

**Regulations and Curriculum for
B.A. Journalism & Mass Communication
B.A (JMC)**

**Semester Scheme
For Batch Admitted from 2015-16**



(Deemed to be University under Section 3 of UGC Act, 1956)
(Placed under Category 'A' by MHRD, Govt. of India, Accredited with 'A' Grade by NAAC)
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VISION

To build a humane society through excellence in education and healthcare

MISSION

To develop

Nitte (Deemed to be University)

*As a centre of excellence imparting quality education,
generating competent, skilled manpower to face the scientific and
social challenges with a high degree of credibility, integrity,
ethical standards & social concern*

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No. F.9-13/2007-U.3 (A)
Government of India
Ministry of Human Resource Development
(Department of Higher Education)
U.3(A) Section

Shastri Bhawan, New Delhi,
Dated the 4th June, 2008

NOTIFICATION

1. Whereas the Central Government is empowered under Section 3 of the University Grants Commission (UGC) Act, 1956 to declare, on the advice of the UGC, an institution of higher learning as a deemed to-be-university;
2. And whereas, a proposal was received in February, 2007 from Nitte Education Trust, Mangalore, Karnataka seeking grant of status of deemed-to-be-university in the name of Nitte University under Section 3 of the UGC Act, 1956;
3. And whereas, the University Grants Commission has examined the said proposal and vide its communication bearing No. F.26-10/2007(CPP-I/ DU) dated the 10th March, 2008 has recommended conferment of status of 'deemed-to-be-university' in the name and style of Nitte University, Mangalore, Karnataka, comprising A.B. Shetty Memorial Institute of Dental Sciences, Mangalore;
4. Now, therefore, in exercise of the powers conferred by section 3 of the UGC Act, 1956, the central Government, on the advice of the University Grants Commission (UGC), hereby declare that Nitte University, Mangalore, Karnataka, comprising A.B. Shetty Memorial Institute of Dental Sciences, Deralakatte, Mangalore, shall be deemed to be a University for the Purposes of the aforesaid Act.

Sd/
(Sunil Kumar)
Joint Secretary to the Government of India

(True Extract of the Notification)



**UNIVERSITY GRANTS COMMISSION
BAHADUR SHAH ZAFAR MARG
NEW DELHI - 110002**

No. F.26-5/2008(CPP-1)

Dated: 24th March, 2009

OFFICE MEMORANDUM

1. Whereas the Government of India, Ministry of Human Resource Development, Department of Higher Education vide Notification No. F.9-13/2007-U3(A) dated 4th June, 2008 declared Nitte University, Mangalore, Karnataka comprising A. B. Shetty Memorial Institute of Dental Sciences, Deralakatte, Mangalore as Deemed to be University under Section 3 of UGC Act, 1956.
2. And whereas now, the University Grants Commission, on the recommendation of an Expert Committee constituted by the Chairman, UGC has agreed for bringing (i) K. S. Hegde Medical Academy, Deralakatte, Mangalore (ii) Nitte Usha Institute of Nursing Sciences, Deralakatte, Mangalore (iii) Nitte Gulabi Shetty Memorial Institute of Pharmaceutical Sciences, Deralakatte, Mangalore, (iv) Nitte Institute of Physiotherapy, Deralakatte, Mangalore under the ambit of Nitte University, Deralakatte, Mangalore.

Sd/
(K.P. Singh)
Joint Secretary
University Grants Commission

(True Extract of the Notification)

Nitte University



(Deemed to be University under Section 3 of UGC Act, 1956)

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Website: www.nitte.edu.in E-mail: info@nitte.edu.in

Ref: NU/REG/AC/2015-16/180-B

Date: 31-07-2015

NOTIFICATION

Subject: Regulations, Scheme and Syllabus for BA (Journalism & Mass Communication) and MA (Journalism & Mass Communication) courses.

In exercise of the powers conferred under Rule No. R. 9 of the MoA, the Academic Council in its 25th Meeting held on 30-07-2015 under the agenda item no. AC/13(5)-25/15 has been pleased to approve the regulations, scheme and syllabus for Semester Scheme pertaining to BA (Journalism & Mass Communication) and MA (Journalism and Mass Communication) Courses.

The Regulations, scheme and syllabus shall come into force from the academic year 2015-16.

By order,

REGISTRAR



(Deemed to be University under section 3 of UGC Act 1956)

Placed under Category 'A' by MHRD, Govt. of India

Accredited as 'A' Grade University by NAAC

Mangaluru, Karnataka, India

Regulations and Curriculum for
B. A. Journalism & Mass Communication B.A (JMC)
Semester Scheme
For Batch Admitted from 2015-16

Preamble

The BA in Journalism & Mass Communication [B.A. (JMC)] program is instituted in Nitte (Deemed to be University) in the year 2013-14. The regulations for [B.A. (JMC)] program have been modified and are formulated as under:

1. Introduction

- 1.1. These regulations shall be called the Nitte (Deemed to be University) Regulations for BA (Journalism & Mass Communication) Program and govern the policies and procedures including selection, admission, imparting of instructions, conduct of examinations evaluation and certification of candidate's performance and all amendments thereto, leading to the award of BA (Journalism & Mass Communication) degree. The regulations shall come into effect from the academic year 2015-16 and is applicable to the batch admitted from 2015-16 and onwards.
- 1.2. This set of regulations shall be binding on all the candidates undergoing the said degree program.
- 1.3. These regulations may be modified from time to time as mandated by the statutes of the University.
- 1.4. This set of regulations may evolve and get refined or updated or amended or modified or changed through appropriate approvals from the Academic Council or the Board of Management from time to time and shall be binding on all parties concerned including the Candidates, Faculty, Staff, Departments and the Institution Authorities.

- 1.5. All disputes arising from this set of regulations shall be addressed to the Board of Management. The decision of the Board of Management is final and binding on all parties concerned. Further, any legal disputes arising out of this set of regulations shall be limited to jurisdiction of Courts of Mangalore only.

2. Definitions

Unless the context otherwise requires

- *Academic year* means two consecutive (one odd + one even) semesters
- *Audit Course* means course/s aimed at supplementing a candidate's knowledge and /or skills. These will be reflected in the grade card but shall not be taken into account in determining the candidate's performance in the semester. However, it is mandatory that a candidate passes that he passes in the audit course to be eligible for the award of the degree.
- *BoM means* Board of Management of Nitte (Deemed to be University)
- *BoS means* Board of Studies (UG and PG) in Humanities
- *Institute/Institution* means Nitte Institute of Communication
- *Course* means a subject or a paper. A course may comprise lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study etc. or a combination of some of these.
- *Credit* means a unit by which the course work is measured. It determines the number of hours of instructions required per week. One credit is equivalent to one hour of teaching (lecture) or two hours of tutorials or three hours of laboratory /practical/ project work per week
- *Credit Based Semester System (CBSS)*: means a system wherein the requirement for awarding a degree (or diploma or certificate) prescribed in terms of number of credits to be completed by the candidates.
- *Cumulative Grade Point Average (CGPA)* means a measure of overall cumulative performance of a student over all semesters. The CGPA is the ratio of total credit points secured by a student in various courses in all semesters and the sum of the total credits of all courses in all the semesters. It is expressed up to two decimal places.
- *Department* means Department of Journalism and Mass Communication
- *Grade Point* means a numerical weight allotted to each letter grade on a

10-point scale.

- *He* includes both genders *He and She*; similarly his and /or him, himself includes her, as well in all cases.
- *Head of the Department* means a full-time faculty appointed/nominated by the Head of the Institution / University for managing the Department and authorized to and responsible for the implementation of the rules and procedures pertaining to the Department .
- *Letter Grade* It is an index of the performance of a candidate in a said course. Grades are denoted by letters O, S, A+, A, B+, B, C, F and I
- *Program* means an educational program leading to award of a Degree [B.A. (JMC)]
- *Regulations* means this set of academic regulations
- *Semester Grade Point Average (SGPA)* means a measure of performance of work done in a semester. It is ratio of total credit points secured by a student in various courses registered in a semester and the total course credits taken during that semester. It shall be expressed up to two decimal places
- *University* means Nitte (Deemed to be University)

3. Duration of the course

The Candidate shall undergo a period of study extending over 3 academic years (6 semesters)

4. Medium of Instruction and Examinations

The medium of instruction and examinations shall be in English.

5. Maximum Duration for completion of the Program

The maximum duration for completing the program is 6 (six) years

6. Eligibility for Admission

6.1 The Program will be structured on Credit Based System and Continuous Candidates seeking admission to B.A. Journalism & Mass Communication must have passed the PUC Examination of Karnataka, PUE Board or equivalent examination in any discipline of any other approved Board or University with not less than 40% of marks in the aggregate.

For SC/ST candidates the minimum percentage of marks shall be a pass in the qualifying examination

Foreign Nationals and candidates who have qualified from a Foreign University/Board should obtain permission from Nitte (Deemed to be University) prior to the admission for equivalence of the qualification.

7. Selection of Eligible candidates:

Selection to the [B.A. (JMC)] program shall be based on the basis of merit obtained in the qualifying examination.

8. Withdrawal – Temporary and Permanent

8.1. Temporary

8.1.1. A candidate who has been admitted to the course may be permitted to withdraw temporarily for a period of six months or more up to one year on the grounds of prolonged illness, grave calamity in the family etc, provided:

- 1) He applies stating the reason of withdrawal with supporting documents and endorsement by parent/guardian.
- 2) The Institute is satisfied that without counting the period of withdrawal candidate is likely to complete his requirement of the degree within maximum time specified.
- 3) There are no outstanding dues or demands with the department, library, hostel, Institute etc.

8.1.2. The tuition fee for the subsequent year may be collected in advance based on the severity of the case before giving approval for any such temporary withdrawal.

8.1.3. Scholarship holders are bound by the appropriate rules applicable

8.1.4. The decision of the Institute/university regarding withdrawal of a candidate is final and binding

8.2. Permanent

8.2.1. A candidate who withdraws admission before closing date of admission for the academic session is eligible for the refund of the deposit only. The fees once paid will not be refunded on any account.

8.2.2. Once the admission for the year is closed, and if a candidate wants to leave the institution, he will be permitted to do so and take the

Transfer Certificate from the institute, if required only after remitting all the tuition fees for the remaining years.

Those candidates who have received any scholarship/stipend/other forms of assistance from the Institute shall repay all such amounts in addition to those mentioned in the clause above.

The decision of the Institute/University regarding withdrawal of a student is final and binding.

9. Conduct and Discipline

- 9.1. Candidates shall Conduct and Discipline themselves within and outside the premises of the Institution in a manner befitting a student.
- 9.2. As per the order of Honourable Supreme Court of India, ragging in any form is considered as a criminal offence and is banned. Any form of ragging will be severely dealt with.
- 9.3. The following acts of omission and /or commission shall constitute gross violation of the code of conduct and are liable to invoke disciplinary measures.
 - 9.3.1. Ragging as defined and described by the Supreme Court/ Government.
 - 9.3.2. Lack of courtesy and decorum, indecent behaviour anywhere within or outside the campus.
 - 9.3.3. Willful damage or stealthy removal of any property/belongings of the Institution/Hostel or of fellow students/citizens.
 - 9.3.4. Possession, consumption or distribution of alcoholic drinks or any kind of hallucinogenic drugs.
 - 9.3.5. Mutilation or unauthorized possession of library books.
 - 9.3.6. Noisy or unseemly behaviour, disturbing studies of fellow students.
 - 9.3.7. Plagiarism of any nature.
 - 9.3.8. Hacking of computer systems (such as entering into other person's domain without prior permission, manipulation and/or damage to the computer hardware and software or any other cyber crime, etc.)

- 9.3.9. Any other act of gross indiscipline as decided by the Board of Management from time to time.
- 9.4. Commensurate with the gravity of offence, the punishment may be: reprimand, fine expulsion from the hostel, debarment from an examination, disallowing the use of certain facilities of the Institution, rustication for a specific period or even outright expulsion from the institution, or even handing over the case to appropriate law enforcement authorities or the judiciary as required by the circumstances.
- 9.5. For any offence committed in-
- (i) a hostel, (ii) a department (iii) a class room, and (iv) elsewhere, the Chief Warden, the Head of the Department/ Head of the Institution/ Authorities of the University respectively, shall have the authority to reprimand or impose fine.
- 9.6. All cases involving punishment other than reprimand shall be reported to the Vice-Chancellor.
- 9.7. Cases of adoption of unfair means and/or any malpractice in an examination shall be reported to the Controller of Examinations, for taking the appropriate action

10. Graduation Requirements:

Candidate shall be declared eligible for the award of the degree if he has:

- Fulfilled the degree requirements.
- No dues to the University, Institution, Departments, Hostels, Library, etc.
- No disciplinary action pending against him.

The award of the degree must be recommended by the Board of Management.

11. Convocation:

Degrees will be awarded in person to all the eligible candidates who have graduated during the preceding academic year at the annual convocation. For eligible candidates who are unable to attend the convocation, degree will be sent by post. Candidates are required to apply for the convocation along-with prescribed fee within the specified date, after satisfactory completion all degree requirements.

12. Structure of the Program

The Program is structured on credit based system and continuous evaluation, following semester pattern. A candidate shall have earned a total of 80 credits to be eligible for the award of BA (J&MC) degree of the University.

12.1 The program consists of the following:

Foundation Courses (24 Credits)	1. English literature - I
	1. English literature - I
	2. English literature - II
	3. Human Rights Journalism
	4. Cultural History of India
	5. Introduction to Economics
	6. Introduction to Political Science

Core Courses (116 Credits)	1. Reporting and writing
	2. Media & environment
	3. Introduction to digital media
	4. History of Media
	5. Media laws and Ethics
	6. Editing and Design
	7. Computer Graphics
	8. Visual Communication & Photography
	9. Sports Journalism
	10. Introduction to Radio
	11. Psychology for Media
	12. News Paper Design
	13. Introduction to Cinema Studies
	14. Advertising & Public relations

	15. Introduction to Animation 16. Current affairs & Presentation Skills 17. Information Society 18. Magazine Journalism 19. Introduction to Television Production 20. Development Communication 21. Basic Media Research 22. Media & Globalization 23. Arts and culture communication 24. Sociology of India 25. Event Management 26. International Relations 27. Media theory & Criticism 28. Corporate Communication 29. Web Journalism & Design
Project Work (4 Credits)	
Internship (4 Credits)	

13. Courses of Study and Training

No	Course	Lecture	Tutorial	Practical/ Field work	Credit	Total Hours
Semester I						
1	English Literature - I	48	32	0	4	80
2	Reporting and Writing	48	0	48	4	96
3	Media and Environment	48	0	48	4	96
4	Introduction to Digital Media	48	0	48	4	96
5	History of Media	48	32	0	4	80

6	Media laws and Ethics	48	0	48	4	96
Total					24	544
Semester II						
1	English Literature - II	48	32	0	4	80
2	Editing and Design	48	0	48	4	96
3	Human Rights Journalism	48	32	0	4	80
4	Cultural History of India	64	0	0	4	64
5	Introduction to Economics	48	32	0	4	80
6	Computer Graphics	16	32	96	4	144
Total					24	544
Semester III						
1	Introduction to Political Science	64	0	0	4	64
2	Visual Communication and Photography	48	0	48	4	96
3	Sports Journalism	48	32	0	4	80
4	Introduction to Radio	48	0	48	4	96
5	Psychology for Media	64	0	0	4	64
6	News Paper Design	16	32	96	4	144
Total					24	544
Semester IV						
1	Introduction to Cinema Studies	48	0	48	4	96
2	Advertising and Public relations	48	32	0	4	80
3	Introduction to Animation	32	32	48	4	112
4	Current Affairs and Presentation Skills	48	0	48	4	96
5	Information Society	48	32	0	4	80
6	Magazine Journalism	48	32	0	4	80
Total					24	544

Semester V						
1	Introduction to Television Production	32	0	96	4	128
2	Development Communication	48	32	0	4	80
3	Basic Media Research	48	0	48	4	96
4	Media and Globalization	48	32	0	4	80
5	Arts and Culture Communication	48	32	0	4	80
6	Sociology of India	48	32	0	4	80
Total					24	544
Semester VI						
1	Event Management	48	32	0	4	80
2	International Relations	64	0	0	4	64
3	Media Theory and Criticism	48	32	0	4	80
4	Corporate Communication	64	0	0	4	64
5	Web Journalism and Design	48	0	48	4	96
6	Project	16	0	144	4	160
Total					24	544

13.1. Project Work:

As a partial requirement of the program, a candidate is required to carry out a project in a select area pertaining to the program, under the supervision of a faculty Guide.

13.2. Internship:

A candidate is required to mandatorily undergo internship of one-month duration at accredited/recognized media or communication organization/s in order to be eligible for the award of degree. The internship shall be taken up after the end of the IV semester examinations but before the commencement of the V semester. The candidate shall maintain a log book/ diary and record the work done. He shall make a presentation of the work to a panel of examiners for evaluation. The candidate shall produce a certificate for having

satisfactorily completed the internship. The work will be evaluated by the media/communication organization for 50 marks and by a panel of Examiners appointed by the University for 50 marks. Failure shall result in repeating of internship. The internship shall be completed before the award of the final degree.

14. Attendance

- 14.1. A candidate shall study in the concerned department of the Institution for the entire period as a full time student. No candidate is permitted to work in any outside organization/agency etc. while studying. No candidate should join any other program of study or appear for any other degree examination conducted by this University or any other University in India or abroad during the period of registration.
- 14.2. Each semester shall be taken as a unit for the purpose of calculating attendance.
- 14.3. A candidate who has put in a minimum of 75% of attendance in the theory and practical separately and who has fulfilled other requirements of the program shall be permitted to appear for University examinations.
- 14.4. A candidate having shortage of attendance shall repeat the semester when it is offered next.

15. Examination:

There shall be a University examination at the end of each semester.

15.1. Scheme of Examination:

Evaluation is based on formative evaluation (Continuous Internal Evaluation) and summative evaluation (Semester End Examination).

The academic performance is assessed on the basis of both Continuous Internal Evaluation (CIE) assessment and Semester End Examination (SEE) in each semester. CIE: SEE weightage will be in the ratio of 50:50.

15.1.1. Continuous Internal Evaluation (CIE)

50% of the marks are allotted for CIE in each course. The CIE will be calculated on the basis of two sessional examinations, assignments, seminar, group works, presentations, quiz, etc.

A Candidate must secure at least 40% of total marks fixed for internal assessment in a particular course in order to be eligible to appear for the Semester End Examination of that course.

15.1.2. Semester End Examination:

A candidate who satisfies the requirements of attendance, progress and conduct shall be eligible to appear for the university examinations. There shall be a University Examination at the end of each semester.

To be eligible to appear for University examination a candidate should fulfil all the following conditions.

- a. undergone satisfactorily the approved program of study in the course/courses for the prescribed duration;
- b. 75% attendance separately in each course;
- c. shall have the minimum attendance requirement in all courses of that semester for the first appearance;
- d. secure at least 40% of total marks fixed for internal assessment in a particular course; and
- e. fulfill any other requirement that may be prescribed by the University from time to time.

15.2. Scheme of Examinations:

No.	Course	CIE	University Exam		Total Marks
			Theory exam	Practical / Viva-voce	
Semester I					
1.	English literature - I	50	50	-	100
2.	Reporting and writing	50	50	-	100
3.	Media & environment	50	50	-	100
4.	Introduction to digital media	50	50	-	100
5.	History of Media	50	50	-	100
6.	Media laws and Ethics	50	50	-	
Semester II					
1.	English literature - II	50	50	-	100
2.	Editing and Design	50	50	-	100
3.	Human Rights Journalism	50	50	-	100
4.	Cultural History of India	50	50	-	100
5.	Introduction to Economics	50	50	-	100
6.	Computer Graphics	50		50	100
Semester III					
1.	Introduction to Political Science	50	50	-	100

2.	Visual Communication & Photography	50	50	-	100
3.	Sports Journalism	50	50	-	100
4.	Introduction to Radio	50	50	-	100
5.	Psychology for Media	50	50	-	100
6.	News Paper Design	50	-	50	100
Semester IV					
1.	Introduction to Cinema Studies	50	50	-	-
2.	Advertising & Public relations	50	50	-	100
3.	Introduction to Animation	25	50	25	100
4.	Current affairs & Presentation Skills	50	50	-	100
5.	Information Society	50	50	-	100
6.	Magazine Journalism	50	50	-	100
Semester V					
1.	Introduction to Television Production	50	50	-	100
2.	Development Communication	50	50	-	100
3.	Basic Media Research	50	50	-	100
4.	Media & Globalization	50	50	-	100
5.	Arts and culture communication	50	50	-	100
6.	Sociology of India	50	50	-	100
7.	Internship	50	-	50	100
Semester VI					
1.	Event Management	50	50	-	100
2.	International Relations	50	50	-	100
3.	Media theory & Criticism	50	50	-	100
4.	Corporate Communication	50	50	-	100
5.	Web Journalism & Design	25	50	25	100
6.	Project Specialization	-	-	100	100

15.3 Criteria for Pass:

A candidate is declared to have passed in a course if he secures 40% of the marks separately in the Semester End Examination (SEE) and Continuous Internal Evaluation (CIE), fixed for the course. A candidate who fails in any course shall have to appear only in that course in the subsequent examination.

16. Academic Performance Evaluation

16.1. Grading System:

The performance of a candidate shall be evaluated according to a Letter Grading System, based on the both CIE and SEE. The letter grades (O, S, A+, A, B+, B, C, F and I) indicate the level of academic achievement assessed on a 10 point scale (0 to 10).

Marks Range (%)	Grade Point	Letter Grade	Descriptor	Classification	CGPA
90 & above	10	O	Outstanding	First Class with Distinction	7.00- & above
80 -90	9	S	Excellent		
70-80	8	A+	Very Good		
60-70	7	A	Good	First Class	6.00-6.99
55-60	6	B+	Above Average	Second Class	5.50-5.99
50-55	5	B	Average		5.00-5.49
40-50	4	C	Pass	Pass Class	4.00-4.99
Below 40	0	F	Fails	Fail	Less than 4.00
Absent	0	I	Absent		

16.1.1. A candidate shall be considered to have completed a course successfully and earned the credits assigned, if he secures an acceptable letter grade in the range O-C. Letter grade 'F' in any course implies failure in that course and no credit is earned.

16.1.2. A candidate having satisfactory attendance at classes and meeting the passing standard at CIE in a course, but remained absent from SEE shall be awarded 'I' grade in that course.

16.2. **Grade Point Averages:** The overall performance of a candidate will be indicated by Grade Point Average (GPA). For each course grade points will be awarded as per a letter grading system. Semester Grade Point Average (SGPA) is computed as follows:

$$\text{SGPA} = \frac{\sum [(\text{course credit} \times \text{Grade point}) \text{ for all courses with letter grades, including F}]}{\sum [(\text{course credits}) \text{ for all courses with letter grades, including F}]}$$

Cumulative Grade Point Average (CGPA) is computed as follows:

$$\text{SGPA} = \frac{[(\text{course credit} \times \text{Grade point}) \text{ for all semesters with, letter grades excluding F}]}{[(\text{course credits}) \text{ for all courses for all semesters with Letter grades, excluding F}]}$$

16.3 Conversion of Grades into Percentage Formula for conversion of GPA into percentage:

CGPA earned X10 = Percentage of marks scored
 Illustration: (CGPA Earned 8.18 X 10) = 81.80 %

16.4 Award of Class: The candidate, who has passed all the courses prescribed, shall be declared to have passed the program. Class will be awarded only to those who pass the entire examination in the first attempt.

- A candidate who secures GPA ≥ 7.00 and above in first attempt shall be declared to have passed in 'First Class with Distinction'.
- A candidate who secures GPA ≥ 6.00 or more but less than 7.00 in the first attempt shall be declared to have passed in 'First Class'.
- A candidate who secures GPA ≥ 5.00 or more but less than 6.00 in the first attempt shall be declared to have passed in 'Second Class'.
- A candidate who secures GPA ≥ 4.00 or more but less than 5.00 in the first attempt shall be declared to have passed in 'Pass Class'.

Candidates who pass the examinations in more than one attempt shall be declared as passed in 'Pass' class irrespective of the percentage of marks secured.

- An attempt means the appearance of a candidate for one or more courses either in part or full in a particular examination.
- A candidate who fails in main examination and passes one or more subjects or all subjects in the supplementary examination is not

eligible for award of class or distinction. Passing in supplementary examination by such candidates shall be considered as attempt.

- If a candidate submits application for appearing for the regular examination but does not appear for any of the courses/subjects in the regular University examination, he can appear for supplementary examination provided other conditions such as attendance requirement, internal assessment marks, etc. are fulfilled and his appearing in the supplementary examination shall be considered as the first attempt.
- Candidates who pass the subjects in the supplementary examinations are not eligible for the award of Gold Medal or Merit Certificate.

16.5. Carry over:

A candidate shall appear for all the subjects of that particular semester in the University examinations but failed in that semester can avail this benefit provided:

- (a) A candidate who fails in I semester is allowed to move to II semester. The candidates with back log subjects shall take both I semester backlog papers as well as II semester papers. Candidate with a backlog of not more than 2 papers in I & II semesters put together is allowed to go to the III semester.
- (b) Candidates who have failed in not more than 2 subjects of II semester and III semester (put together) and not having backlog of I semester papers are only permitted to go to IV semester.
- (c) Candidates who have failed in not more than 2 subjects of III semester and IV semester (put together) and not having backlog of II semester papers are only permitted to go to V semester.
- (d) Candidates who have failed in not more than 2 subjects of IV semester and V semester (put together) and not having backlog of III semester papers are only permitted to go to VI semester.
- (e) The candidate is permitted to appear for the VI semester examination along with the backlog subjects of IV and V semesters and should pass all the subjects, including the backlog subjects to be declared as having completed the course.

16.6 **Rules for grace marks:** Grace marks upto 1% of the maximum total marks in the examination subject to a maximum of 5 marks shall be awarded to the failed subject(s), provided on award of grace marks the candidate passes in that subject(s)/ examination. There shall be no provision to award

grace marks for improvement of class.

16.7. Re-totaling:

Re-totaling of marks is permitted only for theory papers. The University, on application within the stipulated time and remittance of a prescribed fee, shall permit a recounting of marks for the course/s applied. The marks obtained after re-totaling shall be the final marks awarded.

17. Supplementary Examinations:

Supplementary examination shall be conducted by the university for the benefit of unsuccessful candidates. Supplementary examinations will be conducted within six weeks/six months from the date of announcement of results.

- A candidate detained for lack of attendance, internal assessment marks will be barred from appearing in any one or all course/s for the supplementary examination.
- A candidate dropping from appearance in any or all subjects /courses at regular examination is disallowed from taking dropped subject(s)/course(s) at the supplementary examinations.
- If a candidate submits application for appearing for the examination but does not appear for any of the subjects in the university examination, he can appear for supplementary examination provided other conditions such as attendance requirement, internal assessment marks, etc. are fulfilled.
- A candidate who is promoted to the next higher class as per carry over regulations (except where apex bodies do not permit), if he clears the lower year/semester/phase examinations in the main examination is allowed to appear for the higher class examination during supplementary examinations provided other conditions such as attendance requirement, internal assessment marks, etc. are fulfilled.

A candidate permitted to appear for the supplementary examination can improve his internal assessment marks before he takes the supplementary examination by subjecting himself to internal assessment procedure as practiced in the college.

18. Award of Merit Certificates:

Merit Certificates will be awarded on the basis of overall CGPA obtained. Further, only those candidates who have completed the program and fulfilled all the requirements in the minimum number of years prescribed (i.e. three years) and who have passed each semester in the first attempt are only eligible for the award of Merit Certificates.

Programme Outcomes:

(At the end of the program, graduates will be able to...)

1. Write, edit and design for newspapers, magazines, and online news platforms.
- 2.. Script, shoot/record, and edit for film, television and radio.
3. Design and execute advertisement and public relations campaigns.
4. Create, plan, and implement effective programming for events.
5. Demonstrate an integrative approach to development and environmental issues with a focus on sustainability.
6. Recognise and question ideological assumptions about gender, race, class, nationality, disability, age, and sexual orientation.
7. Identify human rights concerns and analyse current debates about the role of media in the field of Human Rights.
8. Demonstrate an understanding of history, literature, political science and economics.
9. Critique and analyse culture, arts and aesthetics.
10. Critique media content and practices.
11. Develop a research paper by using quantitative and qualitative methodologies.
12. Demonstrate an understanding of ethical issues, perspectives and debates across media.
13. Strategise and execute social media campaigns across platforms.

Semester I
Course: English Literature I

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Ext. Practical Exam

Objective:

To improve spoken and written English skills and to introduce the student to various writing styles, in the form of essays, short stories, poetry and one-act plays.

COURSE OUTCOMES

At the end of the course students will be able to...

CO 1: Recognise and analyse the basic themes in literature

CO 2: Describe the literary conventions in the genres of poetry, short story, drama and prose

CO 3: Discuss the depiction of socio-cultural aspects of different periods in literature

CO 4: Trace the development of literature over the course of time

CO 5: Demonstrate close reading a text

CO 6: Apply the knowledge gained from literature to other disciplines

Unit-1

1.Understanding R K Narayan

- a. The astrologer
- b. Under the Banyan Tree
- c. Swamy and friends

Unit-2

Understanding and appreciating poetry,

Wordsworth: London 1802, A Slumber did my Spirit Seal, The Tables Turn**Ogden Nash:** One third of the Calendar, Adventures if Isabelle, The Lady who thinks she is Thirty**Robert Frost:** Stopping by the Woods on a Snowy Evening, The Road not taken, In a disused graveyard.**John Keats:** Bright star, On the Sea, written on a summer evening**Unit-3**

Understanding and appreciating Short Plays,

Taming of the Shrew, Comedy (abridged)

Pygmalion –G B Shaw

Unit-4

The art of Story Telling,

Ruskin Bond: The Kitemaker, The Banyan Tree, The eyes have it, The Thief, The Blue Umbrella

Unit-5

Understanding Essays,

Charles Lamb: Dream Children, Poor Relations**Reference:**

1. Ruskin Bond (2010) *Notes from a Small Room*, Penguin Books India.
2. Ruskin Bond, *The Blue Umbrella, The Kite Maker, The Banyan Tree*
3. Short poems by Wordsworth, Robert Frost, Ogden Nash, Keats
4. The Taming of the Shrew, Comedy (abridged)
5. G B Shaw (1916) *Pygmalion*
6. Charles Lamb (1913) *Essays of Elia*, J. M. Dent, London

Semester I

Course: Reporting and Writing

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Ext. Practical Exam

Objective:

Information dissemination across traditional and digital publication platforms demands accuracy and fairness that act as the hallmark of writing professionals. This course is designed to understand the demanding needs of industry and audiences alike. Students will learn to deliver the acumen for every copy carrying significance, context, crispness and balance. Students will understand how writing is delivered across various verticals.

COURSE OUTCOMES

At the end of the course students will be able to...

CO1: Exercise judgement of news content and its significance

CO2: Differentiate between different writing forms and methods

CO3: Identify news sources and gather information

CO4: Discuss reporting guidelines and news values

CO5: Write content in different forms for various platforms

CO6: Critique and analyse various digital platforms and digital activism

Unit-1

Introduction to reporting, definition of news, news values, writing for newspapers, reporting guidelines

Unit-2

Writing the leads, different types of leads, sources of leads, covering different beats, election coverage, business news, crime reporting, sports reporting, reporting civic affairs

Unit-3

Sources of news, correspondence, news agencies, columnists, stringers and media ombudsmen

Unit-4

Feature and column writing, difference between writing features and news story, investigative writing, tabloid and Yellow Journalism

Unit-5

Introduction to digital media and reporting, usage of Facebook and Twitter in journalism, activism and independent journalism

Reference:

1. Mencher, Melvin (2006) *News Reporting and Writing*, Mac-Graw Hill, Boston
2. Scalnan, Christopher (2000) *Reporting and Writing: Basics for the 21st Century*, Harcourt College Publishers
3. Walt, Harrington (1997) *Intimate Journalism: The Art and Craft of Reporting Everyday Life*, Sage Publications
4. Carole, Rich (2007), *Writing and Reporting News: A Coaching Method*, Thomson Learning Inc
5. Kamath, M.V. (1986) *Professional Journalism*, Vikas Publishing House

Semester I

Course: Media & Environment

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Ext. Practical Exam

Objective:

Issues that concern the society at large include growing environmental concerns. Media and communication play a vital role in understanding the environment, its issues and what comprises it. This course is designed to give insight into how environmental concerns are looked upon, understood, contested and executed on. Students will learn to criticise, analyse, and reflect on how media connects economic, political, sociological and cultural powers tangentially to environment in public sphere.

COURSE OUTCOMES

At the end of the course students will be able to...

CO1: Demonstrate a comprehensive understanding of environment policies, Environment reporting and Biodiversity threats in India

CO2: Critique on sustainable development, environment pollution, climate change and impacts of climate change

CO3: Discuss the issues pertaining to the Western Ghats, displacement and rehabilitation issues in the region

CO4: Demonstrate a deep understanding of Madhav Gadgil and Kasturi Rangans reports on Western Ghats

CO5: Demonstrate an understanding of environment movements in India, Environment activism and the use of social media in environment activism

CO6: Demonstrate a comprehensive understanding of environment ethics.

Unit-1

Environment studies, Environment policies of India, introduction to Environment reporting

Unit-2

Bio-diversity in India, threats to bio-diversity, endangered species, flora and fauna, removable and non-removable resources, equitable use of resources, industrialisation and its impact

Unit-3

Sustainable development, Environmental ethics, Environment pollution, climate change and impact of climate change

Unit-4

Western Ghats, Issues pertaining to Western Ghats, media coverage of Environment and climate change, displacement and rehabilitation issues

Unit-5

Madhav Ghadgil and Kasturi Rangan Reports on Western Ghats, Environment Movements in India, Environment Activism, Use of social media and other mediums to voice our opinions

Reference:

1. Allaby, Michael (1997) *Basic Environmental Science*, Routledge,
2. Neuzil, Mark; Kovarik, William, (1996) *Mass Media and Environmental Conflict*, Sage Publications,
3. Kothari, Asish (1997) *Understanding Biodiversity*, Orient Longman
4. Gadgil, Madhav; Guha, Ramachandra (1992) *The fissured land- An ecological history of India*, Oxford University Press,
5. Surendra, Lawrence; Schindler, Klaus; Ramaswamy, Prasanna (Editors),(1996) *The Stories They Tell: a Dialogue Among Philosophers Scientists and Environmentalists*, Earthworm Books Pvt Ltd,

Semester I
Course: Introduction to Digital Media

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Ext. Practical Exam

Objective:

Swift developments in technology have enormously affected the way communication is channelised. New age trends make it incumbent upon media and communication professionals to be digitavvy (digitally savvy). This course will broaden understanding of history of digital technology, digital culture, context and geographic importance with focusing on growing dynamism in circulation, information availability, virtuality, interactivity and need for speed.

Students will learn the nuances of working in a digital world constantly influx with traditional systems and critically evaluate the interference between technology and human development and its correlation to socio-aesthetics and ethical points.

COURSE OUTCOMES

At the end of the course students will be able to...

CO1: Discuss the evolution of the internet in India and the world

CO2: Analyse the impact of the internet and networking

CO3: Demonstrate an understanding of the search engine and its working

CO4: Demonstrate an understanding of new media and its implications on traditional media

CO5: Discuss the different aspects of online advertising

CO6: Analyse laws and ethics applicable to online media

Unit-1

History of Internet and networking, introduction to World Wide Web, Navigating the Web, links and hyper links, internet as a channel to mass communication, Internet penetration and reach in India

Unit-2

Introduction to New Media, difference between traditional and New Media, Features of New Media, convergence media and technology

Unit-3

Search Engines, Advance Search, working of a Search Engines, Search Engine optimization, Revenue generation of a Search Engine, terms and norms of a Search Engine

Unit-4

Online advertising, Different kinds of Online advertising, Online advertising in India, Case study of a Google as a Online advertiser and a search engine

Unit-5

Security and Privacy issues online, Bugs and cookies, Cyber laws in India, Cyber Crimes, Social networking, blogs, types of blogs, micro blogging, virtual reality and identity crisis

Reference:

1. Lars Tvede, (1999) *Data Broadcasting: The Technology and the Business*, John Wiley & Sons Pte. Ltd., Singapore.
2. Flew, Terry. *New Media: An introduction.3rd ed.* Victoria; Oxford University Press
3. Kaye, Barbaka K; Norman J Medoff (2001) *The World Wide Web: A Mass Communication Perspective*, McGraw Hill Higher Education, New York.

Semester I
Course: History of Media

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Ext. Practical Exam

Objective:

While contemporary mechanisms rule the roost for most media and communication houses, history of media across the globe is an essential knowledge in understanding interconnectivity and media cooperation. This course will train through emergence and development of media industry in the backdrop of various historical, cultural, social, economic, political events with subsequent semiotic and technological convergence over time.

Students will understand the growth of interplay between media and audiences to evaluate a comparative outlook on present day game-changing techniques.

COURSE OUTCOMES

At the end of the course students will be able to...

CO1: Demonstrate an understanding of the origins of different media

CO2: Discuss the role of the media during the second world war

CO3: Discuss the role of newspapers and radio during the fight for India's independence

CO4: Discuss the evolution of mass media and analyse trends

CO5: Analyse the different ages of Indian Cinema

CO6: Demonstrate an understanding of communication in the pre-print period

Unit-1

Introduction to oral culture and oral traditions, pre print era, invention of printing, Gutenberg and his experiments

Unit-2

Development of Newspapers and magazines, history of printing in India, Role of newspapers during and post independent era

Unit-3

History of sound recording, telegraphy and wireless, radio as mass media, Development of Radio in India

Unit-4

History of Photography, history of motion pictures, silent era and talkies, golden age of cinema, alternate and contemporary Indian Cinema

Unit-5 Impact of World War II, history of television, television in India, satellites and cable networks, history of new media, the internet and future of mass media

Reference:

1. Singhal, Arvind; Rogers M, Everett (1989) *India's Communication Revolution*, Sage.
2. Wadhvani, Manohar- An introduction to Mass Communication and Mass Media, Mumbai; Sheth Publishers.
3. Agee, Warren K., Philip H. Ault and Edwin Emery - *Introduction to Mass Communication*, 12 edition, Allyn & Bacon.
4. Kumar, Keval J. (2002). *Mass Communication in India*. Mumbai; Jaico Publishing.
5. Dominick, Joseph (2011) *The Dynamics of Mass Communication*, McGraw-Hill Higher Education.
6. Black, Jay; Bryant, Jennings - *Introduction to Mass Communication*, USA; Wcbrown Publishers.

Semester I
Course: Media Laws and Ethics

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Ext. Practical Exam

Objective:

Jurisprudence is a vital background for any profession. Without grounding in law and ethics, a journalist/ media professional is poorly equipped in gauging the sensitive issues at large. This course will acquaint students with law in general and communication laws in particular.

Students will learn elaborate functioning of the legal system and its synergy with society, professions and corporate/ organizational rules with some highlights on other aspects of law including civil and criminal procedure (with relevant case studies, articles and proceedings). A major concern will focus on copyright and infringement.

COURSE OUTCOMES

At the end of the course students will be able to...

CO1: Discuss media laws in India and the world

CO2: Discuss the Right of Freedom of Speech and reasonable restrictions applicable

CO3: Discuss media regulation in India

CO4: Demonstrate an understanding of nature of ethics and morality in journalism

CO5: Determine the ethical issues of media with case studies

CO6: Determine the provision provided to the journalist

Unit-1

The Fundamental Rights and Directive Principles of State Policy, Introduction to Media laws of India, Media Laws in different countries, do's and don'ts of media reporting

Unit-2

Article 19 1(a), Reasonable restrictions on freedom of speech and expression, defamation laws, obscenity laws, contempt of court

Unit-3

Contempt of Legislature, Privacy Laws, Copyright Act, the Press and Registration Act, the Drugs and Magical Remedies Act

Unit-4

Right to information Act (2005), Information Technology Act (2000), Press Council of India, Self Regulation of Media, Working Journalist Act,

Unit-5

Media Ethics, Definition, nature and objectives, relationship between morality and ethics, emerging issues in media ethics

Reference:

1. Aggarwal, S.K (1993) *Media and Ethics*, Shipra Publications.
2. Iyer, Venkat (2000) *Mass Media Laws and Regulations in India*, Singapore, Asian Media Information & Communication Centre.
3. Grover, Amarnath (1990) *Press and the Law*, New Delhi, Vikas Publishing House.
4. Durga Das Basu (1980) *Laws of Press in India*, New Delhi, Prentice Hall.
5. Patterson, Philip & Wilkins Lee (1994) *Media Ethics: Issues & Cases*, Brown & Benchmark.

Semester II
Course: English Literature II

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Ext. Practical Exam

Objective:

To introduce students to the Classics. Introduce them to Shakespeare through his play Othello.

COURSE OUTCOMES

At the end of the course students will be able to...

CO1: Examine the ways in which Shakespearean writing expresses the values that humans attach to their experience

CO2: Differentiate between Shakespearean English and contemporary usage

CO3: Analyse the style of writing of Shakespeare

CO4: Draw on relevant cultural and historical information to analyse and interpret Shakespeare's literary works

CO5: Develop an appreciation for reading plays

CO6: Debate on the question of Shakespeare as a contemporary

CO7: Analyse how adaptations creatively alter Shakespeare's works

CO8: Practice close reading Shakespearean text

Unit-1

Read, understand, analyze and enact Shakespeare's Othello.

Semester II

Course: Editing and Design

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Ext. Practical Exam

Objective:

A major aspect of media and communication is accuracy and appeal. Audiences skip stories anything that does not appeal them at the first. This course elucidates on eye for detail while editing and proofing of stories/ wire service copies, understanding design elements, layouts, printing parameters, and understanding the technology supporting the print and digital work.

Students will be able to apply the editing and design concepts for different text-image communication pieces appropriate to the specific publication format, its significance, design-language and target audience for both traditional and digital publishing.

COURSE OUTCOMES

At the end of the course students will be able to...

CO1: Explain the editorial Department, its policy and responsibilities of editor and sub editor

CO2: Discuss the editorial page and its various elements

CO3: Discuss the role of journalists and importance of news sources

CO4: Write and edit news for print media

CO5: Write headlines and caption for news story

CO6: Explain the principles of design and layout

CO7: Explain various forms of visual elements used in print media

Unit-1

The structure of Editorial Department, functions of the Editor, the Editorial Board, News Editors and Sub-Editors, Policy of a newspaper, the Board meetings

Unit-2

News Reporters, Correspondents, News Agencies, Columnists, Syndicates, Readers, Letters to the Editor, Editorials and Advertorials

Unit-3

Importance of Editing, symbols of Editing, subbing news, features, political and human interest stories, manual sublime of agencies/ mofussil copy, jargons of editing

Unit-4

Headlines, types of headlines, functions of headlines, kickers, unit counting headlines, usage of photographs, photo cropping, photo captions, basics of design, symmetry/ asymmetry, balance/off-balance, use of colours, placement of various elements in design, principles of design

Unit-5

Newspaper layout and design, use of graphics and illustrations in newspaper design, visual appeal in page making, typography

Reference:

1. Moen, Daryl R (2000) *Newspaper Layout and Design*, Iowa State University Press
2. Harrower, Tim (2012) *Newspaper Designers Handbook.5th ed.* Boston; Mcgraw Hill
3. T.J.S, George (1986) *Editing- A handbook for Journalists*. New Delhi, Indian Institute of Mass Communication
4. Kumar, Ram E.R (1987) *Handbook of English Usage for Editors, Writers and Executives*, Jaico Publishing House.

Semester II

Course: Human Rights Journalism

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Ext. Practical Exam

Objective:

This course aims to critically consider traditional human rights, concerns regarding the media and current debates regarding the role played by the media within the field of human rights.

COURSE OUTCOMES

At the end of the course students will be able to...

CO1: Discuss the significant features of the Constitution of India

CO2: Discuss the origin growth of Human Rights Journalism in India and the world

CO3: Critique media coverage of Human Rights issues

CO4: Discuss various human right case studies and Human Right activists

CO5: Discuss the accommodation of human rights in the Constitution

CO6: Analyse different media platforms for human rights activism

Unit-1

Introduction to the Constitution of India, Preamble to the Indian Constitution, Fundamental Rights and its limitations, Directive Principles of the State Policy and fundamental duties

Unit-2

Origin and history of Human rights, Human rights organizations of the World and in India, Types of Human rights, understanding the state of Human rights today

Unit-3

Media and Human Rights, introduction to Women's Human Rights, International and Indian Human Right Movements, Media coverage of Human Rights

Unit-4

Human rights and Human interest stories, Reporting Human Rights stories for Newspaper, Websites. Blogging as a medium of activism.

Unit-5

Right to Information Act, RTI activists and Whistle blowers, Whistle Blowers Act, Article 19, 1(a), Article 66(a), Article 377, applying for RTI, citizen journalism.

Reference:

1. Leila Seth (2015) *Talking of Justice: Peoples Rights in Modern India*, Aleph Book Company
2. *Handbook of Human Rights and Criminal Justice in India: The System and Procedure (English) 3rd Edition-* South Asia Human Rights Documentation Center
3. Sudhir Naib (2013), *The Right to Information in India*, oxford University press
Kashyap, C, Subhash (2006) *Constitution of India: Review and Reassessment*, Universal Law Publishers
4. Basu, Durga Das (2008) *Constitutional Law of India*, Lexis Nexis, Nagpur
5. Jain, MP (2010) *Indian Constitutional Law*, Lexis Nexis, Nagpur

Semester II

Course: Cultural History of India

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Ext. Practical Exam

Objective:

The study of social sciences is always interconnected with the culture of a particular place. It is vital to understand the growth of a culture to assess the rules of media thus as governed. This course will familiarize students with few dimensions of Indian Cultural history. It tries to explore Indian art, architecture, religion and literature.

COURSE OUTCOMES

At the end of the course students will be able to...

- CO1:** Construct a complete historical narrative of civilizations and cultures of India
- CO2:** Debate the role played by caste, gender, and class in the history of India
- CO3:** Interpret the role played by religions in shaping the culture of India
- CO4:** Demonstrate an understanding of ancient Indian texts, as well as Urdu and English literature of India
- CO5:** Examine the role played by art and architecture in building India's culture
- CO6:** Recognise and assess the lives of eminent Indian personalities who have shaped India's composite culture

Unit-1

Brief historical framework of South Asia, Indus valley and Harappan civilization, Vedic age, Mauryan Empire, Guptas, Mughal, British period.

Unit-2

Basics of religions, Hinduism, Buddhism, Jainism, Sikhism, Islam, and Christianity

Unit-3

The Vedas and epics, treaties on poetics, grammar, dance and drama. Kalidasa, origin of Urdu and English literature.

Unit-4

Art and architecture, notable places and monuments with specific reference to the Indus Valley, Chalukyas, Rastrakutas, and Indo-Islamic architecture.

Unit-5

Indian renaissance, profiles of Ravindra Nath Tagore, Swami Vivekananda, Mahatma Ghandi and Jawahar Lal Nehru, general features of India culture and tradition.

Reference:

1. Nehru, Jawaharlal (1946) *The discovery of India*. Asia Publishing House
2. Agrawala, Vasudeva S (1964) *The Heritage of Indian Art*, Publications Division, Ministry of Information and Broadcasting
3. Radhakrishnan, S. (1994) *Religion, Science and Culture*, Orient Paperbacks.
4. Basham, A.L. *The Wonder That Was India: A Survey of the Culture of the Indian Sub-Continent Before the Coming of the Muslims*, Acls History E Book Project.
5. V. Sivaramakrishnan (1953) *Cultural Heritage of India, Calcutta*, The Ramakrishna Mission.
6. Winternitz, Moriz (1933) *History of Indian literature*, University of Calcutta.
Panikkar, K.M. (1964) *Essential Features of Indian Culture*, Bombay, Bharatiya Vidya Bhavan.

Semester II

Course: Introduction to Economics

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Ext. Practical Exam

Objective:

An important aspect while studying media and communications is to explore every other field in its grass roots. The dynamics of studying communication allows all topics to be a part of the study. This course will elaborate on the importance and direct role of economics in media and communications.

Students will be equipped to comment, criticise, analyse and articulate anything concerning the economics.

COURSE OUTCOMES

At the end of the course students will be able to...

CO1: Demonstrate an understanding of the evolution of economics.

CO2: Demonstrate an understanding of the economic reforms since 1991

CO3: Define and explain micro-economics, diminishing marginal utility, law of supply, law of demand and market supply

CO4: Analyze the different types of market structures

CO5: Demonstrate an understanding of Inflation, Deflation, Capital Market, Recession, Depression

CO6: Demonstrate an understanding of the primary features and role of IMF, World Bank, WTO

CO7: Describe and analyze Global economy

Unit-1

Economics definitions, evolution of economics as a discipline, basic methods of economics as a social science, micro- economics, market demand and market supply, law of demand and law of supply, law of diminishing marginal utility

Unit-2

Market analysis, types of market - perfectly competitive market, monopoly, duopoly, oligopoly, cost, types of cost - long run and short run cost

Unit-3

Macro Economics, national income, concepts and measurements, Keynesian theory of employment, inflation, deflation, capital market, recession and depression

Unit-4

Basic features of Indian economy, various sectors of Indian economy- primary, secondary and tertiary, five year plans, economic reforms since 1991

Unit-5

Understanding the Global Economy, recent trends, the World Bank, the International Monetary Fund, the World Trade Organization

Reference:

1. O Coonor, David (2004) *The Basics of Economics*, Greenwood Press.
2. Shankaran, S (2003) *Economic Analysis*, Margham Publications.
3. M.L. Shet, *Principles of Economics*
4. K.K. Dewett (2006) *Modern Economic Theory*, S Chand & Co Ltd
5. Bhatia (2009) *Public Finance*, Vikas Publishing House Pvt Ltd,
6. Misra and Puri (2010) *Indian Economy*, Himalaya Publishing House

Semester II
**Course: Computer Graphics (Photoshop, Quark Express,
in-design)**

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Ext. Practical Exam

Objective:

This course equips students with the knowledge of newspaper designing, other formats of print design and printing technology.

COURSE OUTCOMES

At the end of the course students will be able to...

- CO1:** Create flyers, brochures, Business cards and dummy newspaper copies using photoshop and In-Design
- CO2:** Demonstrate a comprehensive understanding and functioning of the software Photoshop
- CO3:** Demonstrate a comprehensive understanding and functioning of the software In-Design
- CO4:** Differentiate between the different printing technology off-set and digital printing.
- CO5:** Demonstrate an understanding of colours, typography and gradients
- CO6:** Differentiate between Scalar and vector Graphics.

Unit-1

Introduction to computer Graphics, Scalar and vector graphics, application of scalar and vector graphics, pixels, mega-pixels, resolution, measurement of quality of computer graphics

Unit-2

Introduction to Photoshop, Basic tools of Photoshop, Cropping of pictures, adding text or images, experiment with colour and gradients

Unit-3

Introduction to layers and layer properties, use of blending options, text effects, creating logos, typography, aesthetics of design

Unit-4

Creating business cards, brochures, leaflets, flyers, CMYK and RGB colors, Printing and printing technology, introduction to Quark Express, Basics of page design, tools of Quark Express, sub-editing on Quark

Unit-5

Design and printing newspapers, Offset and digital printing, creating dummy newspaper, basics of in-design, Design and printing of Magazines

Reference:

1. Davyley L.D (2012) *Adobe Photoshop CS6 Bible*, John Wiley & Sons
2. Galen Gruman (2007) *Adobe InDesign Bible by*, John Wiley & Son
3. Kelly Kordes Anton (2009) *Quark Express 8 – Essential skill for page layout and web design*, Peachpit Press

Semester III
Course: Introduction to Political Science

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Ext. Practical Exam

Objective:

Politics is another vast field that forms an important crux of information dissemination.

The society at large may not be experts but everyone wants to know what is happening in the public sphere by the government. This course will introduce and delineate on the flow of politics, cover different political systems and ideologies and also exercise upon the need for political writing.

Students will be equipped to look for current affairs, analyze and write/ report on government proceedings.

COURSE OUTCOMES

At the end of the course students will be able to...

CO1: Demonstrate an understanding of the various concepts used to study political science

CO2: Demonstrate an understanding of the nature and scope of political science

CO3: Critique the various understandings of State, nation, etc

CO4: Critique the various laws and rights dealt with in political science

CO5: Demonstrate an understanding of Democracy and its relation media

CO6: Demonstrate a critical understanding of ideology

Unit-1

Introduction to Political Science and politics, nature and characteristics of the state, different notions of the state, liberal, anarchist, Marxist, and well fairest

Unit-2

Relation between state and society, state and nation, nationalism, sovereignty, power authority, influence and lobbying

Unit-3

Civic rights, political and economic rights, fundamental and human rights, laws, characteristics of laws, importance of laws, different types of laws

Unit-4

Democracy, Meaning, features, kinds of democracy, dictatorship, constitutional monarchy, and other forms of governments, media behaviour under democracy and dictatorship

Unit-5

Ideology, meaning and importance of ideology, Liberalism, Marxism, Leninism, and Ghandhism

Reference:

1. Kapur .A.C (2008) *Principles of Political Science*, New Delhi, Chand & Company Ltd.
2. Johari .J.C (2007) *Principles of Modern Political Science*, New Delhi, Sterling Publishers.
3. Gauba .O.P (2010) *Political Ideas and Ideologies*, New Delhi, Macmillan Publishers - Chapter1,9,10
4. Sabine; George.H and Thorson. Thomas.L (1973) *A History of Political Theory 4th edition*, New Delhi, Oxford &IBH Publishing – Chapter 32,33,34,35.
Agarwal.R.C. (2008) *Political Theory, New Delhi*, Chand & Company Ltd.

Semester III
Course: Visual Communication & Photography

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

Media and communication is not about just words. Stories have to appeal to the eyes and catch the interests of its audiences via pictures and graphics.

COURSE OUTCOMES

At the end of the course students will be able to...

CO1: Demonstrate an understanding of visual perception and colours

CO2: Analyse and appreciate photo montages, cartoons, and paintings

CO3: Demonstrate an understanding of still cameras including shutter speed, ISO, and aperture

CO4: Demonstrate an understanding of lenses, and their characteristics, and depth of field

CO5: Compose photographs using aesthetic principles such as "rule of thirds" and "golden ratio"

CO6: Demonstrate an understanding of photo journalism and photo journalism ethics

Unit-1

Introduction to Visual Communication, persistence of vision, the physics of light, visual perception, how we see, select, and perceive, the idea of magic, what you see is what you believe

Unit-2

Colors, forms, and depth and movement, colour theories, primary and secondary colours, different meaning of color, sensual and perceptual theories of Visual Communication

Unit-3

One picture is more than thousand words- using images to communicate, photo montages, theory of typography, cartoons, paintings

Unit-4

Introduction to Photography, role of Photography in communication, understanding still camera, shutter speed, aperture, ISO, lenses and their characteristics, depth of field, exposure and flash

Unit-5

Composition of a photograph, aesthetic principles, rule of thirds, Golden Ratio, landscape, portraiture, candid, wild life, sports, news photos, introduction to photo journalism, photo journalism ethics

Reference:

1. Williams, Rick and Newton, Julianne (2007) Visual Communication: Integrating Media Art and Science, New York: Lawrence Erlbaum Associates.
2. Smith, Ken and others (2005) Handbook of Visual Communication, New Jersey: Lawrence Erlbaum Associates.
3. Lester, Paul Martin (2000) Visual Communication: Images with Messages - 2nd ed. London: Wadsworth.
4. Chandra k (2009) Visual Communication and Photography, London: Routledge
5. Harris, Christopher R and Lister, Paul Martin, Visual Journalism, London: Allyn and Bacon

Semester III

Course: Sports Journalism

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

Sports forms an integral part of news/ information coverage. As a specialist media professional, it not only takes passion and fervor about sports but the enthusiasm to cover sports as stories and not as commentaries. This course will elucidate the various styles and rules while covering different sports.

Students inclined towards sports will be able to cover and sell sports like stories.

COURSE OUTCOMES

At the end of the course students will be able to...

CO1: Demonstrate an understanding of the history of sports journalism and its culture in India and around the world

CO2: Demonstrate an understanding of the rules and regulations of various sports popular in India and around the world

CO3: Demonstrate knowledge of the various technical aspects used to cover a sports event

CO4: Critique, analyse and develop various sports articles, reports, features and coverage

CO5: Conduct a sports interview backed by thorough research, planning and preparation

CO6: Critique the coverage of sports, its business, ownership and the various aspects used to communicate the coverage effectively to the masses

Unit-1

History of Sports Journalism, importance of Sports in newspaper and television, sports culture in India and outside India

Unit-2

Rules and Regulations of major games, cricket, tennis, football, baseball, volleyball, shuttle badminton, hockey, kabaddi, rugby

Unit-3

Sports writing and reporting, writing for different sports events, game coverage, inverted pyramid and diamond structure writing, sports feature writing, sports injuries

Unit-4

Sports interviews, types of interviews, art of interviewing, art of observation, preparing for an interview, research for interviews

Unit-5

Sports ownerships and ownership models, business of sports, coverage of sports in digital age, sports photography and sports broadcasting, sports commentary and histrionics

Reference:

1. Wilstein, Steve (2002) Associated Press Sports Writing Handbook, New York; Macgraw Hill
2. Schultz, Brad (2007) Sports Media: Planning, Production and Reporting, Oxford; Focal Press.
3. Rajsekhar,T (2007) Media and Sports Journalism, New Delhi; Sonali Publications.
4. Raney,Arthur A and Bryant, Jennings (2006) Handbook of Sports and Media, New York; Lawrence Erlbaum Associates.
5. Fink, Conrad C (2004) Sports Writing: The Lively Game, New Delhi; Surjeet Publications.
6. Reinardy, Scott and Wanta, Wayne (2009) The Essentials of Sports Reporting and Writing, London; Routledge.

Semester III
Course: Introduction to Radio

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

This course intends to teach Audio production techniques and to understand Radio as a powerful mass media. This course is designed to familiarize students with recording of sound and music, editing, and manipulation of the recorded sound.

COURSE OUTCOMES

At the end of the course students will be able to...

CO1: Discuss Radio as powerful media for Mass Communication

CO2: Analyse the origin and growth of Radio

CO3: Analyse different forms of programmes for different audio broadcasting technologies

CO4: Produce Effective Radio Programmes using technical equipments

CO5: Write script for various forms of radio programme

CO6: Handle audio editing software for Radio Production

Unit-1

Brief history of Radio, use of Radio during World War I and World War II, components of sound, frequency, pitch, amplitude, sound wave, wave length, accountings, direct sound, reverb, echo, recording systems

Unit-2

Microphones, types of Microphones, characteristics of Microphones, different types of headphones and speakers, audio recorders, audio mixer, mono and stereo recording

Unit-3

Scripting for Radio, different formats of radio programs, presentation skills, use of sound effects and background score

Unit-4

Radio documentaries, radio dramas, community radio, reporting for radio, radio news, agriculture reporting on radio, FM radio, program formats of FM radio

Unit-5

Manipulation and editing of sound, Introduction to Adobe New Audition, creating a radio package, radio jingles, advertising for radio

Reference:

1. Hausman, Carl; Benoit, Philip; Lewis B O Donnell; Modern Radio Production; Programming and Performance, Wadsworth Publishing.
2. David Miles Huber, Robert E Runstein (1986) Modern Recording Techniques; Focal Press.
3. Chignell, Hugh.Key, Concepts in Radio Studies, London; Routledge.
4. David E Reese, Lynne S Gross; Radio Production Worktext: Studio and Equipment,
5. Fleming, Carole (2009) Radio Handbook, London; Routledge

Semester III
Course: Psychology for Media

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Ext. Practical Exam

Objective:

Psychology is a different field of science by itself. However being interdisciplinary in nature, it has grown to be a popular choice of study in various fields.

This course will introduce Psychology in the perspective of Media. Students who look at career options in the field of Internal Communication, Human Resources and Labour Unions will find themselves groomed with good situational and human interference.

COURSE OUTCOMES

At the end of the course students will be able to...

CO1: Discuss the psychological effects of media

CO2: Analyse the psychology of persuasion used by the media

CO3: Analyse the connection between media and psychology

CO4: Discuss visualisation and perception

CO5: Discuss various personality theories related to media

CO6: Examine signs, symbols, language of various media forms

Unit-1

Psychologies related to newspapers, radio and other media, Psychologies related to Television, Motion Pictures, and other blended media, Neuroscience and media, Personality theory and media, Emotions and Media: The Amygdale Theory, Range of Emotion

Unit-2

The psychologies of control, The psychologies of persuasion, Captology, Maptology, Psycho-visualisation, Repetition, Violence and media, Cognitive dissonance, Perception and Reality

Unit-3

Intelligence, multiple and specific intelligences, Literacy's, multiple and specific, Forced feedback techniques, Psychosocial bias, Subtractive bilingualism, Presence, Cyber media, Robotics

Unit-4

Iconography, including emoticons, Power of the Situation, Learning Psychologies, Distributed Learning Techniques, Learning Management Systems, Semantic Memory

Unit-5

Semiotics and Symbolic Literacy, Language semantics, enunciation, pronunciation, and dialectical dissonance, Portrayal of Psychologists in the media, Computer assisted psychotherapy

Reference:

1. Giles, David (2010) Psychology of the Media, Palgrave Macmillan.
2. Gentile, D.A. (2003) Media Violence and Children: A Complete Guide for Parents and Professionals, Praeger

Semester III
Course: News Paper Design
(Project 1)

Theory Examinations**Internal Assessment: 100 Marks****Objective:**

Students are expected to come out with practice newspaper that includes covering of stories, collecting advertisement, sub-editing, writing editorials and op-eds, features, and the entire design of the newspaper. The frequency of the newspaper is fortnightly.

COURSE OUTCOMES

At the end of the course students will be able to...

- CO1:** Identify relevant sources and collect information for a particular story
- CO2:** Exercise judgement regarding the value of information and the validity of the source
- CO3:** Write well structured articles based on field visits and interviews with sources, employing proper attribution
- CO4:** Verify facts, proofread, and edit the articles
- CO5:** Design a newspaper with the articles
- CO6:** Manage and be a part of news teams, assigning and fulfilling particular roles
- CO7:** Develop an attitude to consistently meet deadlines
- CO8:** Develop professional ethical practices in reporting and writing

Semester IV
Course: Introduction to Cinema Studies

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

Cinema as a part of media has created a unique platform for itself in the society.

It is a field that uses storytelling with stunning audio-visual practices to inform the society at large. Cinema studies deals with various aspects of cinema in technical and analytical terms including history, relevance and role in society and perceptions among the masses.

Students will be able to understand the complete process of cinema making and also appreciate the greatest films and makers of all times.

COURSE OUTCOMES

At the end of the course students will be able to...

CO1: Demonstrate an understanding of the History of cinema

CO2: Demonstrate an understanding of the various technical aspects in cinema

CO3: Analyse and critique the underlying themes in various fictional and non fictional narratives

CO4: Demonstrate an understanding of the various theories and perspectives used to analyse a film

CO5: Demonstrate an understanding of the History and important aspects of documentary film making

CO6: Critique the use of technology in cinema

Unit-1

Brief history of cinema, Lumiere brothers, attempt to capture moving images, cinematography, the era of silent movies, early films in Europe, History of Indian Cinema

Unit-2

Talkies, voice recording for cinema, George Millis's Trip to the Moon, Dziga Vertov's Man with a Moving Camera, special effects in early cinema

Unit-3

Camera Movement, script, screen play and montage, the importance of cinematic medium, great masters of world cinema, alternate and parallel cinema, Further Theory, Feminist film Theory, Formalist film theory

Unit-4

Introduction to Documentary films, history of documentaries, grammar of Documentary films, few examples of Documentary

Unit-5

Digital technology in Cinema, concepts of digital editing, digital correction of colors, manipulations, possible opportunities and limitations

Reference:

1. Braudy, Leo & Marshall, Cohen (Eds) (1999) Film Theory and Criticism-5th ed, New York: Oxford University Press.
2. Nichols, Bill (Eds) (1993) Movies and Method. Vol.1&2. Calcutta, Seagull Books.
3. Giannetti, Louis (1993) Understanding Movies, New Jersey: Prentice Hall.
4. Gledhill, Christen & Williams, Linda, Reinventing Film Studies, London; Arnold Publishers.
5. Nelmes, Jill (1996) An Introduction to Film Studies, New York: Routledge.

Semester IV
Course: Advertising & Public Relations

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

This course intends to expose students with the creative and management aspects of Advertising & Public Relations. The course includes planning and execution of Advertising & Public Relations campaigns.

COURSE OUTCOMES

At the end of the course students will be able to...

- CO1:** Discuss the meaning and nature of different types of advertising for various medium
- CO2:** Comprehend the role and importance of advertising in society
- CO3:** Differentiate between advertising and publicity
- CO4:** Develop and demonstrate strategic plans and planning methods in Advertising and Public Relation
- CO5:** Discuss the concept and tools of Public Relations
- CO6:** Discuss different aspects of brand building and its importance for an organisation
- CO7:** Plan and execute ethically sound and socially responsible advertising strategies and public relations campaign

Unit-1

Brief history of Advertising, Advertising and society, Advertising as a part of marketing mix, strategy and planning of Advertising, consumer products, services, and public service Advertisements

Unit-2

Advertising in different mediums, Advertising for print, designing a print ad, advertisement for television, advertisements for radio and advertisements for web

Unit-3

Media planning and branding through advertisements, brand identity and brand recall through advertising, laws and ethics of advertising

Unit-4

Introduction to Public relations, brief history of Public relations, how Public relations is different from advertising and publicity, corporate image and Public relations

Unit-5

Different Public relations tools, ethical issue in Public relations, blogs as Public relations tools, theories of Public relations, Public relations case studies

Reference:

1. Jewler and Drewniany, (2001) Creative Strategy in Advertising, USA: Wadsworth/ Thomson Learning.
2. Reddi, C. V. N (2009) Effective Public Relations and Media Strategy, New Delhi: PHI Learning Pvt. Ltd.
3. Butterick, K. (2012), Introducing Public Relations: Theory and Practice, New Delhi: SAGE Publications India Pvt.Ltd.
4. Cutlip, Center & Broom, (2000) Effective Public Relations, USA: Prentice Hall International.
5. Jethwaney, J. & Jain, S. (2012) Advertising Management, New Delhi: Oxford University Press.

Semester IV
Course: Introduction to Animation

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Ext. Practical Exam: 25 Marks

Objective:

This course exposes students to different forms of animation and various animation cultures, animation in Europe, Iran, Belgium, Africa and in India. The course also contains basics of animation practical's where students are expected to create simple stop motion and web animation.

COURSE OUTCOMES

At the end of the course students will be able to...

CO1: Discuss the history of animation and its evolution as an art form

CO2: Critically evaluate the tradition of animation in different countries

CO3: Examine the portrayal of different social concerns in animated films

CO4: Analyse the influence of different art movements on animation

CO5: Discuss different experiments in the field of animation in India and the world

CO6: Critically examine the different forms of animation and the different narrative techniques employed in animated films

CO7: Analyse the social, cultural and political factors influencing the production and reception of animated works

CO8: Create basic animation using Adobe Animate

Unit-1

Brief history of animation, animation during World War I and World War II, history of animation in India, Early animation films

Unit-2

Tom and Jerry, ScroozMcduck and other characters of American Animation, Walt Disney and Disney animations, Norman McLaren and his experiments with Animation

Unit-3

Japanese Animation, Iranian Animation, African Animation and Indian Animation, Manga and Anime, Japanese Animation apart from Anime, Feminism in Animation, portrayal of capitalism in cartoons, experiments in India

Unit-4

Globalisation and Animation, environmental Animation, Animation and developmental issues, Animation based on literature

Unit-5

Surrealism and Realism in Animation, Animation documentaries, independent Animation culture, media coverage and media representation of Animation,

Reference:

1. Norman McLaren (1977), Norman McLaren, Edinburgh: Scottish Arts Council
2. Patrick Drazen, (2003) Anime explosion!: the what? why? & wow! of Japanese animation, Stone Bridge Press, Berkeley, Calif
3. Michael Barrier (1999) Hollywood Cartoons: American Animation in Its Golden Age, Oxford University Press, USA

Semester IV
Course: Current Affairs & Presentation Skills

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

Current affairs allows for knowledge on the happenings within the immediate society one lives in. This course will introduce to techniques used in studying and understanding current affairs within a given society via readings, news clippings and analysis.

Students will be well trained to read newspapers and provide comparative features against television reporting. They will also be qualified to follow up on various issues.

COURSE OUTCOMES

At the end of the course students will be able to...

CO1: Compare contents of different newspaper and write news logs

CO2: Discuss different aspects of public speaking

CO3: Communicate effectively in oral, written, and visual forms

CO4: Demonstrate knowledge of current affairs

CO5: Communicate effectively to various types of audience

CO6: Prepare effective presentations using different online and offline tools

Unit-1

Public speaking, audience structure and formality, handling nervousness, self concept and self esteem, visible communication, language, vocal dynamics, stress, pasc and temper

Unit-2

Creating a presentation, understanding layout, color, fonts, for the presentation, creative and technical presentation, power point and Prezi examples

Unit-3

Importance of current affairs, political, sports, environment, cinema, music, arts, international news, business, security and conflict issues

Unit-4

Poster and collage presentation, different types of posters and collages, creating interesting presentations

Unit-5

Presenting before an audience, a practical exercises of public speaking and presentation before a panel of experts

Reference:

1. Burgoon, Michael, Frank G Hansaker, Edwin J Dawson (1994), Human Communications (3rded), New Delhi, Sage.
2. Trenholm, Sarah, Thinking Through Communication, Boston, Allyn and Bacon.
3. Warren K Agee, Ault, Emery, Introduction to Mass Communication, McGraw-Hill Education.
4. Beebe, Steven A. et al (1996) Interpersonal Communication –Relating to Others, Allyn & Bacon.
5. Guffey, Mary Ellen (1998) Essentials of Business Communication. (4th ed.) Ohio, South Western College Publishers.
6. Crannell, Kenneth. C.(2000) Voice & Articulation (4th ed.) Singapore, Wadsworth.
7. Verderber, Rudolph F.(1997) The Challenge of Effective Speaking. (10thed) Singapore, Wadsworth.
8. Hanna, Micheal S, James W.Gibson (1995) Public Speaking for Personal Success, IOWA, WEB Publishers.

Semester IV
Course: Information Society

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

This course is designed to explore the ways of changing societies at the behest of technology. It also covers the information revolution brought about by the significant weaving and interdependency of media and the field of IT.

COURSE OUTCOMES

At the end of the course students will be able to...

CO1: Discuss the evolution of the internet

CO2: Discuss major concerns of Information society and its implications

CO3: Discuss the shift to online platforms for e-services and e-governance

CO4: Critically analyse the impact of digital media in the lives of people

CO5: Analyse the concept of convergence in digital media

CO6: Critically appraise and discuss different theories applicable to information society

Unit-1

Agrarian society, Industrial society, and information society, systematic relation between media and society, introduction to information age, from socio-centric to media-centric society

Unit-2

Social integration, homogenization, alienation, conformity and deviant behavior, societies in information age, privacy, fragmentation, information overload, information pollution

Unit-3

Convergence of media and communication technologies, Convergence of voice-video-data information, media creation of role models

Unit-4

Neil Postman and Marshall McLuhan theories of information, information worker, digital citizen, digital divide, and digital democracy

Unit-5

E-learning, E-shopping, E-banking, E- governance, mechanisms of media control and Government control

Reference:

1. Mattelart, Armand, *The Information Society: An Introduction*, London, Sage Publications
2. Singhal, Arvind, Everette Rogers, (2nded.) *India's Information Revolution*, New Delhi, Sage
3. Bhatnagar, Subhash&Schware, Robert, *Information and Communication Technology in Development: Cases from India*, New Delhi, Sage Publications
4. Baldwin, Thomas F, et al. (1996) *Convergence - Integrating Media, Information & Communication*, New Delhi, Sage
5. Straubhaar, Joseph, Robert Larose (1997) *Communication Media in the Information Society*, Singapore, Wadsworth

Semester IV
Course: Magazine Journalism

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

Print media has various formats while informing its masses. Magazines are effective ways to inform and act as memory retainers for its audiences. The course will elucidate the different departments concerned when magazine becomes a player in the information selling market.

Students will also learn the extreme differences in writing and working for a magazine as against traditional and digital journalism.

COURSE OUTCOMES

At the end of the course students will be able to...

CO1: Trace the history and evolution of magazine journalism

CO2: Discuss Magazine journalism and different kinds of magazines

CO3: Identify various online and web magazines

CO4: Write, edit and design for magazine

CO5: Explain various beats for magazine journalism

CO6: Explain ownership, production, circulation and printing mechanisms

CO7: Apply text, images and design to reflect industry standards

Unit-1

Introduction to Magazine Journalism, evolution of Magazine Journalism, classifications of Magazines, Magazine Industry, Major national and international Magazines

Unit-2

Recent trends in Magazine Journalism, web based magazines, E-Zines and web zines, writing for magazine, difference between writing for magazine and writing for newspaper, Magazine features, alternative classification of Magazine features.

Unit-3

Magazine editing, basics of Magazine productions, publishing Magazine online, cover page design, Magazine layout, use of pictures and graphics

Unit-4

Reporting cover stories and crime stories for magazines, magazine circulation and readership, ownership of magazines

Unit-5

Business and revenue models of magazines, magazine scenario in India, designing and printing a magazine

Reference:

1. Jill, Baker (1992) Professional Magazine Journalism, Blue Print Publishers
2. Jacobi P. Peter (1991) The Magazine Article - How to Think it, Plan it, Write it, Bloomington, Indiana University Press
3. McKay, Jenny (2006) The Magazine Handbook, Oxon, Routledge
4. Niblock, Sarah (2003), Inside Journalism, London, Routledge
5. Davis Anthony (1988) Magazine Journalism Today, Heinemann Professional Publishing, Indiana University Mogel,
6. Leonard (1998) Everything You Need to Know to Make It in the Magazine Business, Pittsburgh, GATF Press.
7. Holmes, Tim (2008), Mapping the Magazine: Comparative Studies in Magazine Journalism, Routledge

Semester V
Course: Introduction to Television Production

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

The course is intended to prepare students to handle basic video production, responsibilities with a fair amount of confidence and conviction. It also revolves around aesthetics and grammar of television keeping in mind the technical skills the student needs to acquire.

COURSE OUTCOMES

At the end of the course students will be able to...

CO1: Write scripts, screenplay and story boards for TV productions

CO2: Explain the functioning of a Video Camera

CO3: Explain the functioning of Audio recording equipment

CO4: Demonstrate an understanding of audio and video editing software

CO5: Demonstrate an understanding of video production such as, lighting, floor planning and PCR handling

CO6: Discuss different types of shots and their meanings

CO7: Produce a television program

Unit-1

Introduction to television production, characteristics and functions of a TV camera, the lens system, controlling the lens system, the viewfinder, image sensors, indicators, audio polls, camera controls and movements

Unit-2

Different types of shots, composition and framing of shots, rule of thirds and crossing the line, white balance, iris, focus of the camera

Unit-3

Basics of lighting, importance of lighting, hard light, soft light, three point Lighting, color temperature, shooting in the day light, shooting in low light

Unit-4

Sound for television, audio recording and acoustics for television, basic editing for television, editing principles, cutting points, transitions and concepts of continuity, scripting for television, research for scripting and story boarding

Unit-5

Indoor and outdoor shooting, voiceover and dubbing, post production, production management, logistics, equipment care and collection

Reference:

1. Jarvis, Peter (1998) The Essential TV Director's Handbook, Oxford, Focal Press.
2. Bignell, Jonathan and Orlebar, Jeremy (2005) The Television Handbook.- 3rded, Oxon, Routledge.
3. Zettl (2000) Television Production Handbook -7th, NewYork, Wadsworth.
4. Gerald Millerson (1992) Video Production Handbook.-2NDed, Oxford, Focal Press.
5. Gerald Millerson (1993) Effective TV Production.- 3rded, Oxford, Focal Press.

Semester V
Course: Development Communication

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

Development communication largely concerns the developmental issues pertaining to a society. This course will enable and instruct the role of media in studying and understanding developmental issues.

COURSE OUTCOMES

At the end of the course students will be able to...

CO1: Identify and discuss various indicators of development

CO2: Debate over the concept of LPG and modernisation

CO3: Discuss the Dominant Paradigm of development

CO4: Critique the role of media in development communication

CO5: Analyse the role of alternative media on development communication

CO6: Identify and discuss various cases of development issues in India and the world

Unit-1

Introduction to Development communication, Development indices, Development aid, UN and other funding agencies

Unit-2

The dominant paradigm, Development as modernisation, mass media and modernisation approach, effects of modernization approach

Unit-3

The fall of dominant paradigm and the emergence of alternate paradigm of development, critique of early approaches to development, the alternative paradigm, Purpose and cost of development, Ethical perspectives basic needs approach

Unit-4

Participatory development, sustainable development, community participation, participatory research, participatory decision making

Unit-5

Communication for rural development, folk media as a tool of development, communication strategies for empowerment, alternative media, philosophy, forms and worldwide scenario

Reference:

1. Sainath P, (1996) Everybody Loves A Good Draught – Stories from India’s Poorest Districts, New Delhi, Penguin Books India (P) Ltd.
2. McBride Sean (1980), Many Worlds, One Voice, UNESCO Document
3. Melkote R Srinivas (1991) Communication for Development in the Third World, New Delhi, Sage Publishers.
4. Neville Jayaweera, SarathAmunugama (1989) Rethinking Development Communication, AMIC.
5. Sadanan Nair, Shirley A White, (1993) Perspectives on Development Communication, New Delhi, Sage.
6. Shirley A White, Sadanan Nair & Joseph Ascroft (1994) Participatory Communication –Working for Change and Development, New Delhi, Sage Publications India Pvt. Ltd.

Semester V
Course: Basic Media Research

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

Media Research will entail deeper understanding in evaluating current practices across different verticals of media and communication using predefined methodologies and objectives.

COURSE OUTCOMES

At the end of the course students will be able to...

CO1: Define research and explain its relevance and its developments

CO2: Discuss different research methods and various approaches to research

CO3: Explain various concepts of research and measurements scales

CO4: Demonstrate the knowledge of quantitative and qualitative methods

CO5: Demonstrate and employ various statistical tools to analyze data

CO6: Explain the process of conducting the research

CO7: Write a research paper using specified styles of citation

Unit-1

Introduction to Media research, relevance of Media research, major phases in the development of research tradition in Media

Unit-2

Different methods of Media research, inductive and deductive reasoning, scientific approach and methods, concepts, constructs, and variable measurement, validity and reliability

Unit-3

Qualitative and Quantitative research methods, mixing both Qualitative and Quantitative methods, advantages and disadvantages of Qualitative and Quantitative methods

Unit-4

Basic statistics, frequency distribution, mean, median and mode, test of significance, surveys and experiments

Unit-5

Writing a research paper, formulating problem, deriving hypothesis, creating research design, sampling techniques, developing questionnaires, conducting interviews, collection and analysis of data, research report.

Reference:

1. Berger, Arthur Asa (2000) Media and Communication Research Methods, California, Sage Publications
2. Wimmer, Roger & Dominick, Joseph R (2003) Mass Media Research: An Introduction-7th ed. Singapore,Thompson Asia Pvt.Ltd
3. Berger, Arthur Asa (2005) Media Analysis Techniques.3rd ed. California, Sage Publications
4. Orlik, Peter B (1994) Electronic Media Criticism:Applied Perspectives, Boston, Focal Press
5. Hansen, Anders and others (1998) Mass Communication Research Methods, London: Macmillan Press ltd

Semester V
Course: Media & Globalisation

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

Living in times of global village, has made media a catalyst for change in various ways to connect societies across physical boundaries. This course will highlight on the role of media in increased global communication that affects the lives of societies living miles apart.

COURSE OUTCOMES

At the end of the course students will be able to...

CO1: Discuss the relationship between mass media, mass culture and mass behavior

CO2: Analyse the relationship between media, culture and society

CO3: Evaluate the role of the media in creating family roles and values

CO4: Examine the ways in which media can be regulated

CO5: Discuss factors leading to piracy and hacking and its impact on a globalised world

CO6: Critically examine the impact of globalisation on different sectors

CO7: Analyse media's influence in creating cultural identity and values

CO8: Examine the ways in which capitalism, globalisation and mass media are interlinked; discuss the implications of this on media content

Unit-1

The nature of mass society, mass culture, and mass behavior, the basic characteristics of mass media, and modern society, Globalisation and recent scenario

Unit-2

Media as reflection of society, media creation of role models for children and adolescents, media and family values

Unit-3

Regulating the media, corporatisation of media, business models of media, media controlled by political parties, opinion creation by media

Unit-4

The idea of capitalism and Globalisation, piracy, hacking, viewership, TRPs and advertising revenues, advertorials

Unit-5

Impact of Globalisation in Indian economy, Indian Media, agriculture, environment, education, health care, WTO

Reference:

1. Joseph, MK. Modern Media and Communication. Vol.2. New Delhi, Anmol Publications Pvt. Ltd
2. Annabelle Sreberny-Mohammadi, (1997) Media in Global Context- A Reader, London: Arnold
3. Mowlana, Hamid, (1986) Global Information and World Communication. New Delhi, Sage
4. Kamalipour, Yahya (2006) Global Communication, Thomson Wadsworth

Semester V
Course: Arts & Culture Communication

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

This course exposes students to different media narrative and visual images. It also helps them to understand how these narratives and visual images are constructed. It also helps us to understand the larger cultural meanings that have been assigned to visuals, text and other media forms.

COURSE OUTCOMES

At the end of the course students will be able to...

- CO1:** Demonstrate an understanding of cultural communication and its different aspects
- CO2:** Analyse how the media influences culture and cultural identity
- CO3:** Examine the impact of media and globalisation on the production and diffusion of culture
- CO4:** Construct a critical appreciation for different forms of art and cultural communication
- CO5:** Discuss with examples how a culture evolves over time, and on contact with other cultures
- CO6:** Demonstrate knowledge and appreciation of folk forms of art
- CO7:** Analyse movements in Indian history as well as current trends that have aided in cultural synthesis
- CO8:** Develop and pursue the skills for a critical appreciation of culture, art and aesthetics

Unit-1

Meaning, definition, philosophical and functional dimension of cultural communication, cultural symbols in verbal and nonverbal communication, understanding cultural diversity

Unit-2

Mass media as a culture manufacturing Industry, Impact, effect of media and new technology on culture, effects of Globalisation on culture identity and communication

Unit-3

The Idea of India, Indian Cultural fusions in Diaspora, communication through music and dance, understanding visual, the art of seeing

Unit-4

The Bhakthi tradition and Sufi tradition, Cultural fusion in Indian films, Cultural fusion and Cultural originality, Food and Culture

Unit-5

Understanding plays different experiments with theatre, Yakshagaana, understanding Yakshagaana and Folk music

Reference:

1. BerysGaut and Dominic McIver Lopes (2005), The Routledge Companion To Aesthetics, Routledge.
2. Williams Raymonds (1988) Key Words in Culture and Society, Fourth Estate Ltd. Julia T Wood (1998) Gendered Lives: Communication Gender and Culture, California, Wadsworth Publishing Company.
3. Arthur Asa Berger (1991) Media Analysis Techniques, California, Sage Publications.
4. Jonathan Bignell (1997) Media Semiotics, Manchester, Manchester University Press.
5. Ammu Joseph and Kalpana Sharma (1994) Whose News?: The Media and Women's Issues, New Delhi, Sage Publications.

Semester V
Course: Sociology of India

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

Sociology as a science concerns the public and its welfare. In India, the rules are bent in various directions because of the presence of polar societies and micro-societies. This course will expand on the various aspects concerning sociology of Indian societies. Students will be able to look at their milieu in evaluative manner.

COURSE OUTCOMES

At the end of the course students will be able to...

CO1: Demonstrate an understanding of the various key aspects used to understand Sociology of India

CO2: Critique ideas on which India, as a nation, has been built upon

CO3: Critique various social institutions that deal with inter-personal exchange.

CO4: Critique various social institutions that deal with Caste, Class, Gender, Tribe etc.

CO5: Critique the dominant discourse of modernisation

CO6: Seeks to bring about an attitudinal change with regard to their perspectives of society

Unit-1

Formation of sociology in India: Knowledge, Institutions and Practices

Unit-2

India as an 'object of study': colonial, Nationalist, ideological, Structural-functional, Dialectical, Subaltern, Non Brahmin, Feminist

Unit-3

Debates on Indian Social institution: Family, kinship and Household (Joint versus nuclear, household versus family) village (phases), urban setting (going beyond rural-urban continuum)

Unit-4

Debates on Indian Social Institutions in India: Caste, Class, Tribe, Gender

Unit-5

Understanding Modernity in Indian Society, Moving tradition vs modernity debate

Unit-6**Module on Gender Equity****Specific learning outcomes:**

At the end of each unit students will be able to

1. Recognize the causes for the current status of women in our society.
2. Discuss the need for women empowerment and related social issues.
3. Summarize the status of women in primary, secondary and higher education in India.
4. Identify the problems faced by women in various forms of occupation
5. Outline the laws governing women rights in India.

SYLLABUS: (10 hours)

- Status of Women: Demographic profile of women related statistics
- Women empowerment: concept, need, Issues related to women, programs for girl child, violence against women, laws protecting women rights, case profile studies.

- Importance of women education: School drop-out rate, causes, prevention and steps taken. The access to higher education. Case profile studies.
- Women and work: Problems faced by working women, Maternity leave, POSCO act. Case profile study of a working woman.

Suggested Teaching-Learning methods

- Lectures / group discussions
- Self-directed learning and Assignments

Reference:

1. Beteille, Andre (2002) Sociology: Essays on Approach and method, New Delhi: OCP.
2. Breman Jan, Kloos Peter and AshwiniSaith (1997) The Village in Asia Revisited, New Delhi: OCP.
3. Dhanagare, D., N. (1999) Themes and Perceptive in Indian Sociology, New Delhi: Rawat Publications.
4. Omvedt, Gail (1995) Dalits and Democratic Revolution, New Delhi: Sage.
5. Srinivas, M.,N. (2002) Collected Essays, New Delhi: OCP.
6. Dahiwal, S., M., ed. (2004) Indian Society: Non-Brahmanic Perspectives, Delhi: Rawat Publications.
7. Khilnani, Sunil (1999) The Idea of India, New Delhi: Penguin.
8. Das, Veena (2003) The Oxford Companion to Sociology and Social Anthropology, New Delhi:OCP

Recommened books for Module on Gender Equity

1. Teacher, Law. (November 2013). Gender Sensitivity and Discrimination Against Women. Retrieved from <https://www.google.co.in/?vref=1>
2. Siddiqi, F.E. & Ranganathan, S. (2001). Handbook on Women and Human Rights: A guide for Social Activists. (Part-I). New Delhi: Kanishka Publishers.
3. Goel, S.L. (2005). Population Policy and Family Welfare. New Delhi: Deep and Deep Publications.
4. Carole Brugeille and Sylvie Cromer (2015) Promoting gender equity through text books- A methodical guide.Publ: United Nations Educational, Scientific and Cultural Organization (UNESCO), Paris

Semester VI

Course: Event Management

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

The society is constantly in a state of interaction with various events. However, in media and communication, Event Management is more than just being a part of the event. This course will rigorously train the students with hands-on practical training in various roles and departments of an event dealing with timeliness, logistics, organization, execution and delivery.

Students as Event Managers will find themselves to be professionally trained in more than three departments as they venture out as professionals.

COURSE OUTCOMES

At the end of the course students will be able to...

CO1: Analyze the role of events in image building

CO2: Explain all the steps of planning and organizing an event

CO3: Plan and organize events

CO4: Discuss ways of strategic marketing and media planning for events

CO5: Demonstrate knowledge and ability to identify risk areas, evaluate safety measures

CO6: Demonstrate knowledge and ability to review, analyze events and relate to case studies

Unit-1

Introduction to Event Management, basic principles of Event Management, image development, publicity and propaganda

Unit-2

Nature and scope of Events, purpose of Events, Event Design, Event marketing and event planning.

Unit-3

Creating a event proposal, events sponsorships, budgeting an event, pricing an events, traditional and digital events

Unit-4

Strategic market planning, event and media planning, advertising of events, managing human resource, crisis management and risk management.

Unit-5

Evaluation of events, safety and security of events, collecting feedback and evaluation of feedback, event analysis, case studies of events in India.

Reference:

1. Sharma, Diwakar; Event Planning and Management, Regal Publications.
2. Singh, Sanjaya; Saggare, Sanjay; Event Marketing and Management, New Delhi, Vikas Publishing House Pvt. Ltd.
3. Cornelissen, Joep; Corporate Communication: A Guide to Theory and Practice, SAGE Publications Ltd.
4. Chunnawala and Sethia, (1997) Foundations of Advertising: Theory and Practice, Himalaya Publishing House.
5. Agarwal PK: Principles of Modern Advertising

Semester VI

Course: International Relations

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

International Relations is an important field in modern day affairs. It is essential to understand one's nation and its tolerance in various matters concerning its citizens versus the other nations. This course will introduce IR with various theories, concepts, research, international political economy, Indian, US and other nations' foreign policies, international organization and law, and also highlight on the working and structures of think tanks, world affairs in comparison to particular nations.

Students with a keen eye for foreign policies and diplomacies that change the way nations work and coordinate with each other, will be ready for analyses, suggestions, criticisms and comparisons for various roles in the field.

COURSE OUTCOMES

At the end of the course students will be able to...

- CO1:** Demonstrate a comprehensive understanding of the various aspects of International Relations
- CO2:** Develop an interest in any country's foreign policy and behaviour towards other sovereign bodies
- CO3:** Demonstrate a comprehensive understanding of diplomacy and its importance in International Relations
- CO4:** Demonstrate an understanding of War, Arms, and measures in place to prevent another war.
- CO5:** Demonstrate an understanding of various International bodies
- CO6:** Demonstrate an understanding of various regional alliances and power blocs

CO7:Demonstrate an understanding of the political situations of the various countries around the world

Unit-1

Nature and scope of International Relations, national interest and national power, foreign policy, importance of foreign policies, factors influencing in formulating foreign policies

Unit-2

Diplomacy, requirement of diplomatic approach, diplomacy theories, War, collective securities, regional alliances

Unit-3

Arms control and disarmament, economic instruments of foreign policy, multi-lateral institutions, IMF and World Bank

Unit-4

UN, UNESCO, UNISEF, WHO, SAARC, BRICS, permanent members of the UN, the veto power, United Nations Peace keeping force, International Court of Justice.

Unit-5

Non-alignment and International Laws, Nuclear treaties, the Kashmir issue, developments in Iran, Syria and Russia.

References:

1. Naik,J A(1995) A textbook of International Relations, Delhi: Macmillan India Ltd.
2. Palmer, Norman D & Perkins, Howard C (2007) International rRelation.-3rd ed. Delhi: AITBS Publishers
3. Tripathi A K (2008) Foreign Policy: Theory and Practice. New Delhi: Murari Lal and Sons
4. Neumann, Iver B & Waever, Ole (1997) The Future of International Relations, London: Routledge
5. Chowdhary, Geetha & Nair, Sheela, Powepost Colonialism and International Relation, New Delhi;Routledge.

Semester VI
Course: Media theory & Criticism

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

Media theory and criticism deals with different constructive perspectives that contributes to the understanding of media's role in the society. This course will explore the interdisciplinary nature of media, contrast various research traditions, and analyze different theories in all the branches of communication.

Students will be able to understand and apply these theories in practical relevance of present day working media.

COURSE OUTCOMES

At the end of the course students will be able to...

CO1: Demonstrate a comprehensive understanding of various aspects of communication and its effects

CO2: Demonstrate a comprehensive understanding of various models of communication

CO3: Critique dominant paradigm of development and effects of biases in the "development" model

CO4: Analyse various features of communication

CO5: Demonstrate an understanding of various theories and approaches to communication

CO6: Discuss media practices and ethics

CO7: Analyse mainstream media behaviour and develop a critical attitude towards mass communication information

Unit-1

Sociological and psychological aspects of communication in Media, Levels of communication, philosophies of communication,

Unit-2

Different communication models, Shanon and Weaver model, Scharmm model of communication, Barnlund model communication, seven point model and other models

Unit-3

Modernization and post modernization, Globalisation and Media, cognitive dissonance normative theories, selective exposure, perceptual retention, uses ad gratification approach.

Unit-4

Marxist and Neo-Marxist approach, cultivation approach, group dynamics and communication, communication, persuasion, motivation.

Unit-5

Media criticism, different critical approaches to media, constructive criticism, purpose of criticism, negative and affirmative arguments.

Reference:

1. Schramm, Wilbur (1964) Mass Media and National Development: The Role of Information in the Developing Countries, Stanford University Press.
2. Lerner, Daniel (1958) The Passing of Traditional Society: Modernizing the Middle East, Macmillan Pub Co.
3. Denis McQuail and S. VenWindall, Longman (1981), Communication models for the study of Mass Communication, Singapore Publications.
4. Rogers M Everett (1976) Communication and Development: Critical Perspectives, SAGE Publications.
5. Werner Severin J and James W Tankard Jr., (1988) Communication Theories, Origins, Methods, Uses, Longman Publications.
6. Melvin L Defluer and Sandra J Ball, Theories of Mass Communication, Longman Publications.
7. Melkote R Srinivas, (1991), Communication for Development in the Third World, New Delhi, Sage Publications.

Semester VI

Course: Corporate Communication

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

Large companies and conglomerates always have too much to inform their public. But their presence in companies and keep it running makes them unapproachable to their audiences. Corporate Communication, as a course, enables the importance of a communicator between a corporate and its public as well as its employees.

Students will be able to grasp and act as mediators between a company and its audience, handling all the communication operations concerned.

COURSE OUTCOMES

At the end of the course students will be able to...

- CO1:** Discuss the structure of Corporate Communication and its functions
- CO2:** Describe the tools of corporate communication
- CO3:** Discuss the role of strategic communication in brand building
- CO4:** Determine the role of communication for social interaction and effective relationship
- CO5:** Discuss the importance of building and maintaining effective relationship with internal and external audience
- CO6:** Determine corporate social responsibility adopted by various organisation

Unit-1

Introduction to Corporate Communication, basic tools of Corporate Communication, core functions of Corporate Communication

Unit-2

Comparison of Corporate Communication with adverting, publicity, public relation and propaganda. Structure and management of Corporate Communication.

Unit-3

Corporate Communication tools for internal and external audience, media relations, media conferences and press releases, media queries, rejoinders, media expectations and pressure groups.

Unit-4

Investor relation, marketing communication, corporate advertising and executions, Corporate Communications with regard to community, image building, and branding.

Unit-5

Importance of Internet and Intranet, the government as corporate, Corporate Communications in local bodies and NGOs, Corporate Social Responsibilities and other exercises.

Reference:

1. Goodman B Michael (1988) Corporate Communications for Executives, State University of New York Press.
2. Cutlip, Center & Broom (2000) Effective Public Relations, USA, Prentice Hall International.
3. Fernandez (2004), Corporate Communications – A 21st Century Primer, Response Books, New Delhi, Sage Publications India Private Limited.
4. Horton (1995), Integrating Corporate Communications, USA, Quorum Books.
5. Kumar, B.K.Taneja (1998), Management Communication Today, New Delhi, Classical Publishing Company.
6. Ramani (1998), Corporate Communications – The Age of Image, New Delhi, Sterling Publishers Private Limited.

Semester VI
Course: Web Journalism & Design

Theory Examinations: 50 Marks

Internal Assessment: 25 Marks

Ext. Practical Exam: 25 Marks

Objective:

The internet has paved ways for web journalism to become a game changing face for information dispersal. Speedy crisp news is for the present generation that likes to have information available at the tip of their fingers. This course is designed to understand the various principles, laws and ethics governing web journalism.

Students will see a comparison between traditional and digital methods of covering stories and will be able to work in separate nuances for web journalism alone.

COURSE OUTCOMES

At the end of the course students will be able to...

CO1: Discuss various principles of web journalism

CO2: Analyse different methods of reporting stories for traditional and digital media

CO3: Discuss ethical issues of web journalism

CO4: Analyse different forms of web journalism

CO5: Write stories, opinion pieces for online medium

CO6: Discuss the usage and apply the technology in digital media for news dissemination

Unit-1

History of Online journalism in India, interactivity and personalization of news, integration of text, video and graphics. Digitization and immediacy of news.

Unit-2

Online newspapers, credibility of news online, vertical and horizontal web portal, corporate and government websites, case study of TheHindu.com.

Unit-3

Content design, colors and typography, different types of navigation techniques, changing scenario in the news rooms, discussion forums. The emergency of social media, case study of ohmynews.com.

Unit-4

Language and writing style online, impact of new technology on language and medium, English as a language of technology, regional news portals, E-governance advantages and problems.

Unit-5

Information era, information on hand held devices, information imbalance and information overload, information as political and economic tool.

Reference:

1. Gauntlett, David; Web Studies, London, Arnold Publishers.
2. Watral, Ethan and Siatro, Jeff, Head First Web Design, Mumbai, Shroff Publishers.
3. Website Production Cycle (library material)
4. Albarran, Allan B& Goff David, Understanding the Web, Surjeet Publications.
5. Godbole, Achyuth S; Web Technologies, New Delhi, Tata McGraw Hill.

Semester VI

Course: Project Specialisation

Theory Examinations

Internal Assessment: 100 Marks

Objective:

Students can opt one of the following subjects as project specialisation. They are expected to work on this project throughout the semester. A faculty member for every subject is allotted under his/her guidance student will be working on the project specialisation.

Topics for project specialisation:

- Television Production
 - Cinema/short films
 - Print and Online Journalism
 - Broadcast news
 - Graphic design & Animation
 - Advertising and Public Relation
1. **Television Production** – Students are expected to create a multi camera production and package it for television.
 2. **Cinema/ Short film** – Students are expected to produce and direct a short film or a Documentary film.
 3. **Print and Online Journalism-** Students are expected to produce reports, features and op-eds for the news papers and online portals.
 4. **Broadcast News-** Students are expected to produce News features and News reports for television
 5. **Graphic Design & Animation-** Students are expected produce a short animation film
 6. **Advertising and PR-** Students are expected to produce a 3600 advertising and Public relation campaign.
