. Springfield, IL: C.C. Thomas.
2. Craig, S. (2002). Sports Writing: A Beginner's Guide. Shoreham, VT: Discover Writing Press.
3. Kaur, K. and Nahak, F.M. (2020). Sports Journalism. Rudra Publishers
5. Parks, J. B., Zanger, B. K., & Quarterman, J. (1998). Contemporary Sport Management. Champaign, IL: Human Kinetics.
6. SHANK, M. D. (2009). Sports Marketing: A Strategic Perspective. Upper Saddle River, NJ: Pearson Prentice Hall.
7. Sports Journalism: A Practical Introduction. (2013). London: Sage Publications.
8. Steen, R. (2014). Sports Journalism. London: Taylor & Francis.
9. Thakur, K. C. (2010). Sports Journalism. New Delhi, India: Cyber Tech Publications.

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SECOND SEMESTER

STILL PHOTOGRAPHY

COURSE CODE: SEC BA (JMC) 112	L: 3	T/P: 0	CREDITS: 3
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):
On completion of this course, the student should be able to:
- define Photography
- describe the parts of a digital camera and their functions
- describe various lights and lighting applications
- demonstrate proficiency of knowledge in Photojournalism

Unit I: Basics of Photography   [L: 10]
1. Photography: Definition, Meaning & Concept
2. Brief History of Photography
3. Types of Cameras: Digital vs Film
4. Types of Photography: Portrait, Wildlife, Nature, Advertising, Fashion, Night Photography

Unit II: Basics of Camera   [L: 10]
1. Basic Parts of Digital Single Lens Reflex (DSLR) Camera: Lens, Sensor, Shutter, View Finder
2. Camera Control and Adjustment:
    a. Exposure- Aperture, Shutter, ISO
    b. Depth of Focus and Depth of Field
    c. Measurement of light -Exposure Metering System
    d. Composition and Perspective
3. Type of Lenses and Special Purpose Lenses
4. Camera Accessories

Unit III: Lighting   [L: 08]
1. Sources of Light: Natural and Artificial
2. Nature and Physical Properties of Light
3. Three Point Lighting: Key, Fill and Back
4. Lighting Aesthetics: Controlling Contrast through Lighting

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Unit IV: Introduction to Photojournalism   [L: 08]

1. Photojournalism: Definition and Concept, Role and Importance, Ethical Concerns
2. Photo Stories, Photo Features and Photo Essays
3. Photo Appreciation
4. Photo Editing Tools, Morphing

Suggested Readings & E-resources:

1. Ang, T. (2008). Fundamentals of Modern Photography. London: Mitchell Beazley.
2. Aiyer, B. (2005). Digital Photojournalism. Delhi: Authors Press.
3. Langford, M. Starting Photography. Oxford: Focal Press.
4. Langford, M. Basic Photography. Oxford: Focal Press.
5. Langford, M. Advanced Photography. Oxford: Focal Press.
6. www.betterphotography.com/the international landscape photographer of the year
7. www.karltaylorphotography.com/photography-tips-training-structure
8. https://youtu.be/hi95sb-yduE?si=pvaMBI6cp1cB48yx
9. https://youtu.be/uTGytp-04I0?si=7rID8XPwl-2X9CMw

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SECOND SEMESTER

BASICS OF HINDI LANGUAGE

COURSE CODE: AEC BA (JMC) 114	L: 2	T/P: 1	CREDITS: 3
External Evaluation: 60 marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):

इस पाठ्यक्रम को पढ़ने के बाद विद्यार्थी निम्नलिखित कौशल विकसित कर पायेंगे-

Ø हिंदी व्याकरण की सामान्य समझ का विकास

Ø विभिन्न प्रकार के लेखन हेतु उपयुक्त शब्द-चयन एवं प्रभावी वाक्य रचना

Ø हिंदी शब्दों एवं वाक्यों का शुद्ध वाचन

Ø हिंदी में अनुवाद की समझ विकसित करना

Ø विभिन्न माध्यमों के अनुसार हिंदी का प्रयोग करना

इकाई 1 रचनात्मक व्याकरण   [L:10]

हिंदी भाषा की संरचना: वर्ण, शब्द, वाक्य, हिंदी भाषा : महत्त्व व भविष्य, शब्द संरचना एवं प्रयोग : उपसर्ग, प्रत्यय, पर्यायवाची, विलोमार्थक, अनेकार्थक शब्द ; हिंदी भाषा की शैली : तत्सम, तद्भव, देशज, शब्दों का प्रयोग; प्रभावी वाक्य संरचना : कर्ता, क्रिया और कर्म, साहित्य की भाषा और पत्रकारिता की भाषा में अंतर ; प्रमुख मुहावरों एवं लोकोक्तियों का प्रयोग, विराम चिह्नों का प्रयोग

इकाई 2 हिंदी भाषा, तकनीक और अभिव्यक्ति   [L:08]

भाषा की संरचना और प्रयोग, हिंदी फोंट्स और यूनिकोड, टाइपिंग टूल्स: गूगल इनपुट, माइक्रोसॉफ्ट इंडिक इनपुट टूल, गूगल वॉइस टाइपिंग, की-बोर्ड, मौखिक अभिव्यक्ति, लिखित अभिव्यक्ति

इकाई 3 हिंदी में अनुवाद   [L:08]

अनुवाद का अर्थ, अनुवाद का महत्त्व, अनुवाद के प्रकार: शब्दानुवाद एवं भावानुवाद, जनमाध्यम और अनुवाद, तकनीकी और विशिष्ट शब्दावली, अनुवाद के समय भाषा, व्याकरण, शब्दावली और वाक्य रचना की चुनौतियाँ एवं समाधान, हिंदी में प्रयुक्त अन्य भाषाओं के शब्द

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इकाई 4 जनसंचार माध्यमों तथा साहित्य में हिंदी का प्रयोग **[L:10]**

हिंदी भाषा में लेखन: निबंध लेखन, समाचारपत्र, पत्रिका,रेडियो, टीवी एवं ऑनलाइन माध्यमों की भाषा, सोशल मीडिया के लिए लेखन, विभिन्न जनसंचार माध्यमों की भाषा में अंतर; समाचार एवं विज्ञापनों में उपयोग होने वाले लोकप्रिय शब्द; पटकथा लेखन, तुलसीदास (रामचरितमानस), फणीश्वर नाथ रेणु, प्रेमचंद, महादेवी वर्मा एवं शिवानी की भाषा की मुख्य विशेषताएँ

Suggested Readings & E-resources:

1. सरस्वती मानक हिंदी व्याकरण एवं रचना, लेखक: डॉ कमल सत्यार्थी, न्यू सरस्वती हाउस, दिल्ली

2. मूलभूत प्रसारण शब्दावली (अंग्रेजी-हिन्दी), वैज्ञानिक तथा तकनीकी शब्दावली आयोग, दिल्ली

3. आधुनिक जनसंचार और हिंदी, लेखकः हरिमोहन, तक्षशिला प्रकाशन, दरियागंज, दिल्ली

4. आधुनिक मीडिया और भाषा, लेखकः शिवम चतुर्वेदी, कला एवं धर्म शोध संस्थान, वाराणसी

5. हिंदी में अनुवाद: सैद्धांतिक एवं व्यावहारिक दृष्टिकोण, लेखक: डॉ. योगेन्द्र कुमार, केंद्रीय हिंदी निदेशालय, नई दिल्ली

6. सोशल मीडिया और हिंदी लेखन, लेखिका: डॉ. सीमा त्रिपाठी, आनंद प्रकाशन, लखनऊ

7. पत्रकारिता में पटकथा लेखन, लेखक: डॉ. अमिताभ श्रीवास्तव, वाणी प्रकाशन, दरियागंज, नई दिल्ली

8. हिंदी साहित्यकारों की भाषा-शैली, लेखक: डॉ. रामेश्वर राय, साहित्य भवन, इलाहाबाद

10. (तुलसीदास, रेणु, प्रेमचंद, महादेवी वर्मा, शिवानी की भाषा की विशेषताएँ)

11. पत्रकारिता और हिंदी भाषा, लेखिका: डॉ. मीनाक्षी सिंह, विश्वविद्यालय प्रकाशन, दरियागंज, नई दिल्ली

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SECOND SEMESTER

THOUGHTS, IDEAS AND EXPERIMENTS FOR DEVELOPED INDIA

COURSE CODE: VAC BA (JMC) 116	L: 2	T/P: 0	CREDITS: 2
External Evaluation: NUES	Internal Evaluation: 100 Marks		Total Marks: 100

Course Objectives (COs):

- understand the evolution of ideas and transformative experiments that shaped modern India
- critically engage with visionary thoughts of key Indian thinkers and reformers towards nation-building
- analyze policies, innovations, and community-based models that contribute to India's development
- identify and propose practical ideas for contributing to India's growth and global leadership by 2047

Unit 1: Visionaries and their Developmental Ideas [L:06]

1. Swami Vivekananda: Man-making education and spiritual nationalism
2. Mahatma Gandhi: Gram Swaraj, self-reliance, Sarvodaya
3. Dr. B.R. Ambedkar: Social justice and constitutional democracy
4. Sardar Vallabhbhai Patel: Unity, integrity, and administrative leadership

Unit 2: Transformational Experiments in Indian Development [L:06]

1. Green Revolution (M.S. Swaminathan)
2. Digital India and Aadhaar
3. ISRO and India's Space Mission
4. Role of Public Sector Enterprises (PSEs) in Nation Building

Unit 3: Ideas for Viksit Bharat @2047 [L:06]

1. NEP 2020: Education for global leadership
2. Atmanirbhar Bharat: Self-reliance and local-global synthesis
3. Digital governance and financial inclusion
4. Youth, startups, and innovation ecosystem

Unit 4: Community-Led Models and Global Perspectives [L:06]

1. Community health and sanitation models (Swachh Bharat Abhiyan)
2. Sustainable rural development (Rurban mission, SHGs, Cooperatives)
3. Environmental justice and climate leadership

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4. Inclusive development: Gender, disability, tribal welfare

Suggested Readings & E-resources:

1. Ambedkar, B. R. (2011). Annihilation of Caste. Navayana.
2. Department of Public Enterprises. (2022). PSEs and India's Growth. Government of India.
3. Elwin, V. (1992). The Tribal World of Verrier Elwin. Oxford University Press.
4. Gandhi, M. K. (1948). Hind Swaraj. Navajivan Publishing House.
5. Government of India. (2019). Swachh Bharat Mission: Transforming India. Ministry of Jal Shakti.
6. Kumar, A. (2021). Reimagining India: Unlocking the Potential of Indian Youth. Bloomsbury.
7. Mahajan, G. (2020). India's Path to Inclusive Development. Sage India.
8. Ministry of Education. (2020). National Education Policy 2020. Government of India.
9. Nilekani, N. (2009). Imagining India: Ideas for the New Century. Penguin Books India NITI Aayog. (2023). Strategy for New India @75. Government of India.
10. Sengupta, S. (2022). India's Innovation Blueprint. HarperCollins.
11. Sharma, R. (2019). Sardar Patel: Architect of United India. Penguin.
12. Swaminathan, M. S. (2007). In Search of Biohappiness: Biodiversity and Food, Health and Livelihood Security. World Scientific.
13. Upadhyaya, D. D. (2014). Integral Humanism. Bharatiya Janata Party Publication.
14. Vivekananda, S. (2007). Teachings of Swami Vivekananda. Advaita Ashrama.

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SECOND SEMESTER

REPORTING AND EDITING LAB

COURSE CODE: DSC BA (JMC) 152	L: 0	T/P: 2	CREDITS: 1
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):

On completion of this course, the student should be able to:

- understand the overall process of news reporting and editing
- demonstrate proficiency of skills developing news reports

Exercises/Assignments:

1. Prepare a copy by using editing symbols
2. Prepare a copy by using proofreading symbols
3. Campus Reporting
4. Field Reporting
5. Translate a news story from English to Hindi and vice – versa
6. Report and file story for each of the beats: Political, Entertainment, Business, Education and Crime
7. Re-write a news published in newspapers

Internal Assessment: The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

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SECOND SEMESTER

STILL PHOTOGRAPHY LAB

COURSE CODE: SEC BA (JMC) 154	L: 0	T/P: 2	CREDITS: 2
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):

On completion of this course, the student should be able to:

● capture aesthetically rich photographs
● demonstrate proficiency of skills to prepare photo features/photo stories

Exercises/Assignments

A. OUTDOOR

1. Capture Photographs with different compositions
2. Capture photographs at different f-stops (aperture)
3. Capture photographs at different shutter speeds
4. Capture photographs with different focal lengths

B. INDOOR

5. Capture portraits using Single Point Lighting
6. Capture portraits using Three Point Lighting
7. Product Photography: photograph a product for commercial purpose

C. FINAL PRODUCT

8. Create a Photo feature on specific topic
9. Create a photo story for newspaper/ magazine
10. Create a Still Audio-Visual Production

Internal Assessment: The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

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PROJECT AND VIVA- I

Course Code: AEC BA (JMC) 158	L: 0	T/P: 0	Credits: 4
External Evaluation: 60 Marks	**Internal Evaluation: 40 Marks**		**Total Marks: 100**

Course Objectives (COs):
- On completion of this course, the student should be able to: Conceptualize, plan, and execute a project that demonstrates their cumulative learning, practical skills, and industry readiness.

The Project & Viva- II, shall be assigned to the students at the beginning second semester. It shall be completed before the end of second semester i.e 1st year of BA(JMC). The student needs to undertake any area of study from subjects studied in 1st year to complete the project. The student's final product can be **any one** of the following:

1. Photo Book: 20-24 pages,
2. Newspaper: Broadsheet: 8-12 pages,
3. Newspaper: Tabloid: 12-16 pages,
4. Coffee Table Book: 20-24 pages,
5. Magazine: 24-28 pages,
6. Story/Poetry Book
8. Calendar
9. Poster Theme Book: 20-24
10. Report: Current Issues/Topics with case examples (16-20 pages)

The Project Report both hard & soft copy along with the end product will be submitted by the student at least two weeks prior to the date of commencement of the End-Term Examination of the Second Semester. The student will present her/his final product along with a project report for Viva.

The Project Report, final product and viva carries 100 marks, which will be evaluated by External and Internal Examiners separately for 60 marks and 40 marks each. The External Examiner will be appointed by the Competent Authority.

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THIRD SEMESTER

HISTORY OF JOURNALISM-PRINT, ELECTRONIC AND DIGITAL

COURSE CODE: DSC BA (JMC) 201	L: 3	T/P: 0	CREDITS:3
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):
On completion of this course, the student should be able to:
- understand the evolution of journalism
- historicity of different forms of journalism
- relevance of journalism in the contemporary scenario
- emerging trends in journalism

Unit 1: Evolution of Print Journalism   [L:10]
1. Global Origins of Print Journalism: Invention of the printing press (Gutenberg, 1440) and early European newspapers (Relation, Gazette de France), Rise of pamphlets and political press in Europe and America (17th–18th century), The Penny Press (1830s, USA) and mass commercialization of newspapers.
2. Colonial Influence on Indian Print Media: Introduction of printing in India by Portuguese missionaries (1556), James Augustus Hickey's Bengal Gazette (1780) – first newspaper in India, Role of missionaries and British administration in early Indian journalism.
3. Nationalist Press & Freedom Struggle: Vernacular press and socio-political movements (Raja Ram Mohan Roy's Sambad Kaumudi), Contributions of Tilak's Kesari, Gandhi's Young India, and revolutionary journalism
4. Post-Independence Growth & Modern Challenges: Freedom of Press: Post Independence Journalism, Emergency period in India, Expansion of Indian newspapers (TOI, The Hindu, regional language press), Comparison with global trends: Decline of print in the West vs. resilience in India, Post-NEP (1990s) Growth of Language newspapers

Unit 2: Evolution of Electronic Journalism in India   [L:10]
1. Introduction of Radio and Public Broadcasting: The origin and role of All India Radio (AIR); radio as a tool for education, development, and national integration.
2. Development of Television News: SITE experiment, Doordarshan's milestones and its role in India's development.
3. Liberalization and the Rise of Private News Channels: Impact of economic reforms; emergence of Zee TV, Star News, NDTV; shift towards 24x7 commercialized and competitive TV news

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4. Investigative Journalism and Political Coverage: War reporting, Election broadcasts and the rise of investigative platforms in shaping public opinion in India.

Unit 3: Digital Journalism, Independent Voices and On-Demand News Culture   [L:08]

1. Rise of Digital Journalism: Transition from News Websites to Apps based platforms
2. Convergence Journalism: Blending print, TV, and digital media.
3. On-Demand News Consumption and Formats: Mobile apps, YouTube journalism, podcasts
4. Digital Journalism and Citizen Participation: Citizen journalism, user-generated news content

Unit 4: Contemporary Trends and Future of Indian Journalism   [L:08]

1. Comparative Trajectories of Print, Radio, TV and Digital Media in India, Emerging trends in revenue models in media ,
2. Audiences, Consumption, and Credibility: Past vs Present
3. Satire, Memes and Political Commentary and Stand-up as journalism, Independent Journalism and its various aspects
4. Archiving, Documenting and Preserving Media Histories in India

Suggested Readings & E-resources:

1. Chattopadhyay, D. (2024). Global Journalism in Comparative perspective: Case Studies. Taylor & Francis.
2. Chawla, A. (2021). New Media and Online Journalism: Handbook for Media Studies (1st ed.). Pearson Education.
3. Mehta, N. (2009). India on television. HarperCollins.
4. Moitra, M. (1969). A history of Indian journalism. https://www.amazon.com/History-Indian-Journalism-Mohit-Moitra/dp/B0006CDFSQ
5. Natarajan, J. (1955). History of Indian journalism. http://ci.nii.ac.jp/ncid/BA15936072

E- Resources:

1. Media and Communication Studies: https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=HdTs6JFsJhGEa548CrjfKQ==

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THIRD SEMESTER

RADIO PROGRAMMING AND PRODUCTION

COURSE CODE: DSC BA (JMC) 203	L: 3	T/P: 0	CREDITS: 3
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):

On completion of this course, the student should be able to:

- describe radio as a medium of mass communication
- describe various formats of radio programme
- describe the process of radio programme production & evaluation
- describe the relevance of radio formats in contemporary media landscape

Unit I: Understanding the Medium of Radio   [L:10]

1. Radio as Medium of Mass Communication
2. Radio Broadcasting in India (pre and post-independence)
3. Different Types of Radio Stations and Transmissions:
   a) On the Basis of Reach: National, Regional, Local and Community
   b) On the Basis of Transmission Technology: AM, SW, FM, Web
4. Organizational Structure and Functionaries of a Radio Station: Govt. and Private

Unit II: Radio Programme Formats   [L:10]

1. Radio Announcement and Links
2. Radio Talk, Interview and Discussion
3. Radio News, Feature and Documentary
4. Radio Commentary, Phone-in and Radio Bridge
5. Radio Play/Drama and Radio Ads (Social and Commercial)

Unit III: Radio Production and Transmission Process   [L:08]

1. Elements of Radio Programme
2. Radio Production Process
3. Equipment used in Radio Production: Types of Microphones, Headphones and Talk Backs, Audio Mixers and Transmitters
4. Recording, Broadcasting and Troubleshooting
   a) Indoor: Studio, Acoustics and Perspective
   b) Outdoor: Ambience and Noise

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Unit IV: Radio Post-Production and Evaluation   **[L:08]**
   1. Editing and Mixing
   2. Adding Sound Effects and Music
   3. Audio Filters: Types, Need and Importance
   4. Evaluation: Process and Measurement Techniques

Suggested Readings & E-resources:

   1. Chantler, P., & Stewart, P. (2003). Basic Radio Journalism. Amsterdam: Focal Press.
   2. Chatterji, P. C. (1987). Broadcasting in India. New Delhi: Sage Publications.
   3. Luthra, H. R. (1986). Indian Broadcasting. New Delhi: Publications Division, Ministry of Information and Broadcasting, Govt. of India.
   4. McLeish, R. (1999). Radio Production: A manual for broadcasters. Oxford: Focal Press.
   2. Shrivastava, K. M. (1990). Radio & TV journalism. Sterling.
   3. Sharma, R. (2012). Breakout nations: In pursuit of the next economic miracles. New York: W.W. Norton &.
   4. Pavarala, V., & Malik, K. K. (2007). Other voices: The Struggle for Community Radio in India. Thousand Oaks, CA: Sage Publications.

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THIRD SEMESTER

BASICS OF VIDEO CAMERA, LIGHTS AND SOUND

COURSE CODE: IDC BA (JMC) 205	L: 3	T/P: 0	CREDITS: 3
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):
On completion of this course, the student should be able to:
- describe video camera operations and functions
- describe camera movements, mounts, shots, angles and compositions
- describe techniques of lighting for video production
- describe the methods of recording and in-cam editing

Unit I: Introduction to Video Camera   [L:10]
1. Introduction to Video Camera, Parts and their Functions
2. Types of Video Camera, Equipment and Accessories
3. Broadcast Standards
4. Lenses & Filters: Types and Functions

Unit II: Composition and Types of Shots   [L:10]
1. Types of Shots
2. Camera Control and Adjustment & Camera Angles
3. Camera Movements
4. Rules of Composition

Unit III: Lighting   [L:08]
1. Light and its Properties
2. Different types of Lights
3. Other tools used in Lighting: Diffusers, Reflectors, Cutters and Gels
4. Basic Lighting Techniques

Unit IV: Sound   [L:08]
1. Audio Elements in Video Programmes: Lip Synchronized Sound, Voice Over, Music, Ambience and Sound Effects
2. Use of Microphones, Audio Mixers for Recording
3. Audio Control and Adjustment in Video Camera: Audio Level & Audio Channel
4. In-camera Editing and File Formats

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Suggested Readings & E-resources:

1. Belavadi, V. (2013). Video Production. New Delhi: Oxford University Press.
2. Donald, R., & Spann, T. (2000). Fundamentals of Television Production. Wiley.
3. Millerson, G. (1999). The Technique of Television Production. London: Focal Press.
4. Zettl, H. (2005). Television Production Handbook, Cengage Learning.
5. http://www.videomaker.com
6. www.mediacollege.com/video/camera/tutorials

"Approved by the BoS in its 26th meeting and by the Academic Sub-Committee in the meeting held on 23.07.2025, to be made effective from the academic years 2025–2026 for batch 2024-2028 & 2025-2029 onwards "

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THIRD SEMESTER

INVESTIGATIVE JOURNALISM

COURSE CODE: MDC BA (JMC) 207	L: 2	T/P: 1	CREDITS: 3
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):

On completion of this course, the student should be able to:

- understand the principles, ethics, and significance of investigative journalism
- develop skills to identify, research, document, and produce investigative stories
- gain proficiency in source development, data analysis, and legal frameworks
- critically evaluate landmark investigative reports/sting operations and their societal impact

Unit I: Introduction to Investigative Journalism [L:10]
1. Meaning, Definition and Types of Journalism
2. Definitions and Characteristics of Investigative Journalism
3. Norms and Parameters of Investigative Journalism
4. Investigative Journalism: Case Studies both National and International

Unit II: Techniques & Planning of Investigative Stories [L:10]
1. Importance of Developing a Story Idea
2. Role of Research and Data Mining and Legal Frameworks
3. Sources to Extract Data: Documents, RTI, Whistleblowers, etc
4. Softwares/AI tools to organize and map data

Unit IV: Producing an Investigative Story [L:08]
1. Writing the Investigative Story: Structure and Evidences
2. Visual storytelling: Photo, Video, Infographics, and Documentary Forms
3. Verification, fact-checking, and triangulation
4. Presentation and publication strategies of investigative stories

Unit IV: Sting Operation vs Investigative Journalism [L:08]
1. Sting Operation: Meaning & Definition
2. Ethics in Sting Operations
3. Popular Sting Operations Outside the world as well as in India
4. Difference between investigative journalism and Sting operation

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Suggested Readings & E-resources:

1. Aggarwal, S. K. (1990). Investigative journalism in India. Mittal Publications.
2. Cohen, S. (2006). Numbers in the newsroom: Using math and statistics in news (2nd ed.). Investigative Reporters and Editors
3. Houston, B., Bruzzese, L., & Weinberg, S. (2016). The investigative reporter's handbook: A guide to documents, databases and techniques (5th ed.). Bedford/St. Martin's.
4. Kantor, J., & Twohey, M. (2019). She said: Breaking the sexual harassment story that helped ignite a movement. Penguin Press.
5. Sharma, R. K. (2017). Investigative journalism: Effect of sting operations on the changing face of investigative journalism. Manak Publications.

E- Resources:

1. Media and Communication Studies: https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=HdTs6JFsJhGEa548CrjfKQ==

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THIRD SEMESTER

RADIO JOCKEYING AND NEWS READING

COURSE CODE: MDC BA (JMC) 209	L: 2	T/P: 1	CREDITS: 3
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):

On completion of this course, the student should be able to:

- describe the structure and functioning of radio FM channel
- describe the presentation techniques used by Radio Jockey/ News Reader
- utilize knowledge gained in presentation of a radio programme for transmission
- understand the emerging trends in Radio Jockeying and News Reading

Unit I: Radio News and Structure of Radio Station   **[L: 10]**

1. Basics of Radio News: Concept of News, News Values: Objectivity, Balance and Fairness
2. News Sources: News agencies, Reporters, Correspondents and Monitoring Services
3. Structure and Functioning of News Services Division and Newsroom
4. Structure and Functioning of FM Radio Stations (Govt. & Private)

Unit II: Writing Skills for Radio   **[L: 10]**

1. Writing for Radio
2. News Bulletin: Types and Elements
3. News writing: Opening, Headlines, Body and Closing/Conclusion
4. Writing and Packaging for Radio Infotainment Programs

Unit III: Voice Personality and Presentation Techniques   **[L: 08]**

1. Voice Qualifiers Speech Personality
2. Radio Jockey: Techniques and Style
3. News Reader: Presentation Techniques
4. Guidelines, Code & Ethics for Presentation

Unit IV: Production and On Air Programming   **[L: 08]**

1. Techniques of Radio Production: Studio and Location, Hardware and Software Requirements
2. Use of Music and Generating Sound Effects
3. Use of Pre-recorded Features
4. Emerging trends in Radio Industry

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Suggested Readings & E-resources:

1. S. Utterback, Broadcast (2005)Voice Handbook: How to Polish Your On-Air Delivery, Taylor Trade Publishing.
2. Adams, M. H., & Massey, K. K. (1995). Introduction to Radio: Production and Programming. Madison, WI: Brown & Benchmark.
3. Boyd, A. (1997). Broadcast Journalism: Techniques of Radio and TV news. Boston: Focal Press.
4. Hakemulder, J. R., Jonge, F. A., & Singh, P. P. (2005). Broadcast Journalism. New Delhi, India: Anmol Publications.
5. www.learningsolutionsmag.com/learning technology, strategy and news
6. www.voiceartistes.com/articles

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<u>**THIRD SEMESTER**</u>

AUDIO AND VIDEO EDITING

COURSE CODE: SEC BA (JMC) 211	L: 3	T/P: 0	CREDITS: 3
External Evaluation:60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):
On completion of this course, the student should be able to:
- explain the fundamental concepts, evolution, and language of video editing.
- apply various editing techniques, transitions, and digital workflows in non-linear editing environments.
- demonstrate understanding of audio fundamentals and sound design for effective storytelling.
- evaluate emerging trends, including AI applications, in contemporary video editing practices.

Unit I: Introduction to Video Editing   **[L: 10]**
1. Video Editing: Concepts and Evolution
2. Types of Editing: Process & Techniques
3. Understanding Editing Language: Discontinuity and Continuity in Editing
4. Role of Video Editor

Unit II: Techniques of Video Editing   **[L: 10]**
1. Editing Techniques and Transitions: Uses in Storytelling
2. Fundamentals of Digital Video Signal
3. Digital Video Formats: Codecs and Containers
4. Post-Production and Workflow of Non-linear Editing

Unit III: Sound Design and Mixing   **[L: 08]**
1. Audio Fundamentals & Elements
2. Use of Sound in Storytelling
3. Sound Design: Concepts and Importance
4. Audio Effects

Unit IV Packaging and Emerging Trends   **[L: 08]**
1. Production Control Room: Equipment and Functions
2. Multi-camera Online Editing: Concept and Process
3. Audio and Video Packaging
4. Emerging Trends: AI in Video Editing

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Suggested Readings & E-resources:

1. Bartsch, J. (2014). Edit better: Hollywood-tested strategies for powerful video editing [Audiobook]. Resolve Entertainment, Inc.
2. Browne, S. E. (1998). Nonlinear editing basics: A primer on electronic film and video. Focal Press.
3. Dancyger, K. (2018). The technique of film and video editing: History, theory, and practice (6th ed.). Taylor & Francis.
4. Murch, W. (2001). In the blink of an eye: A perspective on film editing (2nd ed.). Silman-James Press.
5. Murray, L. (2019). Sound design theory and practice: Working with sound. Routledge.
6. Pearlman, K. (2015). Cutting rhythms: Intuitive film editing (2nd ed.). Taylor & Francis.
7. Thompson, D. (2001). Audio fundamentals for recording. Berklee Online.

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THIRD SEMESTER

ENVIRONMENTAL STUDIES

COURSE CODE: VAC BA (JMC) 213	L: 2	T/P: 0	CREDITS: 2
External Evaluation: NUES	Internal Evaluation: 100 Marks		Total Marks: 100

Course Objectives (COs):

On completion of this course, the student should be able to:

- understand development as an issue of Man v/s Nature and man as part of nature
- describe the concept, scope and importance of environment and Environment Communication
- describe the concept, structure and functions of Ecosystem
- describe causes, effects and control measures for Environmental Disasters

Unit I: Environment and Media   [L: 10]

1. Environment: Definition, Scope and Importance
2. Environment Communication: Definition, Concept and Need for Public Awareness
3.   Natural Resources: Associated Problems and Law (Forest, Water, Mineral, Food, Energy and Land Resources)
4. Role of Individual and Media in Conservation of Natural Resources

Unit II: Ecosystem and Media   [L: 10]

1. Ecosystem: Concept, Structure and Functions
2. Ecological Succession: Types and Stages
3. Biodiversity: Definition and Concept
    a. Threats to Biodiversity (Global, National & Local): Habitat Loss, Poaching of Wildlife, Man-wildlife conflicts
    b. Endangered and Endemic Species of India
4. Role of Multi- Media in Sensitizing Masses towards Ecosystem

Unit III: Environmental Disaster and Media   [L: 08]

1. Environmental pollution: Definition, Causes, Effects and Control Measures of Air, Water, Soil, Marine Noise, Thermal Pollution and Nuclear hazards
2.   Role of Govt. (NEMA, National Green Tribunal) and NGOs in Protecting Environment
3. Disaster Management: Concept, Need and Importance; Role of NDMA
4. Media Intervention in Disaster Management

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Unit IV: Environment and Human Welfare [L: 08]

1. Industrialization, Consumerism and Development
2. Global Warming and Climate Change: Shift to Alternate Sources of Energy
3. Environment and Social Movements: Chipko Movement, *Narmada Bachao Andolan*
4. Media, Environment and Human Welfare

Suggested Readings & E-resources:

1. Joshi, P. C., Joshi, P. C., & Joshi, N. (2009). A Text Book of Environmental Science. New Delhi: APH Pub.
2. Kaushik, A., & Kaushik, C. P. (2008). Perspectives in Environmental Studies. New Delhi: New Age International (P).
3. Parker, L. J. (2005). Environment Communication: Message, Media &Methods: A handbook for Advocates and Organizations. Dubuque, IA: Kendall/Hunt Publication.
4. Rajagopalan, R. (2011). Environmental Studies: from Crisis to Cure. Oxford: Oxford University Press.
5. Sharma, S., & Sharma, K. (2023). Environment and society: Climate change and sustainable development. Routledge.

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THIRD SEMESTER

RADIO PRODUCTION LAB

COURSE CODE: DSC BA (JMC) 251	L: 0	T/P: 2	CREDITS: 1
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):
On completion of this course, the student should be able to:
- distinguish and differentiate between various radio programme formats
- demonstrate proficiency of skills in production of a radio programme

Exercises/Assignments

1. Listen, identify and discuss various radio programme formats
2. Hands-On: Work on studio recording and edit using digital audio equipment
3. Hands-On: Work on Outdoor recordings: Vox-Pop/Interview
4. Prepare a production book including:
    a.   Audio brief
    b.   Program objective (s)
    c.   Synopsis
    d.   Treatment
    e.   Script
    f.   Crew list
    g.   Technical requirements
    h.   Budget
5. Produce a 30 sec. public service announcement/radio commercial (individual activity)
6. Produce a five-minute radio news/documentary/feature/drama/interview/discussion (small group activity)

Internal Assessment: The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

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THIRD SEMESTER

VIDEO PRODUCTION LAB

COURSE CODE: DSC BA (JMC) 253	L: 0	T/P: 2	CREDITS: 1
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):
On completion of this course, the student should be able to:
- use video camera, lights and sound for studio and location shooting
- demonstrate proficiency of skills to operate and handle video systems

Exercises/Assignments
 Camera
1. Operate and handle video camera:
   a.   White Balancing
   b.   Exposure
   c.   Depth of Field
   d.   Filters (External and Internal)
2. Camera mounts, composition, continuity of shots and camera movements

Lighting
1. Use different types of lights (Indoor and Outdoor) for videography
2. Use of filters, reflectors and gels

Sound
1. Audio Control and audio adjustment in video camera: audio levels and audio channels
2. Use of different types of microphones for indoor and location video recordings

Final Product: **Produce a Public Service Message (up to 1 minute) using in-camera editing technique**

Internal Assessment: The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

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THIRD SEMESTER

AUDIO AND VIDEO EDITING LAB

COURSE CODE: SEC BA (JMC) 255	L: 0	T/P: 2	CREDITS: 1
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):
On completion of this course, the student should be able to:
- Understand and utilize different audio and video formats
- Demonstrate proficiency of skills to operate and handle audio and video tools

Exercises/Assignments

1. Prepare a log sheet.
2. The Kuleshov Effect (a minimum 1-minute video).
3. Use of Video Transitions and Effects (Masking, Filtering, Chroma Keying, Colour Correction, etc.)
4. Use of Audio Transitions and Effects (Audio Levelling, Equalisation, Panning, etc.)
5. Create a multi-camera sequence using NLE.
6. Create a theme-based Montage (2-5 minutes)

Internal Assessment: The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

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THIRD SEMESTER

SUMMER TRAINING REPORT

COURSE CODE: AEC BA (JMC) 257	L: 0	T/P: 0	CREDITS: 4
External Evaluation:	Internal Evaluation:		Total Marks: 100

Course Objectives (COs):

On completion of this course, the student should be able to:

- apply classroom-based education for practical work experience in the industry
- utilize current standards and recent advances in media and entertainment organization
- network with the industry professionals

Soon after the Second Semester End-Term Examination, students will undergo Summer training/ internship in Media and Entertainment Organization for a period of four weeks and will submit a Summer Training Report (STR) along with multi-media Presentation incorporating the work done during the training/ internship.

The hard and soft copy of the STR (in duplicate) is to be submitted along with a soft copy of multimedia Presentation at least 4 weeks before the commencement of End Term Examination of the Third semester.

Summer Training Reports will be evaluated by the Board of Examiners comprising of Internal Examiner and External Examiner separately out of 50 marks each. The External Examiner will be appointed by the Competent Authority.

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FOURTH SEMESTER

ADVERTISING: CONCEPTS AND PRACTICES

COURSE CODE: DSC BA (JMC) 202	L: 3	T/P: 0	CREDITS: 3
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):
On completion of this course, the student should be able to:
- define advertising and brand
- describe various elements of an advertisement
- describe functions and types of advertising agency
- utilize knowledge gained to plan and design advertising campaign

Unit I: Concept of Advertising   [L: 08]
1. Advertising: Definition, Types and Functions
2. Models of Advertising Communication: AIDA, DAGMAR and Maslow's Hierarchy Model
3. Classification of Advertising on the basis of Target Audience, Geographical Area, Medium and Purpose
4. Advertising in Contemporary Media Landscape: Rise of influencer and social media advertising

Unit II: Creativity in Advertising   [L: 08]
1. Creativity in Advertising: Concept and Importance
2. Elements of Advertisement: Copy, Slogan and Audio-Visual Elements
3. Concept of Brand; Segmentation, Targeting and Positioning
4. Advertising Appeals

Unit III: Ad Agency - Structure and Functions   [L: 10]
1. Advertising Agency: Concept, Types, Structure, Functions and various departments
2. Client Servicing and Account Management: Understanding client needs, writing briefs, maintaining relationships
3. Planning and Pitching in Advertising
4. Emerging Trends in Indian Ad Agencies: Digital Transformation, AI in Advertising, Regional Market Focus, and Influencer Collaborations

Unit IV: Advertising Campaign   [L: 10]
1. Advertising Campaign: Definition, Concept and Steps in Planning a Campaign
2. Creative Strategy in Campaigns: Message Development, Storytelling, Visual & Copywriting Techniques, Ethical and Regulatory Aspects of Advertising: ASCI & AAAI Code
3. Media Planning & Selection and Budgeting Process
4. Execution and Coordination of the Campaign, Monitoring, Evaluation and Post-Campaign Analysis

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Suggested Readings & E-resources:

1. Aaker, D. A., & Myers, J. G. (1975). Advertising Management. Englewood Cliffs, New Jersey's: Prentice-Hall.
2. Bourn, M., & Munden, S. (2024). Sustainable advertising: How Advertising Can Support a Better Future. Kogan Page Publishers.
3. Condît Cuckovich, C., & Donald, M. K. (2023). Principles of Advertising and Integrated Marketing Communication. Kendall Hunt.
4. Chunawalla, (2000). Advertising Theory and Practice. Mumbai: Himalaya Publishing House.
5. Jethwaney, J., & Jain, S. (2012). Advertising Management. New Delhi, New York: Oxford University Press.
6. Kumar, S. R., & Krishnamurthy, A. (2020). Advertising, Brands and consumer behaviour: The Indian Context. Sage Publications Pvt. Limited.
7. Mishra, A., & Vijay, T. S. (2023). Integrated Advertising, Promotion, and marketing: Communicating in a Digital World. Taylor & Francis.
8. Tripathi, D. (2016) Advertising and Youth -Impact of Advertising on Youth in Metro and Remote Area, Manak Publications.

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FOURTH SEMESTER

PUBLIC RELATIONS AND BRAND MANAGEMENT

COURSE CODE: DSC BA (JMC) 204	L: 3	T/P: 0	CREDITS: 3
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):
On completion of this course, the student should be able to:
- define Public Relations
- describe role and importance of Public Relations
- describe the functions of PR agency
- utilize knowledge gained in planning and designing a public relations campaign

Unit I: Concept and Evolution of Public Relations [L: 10]
1. Defining Public Relations: Functions and Types of Publics
2. Evolution of Public Relations
3. Scope of PR: Issue Management, Lobbying, Corporate Social Responsibility, Public Opinion, Advertising, Propaganda, Publicity and PR as a marketing tool
4. Ethics in PR, PRSI Code, IPRA

Unit II: PR Agency- Tools and Techniques [L: 10]
1. PR agency: Concept, Structure and Functions
2. Media Relations: Multi-Media Release (press, audio, video and social media), Press Conference, Press Kit, Press Briefings and Familiarizing Tours
3. Tools & Techniques for Public Relations: House Journal, Bulletin Board, Visit by Management, Open House and Annual Reports, Exhibitions
4. Use of Digital Media and Emerging trends in PR

Unit 3: Digital Public Relations [L: 08]
1. Evolution from traditional to digital PR
2. Building a digital identity for brands and individuals, Content creation for digital PR: blogs, reels, podcasts, infographics
3. Collaborating with micro and macro influencers, Brand advocacy and affiliate PR
4. Case studies of integrated campaigns

Unit 4: Brand Management [L: 08]
1. Fundamentals of Brand Management: Definition, importance, and components of a brand (identity, personality, equity)
2. Brand Positioning and Differentiation: Strategies for creating a unique brand identity
3. Brand Communication Strategies & Consumer Perception and Brand Loyalty
4. Brand Valuation and Equity Measurement, Future Trends in Branding

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Suggested Readings & E-resources:
1. Cottle, S. (2003). News, Public Relations and Power. London: Sage Publication.
2. Jethwaney, J. N., & Sarkar, N. N. (2015). Public Relations Management. New Delhi: Sterling Private.
3. Mills, A. J. (2025). Strategic Brand Storytelling: Leveraging Narrative for Competitive Value Creation. Taylor & Francis.
4. Laskin, A. V., & Freberg, K. (2024). Public Relations and Strategic Communication in 2050: Trends Shaping the Future of the Profession. Taylor & Francis.
5. Phillips, D. (2024). Augmenting public relations: An Introduction to AI and Other Technologies for PR. CRC Press.
6. Rees, S. (2020). Public relations, branding and authenticity: Brand Communications in the Digital Age. Routledge.
7. Sachdeva, I. S. (2009). Public Relations: Principles and Practices. New Delhi: Oxford University Press.
8. Tripathy, M. (2011). Public Relations: Bridging Technologies and Monitoring Public and the Media. Delhi: Authors Press.
9. Tindall, N. T. J., Hutchins, A. L., & Smith, R. D. (2025). Becoming a public relations writer: Strategic Writing for Emerging and Established Media. Taylor & Francis.

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FOURTH SEMESTER

TV PRODUCTION & PROGRAMMING

COURSE CODE: IDC BA (JMC) 206	L: 3	T/P: 0	CREDITS: 3
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):
On completion of this course, the student should be able to:
- define TV as a medium of mass communication
- distinguish and differentiate various TV programme formats
- describe the process of production of TV programme
- to provide hands-on experience of video editing software's

Unit I: Understanding the Medium   **[L: 10]**
1. Brief Historical Background of Television in India
2. Characteristics and Importance of Television
3. Types & Formats of TV programmes
4. Stages of Programme Production

Unit-II Pre-Production   **[L: 08]**
1. Programme Brief: Ideation & Research
2. Scripting a Programme: Story Boarding and Script Breakdown
3. Make-up, Set-designs, Costumes, Props, Floor Plan
4. Budgeting

Unit-III: Production   **[L: 08]**
1. Production Process: Studio and Outdoor
2. Single Camera Shoot
3. Multi Camera Shoot
4. Production Personnel: Role and Responsibilities in Studio & Location Shoot

Unit IV: Post Production, Evaluation and Promotion   **[L: 10]**
1. Video Editing: Concept and Process
2. Editing Techniques: Tools and Applications
3. Evaluation: Tools and Techniques
4. Trends for Promotion and Marketing of TV Programme

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Suggested Readings & E-resources:
1. Boyd, A. (1997). Broadcast Journalism: Techniques of Radio and TV news. Boston: Focal Press.
2. Belavadi, V. (2013). Video production. New Delhi: Oxford University Press.
3. Butler, J. G. (2018). Television: Visual Storytelling and Screen Culture. Routledge
4. Hakemulder, J. R., Jonge, F. A., & Singh, P. P. (2005). Broadcast Journalism. New Delhi, India: Anmol Publications.
5. Doyle, G., Paterson, R., & Barr, K. (2022). Television production in transition: Independence, Scale, Sustainability and the Digital Challenge. Palgrave Macmillan.
6. McClellan, P. (2020). Production design: Visual Design for Film and Television. Routledge.Millerson, G., &Millerson, G. (1999). Television Production. Oxford: Focal Press,13 edition.
7. Trewin, J. (2003). Presenting on TV and Radio: An Insider's Guide. Amsterdam: Elsevier.
8. Utterback, A. H. (2023). Studio television production and directing: Concepts, Equipment, and Procedures. Taylor & Francis.
9. Zettl, H. (2005). Television Production Handbook, Cengage Learning.

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FOURTH SEMESTER

CORPORATE COMMUNICATION

COURSE CODE: MDC BA (JMC) 208	L: 3	T/P: 0	CREDITS: 3
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):
On completion of this course, the student should be able to:
- define corporate and Corporate Communication
- describe shift from PR to Corporate Communication
- Understanding the Indian Corporate Environment
- utilize knowledge gained for Corporate Branding

Unit I: Introduction to Corporate Communication   [L: 08]
1. Corporate Communication: Definition, Concept and Scope
2. Shift from PR to Corporate Communication
3. Structure and forms of Corporate Communication
4. Corporate Communication as Branding strategy: Monolithic, Endorsed, Branded

Unit II: Understanding Indian Corporate Environment   [L: 10]
1. Corporate Sector in India: Definition, structure, and classification of Indian corporations, Role in Indian economy
2. Corporate Culture and Organizational Structure: Hierarchies, communication flow, and decision-making in Indian companies, Corporate Social Responsibility in India
3. Media's Role in Corporate Environment
4. Corporate Governance & Scandals in India: Role of Regulatory Bodies (SEBI, MCA, RBI)

Unit III: Corporate Communication in Practice   [L: 08]
1. Developing a Communication Strategy
2. Perspectives on Organizing Communication: Vertical, Horizontal and Lateral
3. Corporate Identity Audit: Concept and Steps
4. Corporate Advertising: Concept and Functions

Unit IV: Application of Corporate Communication   [L: 10]
1. Crisis Management: Concept and Case Studies (Infosys Crisis and Nestle Maggie)
2. Internal & External Communication: Concept and Tools
3. Guidelines and Ethics for Corporate Communication
4. Media Relations: Tools and Techniques, Media Monitoring and Research

"Approved by the BoS in its 26th meeting and by the Academic Sub-Committee in the meeting held on 23.07.2025, to be made effective from the academic years 2025–2026 for batch 2024-2028 & 2025-2029 onwards "

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Suggested Readings & E-resources:

1. Argenti, P. A. (2009). Strategic Corporate Communication: A Global Approach for doing Business in the New India. New York: McGraw-Hill.
2. Beger, R. (2018). Present-Day corporate communication: A Practice-Oriented, State-of-the-Art Guide. Springer.
3. Cornelissen, J. P. (2020). Corporate Communication: A Guide to Theory and practice. https://ci.nii.ac.jp/ncid/BB1754058XCornelissen, J. (2008). Corporate Communication: A guide to Theory and Practice. Los Angeles: SagePublications.
4. Jandt, F. E. (2020). An Introduction to Intercultural Communication: Identities in a Global community. http://ci.nii.ac.jp/ncid/BA79464858
5. Lerbinger, O. (2018). Corporate Communication: An International and Management Perspective. John Wiley & Sons.Jethwaney, J. (2010). Corporate Communication: Principles and Practice. Oxford: Oxford University Press.
6. Oliver, S. (2004). A Handbook of Corporate Communication and Public Relations: Pure and Applied. London: Routledge.
7. S M, Sapna. (2020). Corporate Communication: Trends and Features.

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FOURTH SEMESTER

TV NEWS REPORTING & ANCHORING

COURSE CODE: MDC BA (JMC) 210	L: 3	T/P: 0	CREDITS: 3
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):

On completion of this course, the student should be able to:

- describe the structure and functioning of TV news channel
- explain the role and responsibilities of TV News Reporter and Anchor
- utilize knowledge gained in writing and presenting TV news

Unit I: Structure of TV News Channel   [L: 08]

1. Basics of Television News: Concept of News and News Value
2. Structure of TV News Channel
3. Qualities and Responsibilities of News Personnel
4. News Sources and Monitoring Services

Unit II: TV News Writing   [L: 10]

1. Characteristics and Essentials of TV Language
2. News Writing: Concepts and Elements
3. Writing for Visuals: Simple News stories, Writing Intros / Opening, Headlines & Closing / Concluding
4. News Writing for TV versus other Media

Unit III: TV News Reporting   [L: 10]

1. Television News Reporter: Techniques and Styles
2. Different Types of Reporting: Objective, Investigative, Interpretative, Reporting Beats
3. Essentials of Field Reporting: Live/recorded Phone-in, Piece to Camera, Walk through
4. Challenges in Indian TV News Reporting: Sensationalism, TRP pressure, fake news, and misinformation

Unit IV: TV News Anchoring   [L: 08]

1. News Anchor: Qualities, Personality, Presentation, Responsibilities and Professional Ethics
2. Anchoring News & Non-News Programs, Anchoring with/without Tele-prompter, Studio and Outdoor
3. Immersive Storytelling Techniques: Using AR/VR in news broadcasts
4. Mobile Journalism (MoJo) for TV: Smartphone reporting kits and live streaming setups

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Suggested Readings & E-resources:

1. Baker, J. (2005). Secrets of Voice-Over Success: Top Voice-Over Artists Reveal how they did it. Boulder, Sentient Publications.
2. Hakemulder, J. R., Jonge, F. A., & Singh, P. P. (2005). Broadcast Journalism. New Delhi, India: Anmol Publications.
3. Kalra, R. J. (2012). The ABC of News Anchoring: A guide for Aspiring Anchors, Pearson.
4. Mitra, S., & Paterson, C. (2021). Reporting Global while being Local: Local Producers of News for Distant Audiences. Routledge.
5. Sidlow, F., & Stephens, K. (2022). Broadcast news in the digital age: A Guide to Reporting, Producing and Anchoring Online and on TV. Routledge.
6. Zettl, H. (2005). Television Production Handbook,Cengage Learning.
7. www.icfj.org/sites/default/files/Broadcast_English
8. www.asaha.com/ebooks/news-writing-and-reporting

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FOURTH SEMESTER

DIGITAL MEDIA-TOOLS & TECHNIQUES

COURSE CODE: SEC BA (JMC) 212	L: 3	T/P: 0	CREDITS: 3
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):
On completion of this course, the student should be able to:
- define key terms such as cyberspace, digital journalism, SEO, and platform capitalism
- explain the evolution and characteristics of digital media and digital journalism
- apply SEO principles to optimize headlines, meta descriptions, and keywords for news content
- apply AI tools for content creation and virtual production

UNIT 1: Foundations of Digital Media   [L:10]
1. Digital media and cyber space: evolution, concept and trends
2. Characteristics of digital media: interactivity, convergence, hypertextuality, and multimedia
3. Theories of digital media: Network Society Theory, Media Convergence Theory, Technological Determinism, Public Sphere Theory
4. Digital Labour and platform capitalism: Gig economy and platform monopolies

UNIT 2: Introduction to Digital Journalism   [L:08]
1. Digital Journalism: concept and scope
2. Digital storytelling for news: reporting, editing and, data & source verification
3. Podcasting from journalistic perspective: recording, scripting, and publishing
4. News content creation: reels, shorts, web stories and, multimedia stories

UNIT 3: Data, Analytics & SEO for Journalism   [L:08]
1. SEO essentials: keywords, headlines, meta descriptions
2. Social media metrics: engagement, reach, impressions
3. Basics of data journalism: sourcing open data, cleaning, visualization and, narrative building
4. Visualisation tools: Flourish, Infogram, Google Data Studio, Tableau Public

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UNIT 4: AI Tools and Media   [L:10]

1. Introduction to Artificial Intelligence: concept and definition
2. Types of AI (based on capabilities and functionalities): Artificial Narrow AI or Weak AI, General AI or Strong AI, Super AI, Reactive Machine AI, Limited Memory AI, Theory of Mind AI, Self-Aware AI
3. Basics of Prompts: meaning, and approaches
4. AI application in Media

Suggested Readings & E-resources:

1. Chawla, A. (2021). *New media and online journalism*. Pearson Education India.
2. Dahiya, S., & Trehan, K. (2024). Handbook of digital journalism: Perspectives from South Asia. Springer Nature.
3. Fuchs, C. (2014). *Social media: A critical introduction*. SAGE Publications. https://doi.org/10.4135/9781446270066
4. Foust, J. C. (2011). *Online journalism: Principles and practices of news for the web*. Routledge.
   · Ray, T. (2011). *Online journalism: A basic text*. Foundation Books.
5. Housley, W. (2021). *Society in the digital age: An interactionist perspective*. SAGE Publications. https://doi.org/10.4135/9781526486295
6. Manthorpe, R., Beech, M., & Vincent, J. (2023). *AI for content creation: Tools and techniques*. MIT Press
7. Lehman, J., Clune, J., & Sculley, D. (Eds.). (2020). *AI as a tool for creativity*. Springer
8. Van Dijck, J., Poell, T., & De Waal, M. (2018). *The platform society: Public values in a connective world*. Oxford University Press. https://doi.org/10.1093/oso/9780190889760.001.0001
9. Tong, J. (2022). *Journalism in the data age*. SAGE Publications. https://doi.org/10.4135/9781529770018

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FOURTH SEMESTER

INDIAN KNOWLEDGE SYSTEM

COURSE CODE: VAC BA (JMC) 214	L: 2	T/P: 0	CREDITS: 2
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):

On completion of this course, the student should be able to:

- to introduce the students to the foundational concepts and evolution of the Indian Knowledge System.
- to explore the interdisciplinary nature of the Indian Knowledge System.
- to highlight the contributions of ancient Indian scholars.
- to develop a holistic understanding of Indian epistemology, ethics, and worldview.

Unit I: Introduction to Indian Knowledge System (IKS)   [L:06]
1. Definition, scope, and categories of IKS
2. Pillars of IKS: Education, Science, Arts, Philosophy, Governance
3. Institutions of learning: Gurukuls, Nalanda, Takshashila
4. Role of oral and written traditions in knowledge dissemination

Unit II: Indian Communication Traditions and Practices[**L:06]**
1. Bharatiya models of communication (Sadharanikaran model, Natyashastra, Jain-Buddhist dialogues)
2. Indigenous storytelling traditions: Jataka, Panchatantra, Kathasaritsagara, Pauranic narratives
3. Role of folk media: Nautanki, Katha, Harikatha, Baul, Bhavai, Yakshagana
4. Role of communication in Dharma and social order

Unit III: Media, Ethics, and Indian Philosophical Thought   [L:06]
1. Dharma, Satya, and Ahimsa as ethical principles in communication
2. Ancient Indian discourse on truth and public responsibility
3. Media and nation-building in modern India through Gandhian and Tagorean philosophy
4. Role of IKS in combating misinformation and promoting civic virtue

Unit IV: Relevance of IKS in Contemporary Media and Communication   [L:06]
1. IKS-inspired content creation in new media platforms
2. Integration of yoga, Ayurveda, and environmental wisdom in media narratives
3. IKS and sustainable development communication
4. NEP 2020 and promotion of IKS through journalism and communication

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Suggested Readings:

1. Balasubramanian, R. (2002). The Roots of Indian Psychology. New Delhi: Centre for Studies in Civilizations.
2. Danino, M. (2010). The Lost River: On the Trail of the Sarasvati. New Delhi: Penguin India.
3. Dharampal. (2000). The Beautiful Tree: Indigenous Indian Education in the Eighteenth Century. New Delhi: Other India Press.
4. Joshi, K. L. (Ed.). (2018). Science, Spirituality and the Indian Mind. New Delhi: Centre for Studies in Civilizations.
5. Kapil Kapoor & Michel Danino (Eds.). (2020). Knowledge Traditions of India. New Delhi: CBSE & Bharatiya Vidya Bhavan.
6. Mishra, R. (2022). Foundations of Indian Knowledge System: Concepts and Applications. New Delhi: PHI Learning.
7. Ranganathan, S. R. (2006). The Five Laws of Library Science. Bangalore: Sarada Ranganathan Endowment for Library Science.
8. Subhash Kak, R. T. (2016). The Indian Mind: Essentials of Indian Philosophy and Culture. New Delhi: DK Printworld.

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FOURTH SEMESTER

ADVERTISING LAB

COURSE CODE: DSC BA (JMC) 252	L: 0	T/P: 2	CREDITS: 1
External Evaluation:60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):
On completion of this course, the student should be able to:
- design, plan and produce advertisements for different mediums
- utilize skills acquired to conceptualise, plan and implement an ad campaign

Exercises/Assignments

1. Students should collect and analyze 5 advertisements (TV, print, digital, influencer-based), classifying them based on target audience, purpose, medium, and geography.
2. Students should choose a product/service and write ad copy (headline, body, tagline/slogan) for different platforms (print, radio, digital).
3. Students define a mock brand, create customer segments, choose a target market, and position the brand.
4. In groups, students should develop a storyboard for a video ad, showing shots, dialogues/voiceover, visuals, and transitions.
5. Students should prepare a basic media plan for a campaign including platform choice, scheduling, estimated costs, and justification.
6. In groups, design a mini-campaign for a product/cause across at least 3 media platforms (e.g., print, digital, radio). Include copy, visuals, platform strategy, and target audience.

Internal Assessment: The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

"Approved by the BoS in its 26th meeting and by the Academic Sub-Committee in the meeting held on 23.07.2025, to be made effective from the academic years 2025–2026 for batch 2024-2028 & 2025-2029 onwards "

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FOURTH SEMESTER

PUBLIC RELATIONS LAB

COURSE CODE: DSC BA (JMC) 254	L: 0	T/P: 2	CREDITS: 1
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):
On completion of this course, the student should be able to:
- plan, design and implement different media release for the launch of a product/service /idea
- demonstrate proficiency of skills to design and manage a PR pitch and campaign

Exercises/Assignments

1. Students will develop a complete press kit for a product launch or event.
2. Students should organise a mock press conference. Students will simulate a press conference, including the preparation of an agenda, media invite, speaker brief, multimedia presentation, and Q&A session with peers role-playing journalists.
3. Students will identify suitable micro and macro influencers for a selected brand and prepare a PR collaboration plan.
4. Redesign the visual identity (logo, tagline, tone) of a brand for Gen-Z audiences.
5. Students will create a 1-month digital PR calendar for a brand, outlining dates, platforms, types of content, and messaging strategies.
6. Students will analyze an integrated PR and branding campaign studying how brand equity was built and maintained through consistent communication and present their findings in a multimedia presentation.

Internal Assessment: The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

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FOURTH SEMESTER

TV PRODUCTION LAB

COURSE CODE: DSC BA (JMC) 254	L: 0	T/P: 2	CREDITS: 1
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):
On completion of this course, the student should be able to:
• demonstrate proficiency of skills to plan, produce a video programme

Exercises/Assignments

1. Prepare a video brief
2. Write a video script
3. Prepare shooting script
4. Prepare story board & breakdown sheets
5. Prepare a production schedule
6. Prepare a floor, light and audio plan
7. Budgeting

Internal Assessment: The student should Produce a 5 minutes fiction/non-fiction video programme and maintain a production file and soft copy of her/his assignments duly checked and approved by the concerned faculty. The marks assigned for internal evaluation are 40.

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FOURTH SEMESTER

CORPORATE COMMUNICATION LAB

COURSE CODE: DSC BA (JMC) 258	L: 0	T/P: 2	CREDITS: 1
External Evaluation: 60 Marks	**Internal Evaluation: 40 Marks**		**Total Marks: 100**

Course Objectives (COs):
On completion of this course, the student should be able to:
- demonstrate proficiency of skills acquired to conduct an identity, audit, manage communication of a media/ entertainment organisation and prepare a plan for crisis communication

Exercises/Assignments

1. Students will create a set of internal communication materials such as an email to employees, internal newsletter article, circular to promote organizational updates or initiatives.
2. Students will conduct an identity audit of a company, evaluating elements such as logo, slogan, vision-mission statements, media image, and brand positioning. A SWOT analysis of corporate identity should be included.
3. Students will write a press release and a media invite for a corporate event such as a new product/service launch.
4. Students will develop a communication plan to promote a company's CSR initiative.
5. Choose and track a brand/corporate issue and how it was covered across different platforms. They will analyze the coverage and its implications.

Internal Assessment: The student should maintain a production file and soft copy of her/his assignments duly checked and approved by the concerned faculty. The marks assigned for internal evaluation are 40.

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FOURTH SEMESTER

TV NEWS REPORTING & ANCHORING LAB

COURSE CODE: DSC BA (JMC) 260	L: 0	T/P: 2	CREDITS: 1
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):

On completion of this course, the student should be able to:

- demonstrate proficiency of skills acquired in reporting, anchoring and packaging of TV news

Exercises/Assignments

1. Select 10 news items and rank them for a prime-time bulletin based on news values and provide justification for the lineup.
2. Students will choose a news event and write a complete TV news script including intro, visuals, anchor copy, soundbites, and closing.
3. In groups, students will simulate a field reporting assignment. Each student will perform a Piece to Camera (PTC) and a walk-through.
4. Students will anchor a mock news bulletin using a pre-written script and teleprompter.
5. Students will use smartphones to record a vertical video news report on a college or city event.
6. Storyboard a 2-minute augmented reality explainer.

Internal Assessment: The student should maintain a production file and soft copy of her/his assignments duly checked and approved by the concerned faculty. The marks assigned for internal evaluation are 40.

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FOURTH SEMESTER
DIGITAL MEDIA LAB

COURSE CODE: SEC BA (JMC) 262	L: 0	T/P: 2	CREDITS: 1
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):
On completion of this course, the student should be able to:

- demonstrate proficiency of multimedia storytelling skills, Design and manage social media presence for journalistic content and Utilize AI-assisted tools for content creation and enhancement

Exercises/Assignments
1. Write, edit and publish three original news stories on a digital platform, ensuring each is optimized for search engines (SEO). Apply keyword strategies, meta descriptions, and digital writing techniques.
2. Conceptualize, script, record, and edit a podcast episode and publish the final product on a suitable digital platform.
3. Create and manage an Instagram page focused on a specific news-related or current affairs topic.
4. Develop a comprehensive explainer story on a chosen issue using infographics, data visualizations, and timelines using visualisation tools.
5. Use prompt engineering techniques to generate three distinct captions for a local event, tailored to Instagram, X (formerly Twitter), and LinkedIn.
6. Use prompt engineering to generate 5 click worthy yet ethical headlines for a local event

Internal Assessment: The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

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FOURTH SEMESTER

PROJECT & VIVA - II

COURSE CODE: AEC BA (JMC) 264	L: 0	T/P: 0	CREDITS: 4
External Evaluation: 60 Marks	**Internal Evaluation: 40 Marks**		**Total Marks: 100**

Course Objectives (COs):
- On completion of this course, the student should be able to: Conceptualize, plan, and execute a project that demonstrates their cumulative learning, practical skills, and industry readiness.

The Project & Viva- II, shall be assigned to the students at the beginning fourth semester. It shall be completed before the end of fourth semester i.e 2nd year of BA(JMC). The student needs to undertake any area of study from subjects studied in 2nd year to complete the project. The student's final product can be **any one** of the following:

1. **Advertising:** Designing a 360° Advertising Campaign for any Product
2. **Public Relations:** Crisis Communication Strategy for a Brand Facing a Social Media Backlash
3. **TV Programming and Production:** Conceptualize and Produce a 15-Minute TV Programme
4. **Corporate Communication:** Prepare Internal Communication Strategy for a Hybrid Work Model organization
5. **TV News Reading and Anchoring:** Produce 10 min. long News Bulletin with Anchoring
6. **Digital Media – Tools and Techniques:** Produce digital (Multimedia) news story using AI Tools

The Project Report, final product and viva carries 100 marks, which will be evaluated by External and Internal Examiners separately for 60 marks and 40 marks each. The External Examiner will be appointed by the Competent Authority.

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EVENT MANAGEMENT

COURSE CODE: DSC BA (JMC) 301	L: 3	T/P: 0	CREDITS: 3
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):

On completion of this course, the student should be able to:

- define event and Event Management
- describe organisational structure and functionaries of an event management company
- explain the process of organizing an event
- utilize knowledge gained to assess and evaluate an event

Unit I: Event and Event Management   **[L: 08]**
1. Event: Definition and Types
2. Event as a Communication and Marketing tool
3. Event Management: Definition and Elements
4. 5C's of Event Management

Unit II: Event Management Organisation   **[L: 08]**
1. Organisational Structure of an Event Management company, Event Management Personnel
2. Key Stakeholders in Event Organisation
3. Account Planners and Liaisoning
4. Business Operations and Accounting

Unit III: Event Management Process   **[L: 10]**
1. Event Proposal Planning: Licenses, Permissions and Legalities
2. Event Budget, Covering Cost and Methods of Revenue Generation
3. Event Promotion: Tools and Media Coordination
4. Risk Management and Insurance

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Unit IV: Evaluation, Assessment & Trends   **[L: 10]**
1. Evaluation and Impact Assessment: Concept, Techniques and Application
2. Monitoring and Controlling the Event
3. Emerging Trends in Event Management: Hybrid events, AR/VR in event experiences, Personalization through AI and data analytics
4. Sustainability in Event Management: Green event certifications and carbon footprint measurement, Waste reduction strategies for media events

Suggested Readings & E-resources:
1. Antchak, V., & Ramsbottom, O. (2019). The fundamentals of event design. Routledge.
2. Dowson, R., & Bassett, D. (2015). Event planning and management: A Practical Handbook for PR and Events Professionals. Kogan Page Publishers.
3. Goyal, S. K. (2010). Event Management. New Delhi: Adhyayan & Distributors.
4. , D., & Singh, G. S. (2011). Event management: A Booming Industry and an Eventful Career. New Delhi: Har-Anand Publications.
5. K.Niraj. (2009). Integrated Marketing Communications: Himalaya Publishing House
6. K. Purnima. (2011). Event Management: Anmol Publications Pvt Ltd.
7. Kulshreshtha, S. K., & Webster, C. (2024). New technologies in virtual and hybrid events. IGI Global.
8. Silvers, J. R., & O'Toole, W. (2020). Risk management for events. Routledge.
9. www.wodonga.vic.gov.au/lEvent_management_planning_guide
10. www.eventmanagement.com/planning

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FIFTH SEMESTER

COMMUNICATION RESEARCH

COURSE CODE: DSC BA (JMC) 303	L: 3	T/P: 0	CREDITS: 3
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):
On completion of this course, the student should be able to:
- define Communication Research
- explain the process of Communication Research
- describe the Research methodology for Media
- describe the steps involved in report writing

Unit I: Introduction to Communication Research   [L:08]
1. Definition, nature, and scope of communication research
2. Role and significance of research in media and communication sector: Audience Research, Media Effects, Market Research
3. Types of research
4. Ethics in communication research: plagiarism, informed consent, confidentiality, data integrity

Unit II: Research Process and Design   [L:08]
1. Steps involved in research process: Problem formulation to report writing
2. Approaches to Research: Qualitative, Quantitative and Mixed Methods
3. Types of research design: exploratory, descriptive, experimental
4. Sampling methods: probability and non-probability sampling

Unit III: Methods and Tools of Data Collection   [L:10]
1. Primary Data Collection and Secondary Data Sources
2. Quantitative methods: surveys, content analysis, experiments
3. Qualitative methods: interviews, focus groups, observation, ethnography
4. Designing questionnaires and interview schedules

Unit IV: Data Analysis and Report Writing   [L:10]
1. Processing of Data: Editing, Coding, Classification, Tabulation
2. Measures of Central Tendency: Mean, Median and Mode
3. Analysis and Interpretation of Data
4. Report Writing/ Abstract/ Proposal/ Synopsis

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Suggested Readings & E-resources:

1. Allen, M. (2017). The SAGE Encyclopedia of Communication Research Methods. SAGE Publications.
2. Bertrand, I., & Hughes, P. (2005). Media Research Methods: Audiences, Institutions, Texts. New York: Palgrave Macmillan.Bouvier, G., & Rasmussen, J. (2022). Qualitative research using social media. Routledge.
3. Cirucci, A. M., & Pruchniewska, U. M. (2022). UX Research Methods for media and communication Studies: An Introduction to Contemporary Qualitative Methods. Routledge.
4. Croucher, S. M., & Cronn-Mills, D. (2021). Understanding communication research methods: A Theoretical and Practical Approach. Taylor & Francis.
5. Hadley, S., Johanson, K., Walmsley, B., & Torreggiani, A. (2023). Audience data and research: Perspectives from Cultural Policy, Arts Management and Practice. Taylor & Francis.
6. Guthrie, G. (2012). Basic Research Methods: An entry to Social Science Research. Los Angeles: Sage Publications
7. Kothari, C. R. (2004). Research Methodology: Methods and Techniques. New Delhi: New Age International (P).
8. Wimmer, R. D., & Dominick, J. R. (2014). Mass Media Research an Introduction. Andover : Wadsworth, Cengage Learning.
9. www.cles.org.uk/Research Methods Handbook
10. www.isites.harvard.edu/ Research Methods

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FIFTH SEMESTER

INTEGRATED MARKETING COMMUNICATION

COURSE CODE: IDC BA (JMC) 305	L: 3	T/P: 0	CREDITS: 3
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):
On completion of this course, the student should be able to:
- Understand the principles, elements, and tools of Integrated Marketing Communication.
- Comprehend IMC's many tools and the significance of combining them for a successful marketing communication campaign.
- Evaluate the impact of emerging technologies, especially AI in enhancing IMC strategies.
- Acknowledge the influence that marketing communication has on society as a whole.

Unit I: Introduction to IMC [L: 08]
1. IMC: Definition, evolution and significance of IMC
2. Importance and Features of IMC, Marketing and Promotions Mix
3. Understanding consumer behavior in IMC: Target Audience, Segmentation, Positioning
4. IMC: Objectives, Planning and Models (Need Hierarchy Model with application of AIDA and DAGMAR)

Unit II: IMC: Planning and Tools [L: 10]
1. Components of IMC: Advertising, Public Relations, Direct Marketing, Sales Promotion, Personal Selling, Digital Marketing, Event Sponsorship
2. Advertising, Public Relations & Publicity: Marketing Public Relation (MPR) and its importance in IMC, Special Purpose Advertising- Tools and techniques
3. Direct Marketing, Sales Promotions & Event Sponsorship: Meaning, Role and Techniques of Direct Marketing in IMC, Personal selling, Techniques of Sales Promotion
4. Digital & Social Media: Meaning and importance, SEO, PPC, content marketing, influencer marketing

Unit III: Budgeting and Media Planning [L: 10]
1. IMC campaign budgeting approaches (top-down, objective-task, ROI-based)
2. Media planning, channel selection, Timing and scheduling, media mapping
3. Creativity: Content Creation as per consumer behavior and media platforms
4. Visualization-Techniques, Buying Motives- Types, Selling Points-Types, USP.

Unit IV: Evaluation & Emerging Trends in IMC [L: 08]
1. Measuring campaign effectiveness (KPIs, metrics, ROI)
2. Pre- and post-campaign evaluation techniques
3. Future trends: AI in marketing, programmatic advertising
4. Ethics and legal considerations in IMC.

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Suggested Readings & E-resources:

1. Adam, T. R. . S. F. R. . E., Smith, J. R., & Earnheardt, A. C. (2019). Integrated Marketing Communication: A Consumer-Centric Approach for the Digital Era.
2. Chitty, B., Chitty, W., Luck, E., Barker, N., Sassenberg, A., Shimp, T. A., & Andrews, J. C. (2017). Integrated Marketing Communications with Online Study Tools 12 Months. Cengage AU.
3. Hackley, C., & Hackley, R. A. (2021). Advertising and promotion. SAGE.
4. Kitchen, P. J., & Tourky, M. E. (2022). Integrated Marketing Communications: A Global Brand-Driven Approach. Palgrave Macmillan.
5. Percy, L. (2014). Strategic Integrated Marketing Communications. Routledge.

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FIFTH SEMESTER

THEATRE APPRECIATION

COURSE CODE: MDC BA (JMC) 307	L: 3	T/P: 0	CREDITS: 3
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):
On completion of this course, the student should be able to:
- understand the fundamental elements and aesthetics of theatre as a performing art.
- analyze the role of theatre in society and its evolution across cultures.
- appreciate the various forms, genres, and techniques of stage performance.
- gain insights into Indian theatrical traditions and their relevance in contemporary communication and storytelling.

Unit 1: Introduction to Theatre   [L:08]
1. Definition and scope of theatre: Art, performance, and communication
1. Key elements of theatre: Script, direction, acting, set, costume, lighting, and sound
2. Theatre Genres: Comedy, tragedy, melodrama, satire, farce, musical theatre, and experimental forms.
3. Role of the audience and performer-audience relationship

Unit 2: Elements of Theatre Production   [L:08]
1. Scriptwriting and Dramaturgy: Structure of a play, character development, dialogue writing.
2. Acting styles and methods: Realism, Stanislavski's system, improvisation
3. Stagecraft and Design: Stage Types, Set design, props, makeup, costumes, sound, and lighting design
4. Direction: Role of the director, blocking, and movement on stage, Rehearsal Process

Unit III: Theatre: Traditions and Modern Practices   [L:10
1. Classical Indian theatre: Natyashastra and Sanskrit drama (Kalidasa, Bhasa, Shudraka)
2. Folk and regional theatre traditions of India: Nautanki, Yakshagana, Jatra, Tamasha, Therukoothu
3. Evolution of modern Indian theatre: IPTA movement, urban theatre, street theatre
4. Modern Indian Theatre Pioneers: Contributions of Rabindranath Tagore, Vijay Tendulkar, Girish Karnad, and Habib Tanvir.

Unit IV: Theatre and Society   [L:10]
1. Theatre as a medium of social change and political commentary
2. Role of theatre in education, activism, and community engagement
3. Review and critique of a live or recorded theatre performance

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4. Global Theatre Trends: Cross-cultural collaborations, virtual theatre, and immersive experiences.

Suggested Readings & E-resources:
1. Hamilton, J. R. (2008). The Art of Theater. Germany: Wiley.
2. The Oxford Companion to Indian Theatre. (2004). India: Oxford University Press.
3. Varadpande, M. L. (1987). History of Indian Theatre: Classical theatre. India: Abhinav Publications.
4. Wallace, E. B. (2022). Style: An Approach to Appreciating Theatre. United Kingdom: Taylor & Francis.
5. Yarrow, R. (2001). Indian theatre: theatre of origin, theatre of freedom. Kiribati: Curzon.

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FIFTH SEMESTER

FILM APPRECIATION

COURSE CODE: MDC BA (JMC) 309	L: 3	T/P: 0	CREDITS: 3
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):

On completion of this course, the student should be able to:
- describe film as a medium of communication
- describe the evolution of World Cinema
- explain the emerging trends in contemporary Indian cinema
- utilize knowledge gained to appreciate and review a film

Unit I: Film as a Language [L:08]
1. Film as a Medium of Communication: Concept, Strengths & Limitations
2. Components of Film: Script, Light, Sound, Camera, Acting, Music, Editing
3. Visual Language: Shot, Scene, Sequence, Montage, Mise-En-Scene and Continuity
4. Sound and Music in Film Language: Use of Diegetic & non-diegetic sound, music scores, and silence as storytelling tools.

Unit II: Landmarks in Cinema [L:10]
1. Various Movements in Cinema: Expressionism, Italian Neo Realism and French New Wave
1. Milestones and landmarks in World Cinema: Alfred Hitchcock, DzigaVertov, Vittorio De Sica, Akira Kurosawa and Satyajit Ray
2. Landmarks of Indian Cinema: Silent Era (Raja Harishchandra), Socials (Mother India), Parallel Cinema (Ankur), Diaspora (Namesake)
3. New Indian Cinema, Global Recognition & Regional Indian Cinema (Post-2000s)

Unit III: Trends and Debates in Indian Cinema [L:08]
1. Emerging Trends in Contemporary Indian Cinema: Computer Generated Imagery (CGI), Crossover and Experimental Cinema
2. Censorship & Freedom of Expression: Need and CBFC standards
3. An Overview of Contemporary Indian Film Industry
4. Cinema as Soft Power and India's Global Cultural Footprint

Unit IV: Film Appreciation [L:10]
1. Elements of a Film Review: Plot summary, analysis, technical evaluation, verdict, Balancing objectivity and subjectivity
2. Film Review: Critical Appreciation of Cinema as a text, Discourse and Narrative
3. Film Theories in Criticism: Auteur, Feminist, Marxist, Psychoanalytic
4. Writing a Review: Avoiding bias, understanding the target audience, and maintaining fairness in critique

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Suggested Readings & E-resources:

1. Banerjee, S. (2013). One hundred Indian feature films: An Annotated Filmography. Routledge.
2. Dodd, J. (2020). 16mm and 8mm filmmaking: An Essential Guide to Shooting on Celluloid.
3. Grant, B. K. (2023). Film genre: The Basics. Taylor & Francis.J., Saldi, R., &Manjula, S. (New Delhi). Indian Cinema through the Century.
4. Gazetas, A. (2000). An Introduction to World Cinema. Jefferson, NC: McFarland
5. Garga, B.D. (2008). So Many Cinemas: The Motion Picture in India, Eminence Designs.
6. Kolker, R. P., & Gordon, M. (2024). Film, form, and culture. Taylor & Francis.
7. Nowell-Smith, G. (1995). The Oxford History of World Cinema. Oxford: Clarendon Press
8. Phillips, L. R., & Phillips, J. M. (1979). Film Appreciation. New York: Gordon Press.
9. Trump, M. (2023). Making a scene in documentary film: Iconic Filmmakers Discuss What Works and Why. Taylor & Francis.

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FIFTH SEMESTER

CONTENT CREATION FOR DIGITAL MEDIA

COURSE CODE: SEC BA (JMC) 311	L: 3	T/P: 0	CREDITS: 3
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):
On completion of this course, the student should be able to:
- understand the principles and ecosystem of content creation in the digital era.
- develop platform-specific content strategies
- create engaging multimedia content in various formats
- analyse the emerging trends in Digital Content Creation and regulatory frameworks

Unit 1: Understanding the Digital Media Content Ecosystem   [L:10]
1. Digital Content: Definition, types (text, visual, audio, interactive) and goals
2. Content Platforms: Social Networking Sites, OTTs, news websites, newsletters, blogs
3. Digital Audiences: Demographics, psychographics, digital consumption habits and trends in India
4. Content Types & Formats: Short-form (Reels, YouTube shorts), long-form (interviews, blogs, web series) and Interactive content (polls, quizzes, live streaming)

Unit 2: Storytelling and Ideation for Digital Media   [L:10]
1. Story Structures: 3-act structure, hook and hold strategies
2. Content Ideation Techniques: Trend Mapping, Identification of Viral content
3. Content Calendar Planning: Planning frequency, formats, and topical content
4. Transmedia storytelling and cross-platform content adaptation

Unit 3: Multimedia Content Creation   [L:08]
1. Text-Based Content: SEO blogs, captions, LinkedIn posts, newsletters, digital news stories
2. Visual Content: Infographics, social media graphics, thumbnails
3. Video and Audio: Reels, shorts, vlogs, podcasts
4. Interactive and Live Content: Polls, lives, AMAs, Instagram stories, carousels

Unit 4: Publishing, Engagement & Emerging Trends   [L:08]
1. Best Publication Strategies and Monetization Strategies, Community Building and Engagement
2. Ethical Considerations and Legal Frameworks
3. Gamification and Augmented Reality
4. AI Tools in Content Creation

"Approved by the BoS in its 26th meeting and by the Academic Sub-Committee in the meeting held on 23.07.2025, to be made effective from the academic years 2025–2026 for batch 2024-2028 & 2025-2029 onwards "

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Suggested Readings & E-resources:

1. Delfanti, A., & Arvidsson, A. (2019). Introduction to digital media. John Wiley & Sons.
2. Deuze, M., & Prenger, M. (2019). Making media: production, Practices, and Professions. Amsterdam University Press.
3. Griffey, J. (2024). Digital Media production for beginners.
4. McDonald, P., Donoghue, C. B., & Havens, T. (2021). Digital Media distribution: Portals, Platforms, Pipelines. NYU Press.
5. Thompson, J. D., & Weldon, J. (2022). Content production for digital media: An Introduction. Springer Nature.

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FIFTH SEMESTER

ENTREPRENEURIAL MINDSET

COURSE CODE: VAC BA (JMC) 313	L: 2	T/P: 0	CREDITS: 2
External Evaluation: NUES	Internal Evaluation: 100 Marks		Total Marks: 100

Course Objectives (COs):
On completion of this course, the student should be able to:
- to expose students to various aspects of entrepreneurship and businesses
- to instill creativity and innovation with respect to entrepreneurial skill development
- to prepare students to draft a business plan
- to prepare students to set-up their business

Unit I: Understanding Entrepreneurship [L: 06]
1. Entrepreneurship: Meaning & Definition
2. Theories of Entrepreneurship
3. Entrepreneurial mindset: Creativity (steps to generate creative ideas, developing creativity) and innovation (types of innovation)
4. Characteristics of a successful entrepreneurs

Unit II: Planning, Proposing and Pitching of business Plan [L: 06]
1. Planning: Opportunity analysis: External Environment Analysis Economic Social and Technological Analysis
2. Business plan: What is business plan & Parts of a business plan
3. Proposing & Drafting a business plan
4. Pitching of a business plan

Unit III: Entrepreneurship supports [L: 06]
1. Entrepreneurial Development Programmes (EDP)
2. Role of Government in Organising EDPs
3. Institutions supporting small business enterprises: central & state level
4. Entrepreneurial opportunities in media

Unit IV: Practical Application [L: 06]
1. Presenting a media business plan
2. Product on Startup India or any other government policy on entrepreneurship
3. Discussion on role of entrepreneur in economic growth
4. Case study discussion and presentation on Indian media entrepreneurs

"Approved by the BoS in its 26th meeting and by the Academic Sub-Committee in the meeting held on 23.07.2025, to be made effective from the academic years 2025–2026 for batch 2024-2028 & 2025-2029 onwards "

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Suggested Readings & E-resources:

1. Charantimath (8th Ed. 2014). Entrepreneurship Development and Small Business Enterprise, Pearson Education
2. Bamford C. Bruton (1st Ed. 2010) Entrepreneurship Development and Small Business Approach, MacGraw Hill Education
3. Makol R (January, 2022) Enterpreneurial Mindset Perfect Publications
4. Johnson Kevin D. The Entrepreneur Mind, Jaico Publishing House

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FIFTH SEMESTER

EVENT MANAGEMENT LAB

COURSE CODE: DSC BA (JMC) 311	L: 0	T/P: 2	CREDITS: 1
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):
On completion of this course, the student should be able to:
- understand the process and principles of event planning and execution.
- apply research-based thinking to event design, budgeting, and promotion.

Exercises/Assignments

1. Students will select and execute an event and prepare a comprehensive event proposal and final report, including concept, objectives, theme, audience profile, licenses and permissions. They will also prepare a checklist of legal compliances.
2. Students will create a budget plan for the event, detailing costs for venue, production, logistics, publicity, personnel, etc. They must include a revenue plan through different sources.
3. Students will design an event promotion strategy that includes digital posters, social media calendar, media invites, and a press release.
4. Students will conduct a research assignment on any emerging trend in event management. They will prepare a presentation on the emerging trend.

Internal Assessment: The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

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FIFTH SEMESTER

COMMUNICATION RESEARCH LAB

COURSE CODE: DSC BA (JMC) 351	L: 0	T/P: 2	CREDITS: 1
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):

On completion of this course, the student should be able to:

- apply research techniques in pre-testing/evaluation of media material
- conduct media research and write a report

Exercises/Assignments

1. Pre-test/Evaluate a print, audio, video and online ad programme
2. Students will identify a researchable media/communication topic and prepare a research proposal with the following elements:
   a) Introduction to the topic
   b) Research problem
   c) Significance of the study
   d) Set the objectives and hypothesis of the research
   e) Review of literature
   f) Research Design and Methodology
   g) Write bibliography and references according to APA style format

Internal Assessment: Students should be evaluated on the basis of a media research report prepared by him/her after conducting the assigned topics as mentioned above. The marks prescribed for internal evaluation are 40.

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FIFTH SEMESTER

INTEGRATED MARKETING COMMUNICATION LAB

COURSE CODE: IDC BA (JMC) 355	L: 0	T/P: 2	CREDITS: 1
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):
On completion of this course, the student should be able to:
- apply the principles of IMC to real-world marketing and promotional scenarios.
- develop IMC campaign plans and understand budgeting and media strategy.

Exercises/Assignments
1. Students will identify a target audience segment for a product or service and create a detailed consumer persona.
2. Students will select a product category and design a customized IMC mix for a specific target segment.
3. Students will design tools for a direct marketing strategy (email, flyer, brochure) and pair it with sales promotion tactics
4. Students will study an existing campaign and evaluate its effectiveness based on KPIs.
5. Students will develop 2 creative ad concepts focusing on unique selling propositions (USP), consumer buying motives, and suitable visualization techniques.

Internal Assessment: The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40

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FIFTH SEMESTER

SUMMER TRAINING REPORT II

COURSE CODE: AEC BA (JMC) 357	L: 0	T/P: 2	CREDITS: 1
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):

On completion of this course, the student should be able to:

- apply classroom-based education for practical work experience in the industry
- utilize current standards and recent advances in media and entertainment organisation and network with the industry professionals

Soon after the End Term Examination of the Fourth Semester, each student shall undergo a training/internship for four weeks in Radio/TV/Advertising /Public Relations/NGO. She/ he shall submit in duplicate hard copy and a soft copy of Summer Training Report II along with the multi-media presentation containing the actual experiential learning, at least 4 weeks before the commencement of End Term Examination of the Fifth Semester.

The Summer Training Report carries 100 marks and shall be evaluated by the Board of Examiners comprising of an Internal Examiner 40 marks and one External Examiner separately of 60 marks.

The Summer Training Report shall be supervised by the internal faculty appointed by the Director/ Principal of the institute/ college. The External Examiner shall be appointed by the Competent Authority.

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SIXTH SEMESTER

GLOBAL MEDIA SCENARIO

COURSE CODE: DSC BA (JMC) 302	L: 3	T/P: 0	CREDITS: 3
External Evaluation: 60 Marks	**Internal Evaluation: 40 Marks**		**Total Marks: 100**

Course Objectives (COs):
On completion of this course, the student should be able to:
- describe the global communication system post World War II
- explain the changing trends in global information flow
- utilize knowledge gained to analyse major media concerns for India

Unit I: Global Communication: Struggle for Balance of Information Flow   **[L: 08]**
1. Global Communication: North-South Divide
2. Domination of Transnational News Agencies
3. Barriers to the flow of News and Information
4. MacBride Commission: Recommendations for NWICO

Unit II: Global Communication Giants   **[L: 08]**
1. Media Imperialism & Localisation of Global Media
2. International Multimedia Giants
3. Global Television and Cultural Imperialism: CNN and MTV
4. International Practices on Visual Coverage and Regulations in Media Exchange

Unit III: Contemporary Indian Media   **[L: 10]**
1. Liberalization and Growth of Indian Media Post-1991: Impact of economic reforms on media ownership, content diversity, and privatization.
2. Digital Transformation of Indian Media: Shift from print/TV to digital-first platforms, India's digital growth vs Western markets
3. Social Media and Influencer Culture in India: Role of platforms like YouTube, Instagram, and X in shaping news and public opinion.
4. Future Technologies in Indian Media: AI anchors, Integrated newsrooms

Unit IV: Global Media & Market Forces   **[L: 10]**
1. Reporting International Issues and Conflicts
2. Democratizing Communication; Vertical to Horizontal Communication through digital Journalism
3. Digital Disruption and the Platform Economy: Shift from traditional to platform-based media, Impact of tech giants on media production, distribution, and monetization.
4. Labor Dynamics in Global Media: Gig economy in journalism, AI's threat to creative jobs

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Suggested Readings & E-resources:

1. Artz, L., & Kamalipour, Y. R. (2003). The Globalization of Corporate Media Hegemony. Albany: State University of New York Press.
2. Albarran, A. B. (2023). The media economy. Taylor & Francis.
3. Dahiya, S. (2022). Indian media giants: Unveiling Business Dynamics of Print Legacies in India. Oxford University Press.
4. Kohli-Khandekar, V. (2019). The making of Star India: The Amazing Story of Rupert Murdoch's India Adventure. Penguin Random House India Private Limited.Herman, E. S., &McChesney, R. W. (1997). The Global Media: The New Missionaries of Corporate Capitalism. London: Cassell.
5. Merrill, J. C., & S., D. B. (2003). Global Journalism: Topical issues and Media Systems. Stellenbosch: US Printers.
6. P. Ghosh (2013). International Relation, PHI Learning Pvt Limited
7. Tripathi, D., Chandratre, L., & Tandon, S. (Eds.). (2023). Adaptive Learning in Post Covid Milieu: What Gen Z Wants in Global South? HP Hamilton London. https://www.hphamilton.com/Adaptive-Learning-in-Post-Covid-Milieu.html
8. Tripathi, D. (Ed.). (2019). Rethinking Media and Socio-Cultural Change: India and the Globe in Times of Pandemic. HP Hamilton, London.

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<u>**SIXTH SEMESTER**</u>

MEDIA ORGANISATION & MANAGEMENT

COURSE CODE: DSC BA (JMC) 304	**L: 3**	**T/P: 0**	CREDITS: 3
External Evaluation: 60 Marks	**Internal Evaluation: 40 Marks**		Total Marks: 100

Course Objectives (COs):
On completion of this course, the student should be able to:
- describe the principles and functions of management
- describe leadership styles and behavioral patterns
- describe the structure and functions of media organizations
- explain the importance of revenue generation for media organization in print, radio, TV & online

Unit I: Media Organisation - Structure and Functions [L: 08]
1. Media Organisation: Meaning, Structure and Importance
2. Ownership Patterns of Media Organisations
3. Cross Media Ownership and Conglomerates
4. FDI in Indian Media and Entertainment Industry

Unit II: Management - Functions and Principles [L: 08]
1. Management: Definition, Need and Principles
2. Management Functions: Planning, Organizing, Directing, Staffing, Controlling and Coordination
3. Management: Responsibility, Authority and Accountability
4. Leadership: Importance, Needs and Types

Unit III: [Managing Media Organisations and Start Ups] [L: 10]
1. Establishing a Media Organization or Start Up: Steps Involved
2. Human Resource Management: Roles and Responsibilities
3. Methods of Revenue Generation by Media Organizations and Start Ups
4. Managing Cost and Revenue Relationship

Unit IV: Media Marketing and Entrepreneurship [L: 10]
1. Marketing Media Products
2. Media Business: Innovation and Entrepreneurship
3. Media Entrepreneurship and its Challenges
4. Emerging Trends in Entertainment and Media Industry

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Suggested Readings & E-resources:

1. Andrijasevic, R., Gregg, M., Steinberg, M., & Chen, J. Y. (2021). Media and management. Meson Press.
2. Athique, A., Parthasarathi, V., & Srinivas, S. V. (2018). The Indian media economy.
3. Chattopadhyay, D. (2024). Global Journalism in Comparative perspective: Case Studies. Taylor & Francis.
4. Doyle, G. (2011). Understanding Media Economics. London: Sage Publication
5. Dahiya, S. (2023). Digital first: Entrepreneurial Journalism in India. Oxford University Press.
6. Herrick, D. F. (2003). Media Management in the age of Giants: Business Dynamics of Journalism. Ames: Iowa State Press.
7. Kohli-Khandekar, V. (2013). The Indian media business. SAGE Publications Pvt. Limited.
8. Mishra, A. (2020). An introduction to media management. Singhal Law Publications, Delhi.
9. www.media-studies.ca/articles/resonance and the global village
10. www.studentpulse.com/articles/61/understanding-the-implications-of-a-global-village
11. www.un-documents.net/macbride-report
12. www.media-alliance.org/article/many voices, one world

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SIXTH SEMESTER

DATA JOURNALISM

COURSE CODE: MDC BA (JMC) 306	L: 3	T/P: 0	CREDITS: 3
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):
On completion of this course, the student should be able to:
- understand the fundamentals of data-driven journalism
- acquire the skills to collect, analyze, interpret, and visualize data for storytelling.
- critically think in interpreting data ethically and accurately.
- utilise digital tools and platforms for data sourcing and visualization.

Unit I: Introduction to Data Journalism   **[L:08]**
1. Definition, scope, and significance in modern newsrooms
2. History and Evolution of Data Journalism
3. Roles of a Data Journalist: Collaboration among journalists, developers, and designers
4. Ethics and Responsibilities in Data Journalism: Data privacy, consent, and anonymization

Unit II: Data Collection and Verification   **[L:10]**
1. Data Sources: Government databases, RTI, Social Networking Sites, Think Tanks, NGOs, and open data portals, Web scraping and APIs for journalists
2. Types of Data: Open data, structured/unstructured data, big data
3. Data Cleaning and Organizing: Handling missing data, outliers, and inconsistencies
4. Data Verification and Fact-Checking Techniques

Unit III: Data Analysis and Data Visualisation   **[L:08]**
1. Introduction to Statistical Concepts and Descriptive Statistics: Percentages, Averages, Trends, and Ratios
2. Introduction to Data Analysis Tools: Google Sheets, Flourish, Data wrapper
3. Principles of Effective Data Visualization: Choosing the right chart type (bar, pie, scatter, heatmap)
4. Design ethics: Avoiding misleading scales/clutter

Unit IV: Storytelling with Data   **[L:10]**
1. Writing a Data Story: Structure, Narratives, and Visual Elements
2. Embedding visualizations in web articles
3. Using AI Tools for data summarization, Automated reporting, AR/VR in data storytelling
4. Tools for Visualization: Infogram, Canva, Tableau

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Suggested Readings & E-resources:

1. Bounegru, L., & Grey, J. (Eds.). (2021). The Data Journalism Handbook: Towards A Critical Data Practice. Amsterdam University Press.
2. Foust, J. C. (2011). Online journalism: Principles and practices of news for the web. Routledge.
3. Gray, J., Chambers, L., & Bounegru, L. (2012). The Data Journalism Handbook: How Journalists Can Use Data to Improve the News. "O'Reilly Media, Inc."
4. Housley, W. (2021). Society in the digital age: An interactionist perspective. SAGE Publications. https://doi.org/10.4135/9781526486295
5. Manthorpe, R., Beech, M., & Vincent, J. (2023). AI for content creation: Tools and techniques. MIT PressMair, J., Keeble, R. L., & Lucero, M. (2017). Data journalism: Past, Present and Future. Theschoolbook.com.
6. Reilley, M., & Sunne, S. (2022). Data + Journalism: A Story-Driven Approach to Learning Data Reporting. Taylor & Francis.
7. Ray, T. (2011). Online journalism: A basic text. Foundation Books.

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SIXTH SEMESTER

DIGITAL FILMMAKING

COURSE CODE: MDC BA (JMC) 308	L: 3	T/P: 0	CREDITS: 3
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):
On completion of this course, the student should be able to:
- understand the evolution and trends in digital-first filmmaking
- learn to create compelling visual narratives for diverse digital platforms
- develop hands-on skills in mobile cinematography and digital audio-video production
- analyze audience behavior and platform-specific storytelling formats

Unit 1: Introduction to Digital Filmmaking   **[L:08]**
1. History and evolution of filmmaking from celluloid to digital
2. Impact of digital technology on film production, distribution, and consumption
3. Film Formats: Short films, web series, mini-docs, vertical video, interactive and immersive narratives
4. Role of digital filmmaking in contemporary journalism and media

Unit 2: Smartphone based Filmmaking   **[L:10]**
1. Settings for video production in Smartphones, Using third-party apps, Live and Real-time Recording
2. Lighting & Composition for Mobile Filmmaking: Use of Natural lighting, portable LED setups, gimbals, tripods
3. Sound Design for Digital Films: External mics, smartphone audio, Voice-over and dubbing techniques
4. Shooting for Different Platforms: Vertical and horizontal framing, Aspect ratios and optimization for OTT platforms

Unit 3: Editing & Post-Production for Digital Filmmaking   **[L:10]**
1. Editing Styles: Fast-paced cuts, slow-burn OTT narratives, cutting, transitions, pacing, continuity, Adding captions, memes and other graphics
2. Editing Apps & Software: CapCut, Adobe Premiere Rush, Kinemaster
3. Publishing and Promotion Strategies: Hashtags, thumbnails, platform SEO
4. Distribution Channels: OTT pitching, digital festivals, Instagram series, YouTube monetization, brand collaborations

Unit 4: Ethical & Legal Considerations   **[L:08]**
1. Censorship vs. creative freedom in Digital Filmmaking
2. Digital content regulations in India, CBFC
3. Content Creators Guidelines and Best Practices: Youtube, Instagram, Snapchat
4. Copyright and other legal issues in creator economy

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Suggested Readings & E-resources:

1. Millerson, G., &Millerson, G. (1999). Television Production. Oxford: Focal Press,13 edition. Mussel, M., & Kononova, O. (2022). Mobile Filmmaking. 100 steps to making a movie with your smartphone. Litres.
2. Reid, D. R., & Sanders, B. (2021). Documentary making for digital humanists. Open Book Publishers.
3. Sheppard, N. P. (2023). The smartphone Filmmaking Handbook: Revealing the secrets of smartphone movie making. Neil Philip Sheppard.
4. Schleser, M., & Xu, X. (2022). Mobile storytelling in an age of smartphones. Springer Nature.
5. Stoller, B. M. (2019). Filmmaking for Dummies. John Wiley & Sons.
6. Trewin, J. (2003). Presenting on TV and Radio: An Insider's Guide. Amsterdam: Elsevier.
7. Utz, P. (2006). Today's Video. Jefferson, NC: McFarland.
8. Weiss, B. (2024). Smartphone cinema: Making Great Films with Your Mobile Phone. CRC Press.
9. Zettl, H. (2005). Television Production Handbook, Cengage Learning.

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SIXTH SEMESTER

DIGITAL MEDIA MARKETING

COURSE CODE: SEC BA (JMC) 310	L: 3	T/P: 0	CREDITS: 3
External Evaluation:60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):
On completion of this course, the student should be able to:
- describe the concept of social media marketing for online communication
- explain the concept of social business
- utilise knowledge gained to create and maintain social networking platforms for business

Unit I: Foundations of Digital Media Marketing [L:08]
1. Definition, scope, and evolution of digital marketing
2. Consumer behavior in cyberspace and journey mapping
3. Core concepts: inbound vs outbound marketing, owned-earned-paid media
4. Digital Brand Identity: Elements of brand identity (logo, color palette, tone of voice)

Unit II: Branding, Content & Social Media Strategy [L:08]
1. Content marketing funnel: awareness to conversion
2. Social media campaigns: planning, calendars, engagement tactics
3. Content Creation and Curation, Community Management
4. Influencer marketing, affiliate promotions, and personal branding

Unit III: Performance Marketing, SEO & Advertising [L:10]
1. SEO and SEM: basics, tools, and keyword strategy
2. Paid advertising: Google Ads, Facebook Ads, PPC and retargeting
3. Email and mobile marketing: list building, segmentation, WhatsApp campaigns
4. Social media and website analytics: tools and KPIs (CTR, reach, ROI), Campaign performance tracking and reporting

Unit 4: Emerging Trends in Digital Marketing [L:10]
1. AI and Chatbots in Marketing: AI-driven personalization and customer service
2. Voice Search and Smart Speakers: Optimizing for voice search (Alexa, Google Assistant), Voice SEO strategies
3. Video Marketing and Live Streaming: YouTube marketing, Instagram Live, and Creating engaging video content
4. Future of Digital Marketing: Metaverse marketing, NFTs, and Web3

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Suggested Readings & E-resources:

1. Butow, E., Garcia, S., Blake, R., & Robinson, A. (2025). Ultimate Guide to Social Media Marketing. Entrepreneur Press.
2. Charlesworth, A. (2014). An introduction to social media marketing. London: Routledge.
3. Chaffey, D., & Smith, P. (2022). Digital Marketing excellence: Planning, Optimizing and Integrating Online Marketing. Taylor & Francis.
4. Cybellium. (2024). Basics of Search Engine Optimization (SEO): A Comprehensive Guide to Learn Search Engine Optimization (SEO). Cybellium.
5. Hanlon, A., & Tuten, T. L. (2022). The SAGE Handbook of Social Media Marketing. SAGE.
6. Kim, C. M. (2020). Social media campaigns: Strategies for Public Relations and Marketing. Taylor & Francis.
7. Lahtinen, N., Pulkka, K., Karjaluoto, H., & Mero, J. (2023). Digital Marketing Strategy: Create Strategy, Put It Into Practice, Sell More. Edward Elgar Publishing.
8. Pay, K. (2025). Holistic email marketing: A Practical Philosophy to Revolutionise Your Business and Delight Your Customers.
9. Parker, L., & Brennan, L. (2020). Social marketing and advertising in the age of social media. Edward Elgar Publishing
10. Parkin, G. (2009). Digital Marketing: Strategies for Online Success. London: New Holland.
11. Singh, S., & Diamond, S. (2012). Social Media Marketing for Dummies. Hoboken, New Jersey's: Wiley.

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SIXTH SEMESTER

DATA JOURNALISM LAB

COURSE CODE: MDC BA (JMC) 352	L: 0	T/P: 2	CREDITS: 1
External Evaluation:60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):
- Apply data journalism tools to real-world storytelling.
- Practice ethical and critical interpretation of data in journalism.

Exercises/Assignments

1. Download a dataset from a government open data portal related to health, education, or environment. Clean the data and write a short news brief highlighting the significant insights.
2. Create 5 static infographics using verified data on current affairs issues.
3. Choose a recent topic and find related datasets. Analyze and interpret the data to write a 400–500-word news story, incorporating at least one visual (chart or table).
4. Use AI Tools to summarize a dataset and refine the output into a 300-word news brief.
5. Use tools to create an interactive chart or map on a current affairs issue.
6. Conduct a short survey (using Google Forms) on a campus-related issue. Analyze responses using Excel/Google Sheets and create a mini dashboard or infographic based on findings.

Internal Assessment: The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

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SIXTH SEMESTER

DIGITAL MEDIA MARKETING LAB

COURSE CODE: SEC BA (JMC) 356	L: 0	T/P: 2	CREDITS: 1
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):
On completion of this course, the student should be able to:
- demonstrate proficiency of skills in use of digital media effectively
- design effective visuals and copy for digital marketing
- to interpret key digital marketing metrics to assess campaign performance

Exercises/Assignments
1. Develop a digital brand identity for a personal brand. Include:
    - Brand name and tagline
    - Logo, color palette, and typography
    - Tone of voice and visual style guide
2. Design a content marketing calendar for a brand or cause using the content funnel stages.
3. Execute a mini social media campaign (for an event, product, or service). Include:
    - Campaign goal
    - Sample posts (formats: static, video, story/reel)
    - Use of hashtags, influencer tags, and user interaction plan
4. Create visuals and copy for a paid ad campaign for different social media platforms..
5. Create an email campaign for a product/service launch.
6. Pick a brand or influencer's social media profile. Using different tools analyze:
    - Engagement rate, reach, impressions
    - Top-performing content
    - Audience demographics

Internal Assessment: The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

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SIXTH SEMESTER

PROJECT AND VIVA III

COURSE CODE: AEC BA (JMC) 358	L: 0	T/P: 2	CREDITS: 4
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):
- On completion of this course, the student should be able to: Conceptualize, plan, and execute a project that demonstrates their cumulative learning, practical skills, and industry readiness.

The Project & Viva- III, shall be assigned to the students at the beginning sixth semester. It shall be completed before the end of sixth semester i.e 3rd year of BA(JMC). The student needs to undertake any area of study from subjects studied in 3rd year to complete the project. The student's final product can be **any one** of the following:

1. **Event Management:** Planning and Execution of a Campus-Based Cultural Festival: A Case Study Approach
2. **Communication Research:** A Study on the Impact of Short-Form Video Content on Youth Attention Span
3. **Integrated Marketing Communication (IMC):** Creating an IMC Plan for a New Eco-Friendly Product Launch
4. **Content Creation for Digital Media:** Developing a Thematic Instagram Campaign for a Social Cause
5. **Global Media Scenario:** Comparative Analysis of Global News Coverage of a Major International Event
6. **Media Organisations and Management**: Organizational Structure and Workflow of a News Media House in India
7. **Digital Media Marketing:** Strategy Development for Increasing User Engagement on a College-run YouTube Channel

The Project Report, final product and viva carries 100 marks, which will be evaluated by External and Internal Examiners separately for 60 marks and 40 marks each. The External Examiner will be appointed by the Competent Authority.

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SIXTH SEMESTER

NCC/NSS/COMMUNITY ENGAGEMENT/ SOCIO-CULTURAL OUTREACH

COURSE CODE: VAC BA (JMC) 360	L: 2	T/P: 0	CREDITS: 2
External Evaluation: NUES	Internal Evaluation: 100 Marks		Total Marks: 100

Each student should work as part of NCC/NSS/Extension Activities/Social Outreach/Cultural Activities during Semester 1 – Semester 4. The student shall make his/her personal file of activities accomplished during this period under the guidance/supervision of the faculty approved by the HoD/Dean of the programme. She/he shall submit the hard and soft copy in duplicate and also make multimedia presentation on the same. The work would be evaluated as part of VAC by internal faculty/supervisor in semester VI.

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SEVENTH SEMESTER

MEDIA LITERACY

COURSE CODE: DSC BA (JMC) 401	L: 3	T/P: 0	CREDITS: 3
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):

On completion of this course, the student should be able to:

- explain key concepts and historical developments in media literacy.
- identify and critique visual strategies and manipulations in media.
- evaluate the authenticity of digital content, using fact-checking platforms.
- demonstrate ethical content production, considering audience, platform, and inclusive representation.

Unit-1: Introduction to Media Literacy   **[L:08]**

1. Introduction to Media Literacy: concept and evolution
2. Differences between media literacy, media and information literacy, digital literacy, and critical literacy
3. Digital Citizenship
4. Importance of media literacy in journalism, democracy and society

Unit-2: Media Literacy Skills: Deconstruction (Analysis and Evaluation)   **[L:10])**

1. Visual rhetoric & image construction: semiotics of images (Barthes' denotation/connotation), framing, cropping, and photo manipulation
2. Information disorder: misinformation, fake news, disinformation, deepfakes, mal-information
3. Fact checking tools: Google Fact Check Explorer, FactCheck.org, Snopes, Google Reverse Image Search, Deepware scanner
4. Formation of filter bubbles and echo chambers

Unit 3: Media Literacy Skills: Construction   **[L:10]**

1. Content Creation
2. Media Participation: Reflect and act (active and passive)
3. Challenges and Issues: Media representation of gender, caste, class, persons with disabilities in news media, advertising and other media products such as gaming etc.,
4. Organisations for media literacy: National Association for Media Literacy Education (NAMLE), Centre for Media Literacy, UNESCO policy recommendations, Google News Initiative, Data Leads

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Unit 4: Media Literacy in the Digital Age [L:08]

1. AI & synthetic media: Impact on trust, content ownership debates
2. Data colonialism
3. Digital media ethics
4. Media literate cities, challenges and opportunities in media literacy

Suggested Readings & E-resources:

1. Coeckelbergh, M. (2020). AI ethics. The MIT Press.
2. Ess, C. (2020). Digital media ethics (3rd ed.). Polity Press.
3. Hobbs, R. (2017). Media literacy in the digital age. Peter Lang.
4. Media and Communication Studies:
   https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=HdTs6JFsJhGEa548CrjfKQ==
5. Ott, B. L., & Mack, R. L. (2014). Critical media studies: An introduction (2nd ed.). Wiley-Blackwell.
6. Potter, W. J. (2021). Media literacy (10th ed.). SAGE Publications.
7. Thompson, J. B. (1995). The media and modernity: A social theory of the media. Stanford University Press.
8. University of Minnesota Libraries Publishing. (2016). Understanding media and culture: An introduction to mass communication. University of Minnesota Libraries Publishing. https://open.lib.umn.edu/mediaandculture/

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SEVENTH SEMESTER

OTT CONTENT PRODUCTION AND PROMOTION

COURSE CODE: IDC BA (JMC) 403	L: 3	T/P: 0	CREDITS: 3
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):

On completion of this course, the student should be able to:

- demonstrate understanding of OTT platforms and digital content strategies.
- develop OTT-specific content proposals and storyboards.
- apply production techniques suited for OTT formats.
- create promotional campaigns and distribution strategies for OTT releases.

Unit 1: Introduction to OTT Ecosystem [L:08]

1. Evolution and Growth of OTT platforms globally and in India
2. OTT contents: web series, short films, documentaries, feature films, etc.
3. OTT Stockholders: Netflix, Amazon Prime Video, Disney+ Hotstar, JioCinema, etc.
4. Business models of OTT and Content Optimization

Unit 2: Content Ideation, Writing & Development [L:10]

1. Understanding OTT audience psychology and genre preferences
2. Concept development and pitching for OTT
3. Writing for web: script format, episodic structure, character arcs
4. Budgeting, casting, and scheduling for OTT projects

Unit 3: OTT Content Production & Postproduction [L:10]

1. Production design and technical aspects for OTT: shooting formats, aspect ratios, sound design, VFX
2. Editing for digital: pace, length, and episode continuity
3. Dubbing, subtitles, and localization for regional/global markets
4. Use of AI and virtual production tools

Unit 4: Promotion, Distribution & Legal Aspects [L:08]

- OTT marketing strategies: digital PR, trailers, influencer marketing
- Social media, YouTube, and email campaigns for content promotion
- Content monetization and distribution models
- Ethical issues, Censorship and legal regulation: Indian

"Approved by the BoS in its 26th meeting and by the Academic Sub-Committee in the meeting held on 23.07.2025, to be made effective from the academic years 2025–2026 for batch 2024-2028 & 2025-2029 onwards "

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Suggested Readings & Resources:

1. Gadsby, J. (2022). Digital Video Production and Marketing: For Web, OTT, and Social Media Platforms. London: Routledge.
2. Iyer, R., & Sharma, M. (2021). Streaming India: Rise of OTT Platforms in the Indian Media Ecosystem. New Delhi: Sage Publications.
3. Kumar, S. (2021). Netflix and the Re-invention of Television. Cambridge: Polity Press.
4. Lobato, R. (2019). Netflix Nations: The Geography of Digital Distribution. New York: NYU Press
5. Lotz, A. D. (2017). Portals: A Treatise on Internet-Distributed Television. Ann Arbor, MI: University of Michigan Press.
6. Smith, J. A. (2020). The Content Trap: A Strategist's Guide to OTT and Digital Media. New York: Harper Business.

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<u>**SEVENTH SEMESTER**</u>

PODCAST PRODUCTION AND PROMOTION

COURSE CODE: MDC BA (JMC) 405	L: 3	T/P: 0	CREDITS: 3
External Evaluation: 60 Marks	**Internal Evaluation: 40 Marks**		**Total Marks: 100**

Course Objectives (COs):
On completion of this course, the student should be able to:
- understand the history, types, and formats of podcasts.
- develop, script, and produce original podcast content.
- use audio editing tools and production techniques effectively.
- plan promotional strategies and monetization methods.

Unit 1: Introduction to Podcasting   **[L:08]**
1. Origin and evolution of podcasts
2. Types and genres: news, storytelling, interviews, narrative journalism, fiction, branded podcasts
3. Global and Indian podcasting landscape: Spotify, Gaana, Apple Podcasts, Audible, etc.
4. Podcast audience behavior and consumption trends

Unit 2: Pre-production and Content Development   **[L:08]**
1. Topic selection, audience identification, and research
2. Structuring episodes: storyboarding, scripting, and run sheets
3. Podcast hosting styles and voice modulation
4. Legal issues: copyright, music licensing, permissions

Unit 3: Production and Post-production Techniques   **[L:10]**
1. Podcast Equipment & Set-up: microphones, recorders, audio interfaces, headphones
2. Audio editing: using tools like Audacity, Adobe Audition, GarageBand
3. Adding music, intros/outros, sound effects, transitions
4. File formats, sound quality, metadata, and podcast hosting platforms

Unit 4: Promotion, Distribution and Monetization   **[L:10]**
1. Branding and visual identity
2. Marketing and Analytics: social media promotion, measuring audience growth and engagement
3. Monetization: sponsorships, crowdfunding, subscriptions, affiliate links
4. Ethics in podcasting: fact-checking, hate speech, misinformation

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Suggested Readings & Resources:

1. Abel, J. (2020). Out on the Wire: The Storytelling Secrets of the New Masters of Radio. New York: Broadway Books.
2. Bottomley, A. J. (2020). Sound Streams: A Cultural History of Radio-Internet Convergence. Ann Arbor: University of Michigan Press.
3. Crofts, S., & Gilmurray, A. (2021). The Podcast Handbook: Practical Guide to Podcasting for Journalists. London: Routledge.
4. Kocak, C. (2024). Podcasting in India. Substack.
5. Nanda, V. (2024). Radio in Prison. National Book Trust.
6. Spinelli, M., & Dann, L. (2019). Podcasting: The Audio Media Revolution. London: Bloomsbury Academic.

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<u>**SEVENTH SEMESTER**</u>

AI TOOLS FOR MEDIA

Course Code: MDC BA (JMC) 407	L: 3	T/P: 0	Credits: 3
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):
On completion of this course, the student should be able to:
- understand the foundations and evolution of AI
- explore use of AI applications in media
- critically assess legal, ethical, and governance issues related to AI
- evaluate the broader impact of AI in media and society

Unit I: Introduction to AI: **[L:08]**
1. Introduction to Artificial Intelligence: Definition and Concept
2. Evolution of AI: Machine Learning to Deep Learning
3. Types of AI (based on capabilities): Narrow AI, General AI, Superintelligent AI, NLP, Self-Aware AI
4. AI and Digital Data Structures

Unit II: AI Applications in Media   **[L:10]**
1. Introduction to Command Prompts - Meaning, approaches and its application
2. AI in Entertainment, Advertising & Public Relations
3. AI in News Reporting and Journalism
4. AI in Social Media

Unit III: Legal &Ethical Implications of AI in Media   **[L:08]**
1. Ethical Issues and Challenges of AI in Media
2. Legal Framework for AI use in Media: India and Abroad
3. AI and Information Bias
4. AI and Deepfakes: Information Dilemma

Unit IV: AI Integration and Future of Media   **[L:10]**
1. AI Content Curation and Personalization
2. Generative AI and Journalism
3. AI and Audience Behaviour
4. Skill and Careers in AI-Enhanced Media

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Suggested Readings & E-resources:

1. Burrell, Jenna. How the Machine 'Thinks': Understanding Opacity in Machine Learning Algorithms. Big Data & Society, vol. 3, no. 1, 2016, pp. 1-12.
2. Das, Saptarshi, et al. "AI and Legal Journalism in India: A Case Study." Journal of Indian Law and Society, vol. 8, no. 1, 2017, pp. 112-125.
3. Goel, Lavika(2021). Artificial intelligence: concepts and applications. Published by Wiley India Pvt Ltd(January, 2021)
4. Guadamuz, Andres. Copyright and Artificial Intelligence: Can Machines Invent or Create? European Intellectual Property Review, vol. 40, no. 8, 2018, pp. 494-500.
5. Gupta, Sameer. "Artificial Intelligence and Copyright Law in India: Current Status and Future Directions." Indian Journal of Intellectual Property Law, vol. 3, no. 2, 2020, pp. 78-92.
6. Kumar, Ashutosh, and Priya Verma. "The Role of AI in Indian News Media: Challenges and Future
7. Media Ethics: Key Principles for Responsible Practice by Patrick Lee Plaisance
8. Raman, Mythili. "Artificial Intelligence in Indian Media: Challenges and Opportunities." Indian Journal of Media Studies, vol. 6, no. 2, 2019, pp. 45-58.
9. Rich, Elaine; Knight, Kevin & Nair, B. Shivashankar (2017). Artificial Intelligence. Published by McGraw Hill Education; 3rd edition

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SEVENTH SEMESTER

BASICS OF ANIMATION

Course Code: SEC BA (JMC) 409	L: 3	T/P: 0	Credits: 3
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):

On completion of this course, the student should be able to:

- understand the foundations and evolution of AI
- explore use of AI applications in media
- critically assess legal, ethical, and governance issues related to AI
- evaluate the broader impact of AI in media and society

Unit I: Introduction to Animation [L:08]

1. Animation: Concept and Types
2. Principles of Animation
3. Fundamentals of Drawing
4. Sketch and Character Design

Unit II: Use of Animation in Print Media [L:08]

1. Infographics and Data Visualization in Print Media
2. Evolution from Static to Interactive Print
3. Editorial Cartoons and Motion Comics in Print Media
4. Animation in Print Advertising and Brand Promotion

Unit III: Use of Animation in Visual Media [L:10]

1. Role of Animation in Films & Shows
2. Visual Effects and Motion Graphics in Media Production
3. Animation in Documentaries
4. Animation in Visual Ads and Branding

Unit IV: Animation in Mobile and Digital Media [L:10]

1. Mobile Applications and Micro-Animations
2. Social Media and Animated Content
3. Mobile Gaming and Animation
4. Augmented Reality, Animation and Digital Platforms

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Suggested Readings & E-resources:

1. Beiman, N. (2017). Prepare to Board! Creating Story and Characters for Animated Features and Shorts (3rd ed.). London: Routledge.
2. Bhokare, S. (2024). The Basics of Animation. Bloom Books
3. Debnath, N. (2019). Animation Techniques and Practice in India. New Delhi: Kanishka Publishers.
4. Debnath, N. (2019). Animation Techniques and Practice in India. New Delhi: Kanishka Publishers.
5. Foley, A., & Monteiro, K. (2023). Reality Canvas: Augmented Reality Sketching for AR Animation. ACM Transactions on Graphics.
6. Gokhale, A. (2017). Animation in India: From Paintbrush to Pixel. Pune: National Film Archive of India (NFAI).
7. Thomas, F., & Johnston, O. (1981). The Illusion of Life: Disney Animation. New York: Disney Editions.
8. White, T. (2011). Animation from Pencils to Pixels: Classical Techniques for the Digital Animator. Burlington, MA: Focal Press.
9. Williams, R. (2009). The Animator's Survival Kit (Expanded ed.). London: Faber & Faber
10. Zagalo, N., & Branco, P. (Eds.). (2015). Creativity in the Digital Age. London: Springer.

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SEVENTH SEMESTER

OTT CONTENT PRODUCTION AND PROMOTION LAB

COURSE CODE: DSC BA (JMC) 451	L: 0	T/P: 2	CREDITS: 1
External Evaluation:60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

 Course Objectives (COs):

On completion of this course, the student should be able to:

- understand the economic and social landscape of OTT Market in India
- apply skills in analysing the OTT Market

Exercises/Assignments

1. Develop a detailed report comparing 2 or more OTT platforms with respect to content, marketing strategy, reach, popularity and any other related parameter.
2. Develop a 1 min promotional video for any OTT content available in India.
3. Design an alternative marketing strategy for the local content available on OTT platforms in India.

Internal Assessment: The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

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SEVENTH SEMESTER

PODCAST PRODUCTION LAB

COURSE CODE: MDC BA (JMC) 453	L: 0	T/P: 2	CREDITS: 1
External Evaluation:60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):
On completion of this course, the student should be able to:
- understand the overall development of podcasts
- apply skills in creating podcasts

Exercises/Assignments
1. Develop a podcast on any contemporary relevant theme.
2. Develop an alternative marketing strategy for the promotion of any popular podcast
3. Develop a report based on content analysis of any two popular national/local podcasts in India
4. Create any two promotional videos for any popular podcast in India.

Internal Assessment: The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

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SEVENTH SEMESTER

AI TOOLS FOR MEDIA LAB

COURSE CODE: MDC BA (JMC) 455	L: 0	T/P: 2	CREDITS: 1
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):

On completion of this course, the student should be able to:
- understand the different techniques and tools for animation
- apply skills in different forms of animation

Exercises/Assignments
1. Design a video game trailer using basic animation for any popular video game in India.
2. Design any unique character and apply a few 3D animation filters.
3. Design a 3D Promotional Logo using Adobe After Effects or any related application.
4. Create a Social Media GIF on any relevant theme and apply different animation filters.

Internal Assessment: The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

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SEVENTH SEMESTER

SUMMER TRAINING REPORT III

COURSE CODE: AEC BA (JMC) 457	L: 0	T/P: 2	CREDITS: 1
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):

On completion of this course, the student should be able to:

- apply classroom-based education for practical work experience in the industry
- utilize current standards and recent advances in media and entertainment organisation and network with the industry professionals

Soon after the End Term Examination of the Sixth Semester (**only Honors & Honors with Research students**) each student shall undergo a training/internship for four weeks in any media and entertainment sector/NGO. She/ he shall submit in duplicate hard copy and a soft copy of Summer Training Report III along with the multi-media presentation containing the actual experiential learning, at least 4 weeks before the commencement of End Term Examination of the Seventh Semester.

The Summer Training Report carries 100 marks and shall be evaluated by the Board of Examiners comprising of an Internal Examiner 40 marks and one External Examiner separately of 60 marks.

The Summer Training Report shall be supervised by the internal faculty appointed by the Director/ Principal of the institute/ college. The External Examiner shall be appointed by the Competent Authority.

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EIGHTH SEMESTER

MAJOR PROJECT & PLACEMENT PORTFOLIO (for honors)

COURSE CODE: DSC BA (JMC) 452	L: 0	T/P:	CREDITS: 8
External Evaluation:60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):
On completion of this course, the student should be able to:

- conceptualize, plan, and execute a major project that demonstrates their cumulative learning, practical skills, and industry readiness.
- to enhance students' problem-solving abilities, creativity, communication skills, and professionalism, preparing them for the demands of the workplace or further academic pursuits.

Each student shall be assigned the Major Project & Placement Portfolio (Academic/Entrepreneurship) on the basis of student's interest/expertise to enhance the entrepreneurial skills/academic/research knowledge at the end of the Seventh Semester. The Major Project shall be pursued by her/him under the supervision of internal faculty in the Seventh Semester. The student shall make her/his Major Project/Placement Portfolio on the theme/topic approved by the Director of the Institute/Principal in the Sixth Semester. She/ he shall submit the hard & soft copy of the Major Project/ Placement Portfolio in duplicate and also make the multi-media presentation on the same at least four weeks before the date of commencement of the End-Term Examination of the Eighth Semester.

The Major Project & Placement Portfolio carries 100 marks and shall be evaluated by the Board of Examiners comprising of an Internal Examiner 40 marks and one External Examiner separately of 60 marks. The External Examiner shall be appointed by the Competent Authority.

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EIGHTH SEMESTER

RESEARCH PROJCT DISSERTATION (for honors with researchi

COURSE CODE: DSC BA (JMC) 452	L: 0	T/P:	CREDITS: 8
External Evaluation:60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):

On completion of this course, the student should be able to:

- independently design and conduct a systematic research study related to their field of specialization.
- identify relevant research problem, conduct literature reviews, formulate research questions or hypotheses, select appropriate methodology, analyze data, and present findings in a structured academic format.

Dissertation work shall be research based and shall start from the beginning of the eighth semester of BA(JMC) (Honours) Programme and shall be undertaken in any Industry/ Research / Academic Institutions, in any contemporary area of study related to the Media and Entertainment Industry, to apply the overall learning of the last 07 semesters and shall have the submission of the Dissertation Report. The parameters of quality report/academic integrity will be determined on the basis of the latest UGC Guidelines for Academic Integrity in Higher Education (Plagiarism and Copyright).

The Dissertation work carries 100 marks and shall be evaluated by the Board of Examiners comprising of an Internal Examiner 40 marks and one External Examiner separately of 60 marks. The External Examiner shall be appointed by the Competent Authority.

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EIGHTH SEMESTER

COMPREHENSIVE VIVA (for honors/honors with research)

COURSE CODE: DSC BA (JMC) 454	L: 0	T/P:	CREDITS: 8
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives (COs):
On completion of this course, the student should be able to:

- respond confidently to evaluative questions, reflect on their academic journey, and present a coherent perspective on their learning outcomes.

The Comprehensive Viva shall be based on all the courses of the programme and future projections of Media & Entertainment industry. The Comprehensive Viva carries 100 marks and shall be evaluated by the Board of Examiners comprising of an Internal Examiner 40 marks and one External Examiner separately of 60 marks. The External Examiner shall be appointed by the Competent Authority.

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