



ALAGAPPA UNIVERSITY



(A State University Established in 1985)
Karaikudi - 630003. Tamil Nadu, India



FACULTY OF ARTS DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION



M.A., JOURNALISM AND MASS COMMUNICATION

REGULATIONS AND SYLLABUS

(For the candidates admitted from the
Academic Year 2022 - 2023)

**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
M.A., JOURNALISM AND MASS COMMUNICATION**

REGULATIONS AND SYLLABUS









[For the candidates admitted from the Academic Year 2022 – 2023 onwards]



ALAGAPPA UNIVERSITY

(A State University Accredited with “A+” grade by NAAC (CGPA: 3.64) in the Third Cycle and Graded as Category-I University by MHRD-UGC)
Karaikudi -630003, Tamil Nadu.

THE PANEL OF MEMBERS- BROAD BASED BOARD OF STUDIES

<p>Chairperson: Name: Prof.G.Kalaiyaran, Professor & Head i/c Department of Journalism and Mass Communication, Alagappa University, Teaching Experience: 24 Years, Research Experience: 24 Years, Area of Research: Education</p>	
<p>Foreign Expert: Name: Dr.A.Deivassree Anbu, Assistant Professor Department of Journalism and Communication, Bule Hora University, Ethiopia Teaching Experience: 8 Years Research Experience: 8 Years, Area of Research: Journalism and Mass Communication</p>	
<p>Indian Expert: Name: Dr.S.Nagarathinam, Professor and Head Department of Communication Madurai Kamaraj University, Teaching Experience: 20 Years, Research Experience: 20 Years Area of Research:- Journalism and Mass Communication</p>	
<p>Indian Expert: Name: Dr.M.Sri Hari , Assistant Professor & Head i/c Department: Dept of Communication and Media Studies - Bharathiar University, Teaching Experience:13 Years, Research Experience13 Years, Area of Research: Journalism and Mass Communication</p>	
<p>Faculty Members:</p>	
<p>Name: Dr.N.Arunachalam, Professor Department of Journalism and Communication Alagappa University, Teaching Experience:24 years, Research Experience: 24 years -, Area of Research: Education</p>	
<p>Name: Dr.N.Johnson, Assistant Professor Department of Lifelong Learning Alagappa University, Teaching Experience: 9 Years-, Research Experience: 9 Years, Area of Research: Education</p>	
<p>Alumnus: Name: M.Arunkumar Current position: Sub Editor Type of Profession:Journalist, Professional address: News J Channel, Chennai</p>	
<p>Ex-Officio Member:</p>	
<p>Name: Dr.V.Sivakumar, Director, CD & DC, Alagappa University, Karaikudi</p>	

ALAGAPPA UNIVERSITY
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
Karaikudi -630003, Tamil Nadu.

REGULATIONS AND SYLLABUS - (CBCS-University Department)
[For the candidates admitted from the Academic Year 2022 – 2023 onwards]

Name of the Department	: Journalism and Mass Communication
Name of the Programme	: M.A., Journalism and Mass Communication
Duration of the Programme	: Full Time (Two Years)

Choice-Based Credit System

A Choice-Based Credit System is a flexible system of learning. This system allows students to gain knowledge at their own pace. Students shall decide on electives from a wide range of elective courses offered by the University departments in consultation with the Department committee. Students undergo additional courses and acquire more than the required number of credits. They can also adopt an interdisciplinary and intra disciplinary approach to learning, and make the best use of the expertise of the available faculty.

Programme

“Programme” means a course of study leading to the award of a degree in MA Journalism and Mass Communication in the Arts discipline.

Courses

‘Course’ is a component (a paper) of a program. Each course offered by the Department is identified by a unique course code. A course contains lectures, tutorials, laboratory work, seminars, project work, practical training, report writing, Viva-voce, etc., or a combination of these, to effectively meet teaching and learning needs.

Credits

The term “credit” refers to the weight given to a course, usually in relation to the instructional hours assigned to it. Normally, each of the course’s credits will be assigned on the basis of the number of lectures/tutorials, laboratories, and other forms of learning required to complete the course contents in a 15-week schedule. One credit is equal to one hour of lecture per week. For laboratory or field work, one credit is equal to two hours.

Semesters

An academic year is divided into two semesters. In each semester, courses are offered in 15 teaching weeks, and the remaining 5 weeks are to be utilized for examination and evaluation purposes. Each week has 30 working hours spread over 5 days a week.

Medium of Instruction

English

Departmental Committee

The Departmental Committee consists of the faculty of the department. The Departmental Committee shall be responsible for admission to all the programs offered by the Department, including the conduct of entrance tests, verification of records, admission, and evaluation. The Departmental Committee determines the deliberation of courses and specifies the allocation of credits semester-wise and course-wise. For each course, it will also identify the number of credits for lectures, tutorials, practical, seminars, etc. The courses (core, discipline-specific elective, or non-major elective) are designed by teachers and approved by the departmental committees. Courses approved by the Departmental Committees shall be approved by the Board of Studies. A teacher offering a course will also be responsible for maintaining the attendance and performance sheets (CIA-I, CIA-II, assignments, and seminar) of all the students registered for the course. The non-major elective program and MOOCs coordinator are responsible for submitting the performance sheet to the head of the department. The Head of the Department consolidates all such performance sheets for courses pertaining to the programs offered by the department. Then forward the same to the Controller of Examinations.

Programme Educational Objectives-(PEO)

PEO-1	To deliver the most recent significant advancements in communication for all levels of human endeavor.
PEO-2	To provide ongoing and growing impact communication subjects in numerous domains via higher education in a global setting.
PEO-3	To encompasses all forms of human communication, including press, radio, television, advertising, new media, public relations, film, satellite, and the internet.
PEO-4	To educate graduate students with international standards in the exciting press and media sectors in the postgraduate program.
PEO-5	To provide additional information, comprehension, application, and hands-on training in media and mass communication.
PEO-6	To integrate critical thinking and application with practicum training in media.
PEO-7	To nurture natural abilities and ability to work in media and journalism.
PEO-8	To give production skills and encourage creativity in the media field.
PEO-9	To architect the pupil to fit in to the modern media and mass communication field with latest development and technology.
PEO-10	To provide possibilities for the development of an inquisitive mind through research and to pursue higher education further.

Programme Specific Objectives-(PSO)

PSO-1	To teach students about media language, news reporting, media laws and ethics, and editorial practices.
PSO-2	To convey knowledge and understanding of the application of ideas and models

	in communication, including advertising and public relations, as well as cultural development.
PSO-3	To assist students to understand current concerns, Broadcast Journalism, Radio, and Television Production.
PSO-4	To familiarize New Media studies and Film studies
PSO-5	To offer practical instruction in Editorial Practice, Photo Journalism, Design Principles, and Radio/TV Production.

Programme Outcomes

PO-1	Students obtain both practical and theoretical knowledge and insight in the field of journalism and mass communication.
PO-2	Students are able to produce and deliver sound communication to the masses using modern technological tools.
PO-3	Students get the necessary information and working skills in press and print media.
PO-4	Students acquire skills in audio and video production.
PO-5	Students develop their own originality in the field of media production and as content writers.
PO-6	Students become independent freelancers in journalism, media, and social media.
PO-7	Students have opportunities to become entrepreneurs in the field of audiovisual creation.
PO-8	Students will be immersed in the advertising field as producers and working professionals.
PO-9	Work in the field of public relations to ensure media laws and ethics.
PO-10	Assured chances to do doctoral study and work in the field of journalism and mass communication research and development.

Programme Specific Outcomes

PO-1	Mastery of subject knowledge with field working abilities in press, television, radio, and new media.
PO-2	Capable of working independently in photography, audio/video production, and content writing.
PO-3	Capable of using cutting-edge equipment for media production and editing.
PO-4	After completing the program to work in the press, publications, television news channels, TV production, audio production, social media production, video and audio Jackie, public relations, and other fields.
PO-5	More opportunities to work as producers in the sphere of recent media.

Eligibility for Admission

A Bachelor's Degree in any discipline as recognized by Alagappa University

Minimum Duration of Program

The program is for a period of two years. Each year shall consist of two semesters, viz., odd and even semesters. Odd semesters shall be from June/July to October/November, and even semesters shall be from November/December to April/May. Each semester, there shall be 90 working days consisting of 6 teaching hours per working day (5 days/week).

Components

A PG program consists of a number of courses. The term “course” is applied to indicate a logical part of the subject matter of the program and is invariably equivalent to the subject matter of a “paper” in the conventional sense. The following are the various categories of the courses suggested for the PG programs:

A. Core courses (CC): “Core Papers” means “the core courses” related to the program concerned, including practical and project work offered under the program, and shall cover core competency, critical thinking, analytical reasoning, and research.

B. Discipline-specific electives (DSE) are the courses offered under the program related to the major that are to be selected by the students and shall cover additional academic knowledge, critical thinking, and analytical reasoning.

C. Non-Major Electives (NME): Exposure beyond the discipline. Students have to undergo a total of Non-Major Elective courses with two credits offered by other departments (one in the II semester and another in the III semester). A uniform time frame of 3 hours on a common day (Tuesday) shall be allocated for the Non-Major Electives. Non-Major Elective courses offered by the departments pertaining to a semester should be announced before the end of the previous semester. Registration process: Students have to register for the Non-Major Elective course within 15 days from the commencement of the semester, either in the department or the NME portal (University website).

D. Self-Learning Courses from MOOC platforms: MOOCs will be voluntary for the students. Students have to undergo a total of two Self Learning Courses (MOOCs), one in the II semester and another in the III semester. The actual credits earned through MOOCs shall be transferred to the credit plan of the programs as extra credits. Otherwise, 2 credits per course will be given if the self-Learning Course (MOOC) is without credit. While selecting the MOOCs, preference shall be given to the course related to employability skills.

Projects and Internships

Plan of Project Work

The candidate shall undergo Project Work during the final semester. The candidate should prepare a scheme of work for the project and should get approval from the guide. The candidate, after completing the project work, shall be allowed to submit it to the university department at the end of the final semester. If the candidate is desirous of availing the facility from other departments, universities, laboratories, or organizations, they will be permitted only after getting approval from the guide and HOD. In such a case, the candidate shall acknowledge the same in their dissertation or project work.

Format to be followed for project report

The format /certificate for the thesis to be followed by the student is given below.

Title of the Page
Certificate
Acknowledgment and
Content as follows

Chapter Number	Title	Page number
1	Introduction	
2	Review of literature	
3	Research Method	
4	Analysis and Interpretation	
5	Summary, Result and Discussion	
	References/Bibliography	
	Appendices	

Format of the title page

Title of Project Work

Project work submitted in partial fulfilment of the requirement for the degree of Master of Journalism and Mass Communication to the Alagappa University, Karaikudi -630003.

By

(Student Name)

(Register Number)

Name of the Supervisor



Department of Journalism and Mass Communication

Alagappa University

(A State University Accredited with "A+" grade by NAAC (CGPA: 3.64) in the Third Cycle and Graded as Category-I University by MHRD-UGC, 2019: QS ASIA Rank-216, QS BRICS Rank-104, QS India Rank-20)

Karaikudi: 630003

(Year)

Format of Certificates

Certificate by Guide

This is to certify that the thesis entitled “-----” submitted to Alagappa University, Karaikudi, 630 003 in partial fulfillment of the degree of Master of Journalism and Mass Communication in the Department of Journalism and Mass Communication by Mr/Miss./Mrs. -----(Reg No:-----) under my supervision. This is based on the results of studies carried out by him/her in the Department of Journalism and Mass Communication, Alagappa University, Karaikudi-630 003. This project work or any part of this work has not been submitted elsewhere for any other degree, diploma, fellowship, or any other similar title or record of any University or Institution.

Research Supervisor

Place: Karaikudi

Date:

Certificate by HOD

This is to certify that the thesis entitled “-----” submitted by Mr./Miss./Mrs. -----(Reg No: -----) to the Alagappa University, in partial fulfillment of the award of the degree of Master of Journalism and Mass Communication in the Department of Journalism and Mass Communication, is a bonafide record of research work done under the supervision of Dr.-----, Department of Journalism and Mass Communication, Alagappa University, Karaikudi-630 003. This is to further certify that the thesis or any part thereof has not formed the basis of the award to the student of any degree, diploma, fellowship, or any other similar title of any University or institute

Place: Karaikudi

Date:

Head of the Department

Signature of External Examiner

Declaration by the Student

I hereby declare that the dissertation entitled “-----” submitted to Alagappa University for the award of the degree of Master of Journalism and Mass Communication in the Department of Journalism and Mass Communication has been carried out by me under the guidance of -----, Department of Journalism and Mass Communication, Alagappa University, Karaikudi, 630 003. This is my original and independent work and has not previously formed the basis of the award of any degree, diploma, associateship, fellowship, or any other similar title of any University or Institution.

Place: Karaikudi

Date:

Name of the Student
(Reg. No _____)

Internship

The students shall undertake two internships in reputed organizations for a minimum of three weeks and a maximum of four weeks to acquire industrial knowledge during the summer vacation of the second semester and the end of the third semester. The students have to find industries related to their discipline (public limited, private limited, NGOs, etc.) in consultation with the faculty in charge or mentor and get approval from the Head of the Department and Departmental Committee before going for an internship.

Format to be followed for Internship report

The format for the internship report to be followed by the student is given below.

Format of the title page

<p style="text-align: center;">Title of Project Work</p> <p style="text-align: center;">Internship Report submitted in partial fulfilment of the requirement for the degree of Master of Journalism and Mass Communication to the Alagappa University, Karaikudi -630003.</p> <p style="text-align: center;">By (Student Name) (Register Number)</p> <p style="text-align: center;">Name of the Supervisor</p> <p style="text-align: center;"></p> <p style="text-align: center;">Department of Journalism and Mass Communication Alagappa University <i>(A State University Accredited with "A+" grade by NAAC (CGPA: 3.64) in the Third Cycle and Graded as Category-I University by MHRD-UGC, 2019: QS ASIA Rank-216, QS BRICS Rank-104, QS India Rank-20)</i> Karaikudi: 630003 (Year)</p>
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Format of Certificates

Certificate by Guide

This is to certify that the internship report entitled “-----” submitted to Alagappa University, Karaikudi-630 003 in partial fulfillment for the Master of Journalism and Mass Communication in Department of Journalism and Mass Communication by Mr./Miss. Mrs. ----- (Reg. No.) under my supervision. This is based on the work carried out by him/her in the organization M/S_____ from _____ to _____. This Internship report or any part of this work has not been submitted elsewhere for any other degree, diploma, fellowship, or any other similar record of any University or Institution.

Place:

Date:

Research Supervisor

Certificate by HOD

This is to certify that the Internship report entitled “_____” submitted by Mr./Miss./Mrs.----- (Reg No:-----) to the Alagappa University, in partial fulfillment for the award of the Master of Journalism and Mass Communication in Department of Journalism and Mass Communication is a bonafide record of Internship report done under the supervision of _____, Department of Journalism and Mass Communication, Alagappa University, Karaikudi and the work carried out by him/her in the organization M/S_____ from _____ to _____. This is to further certify that the thesis or any part thereof has not formed the basis of the award to the student of any degree, diploma, fellowship, or any other similar title of any University or Institution.

Place: Karaikudi

Date:

Head of the Department

Signature of External Examiner

Supervisor or Head of the Organization

This is to certify that the Internship report entitled “-----” submitted to Alagappa University, Karaikudi-630 003 in partial fulfillment for the Master of Journalism and Mass Communication by Mr./Miss./Mrs. ----- (Reg No: -----) under my supervision. This is based on the work carried out by him/her in our organization M/S ----- --- for the period of from _____ to _____. This Internship report or any part of this work has not been submitted elsewhere for any other degree, diploma, fellowship, or any other similar record of any University or Institution.

Place:

Date:

Supervisor or in charge

Declaration by the Student

I hereby declare that the Internship Report entitled “-----” submitted to the Alagappa University for the award of the Master of Journalism and Mass Communication in Department of Journalism and Mass Communication has been carried out by me under the supervision of _____ Department of Journalism and Mass Communication, Alagappa University, Karaikudi – 630 003. This is my original and independent work carried out by me in the organization M/S _____ for the period the period of from _____ to _____. and has not previously formed the basis of the award of any degree, diploma, associateship, fellowship, or any other similar title of any University or Institution.

Place: Karaikudi

Name of The Student

Date:

(Reg. No _____)

Acknowledgment

Content as follows:

Chapter No.	Title	Page No.
1	Introduction	
2	Organization profile/details	
3	Methods/Work Diary	
4	Summary and outcome of the Internship	
5	Appendices	

The candidate should prepare three copies of the dissertation report or internship report and submit them to the examiners for evaluation. After evaluation, one copy will be retained in the department library, one copy will be retained by the guide, and the student shall hold one copy. The candidate should prepare three copies of the internship report and submit them for the evaluation of the examiners.

Field Visit

The students shall undergo field visits to various media, press, radio, television, film, reputed educational institutions, etc. industries to acquire industrial and practical knowledge during the first semester.

Teaching methods

The classroom teaching would be through conventional lectures and Audio- Visual Aids presentation in smart classrooms. The lecture would be such that the student should participate actively in the discussion. Student seminars would be conducted, and scientific discussions would be arranged to improve their communicative skills.

In the laboratory, instructions would be given for the experiments, followed by a demonstration, and finally, the students would have to do the experiments individually. A student's capacity is assessed by appropriate measuring tools, and if their capacity is at a low level, special attention is given.

Attendance

Students must have earned 75% of attendance in each course to appear for the examination. Students who have earned 74% to 70% of their attendance need to apply for condonation in the prescribed form with the prescribed fee. Students who have earned 69% to 60% of their attendance need to apply for condonation in the prescribed form with the prescribed fee along with the medical certificate. Students who have below 60% attendance are not eligible to appear for the End Semester Examination (ESE). They shall re-do the semester(s) after the completion of the program.

Examination

The examinations shall be conducted separately for theory and practical purposes to assess (remembering, understanding, applying, analyzing, evaluating, and creating) the knowledge required during the study. There shall be two systems of examinations, viz., internal and external examinations. The internal examinations shall be conducted as Continuous Internal Assessment Tests I and II (CIA Tests I and II).

Internal Assessment

The internal assessment shall comprise a maximum of 25 marks for each subject. The following procedure shall be followed for awarding internal marks:

Theory: 25 marks

Sr.No	Content	Marks
1	Average marks of two CIA test	15
2	Seminar/group discussion/quiz	5
3	Assignment/field trip report/case study report	5
	Total	25

Practical - 25 Marks

1	Average marks of two CIA test	15 Marks
2	Observation and Practical Work	10 Marks
	Total	25 Marks

Internship -25Marks (assess by Guide/in charge/HOD/Supervisor)

1	Presentation of the report	15Marks
2	Internship knowledge and Progress	10 Marks
	Total	25 Marks

Project- 50Marks (assess by Guide/in charge /HOD/Supervisor)

1	Two Research Colloquium presentations (mid-term)	20Marks
2	Innovation and Application of Research	20 Marks
3.	Research Implications	10 Marks
	Total	50 Marks

B. External Examination

- There shall be examinations at the end of each semester, for odd semesters in the months of October and November and for even semesters in April and May. A candidate who does not pass the examination in any course(s) may be permitted to appear in such failed course(s) in the subsequent examinations to be held in October, November, or April or May. However, candidates who have arrears in practical shall be permitted to take their arrears in practical only along with the regular practical examination in the respective semester.
- A candidate should get registered for the first-semester examination. If registration is not possible owing to a shortage of attendance beyond the condonation limit or regulation prescribed, belated joining, or on medical grounds, the candidates are permitted to move to the next semester. Such candidates shall re-do the missed semester after the completion of the program.
- For the project report/dissertation work, the maximum mark will be 200; for the project report evaluation, it is 150; and for the viva-voce, it is 50 marks.
- For the internship, the maximum marks will be 100; for the project report evaluation, 75; and for the Viva-Voce, 25.
- Viva-Voce: Each candidate shall be required to appear for the Viva-Voce Examination (in defense of the project work or internship).

Scheme of External Examination (Question Paper Pattern)

Theory-Maximum75Marks

Section A	10 questions. All questions carry equal marks. (Objective type questions)	10 x 1 = 10 Marks	10 questions – 2 each from every unit
Section B	5 questions Either / or type like 1.a (or) b. All questions carry equal marks.	5 x 5 = 25	5 questions – 1 each from every unit
Section C	5 questions Either / or type like 1.a (or) b. All questions carry equal marks	5 x 8 = 40	5 question – 1 each from every unit

Practical –Maximum 75 Marks

Section A	Major Production	15 Marks
Section B	Minor Production	10 Marks
Section C	Setup	5 Marks
Section D	Spotters (5 spotters x5 marks)	25 Marks
Section E	Record note	10 Marks
Section F	Viva-voce	10 Marks

Project report Maximum 150 Marks

Project report	100 Marks
Viva-voce	50 Marks

Internship report Maximum 75 Marks

Internship report	50 Marks
Viva-voce	25 Marks

Results

The results of all the examinations will be published through the Department where the student underwent the course as well as through University Website.

Passing minimum

- A candidate shall be declared to have passed in each course if he/she secures not less than 40% marks in the End Semester Examinations and 40% marks in the Internal Assessment and not less than 50% in the aggregate, taking Continuous assessment and End Semester Examinations marks together.
- The candidates not obtained 50% in the Internal Assessment are permitted to improve their Internal Assessment marks in the subsequent semesters (2 chances will be given) by writing the CIA tests and by submitting assignments.
- Candidates, who have secured the pass marks in the End-Semester Examination and in the CIA but failed to secure the aggregate minimum pass mark (E.S.E + C I.A), are permitted to improve their Internal Assessment mark in the following semester and/or in university examinations
- A candidate shall be declared to have passed in the Project/Dissertation/Internship if he/she gets not less than 40% in each of the Project/Dissertation/Internship and Viva-Voce and not less than 50% in the aggregate of both the marks for Project /Dissertation/Internship Report and Viva-Voce.
- A candidate who gets less than 50% in the Project Report must resubmit the Project Report. Such candidates need to take again the Viva-Voce on the resubmitted Project.

Grading of the Courses

The following table gives the marks, Grade points, Letter Grades and classifications meant to indicate the overall academic performance of the candidate Conversion of Marks to Grade Points and Letter Grade (Performance in Paper / Course)

Percentage of Marks	Grade Points	Letter Grade	Description
90 - 100	9.0 – 10.0	O	Outstanding
80 - 89	8.0 – 8.9	D+	Excellent
75 - 79	7.5 – 7.9	D	Distinction
70 - 74	7.0 – 7.4	A+	Very Good

60 - 69	6.0 – 6.9	A	Good
50 - 59	5.0 – 5.9	B	Average
00 - 49	0.0	U	Re-appear
ABSENT	0.0	AAA	ABSENT

- Successful candidates passing the examinations and earning GPA between 9.0 and 10.0 and marks from 90 – 100 shall be declared to have Outstanding (O).
- Successful candidates passing the examinations and earning GPA between 8.0 and 8.9 and marks from 80 - 89 shall be declared to have Excellent (D+).
- Successful candidates passing the examinations and earning GPA between 7.5 – 7.9 and marks from 75 - 79 shall be declared to have Distinction (D).
- Successful candidates passing the examinations and earning GPA between 7.0 – 7.4 and marks from 70 - 74 shall be declared to have Very Good (A+).
- Successful candidates passing the examinations and earning GPA between 6.0 – 6.9 and marks from 60 - 69 shall be declared to have Good (A).
- Successful candidates passing the examinations and earning GPA between 5.0 – 5.9 and marks from 50 - 59 shall be declared to have Average (B).
- Candidates earning GPA between 0.0 and marks from 00 - 49 shall be declared to have Re-appear (U).

Absence from an examination shall not be taken as an attempt.

From the second semester onwards the total performance within a semester and continuous performance starting from the first semester are indicated respectively by Grade Point Average (GPA) and Cumulative Grade Point Average (CGPA). These two are calculated by the following formulate

$$\text{GRADE POINT AVERAGE (GPA)} = \frac{\sum_i C_i G_i}{\sum_i C_i}$$

$$\text{PA} = \frac{\text{Sum of the multiplication of Grade Points by the credits of the courses}}{\text{Sum of the credits of the courses in a Semester}}$$

Classification of the final result

CGPA	Grade	Classification of Final Result
9.5 -10.0	O⁺	First Class – Exemplary*
9.0 and above but below 9.5	O	
8.5 and above but below 9.0 8.0 and above but below 8.5 7.5 and above but below 8.0	D⁺⁺ D⁺ D	First Class with Distinction*
7.0 and above but below 7.5 6.5 and above but below 7.0 6.0 and above but below 6.5	A⁺⁺ A⁺ A	
5.5 and above but below 6.0 5.0 and above but below 5.5	B⁺ B	
0.0 and above but below 5.0	U	

The final result of the candidate shall be based only on the CGPA earned by the candidate.

- a. Successful candidates passing the examinations and earning CGPA between 9.5 and 10.0 shall be given Letter Grade (O+), those who earned CGPA between 9.0 and 9.4 shall be given Letter Grade (O) and declared to have First Class –Exemplary*.
- b. Successful candidates passing the examinations and earning CGPA between 7.5 and 7.9 shall be given Letter Grade (D), those who earned CGPA between 8.0 and 8.4 shall be given Letter Grade (D+), those who earned CGPA between 8.5 and 8.9 shall be given Letter Grade (D++) and declared to have First Class with Distinction*.
- c. Successful candidates passing the examinations and earning CGPA between 6.0 and 6.4 shall be given Letter Grade (A), those who earned CGPA between 6.5 and 6.9 shall be given Letter Grade (A+), those who earned CGPA between 7.0 and 7.4 shall be given Letter Grade (A++) and declared to have First Class.
- d. Successful candidates passing the examinations and earning CGPA between 5.0 and 5.4 shall be given Letter Grade (B), those who earned CGPA between 5.5 and 5.9 shall be given Letter Grade (B+) and declared to have passed in Second Class. Candidates those who earned CGPA between 0.0 and 4.9 shall be given Letter Grade (U) and declared to have Re-appear.
- e. Absence from an examination shall not be taken as an attempt.

$$\text{CUMULATIVE GRADE POINT AVERAGE (CGPA)} = \frac{\sum_n \sum_i C_{ni} G_{ni}}{\sum_n \sum_i C_{ni}}$$

$$\text{PA} = \frac{\text{Sum of the multiplication of Grade Points by the credits of the entire Program}}{\text{Sum of the credits of the courses for the entire Program}}$$

Where 'Ci' is the Credit earned for Course i in any semester; 'Gi' is the Grade Point obtained by the student for Course i and 'n' refers to the semester in which such courses were credited.

CGPA (Cumulative Grade Point Average) = Average Grade Point of all the Courses passed starting from the first semester to the current semester

Note: * The candidates who have passed in the first appearance and within the prescribed Semesters of the PG Programme are alone eligible for this classification.

Maximum duration of the completion of the program

The maximum period for completion of M.A Journalism and Mass Communication in total of 4 years shall not exceed eight semesters continuing from the first semester.

Conferment of the Master's Degree

A candidate shall be eligible for the conferment of the Degree only after he/ she has earned the minimum required credits for the Program prescribed therefore (i.e. 90 credits). Program).

Village Extension Program

The Sivaganga and Remand districts are very backward districts where a majority of people lives in poverty. The rural mass is economically and educationally backward. Thus the aim of the introduction of this Village Extension Programme is to extend out to reach environmental awareness, social activities, hygiene, and health to the rural people of this region. The students in their third semester

have to visit any one of the adopted villages within the jurisdiction of Alagappa University and can arrange various programs to educate the rural mass in the following areas for three days based on the theme.

1. Environmental Awareness
2. Hygiene and Health

A minimum of two faculty members can accompany the students and guide them.

What to do after M.A Journalism and Mass Communication

1. The students will continue Research in the field of Journalism and Mass Communication
2. The students shall independently work as News Reporter in the field of Press and Media
3. The students will get opportunities for Audio and Video Production
4. The students will be able to work as News Readers in the Radio and Television as Radio and Video Jockeys
5. The students will be able to take Photography and produce short films, films etc.,
6. The students will get designing principles in the field of Press and Media Job and Career option for M.A.

1. The students will get the opportunity in the Higher Education Institutions as teacher.
2. The students will serve as News Reporters in Press and Television News Channels.
3. The students will get a career opportunity in Pre and Post production Press, Radio and Television
4. The students will serve as News Readers, Programme Anchors, Radio and Video Jockeys
5. The students will get a chance as to produce Advertisement.
6. The students will get opportunities for Public Relation in Press and Media
7. The students will get more opportunities in Social Media Production, Development and Maintenance of blogs
8. The students will get employment in Photography and Videography field
9. The students will also get chances to work in Media Regulation bodies such as PCI, Press Club of India, etc.,

Employment Area

Press, Press Advertisement, Reporter, Sub Editor, Editor, Radio, Sound Engineer, Audio Production, Advertising, Designing, Content Writing, Visual Media, Editing, Media Advertising Agency, Short films, Film Production, Acting, Social Media Marketing, Social-Media Designing, Social Media Executive, Social Media Management, Website Blog Creation and Maintenance

M.A JOURNALISM AND MASS COMMUNICATION-PROGRAMME STRUCTURE

S. No	Course Code	Title of the paper	T/P	Credits	Hours/Week	Marks				
						I	E	Total		
I Semester										
1	515101	Core - 1	Introduction to Communication	T	5	5	25	75	100	
2	515102	Core - 2	Media Language and News Reporting	T	5	5	25	75	100	
3	515103	DSE - 1	Media Laws and Ethics */	T	5	5	25	75	100	
4	515104		Critical Communication Studies *							
5	515105	Practical-1	Editing: Principles and Practices (Practical I)	P	3	6	25	75	100	
6	515106	Practical-2	Photojournalism (Practical II)	P	3	6	25	75	100	
		Library / Yoga/ counselling/Field trip				3				
					21	30	125	375	500	
II Semester										
7	515201	Core - 3	Culture, Media and Communication	T	5	5	25	75	100	
8	515202	Core - 4	Communication Theories and Models	T	5	5	25	75	100	
9	515203	DSE - 2	Advertising and Public Relations	T	5	5	25	75	100	
10	515204		*/ International Communication *	T						
11	515205	Practical - 3	Design Principles (Practical -III)	P	3	6	25	75	100	
12	515206	# Internship - I				3	6	25	75	100
13	515701	Non-Major Elective - I			T	2	3	25	75	100
14		Self-learning course (SLC) –MOOCs**				Extra credit				
					23	30	150	450	600	
III Semester										
15	515301	Core - 5	Contemporary Issues	T	5	5	25	75	100	
16	515302	Core - 6	Broadcast Journalism	T	5	5	25	75	100	
17	515303	DSE - 3	Development Communication*/	T	5	5	25	75	100	
18	515304		Business Journalism *	T						
19	515305	Practical- 4	Radio And Television Production (Practical -IV)	P	3	6	25	75	100	
20	515306	# Internship - II				3	6	25	75	100
21	515702	Non-Major Elective - II			T	2	3	25	75	100
22		Self-learning course (SLC) –MOOCs**				Extra credit				
					23	30	150	450	600	

IV Semester										
22	515401	Core - 7	Communication Research	T	5	5	25	75	100	
23	515402	Core - 8	New Media Studies	T	5	5	25	75	100	
24	515403	DSE -4	Film Studies *	T	5	5	25	75	100	
25	515404		Political Communication *	T						
26	515999	***Project	Dissertation & Viva –voce ***		8	16	50	150	200	
Total						23	31	125	375	500
					90	121	550	1650	2200	

*Elective – Student Choice and it may be conducted by parallel sections.

**SLC- Voluntary basis

*** Project report –Marks -Vivo-voce (50) + report (100) + internal (50) = 200 Marks

#Internship - Report (50 Marks) + Viva Voce (25 Marks) = 75 Marks

*DSE – Student Choice and it may be conducted by parallel sections.

**SLC- Voluntary basis

*** Project report –Marks -Vivo-voce (50) + report (100) + internal (50) =200 Marks

#Internship - Report (50 Marks) + Viva Voce (25 Marks) = 75 Marks



Semester – I					
Core	Course Code 515101	Introduction to Communication	T	Credits:5	Hours:5
Unit –I					
Objective 1	To familiarize and comprehend the purpose and characteristics of the many forms of communication				
Communication: - Definitions, scope, forms and purpose; Types of Communication – Interpersonal, Intra personal, Mass, Organizational, Verbal, Non-verbal, Political Communication; New Communication technologies and the emerging trend: global and Indian context.					
Outcome1	Learners understand the types of Communication				K2
Unit II					
Objective 2	To provide fundamental knowledge of communication paradigms				
Process of Communication: - Source, Message, Channel, Receiver, Feedback, Encoder, Decoder, Noise in communication – types of noise - Basic Models in Communication- concept of Gate keeping: Gate keepers in mass media.					
Outcome2	Analyze the nature and purposes of the many forms of communication				K4
Unit III					
Objective 3	To educate the development of new media and the changing trends in digital media				
Language and Communication: - Importance and use of language, Psychology of language, Language and Semantics: Denotative, Connotative, Contextual, Structural meanings; semiotics; Language as a barrier in multi-lingual societies and cross-cultural communication – translation - problems and solutions					
Outcome3	Critically evaluate the principles of communication into daily life				K5
Unit IV					
Objective 4	To learn and understand various dimensions of journalism and media as a profession				
Communication Systems in Indian Context: - Interpersonal and group networks – New media situation and its Socio, Economic, Political and Cultural implications. Public and private ownership; media conglomeration - Social, Economic, Political and Cultural factors and their influence on communication Systems – media and Public Opinion process. Communication policies, issues and Future developments.					
Outcome4	Learners understand the shifts in the media				K1
Unit V					
Objective 5	To create the students to know about cultural factors				
Mass Communication: - Characteristics; Mass media – Growth, New media context, access, control and use. Functions of Mass communication – information, education and entertainment. Social Norm, Status conferral, Privatization, Monopolization, Canalization, Inoculation, Mass society and Mass culture.- Dysfunctions : stereotyping, cultural alienation, impact on children; Regulatory mechanism: government, professional bodies and citizen groups.					
Outcome5	Acquire knowledge and improve their communication abilities and understanding from the influence of journalism and communication				K6
Suggested Readings: - Abhay Chawla (2021) Introduction to Mass Communication, First Edition B.N Ahuja, History of Indian Press, Delhi: Surjeet Publications, 1988. Barun Roy (2013) Beginners' Guide to Journalism & Mass Communication Paperback Burgoon, Michael, Frank G Hansaker, Edwin J Dawson (1994), 'Human Communications'(3rd ed), Sage, New Delhi. Communication Skills by Richard Ellis, Intellect Books, 2009David T. Z. Mindich (2019) The Mediated World De Fleur, Melvin and Dennis, Everette; 'Understanding Mass Communication'; (1988); 3rd edition; Houghton Mifflin Co. Denis Mc Quail, "McQuail's Mass Communication Theory", Sage Publications. Denis McQuail and S. VenWindall, Longman, Singapore Publications, 1981, Durga Das Basu, Law of the Press in India, New Delhi: Prentice-Hall, 1986.					

Elihu Katz, Mass Media and Social Change, London: Sage, 1981.

Everett M Rogers, “Communication and Development; A Critical Perspective”, Sage Publications, 1976

Everett M Rogers, Diffusion of innovations Simon and Schuster, 2003

Jane L. Chapman, Nick Nuttall (2011) Journalism Today: A Themed History

John Fiske, Introduction to Mass Communication Studies, London: Routledge, 1996

John Hohenberg: Professional Journalists; Thomson Learning. 5th Revised edition (1 February 1983)

K.M. Srivastava News Reporting and Editing; Sterling Publishers, New Delhi, 1995

Keval J. Kumar, Mass Communication in India, Bombay: Jaico, 1994

Karhana Pushendra K (2021). Journalism and Mass Communication 2022, Arihant Publication Longman, 1989

M.K. Joseph: Outline of Reporting; Anmol Publications Pvt Ltd (2007)

M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi. South Asia Books (2003)

Melvin L DeFluer and Sandra J Ball, Longman Publications, ‘Theories of Mass Communication’.

McLuhan, Marshall (2011) Gutenberg's Galaxy, University of Toronto Press, Michael R. Real, Mass Mediated Culture, Englewood: Prentice Hall, 1977.

Narula, Uma; ‘Mass Communication theory and practice’; Har Anand Publications (1994)

Sourin Banerjee: Journalism Update; Pragatishil Prokashak. Kolkata Pragatishil 2007

Sourin Banerjee: Reporting and Editing Practice; K.P. Bagchi, 1992, New Delhi, 1991.

Theory” Srinivas R Melk is, “Mass Communication Wadsworth Publishing, 2010

The handbook of communication ote, “Communication for Development in the Third World” Sage Publications,

Stanley J Baran & Dennis K Dav skills by Owen Hargie, Routledge; 3 edition (June 15, 2006)

Verderber, Rudolph F. (1997). ‘The Challenge of Effective Speaking’. (10th ed) Wadsworth, Singapore.

William H. Dutton, Society on the Line, New York: Oxford, 1999

Online Resources

- <https://ecampusontario.pressbooks.pub/profcommsontario/chapter/module-overview-2/>
- <https://www.elearning.isrrt.org/mod/book/view.php?id=355#:~:text=Now%20more%20than%20ever%2C%20it,memories%20that%20we%20cherish%20dearly.>
- <https://en.m.wikipedia.org/wiki/Communication>
- [https://www.vedantu.com/commerce/communication.](https://www.vedantu.com/commerce/communication)
- [ationtheory.org/definitions-of- <https://www.communicationtheory.org/definitions-of-communication/#:~:text=Communication%20is%20giving%2C%20receiving%20or,skills%20of%20speaking%20and%20writing.>](https://www.communicationtheory.org/definitions-of-communication/#:~:text=Communication%20is%20giving%2C%20receiving%20or,skills%20of%20speaking%20and%20writing.)

<i>K1-Remember</i>	<i>K2-Understand</i>	<i>K3-Apply</i>	<i>K4-Analyze</i>	<i>K5-Evaluate</i>	<i>K6-Create</i>
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Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M (2)	L (1)	L (1)	L (1)	L (1)	M (2)	L (1)	L (1)	L (1)	L (1)
CO2	S (3)	M (2)	L (1)	L (1)	L (1)	S (3)	M (2)	L (1)	L (1)	L (1)
CO3	L (1)	M (2)	M (2)	M (2)	L (1)	L (1)	M (2)	M (2)	M (2)	L (1)
CO4	L (1)	M (2)	M (2)	L (1)	S (3)	L (1)	M (2)	M (2)	L (1)	S (3)
CO5	M (2)	S (3)	S (3)	L (1)	S (3)	S (3)	M (2)	M (2)	M (2)	L (1)
W.AV	1.8	2	1.8	1.2	1.6	2	1.8	1.6	1.4	1.2

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L (1)	S (3)	L (1)	L (1)	M (2)
CO2	L (1)	M (2)	L (1)	M (2)	M (2)
CO3	L (1)	L (1)	M (2)	M (2)	M (2)
CO4	L (1)	M (2)	L (1)	L (1)	L (1)
CO5	S (3)	L (1)	M (2)	M (2)	M (2)
W.AV	1.4	1.8	1.4	1.6	1.8

S –Strong (3), M-Medium (2), L- Low (1)

Semester - I					
Core	Course Code 515102	Media Language and News Reporting	T	Credits: 5	Hours: 5
Unit -I					
Objective 1		To brand the Students aware of Indian journalism , evaluation of radio and television			
Understanding of Media Language: - Importance of Language in Communication: Growth and Development, Media Language: Changes in Structure and Style of Language, New Trends in Media Language, Importance of Grammar in English and Regional Language Selection and Use of Phrases and Words, Writing for Print Media: - Language for Writing, Word and Sentence Formation, Headline Writing (Practice), The Language of Journalism- Concrete, Specific, Active, Non Biased, Clear, Democratic, Non-Sexist, Non-Racist, Non-Violent, Inclusive					
Outcome1		Improvement in comprehension of language development and changes			K2
Unit II					
Objective 2		To educate kids about the value and development of language			
Translation of Media Content: - Preparing a Glossary of 50 Words in Regional Language to English, English to Regional Language –from Business Page, Political News, Sports Page, Science News, International News Items Language for Audio-Visual: - Concept of Audio-Visual Language, Basic difference Between Print and Broadcast Language, Essentials of Writing for Radio, Essentials of Writing for TV, Creative Writing for Photo Feature, Caption Writing, Cartoon, and its Language.					
Outcome2		Gain the knowledge and awareness of the structure and style of the media language in practice			K3
Unit III					
Objective 3		To learn about the language structure and style			
News:- Concept, Definition, Element, and Values: Concept of News, Meaning and Definition of News, News Sense, Difference between Information and News, Change of Information into News, Considerations Essential of News, Correlation between News and Audience Profile News Elements:- Proximity, Prominence, Timelines, Oddity, Consequence, Conflict, Human Interest, Superlatives, Scandal, Impact, and So on News Values: Balance, Fairness, Brevity, Verification, Quotes, Attribution, News Budgeting Structure of News Report- Headline, Intro, Body, Byline, Dateline Etc., Type of Intro and Headline Type of News:- Hard News, Soft News, Human Interest, PR News, Political News, Business News, Regional News, Entertainment News, Foreign News, Subject Oriented News Like Health, Science, Technology, Sports, Crime Etc					
Outcome3		Student analyze about the terminology used in specialist news			K4
Unit IV					
Objective 4		To improve the comprehension of the contrast between writing, audio, and visual languages			
Translation of Media Content:- Reporting: Concept and Principle of Reporting, Truth, and Accuracy, Independence, Fairness, and Impartiality, Humanity, Accountability, Techniques of Reporting: Gathering News- Through Observation, Through Sources, By Interview, By Digging into Documents, Thinking of the Story Ideas, Maintaining Dairy, Chalking Out Specific Assignment, Research, Follow-Ups, Beat System News Writing Skills:- News Writing Principle, Skills, 5W-1H, and 7C, Intro And Headline Writing, News Writing Style- Inverted Pyramid, Pyramid, Feature, Radio Style, TV Style And Web Style, Interview – Type, Preparation, Questionnaire for Interview, Writing Style, Press Conference, Meet the Press, Press Briefing, Unscheduled Press Briefing, Press Releases, News Features, Importance of Story-Telling, Anecdotes, Personal Profiles, Narratives					
Outcome4		Learners apply the efficiency through media- friendly paraphrase			K3

Unit V					
Objective 5	To educate the students about developments in media language, translation, paraphrasing				
Types of Reporting:- Investigative, Descriptive, Interpretative and Objective Reporting, Reporting for Specialized Beats- Child and Women, Education, Crime, Political, Health, Economy, IT and Science, Parliamentary/Legislative, Sport, Defense, Court, Art and Culture, Environment Etc., Embedded Reporting, War Reporting, Communal Conflict Reporting, Reporting on International Conflicts, Peace Journalism, Reporting on Gender Issues, Rural Reporting					
Outcome5	Learners critically evaluate writing skills for print, digital, new media and different types of reporting				K5
Suggested Readings:-					
Andrew Bonime & Ken C. Pohlmann (1997). Writing For New Media: The Essential Guide To Writing For Interactive Media, Wiley, United States					
Robert L. Hilliard (2010). Writing For Television, Radio, and New Media, Wadsworth Publishing Company Inc, USA.					
Robert M. Knight (2010). Journalistic Writing: Building The Skills, Honing The Craft, Marion Street Press, Portland					
Simeon Lindstrom (2015). Creative Writing – From Think to Ink, Create space Independent Publishing Platform, Canada.					
Usha Raman, (2010). Writing For The Media, Oxford University Press-New Delhi					
Online Resources					
https://mediahelpingmedia.org/basics/journalism-language-and-style-basics/#:~:text=You%20must%20keep%20your%20language,words%20whenever%20you%20use%20them.					
http://osou.ac.in/eresources/Different%20types%20of%20media%20and%20reporting.pdf					
https://ijrpr.com/uploads/V4ISSUE3/IJRPR10722.pdf					
https://files.eric.ed.gov/fulltext/EJ1249000.pdf					
https://ohiostate.pressbooks.pub/stratcommwriting/chapter/media-writing-skills/					
K1-Remember	K2-Understand	K3-Apply	K4-Analyze	K5-Evaluate	K6-Create

Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L(1)	M (2)	M (2)	S (3)	M (2)	L(1)	L(1)	M (2)	M (2)	S (3)
CO2	L(1)	L(1)	S(3)	L(1)	S(3)	L(1)	L(1)	L(1)	S(3)	L(1)
CO3	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)
CO4	L(1)	L(1)	L(1)	L(1)	M(2)	S(3)	L(1)	L(1)	L(1)	L(1)
CO5	M(2)	L(1)	L(1)	S(3)	M(2)	L(1)	M(2)	L(1)	L(1)	S(3)
W.AV	1.2	1.2	1.6	1.8	2	1.4	1.2	1.2	1.6	1.8

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L (1)	M (2)	L (1)	L (1)	L (1)
CO2	M (2)	S (3)	M (2)	S (3)	S (3)
CO3	L (1)	L (1)	L (1)	M (2)	L (1)
CO4	L (1)	L (1)	M (2)	L (1)	M (2)
CO5	S (3)	M (2)	S (3)	S (3)	L (1)
W.AV	1.6	1.8	1.8	2	1.6

S –Strong (3), M-Medium (2), L- Low (1)



Semester – I					
DSE-1	Course Code 515103	Media Laws and Ethics	T	Credits:5	Hours:5
Unit –I					
Objective 1	To develop a conceptual grasp of media regulations, their function, and their role				
Constitution and Media:- Media laws: Concept Nature, Scope and Significance, A Brief History of Media Laws With Special Reference Statutory Regulations, Gaging Act, Vernacular Press Act and Other Laws, Freedom of Speech and Expression: Concept, Historical Development of The Freedom of Press, International Conventions/Mechanism (Universal Declarations of Human Rights, International Covenant on Civil and Political Rights, American Convention on Human Rights) Constitutional Provisions, Right To Freedom, All The Provisions Relating to The Media, Challenges to and New Dimensions of The Freedom of Speech and Expression, Reasonable Restrictions, Freedom of The Press as Business Right to privacy: Concept, Scope and Limitations Press & Privilege of Parliament and State Legislatures, Relation between Legislature & The Press, Constitutional Provisions, What are the Privileges? Press vis-a-vis Parliament Privileges					
Outcome1	Learners understand the constitutional aspect of Indian media				K2
Unit II					
Objective 2	To educate the media outlets perform responsibly and in accordance with the constitution				
Main provision IPC & CrPC for Media, 124(A) Sediton, 153(A) Promoting Enmity between Different Groups on Grounds of Religion, Race, Place of Birth, Residence, Language etc. 153(B) Imputation Assertions Prejudicial to National Integration. 171(G) False Statement in Connection with an Election, 292 Sale, Etc, of Obscene Books etc. 293 Sale etc, of Obscene Objects to Young Person, 294 (A) Publication of Any Advertisement Relating to an Unauthorized Lottery, 295(A) Deliberate and Malicious Acts Intended to Outrage Religious Feelings of Any Class by Insulting its Religion or Religious Belief. Article 499 –504, Defamation: Concept, Civil and Criminal Law of Defamation, Defamation, Slander and Libel, Difference between Defamation and Insult, The Exceptions of Defamation, Difference between Civil and Criminal Defamation, Journalistic Defenses to Defamation, Filing of Complaints for Defamation, Punishment. Cr.PC : Section 95 - Declaration to Seize The Publication. Section 96: Application Against Confiscation. Section 144: Order against Nuisance or Dreaded Offence. Section 108: Bond for Good Behavior, Section 196: Permission of State Government against Crime. Section 327: Court Open for Public. Section 91: Summon to Present a Document. Section 93: Search Warrant					
Outcome 2	Students analysis and improve the acquire knowledge of media law and regulation				K4
Unit III					
Objective 3	To educate students on the moral and legal implications of media and its principles				
Acts Related to Media:-Brief History, Meaning: Civil Contempt of Court, Criminal Contempt of Court, Journalistic Defenses to Contempt of Court, Fair and Accurate Report of Judicial Proceedings, Fair Criticism of Judicial Act, Complaint in Good Faith against Judge of a Subordinate Court, Report of Judicial Proceeding Held in Camera, Other Important Provisions, Contempt in The Face of The Supreme Court or a High Court, Cognizance of Criminal Contempt, Punishment of The Contempt of Court: Apology, Appeals. Copy Right Act 1957: Concept, No Copyright in News, Ideas, Information. Terms of Copyright, Licenses, Infringement of Copyright, International Copyright, Civil Remedies for Infringement of Copyright, Penalties, Working Journalists Act 1955: Need & Significance of Working Journalists Act, Meaning of Working Journalists Act, Special Benefits, Working Hours, Leaves, Wage Board, Implementation of Wage Board. Right to Information Act 2005: Background and Significance, What Does The RTI Act Provide? Definition, Right to Information, Exemptions, Information which are exempted from disclosure. Through Whom the Information can be Got? PIO'S Duties and Functions, Appeals, Central and State Information Commissions, Information Technology Act 2000: Objective, Definition Authentication of Electronic Record, Legal Recognition of Digital Signature, Penalty for Damage to Computer, Computer System, Computer Network etc, Offences of Hacking etc. Provision of Article 66 ¹³					
Outcome3	Students analyze and comprehend media ethics and how the industry has adapted to it.				K4

Unit IV

Objective 4 | **To provides summary of current changes and upcoming difficulties in media regulation, professionals, and media organizations toward a career in morality**

Acts Related To Media:-

Official Secret Act: Significance of Official Secret Act, Section 5, Brief History of The Act, Review of The Law and a Recent Case. Press & Registration of Book Act: Procedure for Commencing and Carrying News Paper, Cancellation of Declaration, Appeal, Registration of Newspaper, Annual Report of Press Registrar, Ownership of The Title, Press Council Act: Concept and Background, Object of Indian Press Council, Constitution, Function and Power of Press Council, Various Committees of Press Council, How The Complaints are Heard by The Council? Suo Motu Action, Debate on Power, The Press & Registration Appellate Board. Cinematography Act: Background, Constitution of Film Censor Board Advisory Panel, Certification of Film, Appeal, Penalty on Contraventions, Guidelines of Board of Film Certification. Prasar Bharti Act: Background, Composition of Prasarbharti, Appointment of Chairman and Other Members, Term of Office, Function & Power of Corporation, Own Fund, Power of Central Government to Give Directions.

Outcome4 | Learners understand and comprehend media standards of behavior and self-regulation.

K2

Unit V

Objective 5 | **To understand how media practitioners are empowered by media law and ethics, public obligations, understand the media ethics**

Media Code & Ethics, Concept & Significance of Media Ethics, Ethics and The Law, Ethical Values for Media Person, Values and Ethics of Journalism, Code of Ethics, Meta Ethics, Normative Ethics. Issues in Applied Ethics, Code and Guidelines of Media Ethics, Ethical Code of Press Council and Others Committees. PCI Norms 2010, PCI Guidelines for Coverage of Communal Disputes and Others, ASCI Commercial Code, Editor Guild of India

The need for cyber laws: Regulation of Social Media and other web platforms; Regulatory authorities and framework; Implementation issues. Media Regulation: Regulatory practices in developed democracies, Debates and Controversies related to Media Regulation: Ownership, Distribution, Investment, and Content Regulation Paid News- Fake News in The Context of Elections.

Outcome 5 | The evaluate ability to do socially responsible journalism with fair and congeest to media ethics

K5

Suggested Readings :-

Basu, "Introduction to Indian Constitution", Prentice Hall of India,2003 Basu, "Law of the Press in India", Prentice Hall of India,2003

Battle for Freedom of Press in India – K S Padhy Academic Foundation (1991)Dass, B.K. (2009), Ethics in Media Communication. Sumit Enterprises.

Day, E Ethics in Media Communications: Cas and Controversies, Thomson Learning 2000 Freedom ofthe Press – Some Recent Incidents – K S Venkataramaiah, B.R. Publications 1987 Hameling, Cess, "Ethics of Cyberspace", Sage Publications,2001

Law and the Media – An Everyday Guide for Professionals – Crone, Focal Press, 1995 Leslie, "Mass Communication Ethics", Thomson Learning, 2000.

Mass Media Laws and Regulations in India – E S Venkataramaiah, B.R. Publications (1987) Media and Ethics – S K Aggarwal, Shipra Publications, 1993

Oberoi, Gaurav (Edit.) (2009), Ethics of Journalism, Murari Lal and Sons.Press and the Law – A.N Grover, Publisher: Vikas Pub. House (1990)

Press in Chains – Zamir Naizi, Publisher: Oxford University Press; 2 edition (September 2010)Ravindranath, P.K., Press Laws and Ethics of Journalism.

Thakurta, Paranjay Guha (2012), Media Ethics-Truth, Fairness and Objectivity, Making and BreakingNews. Oxford, University Press, Second Expanded Edition.

Trikha, N.K. (2012), Media Laws and Ethics. Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal.

Online Resources

https://en.m.wikipedia.org/wiki/Media_ethics#:~:text=In%20relation%20to%20news%20coverage,legal%20issues%20such%20as%20defamation.

https://en.m.wikipedia.org/wiki/Code_of_ethics_in_media#:~:text=right%20to%20know.-,Journalists%20should%3A,impartiality%2C%20or%20may%20damage%20credibility.

<https://www.edx.org/learn/media-law#:~:text=Media%20law%20is%20a%20branch,recently%2C%20social%20and%20digital%20media.>

<https://www.igntu.ac.in/eContent/MJMC-02Sem-ProfManukonda-Media%20Law%20and%20Ethics.pdf>

https://books.google.com/books?id=z_Mz9u0BFtEC&printsec=frontcover&source=gbs_book_other_versions_r&cad=2

<i>K1-Remember</i>	<i>K2-Understand</i>	<i>K3-Apply</i>	<i>K4-Analyze</i>	<i>K5-Evaluate</i>	<i>K6-Create</i>
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Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M (2)	S (3)	M (2)	L(1)	L (1)	L(1)	M (2)	S (3)	M (2)	M(2)
CO2	M (2)	L(1)	S (3)	M(2)	S (3)	M (2)	M (2)	M (2)	S (3)	L(1)
CO3	L(1)	M (2)	L(1)	M(2)	S (3)	S (3)	L(1)	M (2)	L(1)	S (3)
CO4	M (2)	L(1)	L(1)	S (3)	M (2)	L(1)	M (2)	L(1)	L(1)	M(2)
CO5	M (2)	M(2)	L(1)	M(2)	L(1)	S (3)	M (2)	L(1)	L(1)	M(2)
W.AV	1.8	1.8	1.6	2	2	1.8	1.8	1.8	1.6	2

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L (1)	L (1)	M (2)	M(2)	L (1)
CO2	S(3)	M(2)	L(1)	L(1)	L(1)
CO3	L(1)	L(1)	L(1)	M(2)	S(3)
CO4	M(2)	L(1)	L(1)	L(1)	L(1)
CO5	S(3)	L(1)	L(1)	L(1)	L(1)
W.AV	2	1.2	1.2	1.4	1.4

S –Strong (3), M-Medium (2), L- Low (1)

Semester - I					
DSE-1	Course Code 515104	Critical Communication Studies	T	Credits: 5	Hours: 5
Unit –I					
Objective 1	To familiarize the basic critical communication studies				
Exploring early communication theories Early communication theories – classical period – Plato – Aristotle – classical rhetorical theory – powerful effects theories of mass media - conceptual foundations of early critical theory - understanding – hermeneutics - George Hegel – Karl Marx – Friedreich Neitzche - Marxist theory and Criticism					
Outcome1	Understand the difference between goals, theories and methods of rhetorical and social scientific inquiry				K2
Unit II					
Objective 2	To educate the students about the value and development of critical communication				
Learning the critical perspectives of communication theories Critical Theories of Communication – The Frankfurt school and critical theory – Idealism and Materialism - Kant, Hegel, Marx, Freud, Weber and Lukacs — Kurt Lewin – Paul Lazzersfield – Berelson – limited effects of mass media – Roland Barthes – Simone de Beauvoir – Four theories of the Press – study of space in communication.					
Outcome2	Students analyses of topic, effective messages, audience and context				K4
Unit III					
Objective 3	To educate the history and diversity of the communication discipline				
Communication theories & sociological perspectives John Klapper – effects of mass communication – sociological theories of mass media - Uses and gratifications - Cultivation theory, Agenda-setting theory, Uses and gratification theory, Dependency theory, Play theory, social learning theory and Reflective-projective theories; Media and Society					
Outcome3	Students get research skills including the ability to formulate research questions				K4
Unit IV					
Objective 4	To evaluate in-depth instruction in the major theories at the foundation of the communication discipline				
Discourse on familiar communication theorists Semiotics - Psychoanalysis - Structural theories – Max Weber – Studies of Mass media – Powerful media effects theories – Hypodermic needle theory – Walter Lippmann - Post – Structuralism – Foucault, Derrida Gender and sexuality – Feminist Gender theories - Judith Butler – Stuart Hall – Edward Said					
Outcome4	Applying and engage in critical thinking with regard to messages analysis				K3
Unit V					
Objective 5	To develop the students critical reading and writing skills				
Communication theories & Postmodern approaches Post Modernism – Critical Discourse Analysis - Shifts in cultural theories – Jurgen Habermas – contemporary cultural studies - Birmingham school - Critical theory and analysis of contemporary mass society.					
Outcome5	Applying the role of communication in the formation of individual and cultural identities and how those identities influence communication				K3
Suggested Readings :-					
Donald MacKenzie & Judy Wajcman, (1999)“Introductory Essay: The Social Shaping of Technology” J. Habermas,(1991) The Structural Transformation of the Public Sphere (MIT) M. Horkheimer and T. Adorno, (2013) Dialectic of Enlightenment (Stanford) Feenberg and Leiss, The Essential Marcuse (Beacon) Peter Simonson and David W.Park (Eds)(2017), ¹⁶ The International History of Communication Study, Terence P, Moran(2010) Introduction to the History of Communication: Evolutions & Revolutions					

Peter Andrei (2019) Effective Communication: The Patterns of Easy Influence: Master business Communication, professional communication, and influence, the psychology of ... leadership and success

Online Resources

<https://www.routledge.com/Critical-Communication-Studies-Essays-on-Communication-History-and-Theory/Hardt/p/book/9780415071376>

<https://www.tandfonline.com/journals/rccc20>

<https://www.taylorfrancis.com/books/mono/10.4324/9780203133125/critical-communication-studies-hanno-hardt>

<https://www.tandfonline.com/journals/resm20>

https://en.m.wikipedia.org/wiki/Critical_communicative_methodology

<i>K1-Remember</i>	<i>K2-Understand</i>	<i>K3-Apply</i>	<i>K4-Analyze</i>	<i>K5-Evaluate</i>	<i>K6-Create</i>
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Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L (1)	L (1)	L (1)	M (2)	L(1)	L (1)	L (1)	L (1)	M (2)	L(1)
CO2	L(1)	L(1)	L (1)	M(2)	S(3)	L(1)	L(1)	L (1)	M(2)	S(3)
CO3	L(1)	L(1)	L(1)	L(1)	S(3)	L(1)	L(1)	L(1)	L(1)	S(3)
CO4	L(1)	L(1)	L(1)	S(3)	L(1)	L(1)	L(1)	L(1)	S(3)	L(1)
CO5	S(3)	S(3)	M(2)	M(2)	L(1)	S(3)	S(3)	M(2)	M(2)	L(1)
W.AV	1.4	1.4	1.2	2	1.8	1.4	1.4	1.2	2	1.8

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L(1)	M(2)	L(1)	L(1)	L(1)
CO2	L(1)	M(2)	L(1)	L(1)	L(1)
CO3	M(2)	L(1)	L(1)	L(1)	S(3)
CO4	L(1)	L(1)	M(2)	L(1)	L(1)
CO5	L(1)	M(2)	L(1)	M(2)	L(1)
W.AV	1.2	1.6	1.2	1.2	1.4

S –Strong (3), M-Medium (2), L- Low (1)

Semester - I					
Core	Course Code 515105	Practical I Editing: Principles and Practices	P	Credits:3	Hours:6
Unit -I					
Objective 1	To provide students with both theoretical and practical editing expertise				
Editing: Concept and Significance, Editorial Values: Objectivity, Facts, Impartiality and Balance, Understanding the Publication – its Audience and Demography, Cultural and Social, Gatekeeping: Fact-checking, Editorial Ethics, Authenticity, Legal Aspect, Language, Style, Clarity, Democratic, Non-Racist, Non Sexist, Specific, Social and Cultural Values, Editing Symbols/Proof Reading Symbols and how the Computer has Revolutionized Editing					
Outcome1	Remember to comprehend editing concepts and procedures				K1
Unit II					
Objective 2	To familiarize students with the duties and roles of the editorial desk				
Editorial Desk: Editorial Hierarchy and Role of various Functionaries, Editor: Essential Qualities, Role and Responsibilities, Challenges for the Editor: Bias, Slants, and Pressures. Editor as a Thinker, Opinion Maker, Advisor, Newsman, Philosopher, Editor as Manager Devising Communication package, Sub-Editor: Skills, Duties, Responsibilities of a Sub-Editor, Functioning of City Desk, Regional Desk and Central Desk etc. Relation between Reporting Unit and Desk, Importance of understanding between Reporting Unit and Desk, Coordination Challenges between Reporting Unit and Desk					
Outcome2	Understand and gained the knowledge in news Editing				K2
Unit III					
Objective 3	To develop skill in rewriting intros, headlines, and storylines that are more ordered				
Editing Process (News selection, Copy Editing and Rewriting), News Selection and Distribution for Editing : News Values and other Parameters, Art of Copy Editing, Managing the News Flow, Rewriting and Restructuring News Stories, Editing to fit available space : Summarization and Expanding Copy, Box Item (Content), Headlines and intro : writing and rewriting					
Outcome3	Learners create understanding about the printing layout and journalism as a profession				K2
Unit IV					
Objective 4	To educate students skills in article writing				
Editing Process (Page Making, Layout and Design, Photo/ Graphics and Caricature selection), Principles and Process of Layout and Design, Planning and Designing the Front Page and Inside Pages, Designing Special Pages, Dummy, Page Making, Importance of Dummy in Page Making Process, Planning and Visualization of News, Preparations of Charts, Diagrams, Graphs, Illustrations, Caricature, and Cartoons, etc, Photo Editing – Selection of Photograph, Techniques, and Procedure of Cropping, Reducing, and Enlarging of Photographs. Caption and Sub caption Writing, Editing of photo features, Action, and Attractive Photographs, Stylebook/ Style Sheet, Importance use of Style					
Outcome4	Learners create and develop the ability to alter any kind of copy				K6

Unit V					
Objective 5	To make to understand about the basic role of editor and principles of editing				
Editing for Special Pages, Supplements, Pullouts, and other Medium, Editing: Copies of News Agencies, Bureaus, Regional Correspondents and Stringers, etc, Editing of Feature Pages, Sunday Magazine, Special Supplements and City Pullout, Editing of Articles, Features and other Stories, Editing of Front Page Stories, Sports and Business Page Stories, Copy Editing for TV, Radio, and Website, Field Reporting : Students will be required to do fieldwork for assignments designated in non-regular Beat Reporting once a week and submit the News Articles on the same day.					
Outcome5	Gained experience in the field reporting				K6
K1-Remember	K2-Understand	K3-Apply	K4-Analyze	K5-Evaluate	K6-Create

Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S (3)	M(2)	L(1)	L(1)	M(2)	L(1)	S (3)	M(2)	L(1)	L(1)
CO2	M(2)	L(1)	S(3)	L(1)	L(1)	L(1)	M(2)	L(1)	S(3)	L(1)
CO3	L(1)	L(1)	L(1)	L(1)	L(1)	M(2)	L(1)	L(1)	L(1)	L(1)
CO4	L(1)	L(1)	L(1)	M(2)	M(2)	L(1)	L(1)	L(1)	L(1)	M(2)
CO5	L(1)	L(1)	M(2)	S(3)	L(1)	L(1)	L(1)	L(1)	M(2)	S(3)
W.AV	1.6	1.2	1.6	1.6	1.4	1.2	1.6	1.2	1.8	1.6

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L (1)	L (1)	L (1)	L (1)	L (1)
CO2	L (1)	L (1)	L (1)	S (3)	L (1)
CO3	M (2)	L (1)	L (1)	M (2)	M (2)
CO4	L (1)	M (2)	M (2)	M (2)	L (1)
CO5	L (1)	L (1)	L (1)	M (2)	L (1)
W.AV	1.2	1.2	1.2	2	1.2

S –Strong (3), M-Medium (2), L- Low (1)

Semester - I					
Core	Course Code 515106	Practical II – Photo Journalism	P	Credits: 3	Hours: 6
Unit -I					
Objective 1	To familiarize frame a photograph, the single most important element for on interesting image				
Introduction to Photojournalism: - Meaning Definition, Growth & Development, Elements of Visual news story telling, History of photojournalism, Organization of a newspaper. Structure of newsroom. Role of photojournalists in a newsroom. Communicating with the desk, briefing and debriefing. Coordination among photojournalists, editorial and page design colleagues					
Outcome1	Learners understand practical knowledge, their skill to capture good picture			K2	
Unit II					
Objective 2	To provide right equipment and photo material, shoot by looking over and over at photographs- own style and understanding the historical and cultural aspects of the medium				
Basic Concepts of Photography and Photojournalism: - Photography, its emergence and growth, what is camera, its functions, and introduction to different types of cameras, Mechanics of photography: apertures, shutter speeds, focus, and focal lengths, Introduction to different types of lenses, Lighting, composition					
Outcome2	Students remember and gain the knowledge of various trends of photography			K1	
Unit III					
Objective 3	To educate on tell a story- planning your photoshoot-strategies				
Photo-Editing: - Need for Editing, Ways to Edit., Reading the mistakes in photos (noise in photographs, over exposure etc.) Advantages and pitfalls of crowd sourcing, preparing stories received from citizen journalists. Caption Writing, Management of photographs and Digital archives, Introduction to photo-editing software such as Adobe Photoshop Elements, and ACD See Photo editor. Use and misuse of technology. Understanding of printing requirements: CMYK, RGB pattern, ink used for printing multiple publishing platforms, etc.					
Outcome3	Students analyze how the photo played a major role in journalism			K4	
Unit IV					
Objective 4	To learn the different aspects of photography				
Fields of Photojournalism:- Spot News, general news, Street Photography, off-beat photography, documentary photography, war, terror, and crime, Photographs for photo features, photo stories, and photo essays, Developing specializations like sports, portrait, art and culture, environment, and industry, aerial, candid, fashion, food, environmental, forensic, medical, paparazzi, nature, and underwater Case Studies in Photo Journalism, Analysis of Photo Journalist's Work, Principles and Ethics and of photojournalism. Media laws and Intellectual Property Rights.					
Outcome4	Learners gain the practical experience to take difference emotions of photography			K2	
Unit V					
Objective 5	To apply the recent professional ability of students in photography				
Photojournalism Project: - A student has to work on this project (on any one of the following themes) under the supervision and guidance of a faculty member allotted by the department. Students have to submit the project in 8” X 12” size photographic paper. The student has the choice of colour and paper quality to be used for printing the photographs. Theme 1: Select a wide/broad-based field (for example: wildlife, human interest, disasters, lifestyle, industry etc.) and compile a collection of 15 news photographs you have clicked. These photographs should reflect the essence of that field. Each photo should have a suitable caption. For each photograph write a background note of up to 200 to 300 words explaining the preparation/research, legwork, photography technique, and editing techniques used.					

Theme 2: Select three specific areas/subjects (for example: child labour, old age, traffic hazards, seasons etc.) compile a collection of 15 news photographs (i.e. five photographs each for every subject). For each photograph write a background note of 200-300 words explaining the preparation/research, legwork, photography technique, and editing techniques used.

Outcome5	Learners understand the difference between ordinary photography and professional photography					K2
K1-Remember	K2-Understand	K3-Apply	K4-Analyze	K5-Evaluate	K6-Create	

Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M(2)	L(1)	M(2)	S(3)	M(2)	L(1)	M(2)	S(3)	M(2)	S(3)
CO2	S(3)	S(3)	M(2)	L(1)	M(2)	S(3)	S(3)	L(1)	M(2)	L(1)
CO3	S(3)	S(3)	L(1)	M(2)	M(2)	L(1)	S(3)	S(3)	L(1)	M(2)
CO4	L(1)	L(1)	L(1)	S(3)	L(1)	L(1)	L(1)	L(1)	L(1)	S(3)
CO5	L(1)	M(2)	L(1)	L(1)	S(3)	L(1)	L(1)	M(2)	L(1)	L(1)
W.AV	2	2	1.4	2	2	1.4	2	2	1.4	2

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	M(2)	PSO5
CO1	L(1)	L(1)	L(1)	L(1)	L(1)
CO2	L(1)	L(1)	L(1)	M(2)	S(3)
CO3	M(2)	M(2)	S(3)	S(3)	L(1)
CO4	L(1)	L(1)	L(1)	M(2)	L(1)
CO5	L(1)	L(1)	L(1)	M(2)	L(1)
W.AV	1.2	1.2	1.4	2	1.4

S –Strong (3), M-Medium (2), L- Low (1)

Semester - II					
Core	Course Code 515201	Culture, Media and Communication	T	Credits:5	Hours: 5
Unit -I					
Objective 1	To familiarize students and cultivate a critical viewpoint on our culture				
Intercultural Communication: - Definition and Process, Philosophical and Functional Dimensions, Modern Mass Media as Vehicles of Intercultural Communication, Communication and Information as a tool of Equality and Exploitation					
Outcome1	Students comprehend and evaluate the fundamentals of diverse cultures				K2
Unit II					
Objective 2	To educate students on interdependence and relationship among media culture and communication				
Political, Economic and Cultural Dimensions of International Communication, Barriers in Intercultural Communication-Religious, Political and Economic Pressures Intercultural Conflict Models –Kims Model and Ting-Toomey and Oetzel Model					
Outcome2	Understand the role of contemporary mass media as a means of cross-cultural communication				K2
Unit III					
Objective 3	To impart of narratives and visual images as well as how they are put together within an ideological framework				
Developing Intercultural Relationship, Anxiety/Uncertainty Management (AUM) theory of Effective Communication, Uncertainty Reduction, Intercultural communication Apprehension, Empathy and Similarity in Relationship Development, Internet as Relational Maintenance, Perceptions of Relational Intimacy Across Cultures-Eastern and Western Cultures and Relationship, Role of Communication in Intercultural Conflict Resolution Broomes Model					
Outcome3	Analyzing the tolerance, harmony, and cultural and religious variety in daily life				K4
Unit IV					
Objective 4	To apply comprehension of broad cultural studies knowledge				
Cultural Studies, Culture, Popular Culture, Consumption of Culture, Power/Culture and Media, Media Culture and Cultural Studies, Audience/Reception Studies, Identity, Everyday Life, the ‘Circuit of Culture’ Circuit of Consumption, Product, Spaces and Online Shopping, Postmodern Arts and Media, Feminism and Queer Theory, Techno- culture and Risk, The Information Society and Media Global Culture, localization, Cultural Hybridization, Cyber Counter culture and Media					
Outcome4	Learners analyze and debate the media’s influence on culture and society				K4
Unit V					
Objective 5	To disseminate information and foster understanding of Indian culture and the diversity of the media industry				
Cultural Studies:- Media Literacy: Tools and Techniques, Biases and Distortion in Media Content, Culture of Memory, The Production of Memory, The Consumption of Memory, The Politics of Memory and Media, Narrating as Self-Fashioning, the Body Returns and Media. The Production of the Self and Media, the Consumption of the Self and Media, Gandhi’s Global Influence and Media					
Outcome5	Learners understand communication and media influence and advance culture and society, gain knowledge about online shopping				K1
Suggested Readings :-					
Basu, P.P. and Chanda, Ipshita (Edited 2011), Locating cultural change-Theory, Method, process, sage publication.					
Crowley David Mitchell, David, Communication Theory Today (1994) Stanyard Caligornia					
J. Habermas the Public Sphere					
L. James (2000) Media, Communication, Culture Encyclopedia of Communication, Sage					
Motto, Amitabh and Tiwari, Heeraman (Edited 2014) culture, people and power- Indian and the Globalized word, Shipra publication.					

Paul Hodkinson (2017), Media, Culture and Society, Sage Publication 2nd Edition Williams, Raymond (1988), The Analysis of Culture
 Said Edward, Orientalism Culture and Imperialism, Covering the Islam. Huntington Samuel P; Clash of Civilizations and Remaking of new world order

Online-Resources: -

<https://journals.sagepub.com/doi> <https://oxfordre.com/communication>
<https://opentextbc.ca/mediastudies101/chapter/communication-culture/>
[https://www.mtu.edu/humanities/undergraduate/ccm/#:~:text=Communication%2C%20Culture%2C%20and%20Media%20\(cultural%20diversity%20and%20social%20justice.](https://www.mtu.edu/humanities/undergraduate/ccm/#:~:text=Communication%2C%20Culture%2C%20and%20Media%20(cultural%20diversity%20and%20social%20justice.)
<https://www.mq.edu.au/study/find-a-course/courses/major/media-culture-and-communications#:~:text=The%20Media%2C%20Culture%20and%20Communications,world%20of%20media%20and%20communications.>
<https://www.pearson.com/content/dam/one-dot-com/one-dot-com/us/en/higher-ed/en/products-services/course-products/manza-2e-info/pdf/manza-chapter6.pdf>
<https://uogqueensmcf.com/wp-content/uploads/2020/BA%20Modules/Sociology/1.%20Sociology%20modules/Year%20two/Semester%201/Media%20and%20communication%201st.pdf>

K1-Remember	K2-Understand	K3-Apply	K4-Analyze	K5-Evaluate	K6-Create
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Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M(2)	M(2)	L(1)	M(2)	L(1)	M(2)	M(2)	M(2)	L(1)	M(2)
CO2	M(2)	M(2)	L(1)	M(2)	L(1)	M(2)	M(2)	M(2)	L(1)	M(2)
CO3	L(1)	S(3)	L(1)	L(1)	L(1)	L(1)	M(2)	M(2)	L(1)	M(2)
CO4	L(1)	L(1)	S(3)	L(1)	S(3)	M(2)	L(1)	L(1)	S(3)	L(1)
CO5	M(2)	M(2)	S(3)	M(2)	M(2)	S(3)	M(2)	M(2)	S(3)	M(2)
W.AV	1.6	2	1.8	1.6	1.6	2	1.8	1.8	1.8	1.8

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L(1)	M(2)	L(1)	L(1)	L(1)
CO2	L(1)	S(3)	S(3)	L(1)	L(1)
CO3	L(1)	L(1)	L(1)	L(1)	L(1)
CO4	M(2)	L(1)	L(1)	L(1)	L(1)
CO5	L(1)	S(3)	L(1)	M(2)	M(2)
W.AV	1.2	2	1.4	1.2	1.2

S –Strong (3), M-Medium (2), L- Low (1)

Semester – II					
Core	Course Code 515202	Communication Theories and Models	T	Credits: 5	Hours: 5
Unit -I					
Objective 1	To familiarize students about fundamental elements of communication practices and their importance				
Understanding Communication: - Defining Communication, Scope, Importance, Need, Functions, Elements, and Process of Communication. Levels of Communication: Intrapersonal (Concept of Self and others, Johari Window), Interpersonal (Dyadic Communication and Theories) and Group Communication (Types of Groups and their Styles), Mass Communication (Media and Their Functions), Interactive Communication (Digital, Social, Mobile) Verbal (Oral And Written) and Non-Verbal Communication(Body Language, Sign Language): Types, Importance and Uses; Semiotics and Semantics Barriers to Communication (Physical, Mechanical, Psychological); Effective Communication:7 Cs of Communication, Visual Communication: Concepts and Processes; Visual Literacy and Perception.					
Outcome1	Learners employed analytical and critical thinking to examine how the media industry functions			K4	
Unit II					
Objective 2	To provide and comprehend the idea of mass communication and get familiar with its many elements				
Models of Communication:- Aristotle’s Model, Lasswell’s Model, Berlo’s SMCR Model, Shannon-Weaver Mathematical Model, Westley and Maclean’s Conceptual Model, Wilbur Schramm’s Interactive Model, Newcomb’s Model of Communication, George Gerbner’s Model, Dance’s Helical Model, Spiral of Silence Model and Ecological Models					
Outcome2	Learners evaluate distinguish between various forms of communication and engage in successful communication			K5	
Unit III					
Objective 3	To educate about critical understanding of mass communication models and theories				
Communication Theories:- Mass Society Theory; Media Effects: Hypodermic Needle, Two-Step/Multi Step Flow Theory, Diffusion of Innovation, Gate Keeping, Sociological Communication Theories: Agenda Setting, Use and Gratification, Dependency Theory, Cultivation Theory, Knowledge -Gap Theory, Behavioral Theories: Individual Difference Theory: Selective Exposure, Selective Perception & Selective Retention, Balance Theory and Cognitive Dissonance Theory. Normative Theories of Press:- Authoritarian, Libertarian, Socialist, Communitarian, Social Responsibility, Development Media Theory, Democratic -Participant Theory. Critical and Cultural Theories: Media Hegemony; Structuralism; Cultural Theory; Post Modernism; Feminist Media Theory; Frankfurt School.					
Outcome3	Students develop and putting into action persuasive communication tactics that appeal to target audience			K3	
Unit IV					
Objective 4	To apply and investigate the usefulness of mass media for societal action				
Social Learning and Persuasion Theories:- Social Learning Theory, Attitude Theory, Reasoned Action Theory, ELM Theory, New Media Theories: Interactivity, Digitization and Convergence, Online Media and Network Society: Their Application, Uses and Limitations, Audience: Concept and Characteristics; Audience as Public, as Market; Media Effects and Audience; Media Content and Audience, Audience Types: Rural, Urban, Local, Regional National, International/Global; Gender Classification; Audience Structure and Formation					
Outcome4	Learners develop the knowledge about international communication			K3	
Unit V					
Objective 5	To create professional communication and different models of communication				
International Communication:- International Communication Theories: Propaganda, Public Sphere and Opinion: Manufacturing Consent/ Propaganda Model (Chomsky& Herman), Asian Perspective of Communication Media Imperialism, Mass Communication and Modernization, Globalization, Mass Media and Popular Culture, Media Convergence and Effects, Issues, Challenges and Trends in Developing Nation, New World Information and Communication Order(NWICO), Macbride Commission Report					
Outcome5	Students analyse between various forms of communication and engage in successful communication and apply mass media concepts in international communication			K4	

Suggested Readings :-

- Alison Assiter(2021) A New Theory of Human Rights
 McQuail, D. (2010). McQuail's Mass Communication Theory. New Delhi: Sage Publications.
 McQuail, D. (Ed.) (2007). Mass Communication. Vol. I, II, III & IV. New Delhi: Sage Publications.
 Servaes, J., Jacobson, T. & White, S.A. (Eds.), (2006) Participatory communication for social change. Thousand Oaks: Sage.
 Singhal, A. & Rogers, E M. (2001). India's Communication Revolution: From bullock Carts to Cyber Marts. New Delhi: Sage Publications.
 Srinivas Melkote, &Steeves. (2001). Communication for Development in the Third World. New Delhi: Sage.
 Stevenson, N. (1997). Understanding media culture: Social theory and mass communication, Sage.
 New Materialism and Zoroastrianism
 Vivian, J. (2011).The Media of Mass Communication. India: Prentice Hall.

Online Resources

<https://ebooks.inflibnet.ac.in/lisp1/chapter/theories-models-of-communication/>

<https://egyankosh.ac.in/bitstream/123456789/10047/1/Unit-3.pdf>

<https://ebooks.inflibnet.ac.in/lisp1/chapter/theories-models-of-communication/#:~:text=A%20communication%20model%20is%20chiefly,the%20sender%20a%20certain%20feedback.>

https://en.m.wikipedia.org/wiki/Communication_theory

<https://managementstudyguide.com/communication-models.htm>

K1-Remember	K2-Understand	K3-Apply	K4-Analyze	K5-Evaluate	K6-Create
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Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L(1)	L(1)	S(3)	L(1)	L(1)	L(1)	L(1)	L(1)	S(3)	L(1)
CO2	M(2)	S(3)	M(2)	L(1)	M(2)	M(2)	M(2)	S(3)	L(1)	L(1)
CO3	M(2)	M(2)	L(1)	L(1)	M(2)	M(2)	M(2)	M(2)	M(2)	L(1)
CO4	M(2)	M(2)	S(3)	M(2)	M(2)	S(3)	M(2)	M(2)	S(3)	M(2)
CO5	M(2)	M(2)	L(1)	L(1)	M(2)	M(2)	M(2)	M(2)	L(1)	L(1)
W.AV	1.8	2	2	1.2	1.8	2	1.8	2	1.8	1.2

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L(1)	L(1)	L(1)	M(2)	M(2)
CO2	M(2)	M(2)	M(2)	M(2)	M(2)
CO3	L(1)	S(3)	L(1)	L(1)	L(1)
CO4	M(2)	M(2)	M(2)	M(2)	M(2)
CO5	L(1)	L(1)	L(1)	S(3)	S(3)
W.AV	1.4	1.8	1.4	2	2

S –Strong (3), M-Medium (2), L- Low (1)

Semester - II					
DSE-2	Course Code 515203	Advertising and Public Relations	T	Credits:5	Hours:5
Unit I					
Objective 1	To apply the students to the most recent developments in PR and advertising				
Introduction to Public Relations, Public Relation-Concepts Definitions, Role, Scope, Functions, New emerging trends. Types of Public Relations: Public, Government, Private and Service Sector P.R. Image Building, Brand Promotion, Informational and Crisis Management Public Relations, Tools of Media Relations-Press Conferences, Press Meet/ Tours, Press Releases, Back Grounders, Rejoinders, Feature Writing, Video News Releases, Blog Writing etc; Selection of Media in Reaching Out to Public. Publicity and Advertising, Sales Promotion and Marketing. Public Relations and Persuasion					
Outcome1	Learners understand know different types of advertising				K2
Unit II					
Objective 2	To provide students on opportunity to study various contemporary concepts of branding. Students will receive practical advice and instruction in contemporary public relations techniques through the course material				
Role and Function of Public Relations: P.R. in Central and State Governments-Role and Functions. Organizational Structure of P.R. Department in Central State Government, Public Sector, Private Sector, NGOs, Difference between In-House PR and a PR Consultancy, Writing for Public Relation, Concept of CSR, Publicity in Print Media, TV, Radio, Films, Outdoor Media, New Media & Social Media.					
Outcome2	Learners understand press conference and press meet				K2
Unit III					
Objective 3	To create the students to comprehend how to public relations and advertising				
PR's Evolving Role-Emerging Trends, Political PR, PR in Social Sector, Lobbying, Public Affairs. Entertainment and Celebrity Management, Events, Sponsorships, Trade Shows, Professional Organizations: PRSI, PRCI, IPRA, PR Campaign, Crisis Management, Lobbying as a Growing Business/Enterprises. Public Relation Ethics					
Outcome3	Students create and get knowledge about social media advertising				K6
Unit IV					
Objective 4	To learn about different roles in public relation				
Introduction to Advertising, Advertising-Concept, Definitions, History, Advertising- Role, Functions and Significance. Types of Advertising and Classifications of Advertising. Women in Advertising, Children in Advertising (Practices, Ethics and Debate). Advertising in Digital Media (Website, Face Book, Linked in, Twitter, Blogs).					
Outcome4	Learners understand and get awareness in public relation				K2
Unit V					
Objective 5	To analyze the multiple aspects in advertising and the political advertisement				
Art of Advertising, Ad. Agency-Types, Structure and Functions, Art of Developing Effective Copy and Importance of Copy Writer/Writing, Layout-Importance, Steps and Principles of a Good Layout, Visuals-its Importance, Global Trends, Copy Elements- Headline, Sub Heads, Slogans, Body Copy, Logo etc., Global Trends. Industrial Advertising, Retail Advertising, Corporate Advertising, Political Advertising, Social Marketing, Professional Organization, and Ethics.					
Outcome5	Students apply and gain knowledge about central government role in public relation and the role of NGO's in public relation				K3
Suggested Readings:-					
Ad. Worlds – Brand Media and Audiences – Meyers, Greg, Publisher: Bloomsbury Academic (1998)					
Advertising – Ahuja and Chhabra, Surjeet Publication (2011)					
Advertising Principles and Practice – Sethia and Chunawalla, Publisher: Indian Bureau of Bibliographies., 2001					
Aitchison, Jim (1999) : Cutting Edge Advertising, New Delhi. Prentice Hall.					
Broadcast Advertising – Sheriyl K Ziegler and Herbert H Howard,Iowa State University Press, 1991					
Chunawalla , Advertising Theory And Practice, Himalaya Publishing House (2015)					
Chunawallah, S.A. and K.C. Sethia (2000) : Foundations of Advertising Theory and Practise, Himalaya Publishing House, Mumbai.					

Corporate Conversations: A Guide to Crafting Effective and Appropriate Internal Communications – Shel Holtz, Publisher: AMACOM, 2004

Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall (2000).

Dennis L. Wilcoxe & Glen T, Public Relations- Strategies and Tactics, Pearson Education, 2013

Frank Jefkins: Advertising Made Simple; Made simple Books. Elsevier, 2016.

Gillian Dyor: Creative Advertising: Theory and Practice; Publisher: Prentice-Hall, 1991

James S. Norris: Advertising; Reston Pub. Co. (1977)

Frank Jefkins: Public Relation Techniques, Publisher: Butterworth-Heinemann, 1988

Jethwaney Jaishri, Advertising, Phoenix Publishing House (1999).

Jones, John Philip (ed.), “How Advertising Works”, Sage Publication Ltd., California, 1998

Jones, John Philip (ed.), “International Advertising”, Sage Publication Ltd., California, 1998

Jones, John Phillip (ed) (1999): The Advertising Business, Sage Publications. 1999.

K.R. Balan: Corporate Public Relations; Himalaya Publishing (2007).

Kaul J.M., Public Relation in India, Noya Prakash (1976) Calcutta.

Managerial Communication: Strategies and Applications – Geraldine E. Hynes and Geraldine Hynes, Tata McGraw- Hill Education, 2008

Philip Lesly: Handbook of Public Relations and Communications; McGraw-Hill; 5th edition McGraw 4243 Hill Professional, 1998

Principles Of Advertising And Imc by Duncan, Publisher: Tata McGraw- Hill Publishing Company Limited (2002)

Principles of advertising: a global perspective by Monle Lee, Carla Johnson, Routledge, 2005.

Ridgway, Judith : Handbook of Media and Public relations, Ashgate Publication (1986)

Sarojit Dutta: Advertising Today: The Indian Context; Kolkata Profile Publishers (1998)

Sweta Verma and Amit Arora: Advertising and Sales Management; Black Prints, (2012).

Thakraney, Anil (ed) (2002) : The Last Word, Mumbai. Mid Day Multimedia Ltd.

The Power of Corporate Communication: Crafting the Voice and Image of Your Business – Paul A. Argenti, McGraw Hill Professional, 2002

Winters, Artur A. and Shirley F. Milton (1989): The Creative Connection – Advertising. Fairchild Publications, 1982

Online Resources

<https://study.com/academy/lesson/how-public-relations-is-different-from-advertising.html#:~:text=Advertisements%20focus%20on%20short%2Dterm,image%2C%20and%20promoting%20stakeholder%20loyalty.>

<https://www.indeed.com/career-advice/career-development/public-relations-examples>

<https://keydifferences.com/difference-between-advertising-and-public-relations.html>

<https://publicmediasolution.com/blog/top-5-difference-between-pr-advertising/>

<https://www.investopedia.com/terms/p/public-relations-pr.asp>

K1-Remember	K2-Understand	K3-Apply	K4-Analyze	K5-Evaluate	K6-Create
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Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M (2)	L (1)	L (1)	L (1)	S (3)	L (1)	M (2)	L (1)	L (1)	L (1)
CO2	L (1)	L (1)	M (2)	L (1)	L (1)	L (1)	L (1)	L (1)	L (1)	L (1)
CO3	M (2)	L (1)	M (2)	L (1)	M (2)	M (2)	L (1)	M (2)	L (1)	M (2)
CO4	M (2)	M (2)	M (2)	M (2)	L (1)	L (1)	M (2)	M (2)	L (1)	L (1)
CO5	S (3)	L (1)	M (2)	M (2)	L (1)	L (1)	L (1)	M (2)	M (2)	L (1)
W.AV	2	1.2	1.8	1.4	1.6	1.2	1.4	1.6	1.2	1.2

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L (1)	S (3)	L (1)	L (1)	L (1)
CO2	M (2)	L (1)	L (1)	M (2)	M (2)
CO3	L (1)	M (2)	M (2)	M (2)	L (1)
CO4	L (1)	M (2)	L (1)	L (1)	L (1)
CO5	L (1)	M (2)	L (1)	L (1)	L (1)
W.AV	1.2	2	1.2	1.4	1.2

S –Strong (3), M-Medium (2), L- Low (1)

Semester - II					
DSE-2	Course Code 515204	International Communication	T	Credits:5	Hours:5
Unit I					
Objective 1	To investigate an unfamiliar communication situation				
Overview on International communication Political, economic and cultural dimensions of international communication - Historical context of international communication- world systems analysis - Imperialism, electronic imperialism & electronic colonialism theory, hegemony – Discourses of globalization					
Outcome1	Students analyze the information, beliefs, norms, and values conveyed in communication				K4
Unit II					
Objective 2	To compare communication processes in between the countries				
News Flow & International agencies international news flow- imbalance, Media growth- International, regional, internal disparities - International news agencies- Reuters, AFP, AP – Setting global news agenda, news flow patterns- offline and online – A critique of western news values – Al Jazeera: an Arab news media challenging the West – Media’s role in international relations and public diplomacy – CNN effect: a case study.					
Outcome2	Students understand and asses /critique how communication reinforces /challenges of stakeholders’ interests				K4
Unit III					
Objective 3	To evaluate how contexts has shaped communication in each situation				
ICT in International communication Impact of new communication technology on news flow - Satellite communication- its historical background, status, progress, effects. Information superhighway. Telecommunication and regulatory organization – ITU- Issues in international communication. Transnational media corporations – Cross media ownership – Global internet services – International broadcasting – Code of conduct – Alternative media – Case studies – Inter Press Service, OneWorld.net, Undercurrents.					
Outcome3	Students understand how the resulting text communicates information and ideas				K5
Unit IV					
Objective 4	To analyze the communication exchange				
International Associations, norms & declarations Communication as human right. UNOs universal declaration of human rights and communication. International agencies and syndicates, their organizational structures and functions – UNESCO, UNICEF, etc					
Outcome4	Learners compare to use creative modalities and technologies to accomplish communicative goals				K4
Unit V					
Objective 5	To evaluate the communication stakeholders and interest				
Prospects & Trends in International communication New World Information and Communication Order- a critique – Alternative communication – Global communication politics today - Propaganda and embedded journalism – Free flow of trade – Protecting intellectual property – Global digital divide – Global public sphere and creating a global civil society. Traditional media ownership and issues of sovereignty and security.					
Outcome5	Learners explain how the meanings are subjective and different from each other				K5
Suggested Readings :-					
L. John Maritn& Rey Eldon Hiebert, Longman, 1990 Current Issues in International Communication:					
Global Communication– Theories, Stakeholders, and Trends: Thomas L. Mcphail, WileyBlackwell, 2005.					
Global Communication in Transition– The End of Diversity?: Hamid Mowlana, Sage, 1996.					

Global Communication: edYahya R. Kamalipour, Wadsworth, 2006.
 Handbook of International and Intercultural Communication: eds William Gudykunst & Bella Mody, Sage, 2002.
 International Communication– Concepts and Cases: Kwadwo Anokwa, Carolyn A. Lin & Michael B. Salwen, Wadsworth, 2003.
 International Communication– Continuity and Change: Daya Kishan Thussu, Arnold, 2006.

Online Resources

- https://en.m.wikipedia.org/wiki/International_communication
- <https://theintactone.com/2019/12/28/international-communication/>
- <https://uk.sagepub.com/en-gb/eur/international-communication/book236031>
- <https://www.sciencedirect.com/topics/social-sciences/international-communication>
- https://www.researchgate.net/publication/359018931_International_Communication

<i>K1-Remember</i>	<i>K2-Understand</i>	<i>K3-Apply</i>	<i>K4-Analyze</i>	<i>K5-Evaluate</i>	<i>K6-Create</i>
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Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M (2)	L (1)	M (2)	S (3)	M (2)	L (1)	M (2)	L (1)	L (1)	L (1)
CO2	M (2)	L (1)	M (2)	L (1)	S (3)	L (1)	L (1)	L (1)	L (1)	M (2)
CO3	L (1)	M (2)	L (1)	L (1)	M (2)	M (2)	L (1)	L (1)	M (2)	M (2)
CO4	L (1)	L (1)	M (2)	L (1)	L (1)	L (1)	L (1)	M (2)	M (2)	M (2)
CO5	L (1)	L (1)	L (1)	L (1)	L (1)	L (1)	L (1)	L (1)	L (1)	L (1)
W.AV	1.4	1.2	1.6	1.4	1.8	1.2	1.2	1.2	1.4	1.6

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L (1)	M (2)	L (1)	M (2)	L (1)
CO2	L (1)	S (3)	L (1)	M (2)	L (1)
CO3	L (1)	S (3)	M (2)	M (2)	L (1)
CO4	M (2)	L (1)	L (1)	L (1)	M (2)
CO5	L (1)	L (1)	L (1)	L (1)	L (1)
W.AV	1.2	2	1.2	1.6	1.2

S –Strong (3), M-Medium (2), L- Low (1)

Semester - II					
Core	Course code: 515205	Practical III- Design Principles	P	Credits:3	Hours:6
<ul style="list-style-type: none"> ➤ To train the students on the skill of Design ➤ To enable students design and learn about creative concepts ➤ To study about 2D animation techniques ➤ To learn the characteristics of Visual Design ➤ To know about the different software like Photoshop and Corel Draw ➤ To gain the different aspects of Digital painting 					
<p>Module I: Understanding gradients, patterns, character creation, working with 3D, typography, building objects, analogue effects</p> <p>Module II: Typography: build elegant type art, design a concert poster, illustration and art tutorials, vector portraits, designing an Album, create movie poster concepts, create powerful lighting effects ,Visual Design for the Web, Digital Painting</p> <p>Module III: Software: Corel Draw (vector), Photoshop (bitmap), Illustrator (Vector), Toon Boon (Animation)</p>					
<p>Students will be able to</p> <ul style="list-style-type: none"> ● gain knowledge on social media designing. ● create an opportunity for the students to write news and story for films. ● get awareness in Poster making ● gain the knowledge about Visual Design ● get good knowledge about Photoshop ● help the students to design an album 					

Note:

The practical III-Design Principles is practicum in nature. Therefore, the list of practical has been listed out as modules instead of units with contents.

Semester - II			
CourseCode 515206	Internship - I	Credits:3	Hours:6
<p>The Internships routed from the department focuses on an appropriate discipline related work experience with the intentional work outcome to work in collaboration with the media industry.</p> <p>The department can provide alternative choices in the traditional internships for generation of creative outputs in the form of 1 documentary and 5 news capsules per student subjected to internal valuation of the submission of report format of the same.</p> <p>The department proposes the following alternatives for internships as projects to be undertaken by students:</p> <p>Community Radio works using a mobile phone that involves the local people to promote the local culture and its needs. (Duration of 35 days) (or)</p> <p>Educational coverage inputs using a mobile phone that will create awareness and opportunities for its prospective listeners. (Duration of 35 days) (or)</p> <p>Creation of Blogs/YouTube channels as per students' area of interest that will be updated with locally relevant content and routinely monitored through audience feedback. (Duration of 35 days) (or)</p> <p>Social Service Campaigns using Social Media platforms will be utilized to spread awareness on common issues among the masses. (Duration of 35 days) (or)</p> <p>Minimum of one Online Workshop / Two Workshops (Duration of One Week) (or) A Online Course related to Media (Duration of Two Weeks)</p>			



Semester -III					
Core	CourseCode 515301	Contemporary Issues	T	Credits:5	Hours:5
Unit -I					
Objective 1	To create a feeling of in-depth study and elaborative writing on a variety of topics with an awareness of accuracy				
Concept:- Significance of Issue Based Writing, Idea, Ideology Media, Formats of Writing-News, Feature, Article, Editorial etc, Economical, Political, Cultural and Social Issues, Developmental Issues: Environment, Sustainability, Poverty, Rural Scenario, Basic Facilities, Child Education, Human Resource, Employment, Women Empowerment, Rural scenario, Basic facilities					
Outcome1	Learners understand news stories			K2	
Unit II					
Objective 2	To apply and make pupils aware of the value of targeted writing in the media				
International Issues:- International Politics – New World Order and Bilateral Relations Between Countries, Conflicts, War and Peace Initiatives, Economic Crimes and Anti Terrorism Campaign, Natural Resources, Climate Change, Pollution: Water, Air, Soil, Energy, Oil, Global Warming, Crime: Human Trafficking, Immigration, Racial and Religious Issues, UN Bodies and Other Global Forums					
Outcome2	Students analyze and get knowledge about economy and policies of central government			K4	
Unit III					
Objective 3	To educate the different social and cultural issues				
National Issues:- Internal Security, Social Conflicts, Communalism, Extremism, Literacy, Population and Infrastructure, Unemployment, Education, Governance, Accountability Health Hygiene Issue, Casteism, Regionalism, Language Biases Issue, Centre-State Relationship, River Water Dispute, Illegal Migrations					
Outcome3	Learners understanding about international issues			K2	
Unit IV					
Objective 4	To educate the international issues				
Regional Issues: - Regional Conflicts and Disparities, Planning of Mechanism, Conflict Resolution and Development Planning, Agricultural and Land Reforms, Economic and Political Issues Between Center and State, Regional Imbalances; Differences in Per Capita Income, Literacy Rates, Health and Education Services, Levels of Industrialization					
Outcome4	Students understand and learn the ethics in media			K2	
Unit V					
Objective 5	To learn about contemporary issues between states and make the students to learn about yellow journalism				
Current Media Issues:- Yellow Journalism, Paid News and Credibility of Media Houses, Social Media and Fake News, Ethical Media and News Credibility, Cross Media Ownership, Press Associations; National and International.					
Outcome5	Learners critically evaluate and gain knowledge in educational and health issues and the international media issues			K5	
<p>Suggested Readings:-</p> <p>Ackley Katherine Anne (2005), Perspectives on Contemporary Issues John Baylis, Patricia Owens and Steve Smith (1997), The Globalization of World Politics Kennedy Paul (1987), The Rise and Fall of the Great Powers McWhorter Kathleen T. (2016), Reading and Writing about Contemporary Issues Mearsheimer John (2001), The Tragedy of Great Power Politics</p> <p>Online Resources</p> <p>https://ijnnet.org/en/story/how-media-can-better-understand-fake-newsphenomenon https://www.me.gov.in/Images/pdf/India-foreign-relation-2012.pdf https://www.e-ir.info/publications/download/file/66825/66829</p>					

<https://www.vcaa.vic.edu.au/Documents/viccurric/civics/contemporaryissues/1-1WhyTeachContemporaryIssues.docx#:~:text=A%20contemporary%20issue%20is%20one,or%20on%20radio%20or%20podcasts.>
<http://aggsgeography.weebly.com/contemporary-issue.html>
<https://www.gktoday.in/contemporary-issues/>
<https://helpfulprofessor.com/contemporary-issues/>
<https://www.quora.com/What-is-a-contemporary-issue-What-are-some-examples>

<i>K1-Remember</i>	<i>K2-Understand</i>	<i>K3-Apply</i>	<i>K4-Analyze</i>	<i>K5-Evaluate</i>	<i>K6-Create</i>
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Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L(1)	M(2)	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)
CO2	M(2)	M(2)	M(2)	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)
CO3	L(1)	L(1)	M(2)	S(3)	M(2)	L(1)	L(1)	L(1)	M(2)	L(1)
CO4	L(1)	S(3)	M(2)	L(1)	L(1)	L(1)	M(2)	L(1)	L(1)	L(1)
CO5	L(1)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)
W.AV	1.2	2	1.8	1.6	1.4	1.2	1.4	1.2	1.4	1.2

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L(1)	M(2)	M(2)	M(2)	L(1)
CO2	L(1)	L(1)	M(2)	L(1)	L(1)
CO3	M(2)	L(1)	M(2)	M(2)	L(1)
CO4	S(3)	L(1)	M(2)	M(2)	L(1)
CO5	L(1)	L(1)	M(2)	L(1)	M(2)
W.AV	1.6	1.2	2	1.6	1.2

S –Strong (3), M-Medium (2), L- Low (1)

Semester - III					
Core	CourseCode	Broadcast Journalism	T	Credits:5	Hours:5
Unit -I					
Objective 1	To familiarize the grasp of India's strategic broadcasting and broad cast journalism as wells as its idea, function and value				
Radio:- Nature and Characteristics of Radio as a Medium of Mass Communication, Strengths and Limitations, Radio Broadcasting-Types of Propagation-AM, SW and FM. Knowledge About Electromagnetic Spectrum, Concept of Public Service Broadcasting- Characteristics, Structure and Management, Commercial Broadcasting of AIR Vividh Bharti, Local Radio, Private Commercial Radio, Radio and Rural Development, Community/Campus Radio, HAM Radio					
Outcome1	Learners understand how television and media works for the people issues			K2	
Unit II					
Objective 2	To remember knowledge about radio journalism and radio programming skills				
Radio News Room and News Studio, Familiarization with Radio Equipment, Structure of Radio News Bulletin, News Writing and Editing, Art of News Reading, News Based Formats and Current Affairs Programmes, Radio Commentry, Radio Jockey Production Crew and Their Functions: Role of Producers, Production Planning and Execution. Radio Production: Different Programme Formats, Creating Audio Space, Sound Perspective, Voice Casting, Types of Music,Use of Sound Effects.					
Outcome2	Students describe the technical knowledge and how to use it in electronic media			K1	
Unit III					
Objective 3	To understand the craft of television journalism and provide them with the knowledge and tools necessary to produce television programmes				
Television:- Nature and Characteristics of Television As a Medium of Mass Communication, Strengths and Limitations, TV News Room and Studio Layout, Familiarization With Studio Equipments and Gadgets. Editorial Team and Their Responsibilities, Television News: Basics of TV News, TV News Reporting, Editing, Packaging of News and News Flow Programme Production Process of TV: Pre-Production, Production, Post Production, Editing and Packaging, News Anchoring/Presentation Different Types of News-Based Programmes: Interviews, Panel Discussions, Talk Shows, Vox Populi, Production, Planning and Coordination					
Outcome3	Students illustrate and write in a variety of format and produce reports			K2	
Unit IV					
Objective 4	To remember about the rural development				
Television:- Camera Operation (Shots, Angle, Movements, Lighting, Set Designing, Audio Properties etc, TV Documentaries, Types of Documentaries, Live Coverage, Narration and Voiceover, News Rundown, PTC/Walk Through Pronunciation for Radio and TV, Moderate Debate or Discussion, Voice and Treatments-Pitch, Volume, Tempo, Vitality, Enthusiasm, Timbre, Tone, Pronunciation, Vocal Stressing and Appearance					
Outcome4	Learners describe their presenting and editing abilities			K1	
Unit V					
Objective 5	To understand the students in learning of radio commentary and to make students to learn about TV news reporting				
Script Writing: - Basics of Script Writing: Visual Thinking Preparation Scriptwriting, Research, Synopsis, Outline, and Treatment. Script-Writing Formats, Introduction to Short Fiction and Film Forms, Basics of Short Film Production, Non Fiction Script Writing, Biopic, Docu-drama, Educational, Ad Films, Corporate and Institutional Films					
Outcome5	Students compare and gain knowledge about television documentaries and do script writing, advertising and movie making			K2	
Suggested Readings :-					
Chantler, Paul and Stewert Peter (2007), Basic Radio Journalism, Focal Press Cushion, Stephen and Luvis, Justin Larg, Peter (2010) The Rise of 24-Hours News Television: Global Persecution.					

Gandhi, Ved Prakash, Handbook of Television and Radio Broadcasting: Components, Tools and Techniques, Kanishka Publishers, Distributors, New Delhi

Herbert, John (2000) Journalism in The Digital Age: Theory and Practice for Broadcasting, Print and Online Media, Focal Press, Oxford.

Shyles, Leonard (2007), The Art of Video Production, Sage Publications

White, Ted and Bernas, Frank (2010), Broadcast News: Writing, Reporting and Producing. Focal Press Oxford.

E-Resources:

https://en.m.wikipedia.org/wiki/Business_journalism

<https://businessjournalism.org/>

<https://www.medill.northwestern.edu/journalism/graduate-journalism/specializations/business,-economics-and-money/>

<https://www.gkftii.com/blog/importance-of-journalism.html#:~:text=Supporting%20Economic%20Progress%20and%20Business%20Transparency%3A&text=By%20reporting%20on%20economic%20trends,and%20policymakers%20make%20informed%20decisions.>

<https://www.gkftii.com/blog/importance-of-journalism.html#:~:text=Supporting%20Economic%20Progress%20and%20Business%20Transparency%3A&text=By%20reporting%20on%20economic%20trends,and%20policymakers%20make%20informed%20decisions.>

<https://apeejay.news/skills-required-to-become-a-business-journalist-in-this-digital-era/#:~:text=Data%20analysis%20and%20visualisation%3A%20The,reports%2C%20and%20understanding%20economic%20indicators.>

https://www.researchgate.net/publication/262123454_Mixed_Signals_Radio_Broadcasting_Policy_in_India

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https://www.researchgate.net/publication/262123454_Mixed_Signals_Radio_Broadcasting_Policy_in_India

K1-Remember	K2-Understand	K3-Apply	K4-Analyze	K5-Evaluate	K6-Create
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Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M(2)	L(1)	M(2)	L(1)	L(1)	M(2)	M(2)	L(1)	L(1)	M(2)
CO2	M(2)	L(1)	M(2)	L(1)	L(1)	M(2)	L(1)	M(2)	L(1)	L(1)
CO3	M(2)	L(1)	L(1)	L(1)	S(3)	L(1)	M(2)	L(1)	L(1)	L(1)
CO4	L(1)	M(2)	M(2)	L(1)	M(2)	M(2)	L(1)	M(2)	M(2)	L(1)
CO5	S(3)	M(2)	M(2)	M(2)	S(3)	S(3)	L(1)	M(2)	M(2)	M(2)
W.AV	2	1.4	1.8	1.2	2	2	1.4	1.6	1.4	1.4

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	L(1)	M(2)	L(1)	L(1)
CO2	L(1)	M(2)	M(2)	M(2)	M(2)
CO3	M(2)	L(1)	L(1)	L(1)	M(2)
CO4	M(2)	L(1)	L(1)	L(1)	M(2)
CO5	M(2)	L(1)	M(2)	M(2)	M(2)
W.AV	2	1.2	1.6	1.4	1.8

S –Strong (3), M-Medium (2), L- Low (1)



Semester - III					
DSE-3	Course Code 515303	Development Communication	T	Credits: 5	Hours: 5
Unit -I					
Objective 1	To evaluate the comprehension of various development and development communication topics				
Development and Sustainable Development, Development:- Meaning, Concept and Approaches. Sustainable Development: Concept and Process, Indicators of Development, Millennium Development Goals, Characteristics of under Developed and Developed Societies. Understanding Issues and Sub-issues of Development, India's Development Paths and Dilemmas-Economic Development and Social Justice, Growth, Poverty and Unemployment, Development and Five Year Plans of India					
Outcome1	Learners justify research design content and carryout, monitor and evaluate interventions in communication for development				K5
Unit II					
Objective 2	To make to compose essays on various media and development related topics				
Concept and Paradigm of Development Communication, Communication, Development and their Interrelationship, Development Communication: Concept and Process, Modernization Theory, Development Models of Daniel Lerner, Evert M Rogers, Wilbur Schramm, Dependency, Inter-dependency, Need-based Models/Paradigms of Development and Devcom- Critical Analysis, Participatory Development Communication Techniques, Participatory Rural Appraisal(PRA)					
Outcome2	Students relate and build powerful communication strategies for social change				K2
Unit III					
Objective 3	To familiarize students to various communication initiatives done in the development sectors				
Role of Media in Development, Components of Communication for Development, Role of Media in Development-The Mass Media-Print, Electronic Media, Development Support Communication: Concept, Definition, Philosophy and Process, Folk/Traditional and other Alternative Modes of Development, Development and Social Marketing, Social Advertising, Social Activism, Development Concept of Gandhi and Paulo Freire, Understanding Medium, Message and Target for Development and Writing on Various Issues for Development					
Outcome3	Students analyze the ability to examine and interpret national and international report on development				K4
Unit IV					
Objective 4	To remember knowledge and communication abilities necessary to effect social and behavioral change				
ICT and Development:- Use of ICTs and Emerging Technologies in Development, Digital Divide, Satellite Instructional Television Experiment (SITE), Kheda Communication Project (KCP), Jhabua Development Communication Project (JDCP), Concept, Philosophy and Policy of Community Radio (CR), Role of CR in Development, Tools and Techniques of Community Video E-Governance, Empowerment and Development Communication Systems					
Outcome4	Learners define and write about many development concerns of national and international relevance (news, article, feature, news analysis, critical reviews and opinions)				K1
Unit V					
Objective 5	To understand the students in learning of social marketing and make the students learn about international organization like UNICEF, WHO				
Contemporary Issues and Development Communication: Awareness Campaign for Grass-root Democracy-Panchayat Raj Institutions and Empowerment, Self Help Groups (SHGs),Development Issues-Health, Nutrition and family welfare; Women Empowerment and Gender Sensitization; Rural-Urban Migration, Environment-Displacement and Resettlement Issues, Agricultural issues - High Quality Seeds, Hybrid Seeds, Genetically Modified Crops (BT seeds) and Fertilizers, Organic farming, Food Security in India, Brief Introduction of Stakeholders OF Devcom: UNICEF, WHO, UNDP, FAO, World Bank, IMF, Critical Appraisal of Efforts by Government and Non-Government Organisations (NGOs) in Economic and social Upliftment of Rural Areas. Case Studies in Devcom Urban and Rural Perspectives, Education, Health and Irrigation					

Outcome 5	Learners compare study about panchayat raj institutions and gain knowledge about development of rural villages	K2			
<p>Suggested Readings :-</p> <p>Joshi P.C.,(2002), Communication and National Development. New Delhi. Anamika Publication. Mathur, Kanwar, (1994). Communication for Development and Social Change. Mc Phail, T. L. (2009). Development Communication: Reframing the role of Media. UK: Wiley, Blackwell. Melkote, Srinivas and Steeves H. Leslie,(2001). Communication for Development in The Third World, 2ndEdition, Sage. Narula, Uma. (1995). Development Communication - Theory and Practice, Har Anand Publication. Prasad Kiran (2009), Communication for development Re inventing theory and action Vol – I and II, B.R. Publication, Delhi Schramm, Wilbur, (1964). Mass Media and National Development, Stanford, Calif, Orthia. Serbaes, Jan. (Eds.), (2008) Communication for Development and Social Change.,Sage. Servaes, J., Jacobson, T. & White, S.A. (Eds.), (2006) Participatory Communication for Social Change. Thousand Oaks: Sage. Singh, Kartar and shishodia, Anil (2019) Rural Development:Principles, Policies and Management. Sage . Tabing Louie. (2002). How to do Community Radio, UNESCO Publication, New Delhi • Sainath, P.(1996). Everybody loves a good drought: stories from India’s poorest districts, Penguin Books, Delhi. World Bank: World Development Report (published every year) , Oxford.</p> <p>Online Resources</p> <p>https://library.mpib berlin.mpg.de/toc/z2008_2104.pdfhttp://bibliotecavirtual.clacso.org.ar/ar/libros/edicion/media/09Chapter5.pdfhttps://www.sciencedirect.com/science/article/pii/S0040162506000394https://onlinelibrary.wiley.com/doi/abs/10.1002/j.1681-4835.2010.tb00293.xhttps://www.sciencedirect.com/science/article/abs/pii/S0736585308000026https://www.sciencedirect.com/science/article/abs/pii/S0305750X02000426http://sro.sussex.ac.uk/id/eprint/52765https://www.emeraldinsight.com/doi/abs/10.1108/09526860710819413http://www.igidr.ac.in/pdf/publication/IDR-2004-05.pdf#page=147http://www.ibpsa.org/proceedings/BSO2018/6B-3.pdf https://www.researchgate.net/profile/Vikas_Kumar146/publication/309478757_Media_and_Communication_in_Sustainable_Development/links/58a0603daca272046aad36bd/Media-and-Communication-in-Sustainable-Development.pdf#page=110 http://iafor.info/archives/offprints/mediasia2013-offprints/MediAsia2013_0039.pdf http://www.ijsp.in/admin/mvc/upload/10101%20Casteist%20Media%20and%20Dalit%20Issues.pdf http://srfaurangabad.org/journals/2ndissue/12.pdf https://en.m.wikipedia.org/wiki/Development_communication https://www.caluniv.ac.in/academic/JMC/Study/DC.pdf https://studymasscom.com/development-communication/development-communication-in-journalism/ https://www.igi-global.com/dictionary/development-communication/7411 https://communication.iresearchnet.com/development-communication/</p>					
K1-Remember	K2-Understand	K3-Apply	K4-Analyze	K5-Evaluate	K6-Create

Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M(2)	M(2)	M(2)	M(2)	L(1)	L(1)	M(2)	L(1)	L(1)	L(1)
CO2	L(1)	L(1)	L(1)	S(3)	M(2)	L(1)	M(2)	L(1)	M(2)	L(1)
CO3	S(3)	M(2)	S(3)	L(1)	L(1)	S(3)	L(1)	L(1)	M(2)	M(2)
CO4	S(3)	S(3)	M(2)	M(2)	L(1)	S(3)	M(2)	M(2)	M(2)	M(2)
CO5	L(1)	M(2)	M(2)	M(2)	S(3)	M(2)	S(3)	S(3)	S(3)	S(3)
W.AV	2	2	2	2	1.6	2	2	1.6	2	1.8

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L(1)	S(3)	L(1)	M(2)	L(1)
CO2	L(1)	L(1)	L(1)	M(2)	L(1)
CO3	L(1)	M(2)	M(2)	M(2)	L(1)
CO4	M(2)	M(2)	M(2)	M(2)	M(2)
CO5	L(1)	M(2)	M(2)	M(2)	L(1)
W.AV	1.2	2	1.6	2	1.2

S –Strong (3), M-Medium (2), L- Low (1)

Semester -III					
DSE-3	CourseCode 515304	Business Journalism	T	Credits: 5	Hours: 5
Unit -I					
Objective 1	To analyze the gathering news from different sources				
Basic knowledge of finance system in India; gathering, distribution and allocation of revenue visavis Central Government and State Governments; finance commission and planning commission. Central and State budgets: budget-making exercise, how to read a budget, concept of zero deficit budget, importance of Public Accounts Committee					
Outcome1	Learners compare the basic areas in business journalism and how to write about them with intelligence and understanding				K4
Unit II					
Objective 2	To understand editing and writing news business reports or articles				
Introduction to Tax Laws, essential commodities act, MRTP, FERA, industrial relations and disputes acts, and companies acts other laws relevant to finance, business and industries. New economic policy and its impact; decreasing state intervention, role of Indian corporate conglomerates and multi-nationals					
Outcome2	Students explain key financial terms				K2
Unit III					
Objective 3	To understanding the legal and ethical issues of the country				
sources of news on business, finance and industry – governments, chambers of commerce and industries, corporate, trading and industrial executives, share markets, commodities markets, money market etc. Government policy decision having bearing on commerce and industry; company reports, RBI reports; analysis of decisions, reports and statements; AGMs					
Outcome3	Students explain basic analysis on a variety of companies from listed to semi states.				K2
Unit IV					
Objective 4	To analyzing the current trends of news				
Business journalism; history (international and Indian); satellite network and new trends in business journalism; international money market and new information technology; commercial database, ethics in business reporting – business journalism, servant or watchdog; concept of social audit.					
Outcome4	Learners compare and read a company report and know where to look				K4
Unit V					
Objective 5	To create and managing broadcast equipment				
Introduction to major industries – electronics, heavy engineering, chemical, steel, cement, power, biotechnology, agro-industries, service and agricultural; their role in economy. International business environment, global perspective on role of state in national economic globalization process and rising power of multi-nationals; economic imperialism					
Outcome5	Students develop and write about wider economic issues government budgets, industrial relations, how firms communicate				K6
Suggested Readings :-					
<p>Indian Economic Yearbook 1995, National, Agarwal, A.N. & Verma H.O. New Delhi</p> <p>Keith Hayes 2014, Business Journalism: How to Report on Business and Economics, Apress</p> <p>Houp, Kenneth & Pearsall, Thomas, Macmillan, NY, 1984, Reporting Technical Information,.</p> <p>Abhay Chawla 2021, New Media and Online Journalism: Handbook for Media Studies, First Edition, By Pearson</p>					

Online Resources

https://en.m.wikipedia.org/wiki/Business_journalism

<https://businessjournalism.org/>

<https://www.medill.northwestern.edu/journalism/graduate-journalism/specializations/business,-economics-and-money/>

<https://www.gkftii.com/blog/importance-journalism.html#:~:text=Supporting%20Economic%20Progress%20and%20Business%20Transparency%3A&text=By%20reporting%20on%20economic%20trends,and%20policymakers%20make%20informed%20decisions.>

<https://www.gkftii.com/blog/importance-journalism.html#:~:text=Supporting%20Economic%20Progress%20and%20Business%20Transparency%3A&text=By%20reporting%20on%20economic%20trends,and%20policymakers%20make%20informed%20decisions.>

<https://www.gkftii.com/blog/importance-journalism.html#:~:text=Supporting%20Economic%20Progress%20and%20Business%20Transparency%3A&text=By%20reporting%20on%20economic%20trends,and%20policymakers%20make%20informed%20decisions.>

<https://www.gkftii.com/blog/importance-journalism.html#:~:text=Supporting%20Economic%20Progress%20and%20Business%20Transparency%3A&text=By%20reporting%20on%20economic%20trends,and%20policymakers%20make%20informed%20decisions.>

K1-Remember**K2-Understand****K3-Apply****K4-Analyze****K5-Evaluate****K6-Create****Course Outcome VS Programme Outcomes**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M(2)	M(2)	L(1)	M(2)	M(2)	L(1)	L(1)	M(2)	M(2)	L(1)
CO2	L(1)	M(2)	L(1)	M(2)	S(3)	M(2)	L(1)	L(1)	M(2)	M(2)
CO3	M(2)	M(2)	L(1)	M(2)	L(1)	L(1)	M(2)	L(1)	M(2)	L(1)
CO4	S(3)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)
CO5	M(2)	M(2)	L(1)	M(2)	M(2)	S(3)	M(2)	M(2)	M(2)	M(2)
W.AV	2	2	1.2	2	2	1.8	1.6	1.6	2	1.6

S –Strong (3), M-Medium (2), L- Low (1)**Course Outcome VS Programme Specific Outcomes**

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L(1)	M(2)	M(2)	M(2)	M(2)
CO2	L(1)	L(1)	L(1)	L(1)	L(1)
CO3	L(1)	L(1)	M(2)	L(1)	L(1)
CO4	M(2)	M(2)	M(2)	M(2)	M(2)
CO5	M(2)	M(2)	M(2)	M(2)	M(2)
W.AV	1.4	1.6	1.8	1.6	1.6

S –Strong (3), M-Medium (2), L- Low (1)

Semester - III					
Core	CourseCode 515305	Practical -IV - Radio and Television Production	Practical	Credits: 3	Hours: 6
Unit -I					
Objective 1	To train the students on the skills in Radio News Writing				
RADIO PRODUCTION: Radio news writing, scripting, editing, sound design, sound recording.					
Outcome1	Learners describe and gain knowledge on Audio production				K1
Unit II					
Objective 2	To create students interest on concepts in radio production				
SCRIPT WRITING: Script for a radio news bulletin of 5 minutes duration and its production.					
Outcome2	Students choose and get opportunity to write for radio news production				K6
Unit III					
Objective 3	To make the students in learning of scripts for Radio News Bulletin				
RADIO PROGRAMME PRODUCTION : Production of a radio documentary/drama on any current affairs of maximum 15 minutes, jingles, live commentary, news feature					
Outcome3	Students analyze and know about story writing for films				K4
Unit IV					
Objective 4	Students understand to different programmes of Television				
TELEVISION PRODUCTION: Creation of a full-fledged news bulletin of 2 minutes duration with reporting, editing, sound mixing and other journalistic and non- journalistic aspects of news production.					
Outcome4	Learners understand about documentary making				K2
Unit V					
Objective 5	To study about short stories for creativity				
TELEVISION PROGRAMME PRODUCTION: Documentary (15 minutes) with a Concept theme- Focus- Treatment-Narration (story- past tense) Script – Storyboard					
Outcome5	Learners Develop to write the screenplay writing for movies				K3
K1-Remember	K2-Understand	K3-Apply	K4-Analyze	K5-Evaluate	K6-Create

Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	S(3)	S(3)	L(1)	L(1)	L(1)	M(2)	L(1)	L(1)	L(1)
CO2	M(2)	M(2)	M(2)	S(3)	S(3)	M(2)	M(2)	M(2)	S(3)	M(2)
CO3	L(1)	L(1)	L(1)	S(3)	S(3)	S(3)	S(3)	M(2)	M(2)	M(2)
CO4	M(2)	M(2)	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)	M(2)
CO5	L(1)	L(1)	S(3)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)
W.AV	1.8	1.8	2	2	2	1.8	2	1.6	1.8	1.8

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L(1)	L(1)	S(3)	L(1)	S(3)
CO2	L(1)	L(1)	M(2)	M(2)	M(2)
CO3	M(2)	L(1)	M(2)	S(3)	M(2)
CO4	L(1)	L(1)	L(1)	L(1)	L(1)
CO5	M(2)	M(2)	M(2)	M(2)	M(2)
W.AV	1.4	1.2	2	1.8	2

S –Strong (3), M-Medium (2), L- Low (1)

Semester - III					
Core	CourseCode 515306	Internship - II		Credits:3	Hours:6
<p>The student is required to undertake an internship of 3 to 4 weeks at the end of the second semester in Journalism / Advertising / Public Relations at the end of the Third semester and submit a report on it to be evaluated internally and marks awarded at the end of the fourth semester.</p>					



Semester - IV					
Core	CourseCode 515401	Communication Research	T	Credits: 5	Hours: 5
Unit –I					
Objective 1	To familiarize students with the fundamentals, components, and breadth of mass media research				
Concept of Research, Meaning, Definition and Elements of Research, Nature and Scope of Social Science Research. Mass Media Research and Scientific Methods. Types and Approaches to Research, Steps of Research, Review of Literature, Formulation of Research Problem, Variables. Research Design and its Types. Hypothesis and its Types.					
Outcome1	Learners analyze and carry out a plan for conducting research for various media			K4	
Unit II					
Objective 2	To Apply students' data gathering techniques and to help them develop research topics				
Research Methodology: Sample and Sampling-Meaning, Types and Problems. Primary Sources of Data Collection Methods - Questionnaire, Schedule, Interview and Observation Method, Secondary Data. Secondary Sources of Data Collection Methods. Case Studies, Content Analysis, Clinical Studies. Reliability, Validity and Objectivity in Research.					
Outcome2	Students identify different types of sampling techniques in Communication Research			K3	
Unit III					
Objective 3	To educate data analysis and to foster them for scientific mentality				
Communication Research: Nature and Importance of Communication Research in India, Communicator/ Source analysis, Message analysis, Channel analysis and Audience Analysis, Process and Impact Analysis, Thematic Analysis, Image Analysis, Perception Analysis, Media Research, Public Opinion Research, Pre-Poll and Exit Poll Surveys: Legal Implications, TRP and TAM, Feedback and Feed Forward Researches, Real News V/S Fake News V/S Social Media Researches					
Outcome3	Students define and design their perspective and use media research methods			K1	
Unit IV					
Objective 4	To evaluate and disseminate information on fundamental market research approaches, including both quantitative and qualitative methods				
Communication Survey Research: Uses of Communication Survey Research, Uses of Different Communication Research Methods in CSR, Processing a CSR Proposal and a Report, Scheduling, Activities and Budgetary Requirements for CSR Proposal, Advertisement and Market Research and Pareto Chart					
Outcome4	Learners understand the ability to conduct research in the area of communication			K2	
Unit V					
Objective 5	To Analyze the uses of communication survey research and develop the knowledge in pre-tool and exit-poll survey				
Data Analysis: Attitude Measurement – Thurstone, Likert, Guttman, Semantic Differential Scales, Rating Scales, Levels of Measurement, Tabulation and Classification, Graphic and Diagrammatic Representation of Data. Mean, Median, Mode, Standard Deviation, Analysis of Variance, Correlation. Preparation of Bibliography and Index in Report Writing, Research Software Ethical Perspectives of Mass Media Research.					
Outcome5	Learners employ the communication research			K4	

Suggested Readings :-

Arthur Asa Berger, “Media Research Techniques”, Sage Publications, New Delhi, 1998

Berger J. Media and Communication Research Methods :An Introduction to Qualitative and Quantitative Approaches, California Sage Publication (2000)

California Harper and Rachel Marcus Research for Development, New Delhi Visitor Publication (2003).

Ralph O. Natiger And D David M, White, 1999. Introduction to Mass Communication Research, Louisiana, Louisiana State University Press.

Roger D. Wimmer And Joseph R. Dominick .Mass Media Research :An Introduction, Singapore Wadsworth Publishing 2000.

Roger D. Wimmer, Mass Media Research, Cengage Learning, Inc; 9th ed. Edition (1 January 2010), Wrench. et al. Qualitative Research Methods for Communication, Oxford University Press, 2008

Fink, Arlene & Kos, J.B. (2005), How to Conduct surveys, A step-by-step guide, 3rd editions, university of California, Sage publication.

Hansen Anders: Cottle Simon; New bold chris (1998), Mass Communication research Methods, New York University press.

Kerlinger, Fred N. (1969), Foundation of Behavioral Research, Holt, Rinehart & Winston of Canada Ltd.

Online Resources

<https://journals.sagepub.com/home/crx>

[https://monad.edu.in/img/media/uploads/Communication%20Research%20\(MAJMC-211\)\(U-1\).pdf](https://monad.edu.in/img/media/uploads/Communication%20Research%20(MAJMC-211)(U-1).pdf)

<https://www.tandfonline.com/action/journalInformation?show=aimsScope&journalCode=rcrp20#:~:text=Communication%20Research%20and%20Practice%20aims%20to%20publish%20research%20that%20contributes,broadly%20defined%20field%20of%20communication.>

<https://imotions.com/blog/learning/research-fundamentals/communication-research/>

[https://en.m.wikipedia.org/wiki/Communication_Research_\(journal\)](https://en.m.wikipedia.org/wiki/Communication_Research_(journal))

<i>K1-Remember</i>	<i>K2-Understand</i>	<i>K3-Apply</i>	<i>K4-Analyze</i>	<i>K5-Evaluate</i>	<i>K6-Create</i>
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On what level the COs & POs correlated each other -based on that we have to give marks)

Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M(2)	M(2)	L(1)	M(2)	M(2)	L(1)	L(1)	M(2)	M(2)	L(1)
CO2	L(1)	L(1)	L(1)	L(1)	L(1)	S(3)	L(1)	L(1)	L(1)	L(1)
CO3	S(3)	M(2)	L(1)	L(1)	L(1)	L(1)	M(2)	L(1)	L(1)	L(1)
CO4	M(2)	M(2)	M(2)	L(1)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)
CO5	L(1)	L(1)	L(1)	L(1)	S(3)	S(3)	M(2)	M(2)	S(3)	S(3)
W.AV	1.8	1.6	1.2	1.2	1.8	2	1.6	1.6	1.8	1.6

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
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Semester – IV



CO1	M(2)	L(1)	L(1)	M(2)	L(1)
CO2	L(1)	L(1)	L(1)	M(2)	M(2)
CO3	L(1)	M(2)	L(1)	L(1)	M(2)
CO4	L(1)	L(1)	L(1)	M(2)	M(2)
CO5	M(2)	M(2)	M(2)	S(3)	M(2)
W.AV	1.4	1.4 48	1.2	2	1.8

S –Strong (3), M-Medium (2), L- Low (1)

Core	CourseCode	New Media Studies	T	Credits:5	Hours:5
Unit –I					
Objective 1	To familiarize students with new media technology				
New Media Technology:- Characteristics: New Communication Technologies, Convergence, Structure and Functions.					
Outcome1	Learners understand and employ new media technology in relevance with social interaction			K2	
Unit II					
Objective 2	To explain the characteristics of information and knowledge society				
Information and Knowledge Society:- Definitions and characteristics of Information Society, Post-industrial society – Information Society Theories: Daniel Bell, Machlup, Frank Webster, Herbert Schiller, Jurgen Habermas, Danah Boyd, Harold AdamsInnis, Manuel Castells, Michel Foucault, Judith Butler. Evolution of New media audiences: Elite, Mass, Specialized and Interactive – New media uses and gratifications – Influencing factors.					
Outcome2	Students understand and differentiate new media technology on the basis of its characteristics			K2	
Unit III					
Objective 3	To apply social and cultural effects of new media				
Social and Cultural Effects of New Media:- Social Networking, Information Overload, Information Rich and Information Poor, Knowledge Gap and Cultural Alienation Newmedia impact on old media – Empowerment, participatory culture, Gaming: Gender representation, Culture jamming , Fan Culture – Social and cultural consequences: Social Control and Democracy, New media access and control – Digital Divide: - E-governance – process, social and legal frameworks – Policy initiatives: National Knowledge Commission .Theories : Media Credibility, Technological Determinism, Global Village, Metamorphosis, Hyper personal Communication, Internet Addiction Internet Use and Depression, Internet Dependency, Networking Theory.					
Outcome3	Students apply various information theories			K3	
Unit IV					
Objective 4	To apply the distinctions of new media by critically evaluating its theories and effects				
New Media Theory:- Perspectives, Technological Determinism, Constructivism, Functionalism, Postmodernism, New Media – Uses, Adoption of ICT and Social Transformation – socio-technical paradigm, Information commodification new consumption norms – knowledge gap.					
Outcome4	Learners explain and disseminate the e-Governance			K5	
Unit V					
Objective 5	To educate various issues emerging from new media with its regulatory aspects and cyber crime				
New Media Issues : Invasion of Privacy, Piracy, Cybercrimes and Pornography IT policies, Information Bill and Regulations.					
Outcome5	Learners Apply ICT in new media and solve the issue			K3	
Suggested Readings :-					
Dawdney, Andrew & Ride, Peter (2006) The New Media Handbook, Routlegde: USA.					
Duhe, Sandra C. (2007).New Media and Public Relations (2nd Edition), Peterlang: New York.					
Everett, Anna & Caldwell, John T (2003). New Media: Theories and Practices of Digitextuality, Routlegde: Great Britain.					
Kyong, Hui Wendy & Keenan, Thomas (2006). New Media: History and Theory Reader, Routlegde, Taylor & Francis Group: London.					
Lister, Martin; Dovey, Jon; Giddings, Seth; Grant, Iain & Kelly, Kieran (2009). New Media: Critical Introduction (2nd Edition), Routlegde, Taylor & Francis Group: London.					
Online Resources					

https://en.m.wikipedia.org/wiki/New_media_studies

<https://www.snhu.edu/about-us/newsroom/liberal-arts/what-is-new-media>

<https://www.utoronto.ca/acm/new-media-studies>

<https://www.studysmarter.co.uk/explanations/social-studies/the-media/new-media/>

<https://bestcolleges.indiatoday.in/news-detail/the-future-of-media-studies>

K1-Remember	K2-Understand	K3-Apply	K4-Analyze	K5-Evaluate	K6-Create
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Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M(2)	M(2)	M(2)	L(1)	L(1)	L(1)	M(2)	L(1)	L(1)	L(1)
CO2	M(2)	M(2)	M(2)	M(2)	M(2)	L(1)	L(1)	L(1)	L(1)	M(2)
CO3	L(1)	L(1)	L(1)	S(3)	L(1)	L(1)	M(2)	M(2)	L(1)	L(1)
CO4	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)
CO5	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)
W.AV	1.8	1.8	1.8	2	1.6	1.4	1.8	1.6	1.4	1.6

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M(2)	M(2)	M(2)	M(2)	L(1)
CO2	M(2)	M(2)	M(2)	M(2)	M(2)
CO3	L(1)	L(1)	L(1)	M(2)	M(2)
CO4	L(1)	L(1)	L(1)	L(1)	L(1)
CO5	L(1)	L(1)	S(3)	S(3)	L(1)
W.AV	1.4	1.4	1.8	2	1.4

S –Strong (3), M-Medium (2), L- Low (1)

Semester - IV					
DSE-4	CourseCode	Film Studies	T	Credits:	Hours:
	515403			5	5
Unit -I					
Objective 1	To familiarize to improve comprehension of various development and development communication topics				
Film as Medium:- Characteristics –Film Perception; Levels of Understanding – Film theory and semiotics-formalism and neo formalism- Film language – Film and psycho-analysis – film and cultural identity; hermeneutics, reception aesthetics and film interpretation.					
Outcome1	Learners understand of film making				K2
Unit II					
Objective 2	To enable students to study case studies and compose essays on various media and development related topics				
Film Forms:- Narrative and non-narrative- acting, costume, and music –Film and post modernism post structuralism and deconstruction, montage,Russian Formalism, Impressionism,German expressionism and surrealism –Fiction: realism, symbolic simulation- typology genres of fiction-subjectivity, causality and time- Concepts of national Cinema – Issues in World and Indian Cinema.					
Outcome2	Students know about the multiple activities involved in film making				K1
Unit III					
Objective 3	To familiarizes students to various communication initiatives done in the development sectors				
Film Production:- Visualization –Script writing –characterization –storyboard-tools & techniques, Continuity style: Composing shots- spatial (miseen scene) - temporal (montage) – Camera shots: pan, crane tracking, and transition, Sound in Cinema: dimensions and functions- Film audience –Review and appreciation of film.					
Outcome3	Students create and aware of producing of films				K6
Unit IV					
Objective 4	To provide students with knowledge and communication abilities necessary to effect social behavioral change				
Gender and Sexuality :- Feminist theories and Film making practices - Feminist Critiques of Dominant practices/ Laura Mulvey / Mary Ann Doane/ Moly Huskel: Women’s Cinema, LGBT films, alternative sexualities in documentaries and experimental films.					
Outcome4	Learners apply feminist theories in films				K3
Unit V					
Objective 5	To create the aware about the feminist theories and film making practices to various great directors				
Great Directors:- An outline of the development of the art of film making with screenings of one major film of important personalities such as D.W.Griffith, Eisenstein, Vittorio De Sica, Akira Kurosawa, Ingmar Bergman, Jean Luc Godard, Satyajit Ray, MrinalSen and other contemporary personalities.					
Outcome5	Learners understand the basic theories, ideas, methods of film and media studies through routine readings, screenings, modes of film practice and critical approaches to as a great director.				K2

Suggested Readings :-

- Chandler, Daniel (2008). The Basics: Semiotics (2nd Edition), Routledge: London.
- Eleftheriots, Dimtris&Needha, Gary (2006). Asian Cinema: A Reader and Guide, Eidenburgh University Press: Great Britain.
- Monaco, James (2009). How to Read a Film? Movies, Media and Beyond (4th Edition), Oxford University Press: New York.
- Proferes, Nicholas T. (2008). Film Directing Fundamentals: See Your Film Before Shooting (3rd Edition), Focal Press: UK.
- Vasudev, Aruna; Padgaonkar, Latika&Duraismwamy, Rashmi (2002). Being and Becoming the Cinemas of63 Asia, MacMillan India Ltd: New Delhi

Online Resources

https://en.m.wikipedia.org/wiki/Film_studies

<https://www.loucoll.ac.uk/courses/a-level-in-film-studies#:~:text=Film%20Studies%20will%20expose%20you,will%20never%20have%20considered%20before.>

<https://www.videomaker.com/how-to/directing/film-history/an-introduction-to-film-studies/?amp=1>

<https://www.thebritishacademy.ac.uk/blog/what-is-film-studies/>

<https://www.bachelorsportal.com/disciplines/69/film-studies.html>

K1-Remember	K2-Understand	K3-Apply	K4-Analyze	K5-Evaluate	K6-Create
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Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L(1)	M(2)	M(2)	L(1)	L(1)	L(1)	M(2)	M(2)	L(1)	L(1)
CO2	L(1)	M(2)	M(2)	L(1)	M(2)	S(3)	M(2)	L(1)	S(3)	S(3)
CO3	L(1)	L(1)	L(1)	L(1)	S(3)	S(3)	L(1)	L(1)	L(1)	L(1)
CO4	L(1)	M(2)	L(1)	L(1)	S(3)	L(1)	L(1)	L(1)	L(1)	L(1)
CO5	M(2)	M(2)	L(1)	M(2)	L(1)	M(2)	M(2)	M(2)	M(2)	M(2)
W.AV	1.2	1.8	1.4	1.2	2	2	1.6	1.4	1.6	1.6

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L(1)	S(3)	M(2)	M(2)	M(2)
CO2	L(1)	M(2)	S(3)	M(2)	M(2)
CO3	L(1)	L(1)	L(1)	S(3)	S(3)
CO4	M(2)	M(2)	M(2)	M(2)	M(2)
CO5	L(1)	L(1)	L(1)	L(1)	L(1)
W.AV	1.2	1.8	1.8	2	2

S –Strong (3), M-Medium (2), L- Low (1)

Semester – IV					
DSE -4	CourseCode 515404	Political Communication	T	Credits: 5	Hours: 5
Unit –I					
Objective 1	To familiarize the gathering news from difference sources				
Basic knowledge of finance system in India; gathering, distribution and allocation of revenue visavis Central Government and State Governments; finance commission and planning commission. Central and State budgets: budget-making exercise, how to read a budget, concept of zero deficit budget, importance of Public Accounts Committee					
Outcome1	Learners understand the basic areas in business journalism and how to write about with intelligence and understanding				K2
Unit II					
Objective 2	To create the editing and writing news , business reports, or articles				
Introduction to Tax Laws, essential commodities act, MRTP, FERA, industrial relations and disputes acts, and companies acts other laws relevant to finance, business and industries. New economic policy and its impact; decreasing state intervention, role of Indian corporate conglomerates and multi-nationals					
Outcome2	Students evaluate key financial terms				K5
Unit III					
Objective 3	To understand the legal and ethical issues of the country				
Sources of news on business, finance and industry – governments, chambers of commerce and industries, corporate, trading and industrial executives, share markets, commodities markets, money market etc. Government policy decision having bearing on commerce and industry; company reports, RBI reports; analysis of decisions, reports and statements; AGMs					
Outcome3	Students under take basic analysis on a variety of companies from the listed to semi states				K4
Unit IV					
Objective 4	To analyzing the current trends of news				
Business Journalism; history (international and Indian); satellite network and new trends in business journalism; international money market and new information technology; commercial database, ethics in business reporting – business journalism, servant or watchdog; concept of social audit.					
Outcome4	Learners classify and read a company report and know where to look				K4
Unit V					
Objective 5	To educate managing broadcast equipment				
Introduction to major industries – electronics, heavy engineering, chemical, steel, cement, power, bio-technology, agro-industries, service and agricultural; their role in economy. International business environment, global perspective on role of state in national economic globalization process and rising power of multi-nationals; economic imperialism					
Outcome5	Learners understand and write about wider economic issues, government budgets, industrial relations, how firms communicate.				K2
Suggested Readings :-					
Indian Economic Yearbook, National, Agarwal, A.N. & Verma H.O. New Delhi Keith Hayes, Business Journalism: How to Report on Business and Economics, Apress Periodicals: Business India, Business World, Business Today, The Economist, Dalal Street Journal, Advertising & Marketing (A & M), Far Eastern Economic Review, EPW etc. Reporting Technical Information, Houp, Kenneth & Pearsall, Thomas, Macmillan, NY, 1984					
Online Resources					
https://en.m.wikipedia.org/wiki/Political_communication					
https://www.employmentnews.gov.in/Career_Political_Communication.asp#:~:text=The%20practice%20of%20political%20communication,relation%20with%20their%20community%20people.					

<https://www.gcu.edu/blog/criminal-justice-government-and-public-administration/what-political-communication>

<https://www.tandfonline.com/journals/upcp20>

➤ <https://ubibliorum.ubi.pt/bitstream/10400.6/8821/1/political-comm-gg.pdf>

<i>K1-Remember</i>	<i>K2-Understand</i>	<i>K3-Apply</i>	<i>K4-Analyze</i>	<i>K5-Evaluate</i>	<i>K6-Create</i>
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Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	M(2)	L(1)	L(1)	L(1)	L(1)	M(2)	L(1)	L(1)	L(1)
CO2	M(2)	M(2)	L(1)	M(2)	M(2)	M(2)	L(1)	M(2)	M(2)	M(2)
CO3	L(1)	L(1)	S(3)	L(1)	L(1)	L(1)	M(2)	M(2)	M(2)	L(1)
CO4	S(3)	S(3)	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)	M(2)
CO5	L(1)	M(2)	S(3)	M(2)	L(1)	L(1)	M(2)	L(1)	L(1)	M(2)
W.AV	2	2	1.8	1.4	1.2	1.2	1.6	1.4	1.4	1.6

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L(1)	L(1)	S(3)	M(2)	M(2)
CO2	M(2)	M(2)	M(2)	M(2)	M(2)
CO3	L(1)	L(1)	L(1)	M(2)	M(2)
CO4	M(2)	M(2)	M(2)	M(2)	M(2)
CO5	L(1)	L(1)	L(1)	M(2)	L(1)
W.AV	1.4	1.4	1.8	2	1.8

S –Strong (3), M-Medium (2), L- Low (1)

Semester - IV				
Core	CourseCode 515999	Dissertation & Viva –voce	Credits: 8	Hours: 16
Objectives		To enable students to enrich their skills in data collection, analysis, problem-solving, and theorizing in the field concerned		
The student is required to choose a researchable area in the domain of media that will add to his or her credentials in terms of problem solving and in-depth understanding of the subject concerned with required bibliographical back grounding during viva voce.				
Outcomes		Articulate the relevant methodology to study an issue		



Semester – II					
NME	CourseCode 515701	Communication and Presentation Skills	T	Credits:2	Hours:3
Unit -I					
Objective 1	To familiarize the students about communication and its various types				
Introduction to Communication: - Purpose of Communication; Process of Communication; Importance and Characteristics of Communication; Barriers to Communication; Measures to Overcome the Barriers to Communication. Types of Communication: Types of Communication; Verbal and Non-Verbal Communication.					
Outcome1	Students understand the process and different types of communication for their real applications				K2
Unit II					
Objective 2	To educate the students on listening, reading and writing skills				
Listening Skills: - Listening Process; Classification of Listening; Purpose of Listening; Common Barriers to the Listening Process; Measures to Improve Listening; Listening as an Important Skill in Work Place. Reading Skills: - Purpose of Reading- Types of Reading- Techniques for Effective Reading- Skimming & scanning skills. Writing Skills:- General Principles of Writing; Improving Writing Skills, Essentials of good style, Expressions and words to be avoided					
Outcome2	Learners create and use various dimensions of listening, reading and writing skills				K4
Unit III					
Objective 3	To provide oral presentation skills and educated with different kinds of meetings				
Oral Communication Skills: - Oral Presentation- Purpose –Audience-Locale; Steps in Making a Presentation- Research and planning-Structure and style-Preparation – Presentation; Delivering a Presentation. Meetings: - Types of Meetings; Importance of Business Meetings; Different Types of Meetings; Conducting Meetings-Selecting Participants-Developing Agendas-Opening Meetings-Establishing ground rules for meetings-Time Management-Evaluations of meeting process					
Outcome3	The students critically evaluate and understand oral presentation and conduct different meeting				K5
Unit IV					
Objective 4	To create employment communication and introduce job interviews				
Employment Communication: – Resume Contents of Good Resume; Guidelines for Writing Resume; Different Types of Resumes; Apply for a Job-Format of Cover Letter; Different Types of Cover Letters. Job Interview: - Importance and Factors Involving Job Interview; Characteristics of Job Interview; Job Interview Process; Job Interview Techniques- Manners and etiquettes to be maintained during an interview; Sample Questions Commonly asked During Interview					
Outcome4	The students acquired knowledge and skill about employment communication and job interview				K1

Unit V					
Objective 5	To familiarize the students with presentation writing and reporting skills				
<p>Presentation Skills: - Importance of body language in presentations, pronunciation, visual aids, podium panic, speaking.</p> <p>Writing Memos, Circulars and Notices: - Principles of précis writing- - Characteristics of a memo- Guidelines for writing memos- Format of a Memo; Circulars- Guidelines for writing a circular- Format of a circular; Notices- Purpose- Format- Important points to remember while writing a notice.</p> <p>Report Writing: -Features of Writing a Good Report; Purpose of Report Writing; Characteristics of writing a good report-Importance of communication in report writing; Guidelines for Report Writing; Steps in Report Writing; Structure of Report; Types of Reports and Different Formats.</p>					
Outcome5	The students understand and apply presentation, writing and presentation skills in real and needed situations				K6
<p>Suggested Readings :-</p> <p>Communication Skills, 2011, Sanjay Kumar and Pushpa Latha, Oxford Higher Education Press.</p> <p>Personality Development and Soft Skills, 2011, Barun K. Mitra, Oxford Higher Education Press.</p> <p>Effective Speaking Skills, 2011, Terry O’ Brien, Oxford Higher Education Press.</p> <p>The A to Z of Presentations, 2014, Eric Garner, Book Boon Press.</p> <p>N.S.Ragunathan (2023) Business Communication</p> <p>Meenu Pandey (2020) Communication skills</p> <p>Shailesh Patil (2020) Handbook on public speaking presentation and communication skills</p> <p>Iyan Tuhovsky (2019) Communication skills trainee</p> <p>Robert B. Dilts (2017) Effective presentation skills</p> <p>Sanjay Kumar (2015) Communication skills</p> <p>Barun K. Mitra (2011) Personality Development and Soft Skills Oxford Higher Education Press.</p> <p>Online Resources</p> <p>https://www.ddegjust.ac.in/studymaterial/mca-5/mca-106.pdf</p> <p>https://cra.org/cra-wp/wp-content/uploads/sites/8/2019/04/presentationSkillsGradCohort2019V3.pdf</p> <p>http://people.scs.carleton.ca/~tamentor/files/5-CommunicationSkillsNotes.pdf</p> <p>https://ocw.nagoya-u.jp/files/728/book.pdf</p> <p>https://www.icsi.edu/media/filer_public/f5/0b/f50b0641-39b2-43bc-973d-5c03f2243b8c/06042019sohale_ppt_2.pptx</p> <p>http://www.bamu.ac.in/Portals/0/Communication-skills-Book-part1-semIII-final-draft.pdf</p> <p>https://ugemoocs.inflibnet.ac.in/assets/uploads/1/196/6347/et/33_Script200312111103030808.pdf</p>					
K1-Remember	K2-Understand	K3-Apply	K4-Analyze	K5-Evaluate	K6-Create

Course Outcome VS Programme Outcomes

C10	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M(2)	M(2)	M(2)	M(2)	M(2)	L(1)	M(2)	M(2)	M(2)	M(2)
CO2	M(2)	S(3)	L(1)	L(1)	S(3)	M(2)	M(2)	L(1)	L(1)	L(1)
CO3	S(3)	M(2)	L(1)	M(2)	M(2)	L(1)	S(3)	S(3)	L(1)	M(2)
CO4	L(1)	L(1)	L(1)	S(3)	L(1)	M(2)	M(2)	M(2)	M(2)	S(3)
CO5	M(2)	M(2)	M(2)	M(2)	M(2)	L(1)	L(1)	M(2)	L(1)	M(2)
	2	2	1.4	2	2	1.4	2	2	1.4	2

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L(1)	L(1)	L(1)	M(2)	L(1)
CO2	L(1)	L(1)	L(1)	M(2)	M(2)
CO3	L (!)	L(1)	M(2)	S(3)	L(1)
CO4	M(2)	L(1)	L(1)	L(1)	M(2)
CO5	L(1)	M(2)	M(2)	M(2)	L(1)
	1.2	1.2	1.4	2	1.4

S –Strong (3), M-Medium (2), L- Low (1)

Semester – III					
NME	Course Code 505702	Fundamentals of Audio and Video Production	T	Credits:2	Hours:3
Unit -I					
Objective 1	Basics and features audio and video equipment's				
Audio Production: - Introduction to acoustics; different kinds of studios vis-à-vis programme formats; varieties of Microphones; the broadcast chain; Recording & Transmission systems; Receivers Amplifiers, High Fidelity systems; multi-track recording technique; Stereo; Recording & Editing Consoles; use of UPTRS; OBVAN					
Outcome1	Students will be able to learn and understand the audio and video productions			K2	
Unit II					
Objective 2	Able to handle audio and video equipment's				
Audio Production: - Audio Formats- Writing & Production skills vis-a-vis Diverse Formats; The spoken word/ Interviews/Discussions /Symposia – Radio plays / Radio Features & Documentaries/Music on Radio, Special Audience programmes on Radio- Programmes on Radio- Programme for Children, Women, Youth Senior Citizens, Rural Folk, Industrial workers, Defense personnel.					
Outcome2	Students will be able to handle audio and video equipments			K4	
Unit III					
Objective 3	Mange to Produce own audio and video programmes				
Video Production: - Location survey- Talents, Roles of the production crew like the Producer, Production assistant, Cameraman, and the Studio crew both production and technical and other outdoor crew- who is who, for studio and outdoor shows the set design backdrop and properties to be used, the role of the art director or the set designer. Photography: - Shoot and Snaps-Techniques- Editing					
Outcome3	Students will be enriched with good production techniques			K5	
Unit IV					
Objective 4	Capable to Produce Documentaries and Short-Films				
Video Production: - Shooting Stage- Camera equipment and accessories – Shooting techniques – composition and framing types of shots- Documentaries, short films, features, Live-shows, event shows, etc. Post Production Stage- Editing –linear- Nonlinear Equipment writing for the programme, recording the audio, use of Voice- over for the documentary- musical score recording and using the music lying of the tracks.					
Outcome4	Students will produce photographs, audio programmes, documentaries, short films etc.			K1	
Unit V					
Objective 5	Exposure to Educational Productions				
Educational Production: - Content/Syllabi Chosen- Script Writing – Methods of Delivery- Audience – Rehearsal- Pre-Production- Production and Post Production-Editing- Voice over- Experimentation- Final Format.					
Outcome5	More Educational and social awareness productions will come out			K6	

Suggested Readings :-

- Fundamentals of Audio Production, 2008, Drew O. McDaniel, Rick C. Shriver, Kenneth Ray Collins, Pearson/A&B
- Single- Camera Video Production, Fifth Edition, 2010, Robert B. Musburger, Focal Press
- Audio Technology Fundamentals, 1989, Alan A. Cohen, H.W. Sams Press
- Drew O. Mcdaniel (2007) Fundamentals of Audio Production
- Jim Owens (2023) Video Production Handbook
- illian Jibbs (2023) The marketers guide to creative production
- Kahra scott-James (2018) Sound Design for Moving Image
- Rowman (2021) Avid Media Composer/First fundamentals of video editing
- David miles Huber (2023) Audio production techniques for video

Online Resources

- <https://www.usd497.org/cms/lib/KS01906981/Centricity/Domain/6761/AV%20Fundamentals%20PDF.pdf>
- <https://leerob.io/blog/fundamentals-of-video>
- <https://www.pce.uw.edu/courses/principles-of-audio-production>
- https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SVCA1301.pdf
- <https://egyankosh.ac.in/bitstream/123456789/8370/1/Unit-1.pdf>
- https://www.ucl.ac.uk/slade/patrickwhite/know_files/audio_fundamentals.pdf
- https://mis.alagappauniversity.ac.in/siteAdmin/dde-admin/uploads/2/PG_M.A._Journalism%20and%20Mass%20Communication_309%2024_Video%20Production_MAJMC.pdf

<i>K1-Remember</i>	<i>K2-Understand</i>	<i>K3-Apply</i>	<i>K4-Analyze</i>	<i>K5-Evaluate</i>	<i>K6-Create</i>
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Course Outcome VS Programme Outcomes

C10	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	L(1)	L(1)	M(2)	M(2)	L(1)	M(2)	M(2)	M(2)	M(2)
CO2	L(1)	S(3)	L(1)	M(2)	M(2)	L(1)	M(2)	L(1)	L(1)	L(1)
CO3	M(2)	M(2)	M(2)	L(1)	S(3)	L(1)	M(2)	S(3)	L(1)	M(2)
CO4	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)	S(3)	M(2)	M(2)	S(3)
CO5	M(2)	M(2)	L(1)	S(3)	L(1)	M(2)	L(1)	M(2)	L(1)	M(2)
	2	2	1.4	2	2	1.4	2	2	1.4	2

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L(1)	M(2)	L(1)	M(2)	L(1)
CO2	L(1)	M(2)	L(1)	M(2)	M(2)
CO3	L (1)	S(3)	M(2)	S(3)	L(1)
CO4	M(2)	L(1)	L(1)	L(1)	M(2)
CO5	L(1)	M(2)	M(2)	M(2)	L(1)
	1.2	2	1.4	2	1.4

S –Strong (3), M-Medium (2), L- Low (1)



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