माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता एवं संचार विश्वविद्यालय, भोपाल

Department of New Media Technology
Minutes of BOS Meeting for MSc (New Media)
Date: - 18-06-2019

Department of New Media Technology Board of Studies meeting was convened on 18 June 2019 at **MCNUJC Bhopal,** to finalize the proposed detailed Syllabus of **MSc(New Media) on Choice Based Credit System.**

Member Nominated by Honourable Vice Chancellor, BOS Members, Internal Members of the department were present.

- **BOS Members**
  1. Dr Sunita Dwivedi (Head of the Department)
  2. Dr.Sanjeev Sharma
  3. Shri Rahul Noronha
  4. Dr Asmita Khajanchee, Professor, Electronic Media, NITTTR, Bhopal, (Member)
  5. Mrs. Babita Agrawal (Member)
- **Member Nominated by Vice Chancellor**
  1. Dr Sanjeev Gupta (Head Mass Communication Deartment)
- **Internal Members**

1.	DR. Sasikala P	Internal Member
2.	Manoj Kumar Dhurvey	Internal Member
3.	Dr. Pawan Singh Malik	Internal Member
4.	Abhishek Pandey	Internal Member
5.	Bapu Vagh	Internal Member
6.	Shalabh Shrivastava	Internal Member
7.	Anita Soni	Internal Member

The draft of the proposed 2 year Syllabus in Choice Based Credit System format of **MSc (New Media)** was placed before the committee.

The suggestions given by the experts during the meeting and in the light of subsequent discussions, the committee recommends the syllabus of **MSc(New Media)** containing **23 papers (11 core compulsory, 8 electives , 4 open electives) and 1 Major Project.**

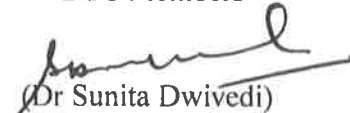(Dr.Sanjeev Sharma)   (Shri Rahul Noronha)   (Dr Asmita Khajanchee)

BOS Members   BOS Members   BOS Members

(Dr Sanjeev Gupta)   (Mrs. Babita Agrawa)   (Dr Sunita Dwivedi)

Member Nominated by   BOS Members   BOS Members

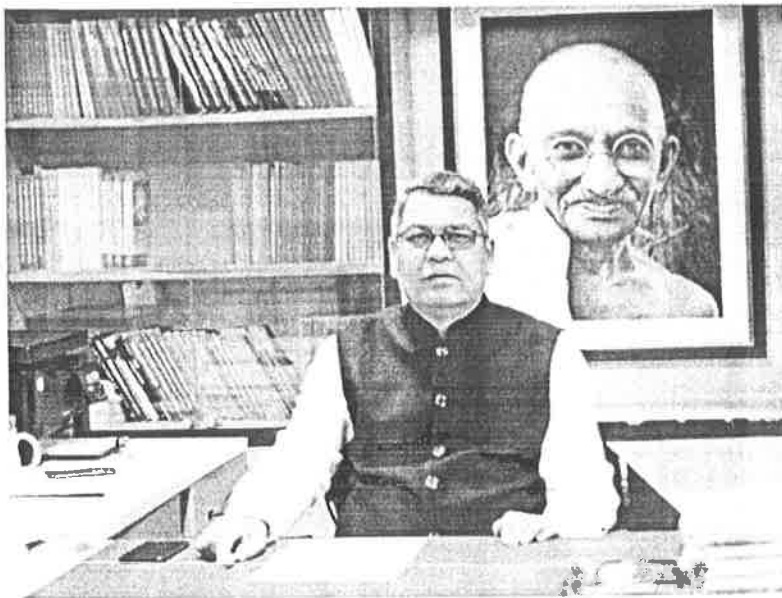Vice Chancellor   Head of the Department

MASTER OF SCIENCE (NEW MEDIA) M.Sc. (NM)

Syllabus

TWO YEARS FULL TIME MASTER'S DEGREE PROGRAMME

HOD, NMT

VICE CHANCELLOR'S MESSAGE

DEEPAK TIWARI
VICE CHANCELLOR

"It is not the answer that enlightens, but the question," said a French playwright. And so did our Upanishads, many centuries ago.

At Makhanlal Chaturvedi National University of Journalism and Communication, we strive to promote the idea of learning by creating an environment where questioning is welcomed. At India's first Journalism University, our endeavour is not only to produce scholars but hardcore journalists and socially committed media professionals who will take the country forward through their professional work.

The University was established in 1990 to promote excellence in journalism education with the broad objective to create a vibrant and inclusive society. In the last 29 years of our existence, we have produced some of the great names in media world including award winning journalist and editors.

We strive hard to impart quality education with equal mix of field experience to meet national and global challenges through our eight departments all related to media industry. To enable our students to become informed citizens and leaders of their profession, we encourage them to participate in co-curricular, extra curricular, and extension activities. We believe in giving exposure to our students instead of excessive focus on classroom activities.

Recognised by UGC, we have introduced Choice Based Credit System (CBCS) in all our undergraduate and post-graduate programs with multiple options of Media, Advertising, Mass Communication, Journalism, Management, Computer Education and Research. Our programs are designed to ensure that students are ready with field skills and able to get placed in industry, right after completion of their courses.

With Outcome Based Learning modelled syllabus and the teachers focusing on qualitative aspect of the subject, we are pioneers in many ways. The University is adhering to student centric pedagogy. We promote participation of students in academic decision making so that feedback is synthesised in teaching-learning process. Keeping pace with changing trends of media technology, platforms and formats, we at our University have active collaboration with top journalists and field practitioners.

With constitution of India acting as the lighthouse, we are governed by the Act of Madhya Pradesh Legislative Assembly and a General Council, with the Chief Minister as its Chairman. The Vice-President of India is our Visitor.

The vision of 'Idea of India' dreamt by the founding fathers of India forms the part of our core values. We respect, practise and teach pluralism in our syllabi and campus. Believing in the Gandhian thought, we allow and teach our pupils all prevalent ideologies and impart autonomy to enquire to form perspectives and imbibing cherished ideals.

Welcome to the University named after the great freedom fighter, poet and journalist Makhanlal Chaturvedi and engaged in learning to carve your potential.

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Detailed Syllabus for
Master of Science (New Media)

Effective from July 2019

Department of New Media Technology

**Makhanlal Chaturvedi National University of
Journalism & Communication**
B-38, Press Complex, Zone-1, M.P. Nagar, Bhopal (M.P.) 462 011

HOD.NMT

Master of Science (New Media): M.Sc.(NM)

ABOUT THE PROGRAMME :

M.Sc.(NM) is 2-year (four semesters) Post-Graduate programme with its own strength and unique features in Media Studies. The programme is designed with Choice Based Credit System (CBCS) Scheme.

The Media Industry is changing rapidly from Traditional Media to Web-based, Interactive and Digital Media as a result of digitalization, globalization, web connectivity and Social media. This lead to media organizations requirement for Online Media Specialists to engage audiences. In Media Status M.Sc.(NM) programme is introduced to fulfill above requirements.

The M.Sc.(NM) programme provides an ideal pathway to a successful career across New Media. The course structure and content has a strong emphasis on understanding the traditional media, along with the range of different concepts and technical skills required to create, deliver, analyze and present contents for contemporary media.

ELIGIBILITY:

The eligibility for the 2-Year M.Sc.(NM) programme is graduation in any discipline from a recognized university .

CAREER AVENUE:

The course enables the student to use technology for New Media Production independently, integrating the content for different mediums and marketing for distribution. With these skills, the student can excel as an employee or entrepreneur for his/her own business platform. On completion of the course, the student will have multiple opportunities to work in private and public sectors as Online News Producer, Content Writer, Graphic Designer, Online Journalist, Technical Editor, Social Media Content Generator, Data Analyser, Data Visualiser, New Media Researcher and UI/UX Designer. M.Sc.(NM) students may work in New Media Research with strong research foundation. As an Entrepreneur, there is no limitation for creativity and innovative thoughts as a New Media person for the students.

PROGRAMME OBJECTIVES:

The M.Sc.(NM) programme is Designed with following educational objectives :

1. To inculcate basics of Communication and Journalism.
2. To equip with skills for Data, Web and Mobile Journalism.
3. To understand Theoretical, Practical and Technical Aspects of New Media with Creative and Critical Thinking.
4. To empower the learner into skilled professional for New Media Content Creation, Production and Analysis for Various New Media Platforms.
5. To prepare students to work as Entrepreneurs, Researchers in collaboration and team, with professional & Media ethics.

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PROGRAMME EDUCATIONAL OUTCOMES (PEOs):

Upon successful completion of M.Sc.(NM), students shall be able to -

1. Demonstrate skills independently and in team on various dimensions in Traditional Media and New Media with analytical, critical Thinking and Considering Ethical Aspects.

2. Develop competence to Create, Converge and Produce Text, Graphics, Audio, Video, Animation Content for New Media Platforms.

3. Demonstrate skills in Designing, Developing and Publishing Web Page, Website, UI/UX for Various Devices in Optimised Manner.

4. Develop competentce to effectively and ethically use Social Media Platforms for Personal and Professional Purpose, Digital Marketing & Web Advertising.

5. Acquire essential knowledge of Social and Political Structure, Legal Understanding to Work in Media industry, Big Data, Data Analytics, Data Visualization and New Media Research.

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MAKHANLAL CHATURVEDI NATIONAL UNIVERSITY OF JOURNALISM AND Communication

(DEPARTMENT OF NEW Media TECHNOLOGY)

M.Sc.(NM)

	S. No.	Core Course (Compulsory) (CCC) 6 Credit- All	Core Course (Elective) (CCE) 6 Credit- Any One	Open Elective (OE) 3 Credit- Any One in Each Semester	Credit Score
SEM I	1CCC-1	Basics of Communication	1CCE-1 Origin and Growth of Media or 1CCE-2 Layout Design	(Any One in Each Semester From Pool of OE)	27
	1CCC-2	Fundamentals of Multimedia			
	1CCC-3	Media Language : Structure & Style			
SEM II	2CCC-4	Trends in New Media	2CCE-3 Web Journalism or 2CCE-4 Python Programming	(Any One in Each Semester From Pool of OE)	27
	2CCC-5	Social Media			
	2CCC-6	Introduction to Socio Economic Polity			
SEM III	3CCC-7	Web Technology	3CCE-5 Understanding Big Data for Media or 3CCE-6 Digital Marketing	(Any One in Each Semester From Pool of OE)	27
	3CCC-8	Media Laws and Ethics			
	3CCC-9	Visual Content Design for New Media			
SEM IV	4CCC-10	Production Pipeline	4CCE-7 Research for New Media or 4CCE-8 Entrepreneurship Development	(Any One in Each Semester From Pool of OE)	27
	4CCC-11	Data Journalism.			
	4CCC-12	Major Project			
Total Course		12	4	4	108

Open Elective Papers offered by Department of New Media Technology	
OE-1	Digital Printing Process
OE-2	Animation Technology
OE-3	Advertising for New Media
OE-4	Mobile Journalism

CCC - Core Course (Compulsory) (CCC) (6 Credits Each)

CCE - Core Course (Elective) (CCE), Discipline Specific (DSE) (6 Credits, Any One)

OE - Open Elective (3 Credits Each, Any One)

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Programme Structure

Semester I

S. No.	Course	Course ID	Course Name	T	P	IA	Total
1	1CCC-1	1M.Sc.(NM)1	Basics of Communication	80	00	20	100
2	1CCC-2	1M.Sc.(NM)2	Fundamentals of Multimedia	50	30	20	100
3	1CCC-3	1M.Sc.(NM)3	Media Language: Structure & Style	50	30	20	100
4	1CCE-1	1M.Sc.(NM)4A	Origin and Growth of Media	80	00	20	100
5	1CCE-2	1M.Sc.(NM)4B	Layout Design	50	30	20	100
6	OE-1	1M.Sc.(NM)5	(Any One in Each Semester From Pool of OE)	Based on chosen OE		10	50

Semester II

S. No.	Course	Course ID	Course Name	Th	P	IA	Total
1	2CCC-4	2M.Sc.(NM)1	Trends in New Media	80	00	20	100
2	2CCC-5	2M.Sc.(NM)2	Social Media	50	30	20	100
3	2CCC-6	2M.Sc.(NM)3	Introduction to Socio Economic Polity	80	00	20	100
4	2CCE-3	2M.Sc(NM)4A	Web Journalism	80	00	20	100
5	2CCE-4	2M.Sc.(NM)4B	Python Programming	50	30	20	100
6	OE-2	2M.Sc.(NM)5	(Any One in Each Semester From Pool of OE)	Based on chosen OE		10	50

Semester III

S. No.	Course	Course ID	Course Name	Th	P	IA	Total
1	3CCC-7	3M.Sc.(NM)1	Web Technology	50	30	20	100
2	3CCC-8	3M.Sc.(NM)2	Media Laws and Ethics	80	00	20	100
3	3CCC-9	3M.Sc.(NM)3	Visual Content Design for New Media	50	30	20	100
4	3CCE-5	3M.Sc.(NM)4A	Understanding Big Data for Media	80	00	20	100
5	3CCE-6	3M.Sc.(NM)4B	Digital Marketing	50	30	20	100
6	OE-3	3M.Sc.(NM)5	(Any One in Each Semester From Pool of OE)	Based on chosen OE		10	50

Semester IV

S. No.	Course	Course ID	Course Name	Th	P	IA	Total
1	4CCC-10	4M.Sc.(NM)1	Production Pipeline	50	30	20	100
2	4CCC-11	4M.Sc.(NM)2	Data Journalism	50	30	20	100
3	4CCC-12	4M.Sc.(NM)3	Major Project	00	80	20	100
4	4CCE-7	4M.Sc.(NM)4A	Research for New Media	80	00	20	100

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| 5 | 4CCE-8 | 4M.Sc.(NM)4B | Entrepreneurship Development | 80 | 00 | 20 | 100 |
| 6 | OE-4 | 4M.Sc.(NM)5 | (Any One in Each Semester From Pool of OE) | Based on chosen OE | | 10 | 50 |

OPEN ELECTIVE

S. No.	Course	Course ID	Course Name	Th	P	IA	Total
1	OE-1	M.Sc.(NM)5	Digital Printing Process	25	15	10	50
2	OE-2	M.Sc.(NM)5	Animation Technology	25	15	10	50
3	OE-3	M.Sc.(NM)5	Advertising for New Media	25	15	10	50
4	OE-4	M.Sc.(NM)5	Mobile Journalism	25	15	10	50

M.Sc.(NM) Programme Educational Outcome(PEOs) Programme Objective(Pos)														
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
PEO1	3	3	2	2	3	1	3	1	1	3	2	2	3	1	3
PEO2	3	2	2	3	1	1	2	1	2	3	3	2	2	2	2
PEO3	3	3	2	1	1	-	2	1	2	3	2	1	1	2	3
PEO4	3	3	3	2	2	3	2	1	1	3	2	2	2	1	2
PEO5	2	1	2	2	1	2	1	2	1	2	1	1	2	-	1

Program Graduation Aptitude (POs):

PO1 - Disciplinary Knowledge   PO2 Communication Skills   PO3 Critical Thinking

PO4 Problem Solving   PO5 Analytical Reasoning   PO6 Research Related Skills

PO7 Cooperation /Team work   PO8 Scientific Reasoning   PO9 Reflective Thinking

PO10 Information/Digital Literacy   PO11 Self-Directed Learning   PO12 Multicultural Competence

PO13 Moral and Ethical Awareness/Reasoning   PO14 Leadership Readiness/ Qualities   PO15 Lifelong Learning

Mapping Value

3-Strong 2-Moderate 1-Weak.

1M.Sc.(NM)1-1CCC-1: Basics of Communication

COURSE OBJECTIVE

1. To inculcate knowledge of the Fundamentals of Communication.
2. To make students familiar with the Sociological Perspective on Human Behavior and Key Concept of Socialisation.
3. To acquaint students with knowledge of the Various Types of Communication.
4. To orient student towards Communicating Effectively.
5. To make students aware of Effective Use of Body Language and Voice Tones.

COURSE OUTCOMES (COs)

1. Students would be able to understand the Concept of Human Communication.
2. Students would be able to differentiate between Various Types of Communication.
3. Students would become adept in their use of the Spoken Word Group Interactions.
4. Apply the knowledge of Communication Skills and Work for Societal Development.
5. Ability to communicate the message in an Effective and Engaging Way for the Recipient.

UNIT-1	Human Communication	L	T	P
1.1	Human Communication (Lecture, Discussion)	3	1	-
1.2	Elements of Human Behaviour (Lecture, Discussion)	3	1	-
1.3	Essentials of Communication to Build the Society (Lecture, Discussion)	3	1	-
1.4	Mutual Dependency of Language and Communication (Lecture, Discussion,Watching videos of famous regional orators)	3	-	1
1.5	Culture and Communication (Lecture, Discussion,Watching videos of famous regional orators)	3	-	1

UNIT-2	Socialization	L	T	P
2.1	Socialization:Concept and Stages (Lecture, Discussion)	3	1	-
2.2	Process and Elements of Socialization (Lecture, Discussion)	3	1	-
2.3	Role of Communication in Socialization (Lecture, Discussion)	3	1	-
2.4	Concept and Formation of Social Groups (Lecture, Discussion,Group activities)	3	1	-
2.5	Types of Social Groups (Lecture, Discussion)	3	1	-

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UNIT-3	Communication	L	T	P
3.1	Communication:Nature,Scope and Concept (Lecture, Analysing Various situations)	3	1	-
3.2	Communication: Functions,Process and Elements (Lecture, Identifying the characteristics of the Elements of Communication in different situations)	2	1	-
3.3	Traditional/Folk Forms of Communication (Lecture, Analysing the traditional and current forms of Communication,Visit to museums of Bhopal like Tribal Museum)	2	1	2
3.4	Communication Skills, Listening:Definitions and Types. (Lecture, Videos, Expert Sessions, Self demonstration, Reading and watching speeches of renowned personalities of the world and analysing them)	3	-	2
3.5	Barriers of Communication (Lecture, Videos, Expert Sessions, Self demonstration, Reading and watching speeches of renowned personalities of the world and analysing them)	2	1	-

UNIT-4	Communication Classification	L	T	P
4.1	Basic Classification: Intrapersonal Communication, Interpersonal Communication, Group Communication, Mass Communication (Lecture, Discussion, Simulation Exercices)	3	1	-
4.2	Verbal and Non-Verbal Communication (Lecture, Discussion, Simulation Exercices)	3	1	-
4.3	Audio - Visual Communication (Lecture, Discussion,Watching videos and analysing them)	3	-	2
4.4	Formal and Informal Communication (Lecture, Discussion, Simulation Exercices,Group activity,Role plays)	2	2	1
4.5	Focussed and Unfocussed Communication (Lecture,Group activities)	1	1	-

UNIT-5	Mass Communication Dimensions	L	T	P
5.1	Organisational Communication: Process and Types (Lecture, Context Discussion,case studies)	1	1	-
5.2	Mobile and Communication (Lecture, Context Discussion)	1	-	-
5.3	Internet and Communication (Lecture, Context Discussion)	1	-	-
5.4	Marshall McLuhan's "Understanding Media" (Lecture, Context Discussion)	2	1	-
5.5	Spiritual Communication – Concept and Importance (Lecture, Context Discussion)	2	1	-

CO-PO MAPPING

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	2	-	-	-	-	-	-	2	-	2	-	-	-	2
2	2	2	-	-	-	-	2	-	2	-	2	-	-	1	2
3	2	2	2	2	2		2	-	1	-	-	-	-	1	1
4	2	3	-	2	1	1	-	-	3	-	-	2	-	1	2
5	2	3	-	-	-	-	2	2	-	2	-	-	-	1	2

3-Strong, 2-Moderate, 1-Weak

Practical/Projects/Assignments:

- ➢ Prepare a speech on any current Social/Political/Economic/Technological issue, present it individually.
- ➢ Write an essay/article on Communication and Society (800-1000) words.
- ➢ Write an essay /article/feature on folk form of Communication /any one trditional (800-1000) words
- ➢ Any assignment given by the concerned faculty.

Suggested Readings:

- ➢ Kumar. J. Keval, 'Mass Communication in India, Jaico Publishing house, Bombay, (New Ed.).
- ➢ McQuail Denis. 2000 Mass Communication Theory, 4th ed., Sage Publication Ltd., London.
- ➢ Barnlund, D. C. (2008). A transActional model of Communication. In. C. D. Mortensen (Eds.), Communication theory (2nd ed., pp47-57). New Brunswick, New Jersey: TransAction
- ➢ Wadsworth Julia T., Wood, (2001). Communication Mosaics: An Introduction to the Field of Communication.
- ➢ Littlejohn, W. Stephen. Theories of Human Communication, 3rd ed., Belmont, California, 1989.

E- Resources:

- ➢ https://www.thoughtco.com/Socialization-in-sociology
- ➢ https://www.sociology.org
- ➢ https://www.Researchgate.net/journal/0360-3989_Human_Communication_Research

HOD,NMT

1M.Sc.(NM)2-1CCC-2 Fundamentals of Multimedia

Total Marks: Theory- 50 Practical-30 Internal-20

Credits-6

COURSE OBJECTIVES

1. To provide knowledge of Multimedia Software and Hardware.
2. To acquaint the students with Aesthetic Graphics and Color.
3. To acquaint the students with Digital Image Editing.
4. To educate the student about the Art of DSLR Camera Handling.
5. To prepare the students about the Basics of Sound Editing.

COURSE OUTCOMES (COs)

1. Students would have knowledge of Multimedia Elements and Applications.
2. Apply and implement skills of Graphics Design.
3. Student would be able to capture Digital Images Using DSLR Camera.
4. Students would be able Record and Edit Audio Files.
5. Students would be able to create Multimedia Projects Using Pictures, Audio and Animation

UNIT-1	Fundamentals of Multimedia	L	T	P
1.1	Multimedia Elements, Applications (Lecture, Discussion)	2	1	2
1.2	Hardware Software Tools used in Multimedia (Lecture, Discussion)	2	2	-
1.3	Multimedia Data Storage (Lecture, Demonstration)	2	1	-
1.4	File Formats and Compression Techniques (Lecture, Demonstration)	3	-	-
1.5	Transition from Conventional Media to Digital Media and Uses of Multimedia (Lecture, Demonstration)	3	-	-

UNIT-2	Text & Graphic Design	L	T	P
2.1	Introduction of Text, Style, Fonts and Digital Fonts Techniques (Lecture, Demonstration)	3	2	-
2.2	Character Standard, Hypertext and Types (Lecture, Discussion)	2	2	-
2.3	Basics of Digital Graphics and Image, Bit Map and Vector Images, Elements and Principles of Graphics Design (Lecture, Demonstration)	3	3	-
2.4	Coral Draw: Interface, Menu and Tools, Effects and Filters (Lecture, Demonstration)	1	-	-
2.5	Colour Science: Colour Mode, Model and Palettes, Dithering (Lecture, Demonstration)	2	-	-

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UNIT-3	Visual Making Technique and Gear	L	T	P
3.1	**Anatomy of DSLR Camera-** View finder, ISO, Shutter Speed, Aperture, Focus, Exposure, Matte Box, Camera Supports and other Accessories, Sensor, Full Frame Camera, Crop Frame Sensor, (Lecture, Expert Online Tutorials, Using Visual Archives for Discussion)	2	1	4
3.2	**Lenses and Angle of View-** Prime Lens, Zoom Lens, Lens Mounts, Angle of View, Wide and Telephoto Lenses and their Relationship with Movements. Normal Lens (Lecture, Expert Online Tutorials, Using Visual Archives for Discussion)	2	2	-
3.3	**Photography Composition-** Horizontal, Vertical Composition, Rule of Third, (Lecture, Research Reports Tutorials, Expert Online Tutorials, Using Visual Archives for Discussion)	2	2	-
3.4	**Basic Lighting –** Three Point Lighting, Low Key, High Key Lighting, Soft Light, Hard Light Source, Soft box, Flash Light (Lecture, Research Reports Tutorials, Expert Online Tutorials, Using Visual Archives for Discussion)	1	-	-
3.5	**Photography Genres-** Portrait Photography, Product Photography, Candid Photography, Fashion Photography, Architectural Photography, Photojournalism, Sports Photography, Aerial Photography. (Lecture, Research Reports Tutorials, Expert Online Tutorials, Using Visual Archives for Discussion)	2	-	-

UNIT-4	Digital Image and Animation	L	T	P
4.1	Photoshop: Art and Aesthetics of Photo, Image Capturing and Storage (Lecture, Demonstration)	2	1	4
4.2	Colour Corrections, Background Removal, Cropping Resizing, Filtering and Effects, Masking, Working with Multiple Layer and Effects (Lecture, Demonstration)	2	2	-
4.3	Flash: Interface, Tools, Command Palate, Time Line, Frame-by-Frame Animation Basic Shapes, Shape Twining (Lecture, Demonstration)	2	2	-
4.4	Layer, Symbol, Library, Mask, Motion Twining, Button, Action Script (Lecture, Demonstration)	1	-	-
4.5	Image Compression and File Formats (Lecture, Demonstration)	2	-	-

UNIT-5	Sound Editing	L	T	P
5.1	Digital Audio- Capturing, Recording, Storage and File Formats (Lecture, Discussion)	2	1	4
5.2	Analog to Digital Conversion, Sample Rate, Sample Size (Lecture, Discussion)	2	2	-

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5.3	Recording & Editing: Trimming, Splicing and Assembly, Volume Adjustments, Format Conversion, Re-Sampling or Downloading, Fade-ins and Fade-outs, Equalization, Time Stretching, Digital Signal Processing, Reverting Sound. Special Effects (Lecture, Demonstration)	2	2	-
5.4	Convert Mono to Stereo, Looping. Finalize Files: Burning the Audio CD, mp3 (Lecture, Demonstration)	1	-	-
5.5	Making the Remix Sound Track, Audio Player, Editing Using Sound Forge (Lecture, Demonstration)	2	-	-

CO-PO MAPPING:

CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	2	1	1	1	-	1	-	1	2	2	1	1	2	3
2	3	1	2	1	2	-	2	-	2	2	2	2	1	1	2
3	1	2	2	1	1	1	2	1	2	3	2	2	2	1	2
4	2	2	1	1	-	-	2	-	1	2	1	2	1	1	2
5	3	3	2	2	2	1	2	1	1	1	2	3	2	3	3

3-Strong, 2-Moderate, 1-Weak

Practical / Projects/Assignments:

- ➢ Prepare a Multimedia Project.
- ➢ Develop an Audio Storytelling Project
- ➢ List with Title and Duration
- ➢ Bouncing Ball: Volume, Time-easing

Suggested Readings:

- ➢ An Introduction to Multimedia, John Villamil- Casanova, Louis Molina. ISBN 1575765578 / ISBN 9781575765570.
- ➢ Designing Interactive Multimedia Systems, Mohammad Dastbaz. ISBN: 9780077098636
- ➢ Multimedia Networking, Bohdan O. Szuprowicz. ISBN-978-0070631083
- ➢ Multimedia on the Web, Stephen McGloughlin.
- ➢ Adobe Photoshop CS6 Bible, Lisa DanaeDayley , Brad Dayley, Wiley publication. ISBN: 978-1-118-12388-1
- ➢ Photoshop CS6 in Simple Steps, Kogent Learning Solutions Inc. ISBN 9789350045879
- ➢ CorelDRAW X7: The Official Guide, Gary David Bouton, Corel press. . ISBN-10: 0071833145.
- ➢ Sound Forge 9.0 in Simple Steps, Kogent Solutions Inc., Dreamtech Press, ISBN-13: 978-8177228649
- ➢ Parekh Ranjan, "Principles of Multimedia", Tata McGraw-Hill, 2007
- ➢ Anirban Mukhopadhyay and Arup Chattopadhyay, "Introduction to Computer Graphics

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and Multimedia", Second Edition, Vikas Publishing House.

➢ Joey Lott and Robert Reinhardt. : Flash 8 Action Script Bible. Published by Wiley India (P) Ltd.2006

➢ Kelly L. Murdock, 3ds max TM 4 Bible, John Wiley & Sons

E-Resource:

➢ Li, Z., & Drew, S. (2004). Fundamentals of Multimedia [Ebook]. Pearson Education International.

➢ Parekh, Ranjan. (2012). 2012: Principles of Multimedia (2/e).

➢ https://www.strumentimusicali.net/manuali/SONY_SOUNDFORGEPRO10_ENG.pdf

HOD,NMT

1M.Sc.(NM)3-1CCC-3: Media Language: Structure & Style

Total Marks: Theory-50 Practical-30 Internal-20

Credits-6

COURSE OBJECTIVES

1. To introduce students to the Importance and Growth of Language.
2. Inform the students about the writing Principles for Online Platforms and train them for writing on such Platforms.
3. To develop an understanding about Translation and Paraphrase.
4. Prepare the students for creating Multimedia Content and Delivery.
5. Aware about the Concept of Localisation of Content.

COURSE OUTCOMES (COs)

1. Enhancement in Understanding about the Growth and Changes taking place in Language.
2. Students would be able to Write Content for Popular Online Media Platforms.
3. Efficiency enhancement through Media Friendly Paraphrasing.
4. Students would be able to create Multimedia Content Using Pictures, Video and Animation.
5. Students would learn about Generating Content in Local Languages.

UNIT-1	Understanding of Media Language	L	T	P
1.1	Importance of Language in Communicating, Growth and Development of Language (Lecture, Presentation, Assignment)	2	-	1
1.2	Basics of Grammar in English and Hindi, Selection and use of Phrases and Words (Lecture, Assignment)	2	-	2
1.3	Writing Styles: Expository, Descriptive, Persuasive, Narrative (Lecture, Assignment)	2	-	1
1.4	Growth of Media Language : From Print to Online, Changes Taken Place in Structure and Style of Language, New Trends in Media Language (Lecture, Group Discussion, Assignment)	2	1	1
1.5	Difference Between Offline and Online Reading, Characteristics of Writing for Different Media, Language for Writing : Word and Sentence Making, Headline Writing (Practice) (Lecture, Presentation, Practical, Assignment)	2	-	2

UNIT-2	Introduction to Digital Content Writing	L	T	P
2.1	The Language of Journalism- Concrete, Specific, Active, Clear, Democratic, Non-Sexist, Non-Racist, Nonviolent, Inclusive, Variable, Common Language (Lecture, Presentation, Group Discussion/Expert Lecture)	2	1	1
2.2	Principles of Online Writing, Purpose and Goal of a Content and its Target Audience(s) (Lecture, Discussion)	2	1	1

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2.3	Types of Digital Content, Online Writing Forums- Blogs, News Portals, Social Media Platforms, Technical Writing Forums (Lecture, Discussion)	2	-	2
2.4	Elements of Effective Writing (Lecture)	3	-	-
2.5	Type of Online Content Writing - Communication and Marketing Writing, Publication Based and Editorial Writing, Instructional, Research and Report Writing, Feature Writing, Business Writing, Technical Writing. (Lecture, Discussion)	3	-	1

UNIT-3	Translation and Paraphrasing	L	T	P
3.1	Importance of Translation/Paraphrasing in Media, Effective and Ineffective Translation, Methods of Paraphrasing, Attribution and Quoting (Lecture, Group Discussion, Assignment)	3	-	-
3.2	Translate (Paraphrase) at least five different News (English to Hindi) (Lecture, Practical, Presentation, Assignment)	2	-	2
3.3	Translate (Paraphrase) at least five different News (Hindi to English) (Lecture, Practical, Presentation, Assignment)	2	-	3
3.4	Translate (Paraphrase) at least two different article (English to Hindi and Hindi to English) (Lecture, Practical, Presentation, Assignment)	1	-	2
3.5	Preparing a Glossary of Twenty phrases in Hindi and English, generally used for the Same Expression (Lecture, Practical, Presentation, Assignment)	2	-	2

UNIT-4	Online Content Creation	L	T	P
4.1	Interactive Content Creation (Lecture)	2	-	1
4.2	Typography for Online Media (Lecture, Discussion)	1	-	3
4.3	Use of Pictures, Photos and Illustrations (Lecture, Assignment)	1	1	1
4.4	Use of Video and Animation (Lecture, Assignment)	1	-	3
4.5	Multimedia Content Delivery - Importance and Techniques (Lecture, Discussion)	1	-	3

UNIT-5	Multilingual Content Creation	L	T	P
5.1	Multilingual Content, Localisation of Content (Lecture, Discussion)	3		-
5.2	Online Translation, Transliteration (Lecture, Discussion, Presentation)	2	1	2

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5.3	Unicode Fonts and their Applications (Lecture, Discussion, Presentation)	2		2
5.4	Content Writing in Local Language (Lecture, Assignment)	2		2
5.5	Regional Language Content Market in India (Lecture, Discussion)	2	1	-

CO-PO MAPPING:

CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	2	-	-	-	-	2	-	-	1	2	1	1	1	2
2	3	2	-	-	-	1	2	-	1	2	2	-	-	1	2
3	3	3	-	-	-	-	1	-	-	1	3	-	-	-	2
4	3	2	1	1	2	1	3	1	2	2	2	1	2	2	3
5	2	2	1	1	1	1	2	1	1	2	1	2	2	2	3

3-Strong, 2-Moderate, 1-Weak

Practical/Projects/Assignments:

➤ Reading different Text and Identifying Web Writing Styles as Expository, Descriptive, Persuasive, Narrative.

➤ Reading Different Text and Identifying the Purpose and Goal of a Content and its Target Audience(s).

➤ Writing for Blogs, Micro Blogs, Websites, Social Media and News Portals.

➤ Use Pictures, Photos and Illustrations to Complement Text.

➤ Use Video and Animation to Complement Text.

➤ Writing Content in Local Language.

Suggested Readings:

➤ Usha Raman, (2010). Writing For The Media, Oxford University Press-New Delhi

➤ Simeon Lindstrom (2015). Creative writing – From Think to Ink, Create Space Independent Publishing Platform, Canada.

➤ Andrew Bonime& Ken C. Pohlmann (1997). Writing for New Media: The Essential Guide to Writing for Interactive Media, Wiley, United Stated

➤ Robert M. Knight (2010). Journalistic Writing: Building the Skills, Honing the Craft, Marion Street Press, Portland

➤ James G Stovall (2014). Writing for the Mass Media, Pearson, New York.

➤ Cohen, J., & Kenny, T. (2015). *Producing new and Digital Media: Your guide to savvy use of the web*. Burlington, MA: Focal Press.

➤ Mill, D. (2016). *Content is king: Writing and editing Online*. London ; New York: Routledge, Taylor et Francis Group.

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> Wuebben, J. (2012). *Content is currency: Developing Powerful Content for web and mobile*. Boston, MA: Nicholas Brealey Pub.

> Thorburn, D. (2004). *Democracy and new Media* (H. Jenkins, Ed.). Cambridge, MA: The MIT Press.

E-Resource:

> Journalism, Media and Technology Trends and Predictions 2019. (n.d.). Retrieved from https://reutersinstitute.politics.ox.ac.uk/our-Research/journalism-Media-and-technology-trends-and-predictions-2019

> D., Wilbers. (2015, May 22). Elements of effective writing. Retrieved May 10, 2019, from https://www.slideshare.net/Panutski/Elements-of-effective-writing

> U., IT Services. (2014, March). Writing effective and accessible web Content Practical workbook. Retrieved May 10, 2019, from http://www.bristol.ac.uk/is/Media/training/documentation/webwriting-1/webwriting-1t.pdf

> Why Localized Content Matters and How to Get Started | Blog | TechSmith. (2019, March 28). Retrieved from https://www.techsmith.com/blog/why-localized-Content-matters/

> Startupr Hong Kong Limited. (2018, October 04). 10 Most Important Business Languages in Global Market. Retrieved from https://medium.com/swlh/10-most-important-Business-languages-in-global-market-17b49b7cf2d2

> Mirani, L. (2013, February 27). Why language is the key to winning India's mobile market. Retrieved from https://qz.com/56259/language-is-the-key-to-winning-indias-mobile-market/

> A study report by KPMG in India and Google on " Indian languages - Defining India's Internet " can be downloaded from the link - https://assets.kpmg/Content/dam/kpmg/in/pdf/2017/04/Indian-languages-Defining-Indias-Internet.pdf

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1M.Sc.(NM)4A-1CCE-1: Origin and Growth of Media

Total Marks: Theory- 80 Practical- 00 Internal- 20

Credits-6

COURSE OBJECTIVES

1. To make students aware of rich and diverse history of Indian Press, Television and Radio.
2. To highlight the role of Government in Press.
3. To educate students about role of Newspapers in Indian Freedom Struggle.
4. To make students aware of Growth of One Hindi and English Newspaper Particularly.
5. To give an introduction of different forms of Traditional Media.

COURSE OUTCOMES (COs)

1. Students would have knowledge of evolution of Indian Press.
2. They would get thorough understanding of contribution of Indian Press in the Freedom Struggle.
3. Students would have knowledge about Growth of National and Vernacular Press, Television, Radio.
4. They would understand Different Forms of Traditional Media.
5. They would Differentiate between Different Forms of Web Media.

UNIT-1	Characteristics of Pre-Independence Press	L	T	P
1.1	Concept of Journalism and Media (Lecture, Discussion)	3	-	-
1.2	History of Bengal Gazette and Udant Martand (Lecture, Discussion)	3	-	-
1.3	Contribution of Pioneer Journalists like Raja Ram Mohan Roy and Bhartendu Harish Chandra. (Lecture, Discussion)	2	2	-
1.4	Brief Introduction of Prominent Journalists - LokmanyaTilak , Mahatma Gandhi Baburao Vishnu Paradhkar, Makhanlal Chaturvedi, Madhavrao Sapre and Ganesh Shankar Vidyarthi (Lecture, Discussion)	2	2	-
1.5	Role of Press in Freedom Movement (Lecture, Discussion)	2	2	-

UNIT-2	Brief Introduction of Radio and Television	L	T	P
2.1	Development of Radio: Public and Private Radio Systems, Characteristics of FM and Ham Radio, Community Radio (Lecture, Discussion, Practical)	2	-	2
2.2	Brief History of Television in India (Lecture, Discussion)	2	2	-

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2.3	Introduction to Public and Private Television Network Cable Industry in India (Lecture, Discussion)	2	1	
2.4	Recommendations of Various Committees for Improvement of All India Radio and Doordarshan (Lecture, Discussion)	3	-	1
2.5	Introduction to Regulatory Bodies-TRAI (Lecture, Discussion)	2	-	1

UNIT-3	Brief History of Development of Film and Traditional Media	L	T	P
3.1	Traditional Media like Puppet, Drama, Folk Theatre Forms. (Lecture, Discussion)	3	-	-
3.2	Contemporary Relevance of Traditional Media. (Lecture, Discussion)	2	-	2
3.3	A Brief History of Early Silent Indian Cinema. (Lecture, Discussion)	3	1	-
3.4	Early Talkies Era In India. (Lecture, Discussion)	2	2	-
3.5	Growth of Different Types of Films such as Documentary and Features Film, Parallel and Commercial Cinema In India. (Lecture, Discussion)	2	-	1

UNIT-4	Brief Introduction of Internet	L	T	P
4.1	Origin, Growth and History of Internet and Network. (Lecture, Discussion)	3	1	-
4.2	Brief history of Internet Applications (e-mail, chat etc.) (Lecture, Discussion)	3	1	-
4.3	Introduction to Newsroom, Gopher, Internet Game. (Lecture, Discussion, Practical)	2	-	1
4.4	Theories of Technological Change, Digital Divide and Post-National Web. (Lecture, Discussion)	2	1	-
4.5	IT Rules and Regulations. (Lecture, Discussion)	3	1	-

UNIT-5	Brief History of New Media	L	T	P
5.1	Introduction and Definitions of New Media, Characteristic of New Media, Principles of New Media, Model of New Media, Old vs. New Perspective, TimeLine of New Media Technology, the Five C'S. (Lecture, Discussion)	3	1	-
5.2	Contemporary Relevance of New Media, Digital Entertainment Culture, Digital Data Era. (Lecture, Discussion, Practical)	2	1	1
5.3	Cyber Space and Cyber Culture, Evolution of Social Media and Social Network Sites. (Lecture, Discussion, Practical)	3	-	1

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| 5.4 | Internet TV, Internet Radio, Convergence Technology. (Lecture, Discussion) | 3 | - | - |
| 5.5 | Introduction of e-Newspaper, e-Magazines, Cyber Journalism, Digital Signature (Lecture, Discussion) | 3 | - | - |

CO-PO MAPPING:

CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	2	-	-	-	-	-	-	-	-	-	-	-	1	-	2
2	1	-	-	-	-	-	-	-	-	1	-	-	-	-	1
3	2	2	1	1	-	-	-	-	-	1	-	1	1	1	2
4	2	-	1	2	-	-	-	-	1	2	-	1	2	2	2
5	3	3	1	-	1	1	-	-	-	1	-	2	2	2	2

3-Strong, 2-Moderate, 1-Weak

Practical/Projects/Assignments:

➢ Prepare Chart/Poster on Tiimeline of Origin and Growth of Indian Press.

➢ Prepare Chart/Poster on Timeline of Origin and Growth of Television and radio Broadcasting.

➢ Prepare Booklet of e-Paper.

Suggested Readings:

➢ Patrakarita Ka Itihas, Dr. Arjun Tiwari , Vani Prakashan , New Delhi

➢ Bharatiya Patrakarita Kosh , Shri Vijaydutt Shridhar , VaniPrakashan , New Delhi

➢ Patrakarita Tab Se Ab Tak , Dhananjay Chaupra , Uttar Pradesh Hindi Sansthan , Lucknow

➢ India 's newspaper Revolution , Robbin Jaffrey , Jaico Publication , New Delhi

➢ Mass Communication in India , Keval J Kumar , JaicoPublication

➢ History of the Press in India , J Natrajan , Asia Publishing House ,Delhi

➢ Lister, M. (2010). New Media: A critical introduction. London: Routledge.

➢ Flew, T. (2014). New Media: An introduction. South Melbourne, Vic.: Oxford University Press.

➢ Saxena, A. (2012). Issues of Media Content, market and technology. New Delhi: Kanishka, Distributors.

E-Resources:

➢ Bhatt, J. (2019, March 14). How Social Media is Impacting the Modern Day Youths? Retrieved from https://www.finoit.com/blog/Social-Media-and-modern-day-youths/

➢ Synced. (2018, April 21). AI in the Media and Entertainment Industry. Retrieved from https://medium.com/syncedReview/ai-in-the-Media-and-entertainment-industry-1ad4b2b701b8

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1M.Sc.(NM)4B-1CCE-2: Layout Design

COURSE OBJECTIVES

1. To educate students about the Aesthetics and Elements of Design.
2. To introduce students about Interface and Tools of Page Layouting Software.
3. To train students for working with Advance Features of Layouting Software.
4. Working with Vector Design Software.
5. To educate students about the Concept of E-Publishing.

COURSE OUTCOMES (COs)

1. Students acquire knowledge of Various Design Elements.
2. Students would be able to Create Layouts for Print Media.
3. Students would be able to apply Advance Features of Page Layout Software for Print and Electronic Publications.
4. Students would be able to Design Graphical Elements Using Adobe Illustrator Objects.
5. Student would be able to create his Own Publication and Share it on Web.

UNIT-1	Fundamental Elements of Design	L	T	P
1.1	Basics of Design (Lecture, Discussion)	3	-	-
1.2	Elements of Design (Lecture, Discussion)	2	-	-
1.3	Two and Three Dimensional Form (Lecture, Presentation)	3	2	-
1.4	Examples of Design (Presentation, Demonstration, Discussion)	2	2	-
1.5	Creativity and Design Process, Importance of Design (Lecture, Discussion)	3	1	-

UNIT-2	In-Design & Page Layout	L	T	P
2.1	Introduction to Adobe In-Design CS6, Tools of In-Design, Creating and Viewing Documents, Understanding Workspace (Lecture, Discussion)	2	1	4
2.2	Specifying Document Setting, Creating and Opening Publications. (Lecture, Discussion)	2	2	-
2.3	Inserting and Placing Text and Picture, Box and Line Manipulations, Choosing a Measurement, Adjusting Layout (Lecture, Demonstration)	2	2	-

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2.4	Creating Columns, Grouping and Locking Subject, Wrapping Text around Pictures and Graphics (Lecture, Demonstration)	1	-	-
2.5	Tab setting, Columns & Gutters. Import & Export of files (Lecture, Demonstration)	2	-	-

UNIT-3	Advanced : In-Design	L	T	P
3.1	Developing & Designing Posters, Flyers, Brochures, Magazines, Newspapers, Presentations, Books and e-Books (Lecture, Demonstration)	2	1	4
3.2	Managing and Transforming Objects, Character and Paragraph Formatting (Lecture, Demonstration)	2	2	-
3.3	Points and Paths, Using Styles, Using Libraries, Creating Columns, Applying and Editing Colours, Creating Style and Alignment, Formatting Objects, Working with Colour (Lecture, Demonstration)	2	2	-
3.4	Pages, Working with Type, Working with Graphics, Use of Palettes and Controls, Positioning, Resizing (Lecture, Demonstration)	1	-	-
3.5	Tables, Long and Interactive Documents, Packaging and Printing (Lecture, Demonstration)	2	-	-

UNIT-4	Adobe Illustrator	L	T	P
4.1	Introduction to Adobe Illustrator, Tool of Adobe Illustrator (Lecture, Discussion)	2	1	4
4.2	Panels & Workspaces in Adobe Illustrator (Lecture, Demonstration)	2	2	-
4.3	Using Colour, Swatches, Pantone's, Gradients (Lecture, Demonstration)	2	2	-
4.4	Creating Shape Vectors (Lecture, Demonstration)	1	-	-
4.5	Art Boards in Adobe Illustrator (Lecture, Demonstration)	3	-	-

UNIT-5	E-Book Publishing	L	T	P
5.1	CKEditor 3.x: Interface, Tools & Page Layout (Lecture, Demonstration)	2	1	2
5.2	Text Style: Font, Text Layout, Table, Forms (Lecture, Demonstration)	2	2	4
5.3	Link, Add Image, Flash and Special Character (Lecture, Discussion)	1	-	-
5.4	Print and Device base E-Book Publishing (Lecture, Discussion)	3	-	-
5.5	Flip PDF: Interface, Window, Template and Publishing (Lecture, Demonstration)	1	-	-

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CO-PO MAPPING:

CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	2	1	1	-	-	-	2	-	-	2	-	-	-	1	2
2	2	3	2	-	-	-	2	-	1	2	-	1	1	2	2
3	1	-	2	-	-	-	1	-	-	-	-	2	1	2	2
4	1	1	2	1	-	-	2	-	-	2	-	-	-	1	3
5	1	2	1	-	1	1	-	-	1	1	-	1	-	-	2

3-Strong, 2-Moderate, 1-Weak

Practical / Projects/Assignments:

> Create a News Letter Using Layout Software .

> Design a Cover Page for Magazine.

> Design Trifold Brochure for any Product or Organisation.

Suggested Readings:

> DTP - by Vikas Gupta - Published by Dreamtech Press, New Delhi, ISBN-10: 8177229273, 2010

> Adobe Pres. (2007). Adobe InDesign CS3. San Jose, Calif.

> Adobe Illustrator CC Classroom in a Book.Brian Wood&Kindle Edition.

> Requirements: InDesign CC Classroom in a Book, Adobe Press

E-Resource:

> http://ncert.nic.in/ncerts/l/legd107.pdf

> https://www.learnvern.com/course/illustrator-for-beginners

> https://www.pgsd.org/cms/lib07/PA01916597/Centricity/Domain/202/illustrator_for_beginners_tastytuts.pdf

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1M.Sc.(NM)5-OE1: Digital Printing Process

Total Marks: Theory-25 Practical-15 Internal-10

Credits-3

COURSE OBJECTIVES

1. Learn Basics of Printing Technology.
2. Learn Digital Printing Process.
3. Learn the Psychology of Space, Fonts and Colour.
4. Learn Digitization of Analog Content.
5. Learn and Practice 3D Printing.

COURSE OUTCOMES (COs)

1. Students would understand the Techniques of Digital Printing Technology.
2. Students would understand about the Analog and Digital Printing Process.
3. Students would be able to Apply and Classify Colour, Space and Text for Design.
4. Students would use the Techniques for Document Digitization.
5. Students would be able to Create and Construct Objects Using 3D Printing Machine.

Unit-1	Introduction	L	T	P
1.1	History of Printing (Lectures, Assignments, Discussions)	2	-	-
1.2	Technological Developments in Printing (Lecture, Discussion)	1	-	-
1.3	Importance of Printing Processes in Design Decisions (Lectures, Assignments, PPT)	2	1	-
1.4	Introduction to Printing Process: Various types of Printing Processes - Letter Press, Offset, Gravure, Flexography and Silk Screen (Lectures, Discussions, PPT)	1	-	1
1.5	Current Trends in Digital Printing. (Lecture, Discussion)	1	-	-

Unit-2	Analog and Digital Process	L	T	P
2.1	Concept of Digital and Analog Printing Technology (Lecture, Discussion)	1	-	-
2.2	Advantages of Analog and Digital Printing, Disadvantages of Analog and Digital Printing (Lecture, Discussion)	1	-	-
2.3	Color and Space Communication (Lectures, Assignments, PPT)	2	1	-
2.4	Understanding Letter, Text and Grid (Lectures, Assignments, PPT)	2	-	-

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| 2.5 | Image Quality and Resolution
(Lectures, Assignments, Discussions) | 1 | - | 1 |

Unit -3	Digitalization of Content	L	T	P
3.1	Digital Documents: Introduction to Digital Printing Fundamentals (Lecture, Discussion)	1	-	-
3.2	Vector & Raster Image, Color Modes (Lecture, Discussion)	1	1	-
3.3	Half Toning Color ReProduction and Dots (Lecture, Discussion)	2	-	-
3.4	Moiré Pattern, Resolution and its Qualities (Lecture, Discussion, PPT)	2	-	-
3.5	Scanning Different types of Documents Transfer of Digital image-RIP. (Lecture, Discussion)	1	1	-

Unit-4	Printing Technologies	L	T	P
4.1	Digital Printing Technologies: Inkjet, Laser Printing (Lecture, Discussion, PPT)	2	1	-
4.2	Thermography, Electro Photography (Lecture, PPT)	1	-	-
4.3	Electrostatic Printing, Lonography (Lecture, PPT)	1	-	-
4.4	Magnetography, and Digital Photographic Imaging and Developing (Lecture, Discussion, PPT)	2	-	-
4.5	3D Printing. (PPT, Assignments)	1	-	1

Unit-5	Applications	L	T	P
5.1	Customization and Direct Marketing (Lecture, Discussion, PPT)	2	-	-
5.2	Print-on-Demand (POD) (Lecture, Discussion)	1	-	-
5.3	Variable Data Printing (VDP) (Lecture, Discussion, PPT)	2	1	-
5.4	Distribute-and-Print, Remote Publishing (Web2Print) (PPT, Discussion)	1	-	-
5.5	Wide-Format Printing and Case Study of Under Armour 3D Printed Athletic Shoes (Lecture, PPT)	1	1	-

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CO-PO MAPPING

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	1	-	-	-	-	1	1	-	-	-	1	-	-	-	-
2	2	-	-	-	-	1	-	1	-	3	-	-	-	-	1
3	1	-	2	-	-	2	1	1	-	1	1	-	-	-	1
4	2	-	2	1	-	1	-	1	-	3	-	-	-	-	-
5	2	-	2	1	-	2	3	2	-	3	-	1	-	-	1

3-Strong, 2-Moderate, 1-Weak

Practical/Project/ Assignments

- Collect Samples of Printing Process and Identify The Process used.
- Creating the Various File Formats used in Digital Printing Process.
- Create a Model Using 3D Printing Technology.
- Collect three Pictographs and make a Block Diagram Showing Historical Development of Alphabets.
- Collect and Study Anatomy of any five Fonts used Commercially for Printing and Design.
- Understanding the Color Models.

Suggested Readings:

- Sarkar .N.N, 2013,Art and Print Production, Oxford University.
- Sidles Constance, 2001, Graphic Designer's Digital Printing and Prepress Handbook, Rockport Publishers Inc.
- Johansson Kaj, 2011, A Guide to Graphic Print Production, John Wiley & Sons.
- Fen ten Howard/Romanos Frank , 2013,Digital Printing On demand Printing.
- Winnan Christopher D., 2014, 3D Printing: The Next Technology Gold Rush - Future Factories and How to Capitalize on Distributed Manufacturing.
- Dabner David, 26 May 2006, First Steps in Digital Design: Use Your Computer to Create Great Graphics,Rotovision.
- Lupton Ellen, October 2010 Thinking with Type, 2nd revised and expanded edition: A Critical Guide for Designers, Writers, Editors, & Students (Design Briefs), Princeton Architectural Press.

E-Resource:

- https://monoskop.org/images/a/a6/Ludovico,_Alessandro_-_Post-Digital_Print._The_Mutation_of_Publishing_Since_1894.pdf
- https://www.efi.com/library/efi/documents/463/efi_fiery_abcs_Design_wp_en_us.pdf

2M.Sc.(NM)1-2CCC-4: Trends in New Media

Total Marks: Theory-80 Practical-00 Internal-20

Credits-6

COURSE OBJECTIVES

1. To introduce students with the Latest Trends in New Media.
2. To educate the students about the Role of New Media in Development of the Society.
3. To create awareness about the New Media Applications.
4. To get aware about the Technological Advancements and its Usage in Media.
5. To learn how AI and IoT are Influencing the Media Industry.

COURSE OUTCOMES (COs)

1. Students would be aware of Latest Trends in New Media.
2. Students would be able understand the Impact of New Media in Society.
3. Student would have knowledge about the Applications of New Media in Areas Like Social Connectivity, Publishing Content, Sharing Thoughts.
4. Know about the Latest Technologies that are Changing the Landscape of Digital Media.
5. Students would know Artificial Intelligence and Internet of Things in Context to Applications in Media Industry.

UNIT-1	Understanding New Media	L	T	P
1.1	Introduction of Media Convergence (Lecture, Discussion, demonstration)	3	-	-
1.2	Integration of New Media (Lecture, Discussion)	3	-	-
1.3	New Media, Cyber Space and Cyber Culture (Lecture, Discussion)	2	1	-
1.4	Development Communication through Digital Media (Lecture, Discussion ,demonstration)	2	2	-
1.5	New Media for Self-Demonstration (Lecture, Discussion)	3	-	2

UNIT-2	New Media for Social Change	L	T	P
2.1	Digital Democracy and People's Participation (Lecture, Discussion)	3	1	-
2.2	Media-in-Motion (mobile devices), Location Based Services (Lecture, Discussion)	3	-	1
2.3	Digital Society, Digital Divide, Effects of Social Media on Youth: Pros and Cons (Lecture, Discussion)	3	1	-

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| 2.4 | Social Media Influence on Thinking, Buying and Behavioural Pattern, Digital Marketing (Lecture, Discussion) | 2 | - | 2 |
| 2.5 | Online Communities and Channels, Social Media Activism (Lecture, Discussion) | 3 | 1 | - |

UNIT -3	Trends in New Media Applications	L	T	P
3.1	Social Networking Apps, Messenger Apps (Lecture, Discussion, quiz)	2	-	1
3.2	Blogs, Micro Blogs, Wikis, Chatbots (Lecture, Discussion, quiz)	2	-	2
3.3	Webcasting, Video Sharing Platforms, Cloud Technologies and Cloud Services for Media. (Lecture, Discussion)	2	-	2
3.4	E-book, E-Pub, Online Education Platforms (Lecture, Discussion)	2	-	2
3.5	Crowd sourcing, Crowd Funding, Crowd Seeding (Lecture, Discussion)	2	-	1

UNIT-4	Trends in New Media Technologies -1	L	T	P
4.1	Radio over Internet Protocol (RoIP), Internet Protocol Television (IPTV), 5G (Lecture, Discussion)	3	-	-
4.2	MOOCS, CMS, LMS (Lecture, Discussion)	2	-	2
4.3	Augmented Reality/ Virtual Reality, Online Gaming (Lecture, Discussion)	3	-	1
4.4	Artificial Intelligence (AI): Definition, Goals and Types (Lecture)	2	1	-
4.5	AI Application in Media Industry : Advanced Search, Specific Segment Retrieval, Quicker and Easier Content Creation, Automatic Captioning (Lecture)	3	1	-

UNIT-5	Trends in New Media Technologies-2	L	T	P
5.1	Introduction to IoT , Key Features of IoT, Advantages and Disadvantages (Lecture, Discussion)	3	-	-
5.2	IoT Hardware, Software (Lecture, Discussion , assignment)	2	-	1
5.3	Key Issues in IoT: Security, Privacy, Interoperability and Standards, Legal, Regulatory and Rights (Lecture, assignment)	3	-	-
5.4	IoT Applications in Media - Personalization, Smart Authentication (Lecture)	3	1	-
5.5	IoT Applications in Media - Effective Advertising, New User Acquisition Channel, Data Security and Validation (Lecture)	3	1	-

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CO-PO MAPPING

CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	-	1	-	-	-	-	-	-	-	2	-	-	-	2
2	2	1	2	1	-	-	-	-	1	-	2	1	2	1	2
3	3	-	1	-	-	1	2	-	-	3	2	-	-	-	2
4	3	-	-	-	-	1	-	-	1	3	2	-	-	-	2
5	2	-	3	2	1	2	1	-	2	-	2	1	3	1	2

3-Strong, 2-Moderate, 1-Weak

Practical/Projects/Assignments:

➢ Prepare a detail report on Growing Social Media Activism in the world with five suitable examples.

➢ Explain the role of new Media in Education Delivery.

➢ Role of Video Content is increasing with time. Explain the growth of Video Streaming and Sharing Platforms in detail with examples.

➢ Explain the role of Artificial Intelligence (AI), Internet of Things (IoT) and Virtual Reality/ Augmented Reality (VR/AR) in the growth of new Media.

➢ Social Media is influencing the thinking, buying and behavioural pattern of its users. Analyse and make Presentation on above.

➢ Write an essay on privacy issues on Social Media.

➢ The menace of Fake News is a threat to the credibility of New Media. Elaborate with suitable examples.

➢ Identify role and future scope of AI in Media and Entertainment (reporting and editing, Marketing and Advertising, Gaming, Sports and Movies, Searching Optimisation and Classification, Personalisation of user experience)

Suggested Readings:

➢ Lister, M. (2010). New Media: A critical introduction. London: Routledge.

➢ Flew, T. (2014). New Media: An introduction. South Melbourne, Vic.: Oxford University Press.

➢ Saxena, A. (2012). Issues of Media Content, market and technology. New Delhi: Kanishka, Distributors.

➢ Razdan, A. (2008). New Media: Techniques and trends. New Delhi: Vitasta Pub. Pvt.

➢ Lievrouw, L. A., & Livingstone, S. M. (2004). Handbook of new Media: Social shaping and consequences of ICTs. London: SAGE.

➢ Bahga, A., &Madisetti, V. (2015). Internet of things: A hand-on approach. Hyderabad: Universities Press (India).

➢ Elliott, A. (2019). The culture of AI: Everyday life and the Digital revolution. Abingdon, Oxon: Routledge.

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E-Resource:

- Friedman, Linda & Friedman, Hershey. (2008). The New Media Technologies: Overview and Research Framework. SSRN Electronic Journal. 10.2139/ssrn.1116771.

- Cela, Erlis. (2015). Social Media as a New Form of Public Sphere. European Journal of Social Sciences Education and Research. 4. 195. 10.26417/ejser.v4i1.p195-200.

- Digital Media Trends 2019. (n.d.). Retrieved from https://www2.deloitte.com/insights/us/en/industry/technology/Digital-Media-trends-consumption-habits-survey.html

- Digital Media - Rise of On-demand Content | Deloitte India | TMT | Insights. (2015, April 21). Retrieved fromhttps://www2.deloitte.com/in/en/pages/technology-Media-and-teleCommunications/articles/Digital-Media-rise-of-on-demand-Content.html

- Gajwani, S. (2014, February 16). Future of new Media. Retrieved from https://www.slideshare.net/sgajwani/future-of-new-Media?from_Action=save

- McGillivray, N. (2015, October 12). What Are the Effects of Social Media on Youth? Retrieved from https://turbofuture.com/internet/effects-of-Social-Media-on-our-youth

- Bhatt, J. (2019, March 14). How Social Media is Impacting the Modern Day Youths? Retrieved from https://www.finoit.com/blog/Social-Media-and-modern-day-youths/

- Synced. (2018, April 21). AI in the Media and Entertainment Industry. Retrieved from https://medium.com/syncedReview/ai-in-the-Media-and-entertainment-industry-1ad4b2b701b8

- Sennaar, K. (2019, February 18). AI in Movies, Entertainment, and Visual Media – 5 Current Use-Cases. Retrieved from https://emerj.com/ai-sector-Overviews/ai-in-movies-entertainment-Visual-Media/

- Formulated.by. (2018, May 29). Top AI and Machine Learning Trends in Media and Entertainment. Retrieved from https://towardsDatascience.com/top-ai-and-machine-learning-trends-in-Media-and-entertainment-823f7efea928

- Mykhaylyuk, Y. (2018, October 16). AI is the Future of Media. Retrieved from https://www.globallogic.com/blogs/ai-is-the-future-of-Media/

- What the Media industry really thinks about the Impact of AI. (n.d.). Retrieved from https://www.thedrum.com/news/2018/07/06/what-the-Media-industry-really-thinks-about-the-Impact-ai

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2M.Sc.(NM)2-2CCC5: Social Media

Total Marks: Theory-50 Practical-30 Internal-20

Credits-6

COURSE OBJECTIVES

1. To introduce the students about the Social Media and its Usage.
2. To educated students about the Ethics and Etiquettes of Social Media.
3. To educate the students in specific uses of Various Social Media Platforms and Communities.
4. To provide knowledge about how to Create and Enhance Social Media Presence.
5. To understand basic strategies of Brand Management on Social Media.

COURSE OUTCOMES (COs)

1. Student would have knowledge of Social Media Usage and its Various Platforms.
2. Student would create Content to Increase Social Media Presence.
3. Student would be able to identify Fake News and Cyber Propaganda in Social Media.
4. Students would have Awareness about Ethics and Etiquettes of Social Media.
5. Student would be able to Understand the basics of Branding through Social Media Platforms.

UNIT-1	Introduction to Social Media	L	T	P
1.1	Role of ICT in Reshaping the Understanding of Audience. Concept of Computer Mediated Communication (Lecture, Reading)	3	1	-
1.2	Social Media Definition, Introduction to Social Media Environment, Basic Uses of Social Media (Lecture, Reading, participation)	2	-	2
1.3	Influence of Social Media on Individual, Business and Society.Social Media Communication Platforms, Pros and Cons of Using these Platforms (Lecture, Reading, participation)	2	-	2
1.4	Identify Safety Guidelines when Communicating on Social Media. Social Media Communication Etiquettes (Lecture, Reading and participation)	2	-	-
1.5	Types of Social Media Platforms: Document Sharing, Forum, Quora, Networking, Video, Pictures, Bookmarking, Podcast, Gaming (Lecture, Participation, Quiz)	3	-	1

UNIT-2	Social Media Platforms	L	T	P
2.1	Blogs: Creating, Growing and Maintaining a Blog, Success Tactics of Blog. Elaborate Various Platforms allow Blogging, Create a Blog of Class as Diary or Professional Category (Lecture, Reading, Assignment)	2	-	2

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2.2	Face book: How people use FB - Group, Event, Business Page, Messenger Etiquette Guideline, Tactics to Use Professionally, Security Guideline to use Face book (Lecture, Reading, Quiz, Assignment)	2	-	2
2.3	How to use FB for Academic Purpose and Business. Various FB Tools: Face book Brand, Face book Ads, Face book Page Insight, Face book Studio (Lecture, Reading, Quiz, Assignment)	2	-	2
2.4	Micro Blogging Using Twitter: Features of Twitter, Twitter Interface, Etiquette Tips and GuideLine for Using Twitter, How News, Media House, Individuals and Groups use Twitter. (Lecture, Reading, Assignment)	2	-	2
2.5	Professional Community on Social Media Through LinkedIn, Interface, Effective use of LinkedIn (Lecture, Reading, Assignment)	2	-	-

UNIT -3	Social Media Platform II	L	T	P
3.1	YouTube: You Tube Policies and Guidelines, Using You Tube, Quality of Content, You Tube Video Lists. YouTube Analytics, You Tube Advertiser (Lecture, Reading, Assignment)	2	-	2
3.2	Wikis: Wiki Defined, Feature, Possible Uses, Advantages, Wiki Community Guideline, Wiki Examples, Wiki Software. (Lecture, Reading, Assignment)	2	-	2
3.3	Pinterest: How to Join ,Terminology, How to Pin Repin and Upload Pinterest Adds, Tools - In Alerts, Rich Pin (Lecture, Reading, Assignment)	2	-	2
3.4	Online Games: Types Of Games, Safety GuideLines to Use, Positive and Negative Effect, Features of Popular Games. (Lecture, Reading)	2	-	
3.5	Practice, In Class Exercise, Assignment.	2	-	2

UNIT-4	Social Media at Work Place	L	T	P
4.1	Selection of Network for your Brand, Create and Promote Profile of your Brand (Lecture, Reading, Assignment)	2	-	
4.2	Content Quality for Various Platforms, Topic Consistency and Regularity, Connect With Influencers (Lecture, Reading, Assignment , In Class Exercise)	3	-	2
4.3	Open Source Materials, Copyright and Plagiarism, Identifying News Sense in Social Media Contents (Lecture, Reading, Assignment , In Class Exercise)	2	-	1
4.4	Various Models of Virality and Their Principles. Monetization Process of Viral Content, Content Promotion & Marketing Through Virality (Lecture, Reading, Assignment , In Class Exercise	3	-	1
4.5	Viral Content Platform and Medium: Video, Image, Troll, Meme, Audio & other Mediums, Viral Messaging Capabilities, Vitality Functions. (Lecture, Reading, Assignment, In Class Exercise, Special Lecture)	2	-	2

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UNIT-5	Introduction to Using Social Media Professionally	L	T	P
5.1	Social Media Impact on News Organizations, Social Media as a source & Resource. (Lecture, Reading, In Class Exercise)	3	-	2
5.2	Use of YouTube in Social Media & Journalism, LinkedIn: How to Develop a Profile & Professional Network as a Journalist (Lecture, Reading, Assignment in Class Exercise)	3	1	2
5.3	Fake News & Cyber Propaganda, Misinformation & Disinformation in Social Media (Lecture, Reading, In Class Exercise, Assignment)	3	-	-
5.4	Special Lecture, In Class Exercise	2	-	-
5.5	Case Study on Best/Worst Social Media Practices	2	-	-

CO-PO MAPPING

CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	2	2	-	2	1	1	-	2	3	2	2	2	1	2
2	3	3	2	1	2	2	3	-	2	3	3	2	3	2	2
3	2	2	3	1	2	1	2	1	1	2	3	2	3	2	2
4	3	3	2	1	2	1	2	0	2	2	3	2	3	2	2
5	2	2	2	1	1	2	2	1	2	2	2	1	1	2	2

3-Strong, 2-Moderate, 1-Weak

Practical/Projects/Assignments:
  - Find an example of a current "good" and "bad" blog and explain why.
  - Create a blog as diary or academic information and Post Content.
  - Class Analyses any 5 FB Pages and Discuss.
  - Create a LinkedIn profile for your professional work.
  - Class will create a Presentation on safety GuideLines and ethics to use Social Media.
  - Student will explore use of buy and sell groups on Face book.
  - Make a poll on twitter on any assigned topic.
  - Class will connect professionals on Media field and Review their connections

Suggested Reading:
  - Terry Darr, Combating Plagiarism, Libraries Unlimited Inc, 2019.
  - Tamra B. Orr, Invention of Facebook and Internet Privacy, Cherry Lake Publishing, 2017.
  - Christean Reed, Online Security and Safety, Amazon Asia-Pacific Holdings Private Limited, 2018.
  - Dr. Amrita Basu, starting a successful blog, Amazon Asia-Pacific Holdings Private Limited, 2018.

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- Tim Cigelske, Analytics to Action: A Guide to Social Media Measurement, Amazon Asia-Pacific Holdings Private Limited,2017.
- Baym, Nancy (2015) Personal Connections in a Digital Age. Second Edition. Cambridge, UK: Polity Press. ISBN: 0745670342
- Mark Briggs . Journalism next: A Practical guide to Digital reporting and publishing (2nd ed.). CQ Press. ISBN: 9781452227856.
- Scott, D. M. The new rules of Marketing & PR: How to use Social Media, Online video, mobile applications, blogs, news releases, and viral Marketing to reach buyers directly (4th ed.). Wiley & Sons. ISBN: 9781118488768. (Make sure you purchase the 4th edition.)
- Robert E. Kraut, Paul Resnick, Building Successful Online Communities: Evidence-Based Social Design.
- Michael Mandiberg, The Social Media Reader(eBook)
- AnkitLal ,India Social,Hachette India 2017.
- Guy Kawasaki,Art of Social Media,Portfolio,2015.
- Russell Brunson DotCom Secrets: The Underground Playbook for Growing Your Company Online.
- 6.PhilipLarrey, Connected World, Penguin, 2017.

E-Resource:
- The Virtual Community by Howard Rheingoldhttp://www.rheingold.com/vc/book/9.html
- http://klangable.com/uploads/books/Mandiberg-theSocialMediaReader-cc-by-sa-nc.pdf.
- https://catgeb14.wordpress.com/1-new-forms-of-personal-   connection/https://edu. gcfglobal.org/en/topics/SocialMedia/
- https://moz.com/beginners-guide-to-Social-Media
- http://shodhganga.inflibnet.ac.in/bitstream/10603/72639/8/chapter%203.pdf
- https://seopressor.com/Social-Media-marketing/types-of-Social-Media/
- Help of Each Social Media Platform.

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2M.Sc.(NM)3-2CCC-6: Introduction to Socio Economic Polity

Total Marks: Theory- 80 Practical-00 Internal-20

Credits-6

COURSE OBJECTIVES

1. To develop an understanding of core values of the Indian Constitution.
2. To orient students in understanding their Surroundings so that they can understand and analyze Issues Implicit in Polity, Economy, Culture, History and Other Subjects, that Concern Humanity.
3. To develop aptitude of students so that they can learn to Take Initiatives In Acquiring Knowledge about Issues and Developing own Expression by Responding on these Issues.
4. To develop an understanding of World Political System as well as Indian Political System.
5. To develop critical thinking in students about Socio Economic and Political System.

COURSE OUTCOMES (COs)

1. Students are able to understand the Indian Constitution, which results In Better and Responsible Citizens and Journalists as well.
2. Students will get the knowledge of Socio-Economic and Political Systems of Different Countries which will Sharpen the Global And National Understanding.
3. Awareness about RTI, Parliamentary and Legislative Procedure, Judicial System Etc., Results and Reflects in Their Journalistic Skills in form of Responsible Reporting.

UNIT-1	Indian Constitution : Basic Characteristics	L	T	P
1.1	Objectives and Ideals of Indian Constitution. (Lecture, PPT)	3	1	-
1.2	Fundamental Rights, Fundamental Duties and Directive Principles of State. (Lecture, PPT)	3	1	-
1.3	Federal and Unitary Nature, Center-State Relationship (Lecture, PPT)	3	1	-
1.4	Election, Electoral Reforms, Role of Election Commission. (Lecture, Expert Lecture, GD)	2	2	-
1.5	Emergency Powers, Amendments to Constitution (Lecture, PPT)	2	1	-

UNIT -2	Political System and Parliamentary Proceedings	L	T	P
2.1	Introduction to Various Political Systems (America , Britain, India, Switzerland) (Lecture, PPT)	3	1	-
2.2	Parliamentary and Legislative Procedure in India (Lecture, PPT, Visit)	2	2	-
2.3	Social Security, RTI (Lecture, Expert Lecture)	2	-	-

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2.4	Right to Privacy, RTE. Right to Food (Food Security Act) (Lecture, Expert Lecture)	3	-	-
2.5	Indian Judicial System, Lok Adalat, PIL (Lecture, Expert Lecture)	3	-	-

UNIT -3	History Culture and Society	L	T	P
3.1	Characteristics of the Main Stages of Indian History (Lecture, Presentations)	2	1	-
3.2	Cultural Diversity of India, Concept of Nationalism, Nationalism of Tagore, Nationalism of Gandhi and Cultural Nationalism. (Lecture, Presentations)	2	1	-
3.3	Idelogy & Indian Political Thinkers: Secularism, Communism, Socialism and Fundamentalism. Mahatma Gandhi, M.N. Roy, Deendayal Upadhyay, Dr. BR Ambedkar, Dr. Ram Manohar Lohiya, Jawaharlal Nehru. (Lecture, Expert Lecture)	3	-	-
3.4	Aspects of Various Social Concerns: Poverty, Gender Studies, Census (Lecture, Expert Lecture)	2	-	-
3.5	Women Rights and Empowerment, Child Rights & Human Rights (Lecture, Expert Lecture)	2	-	-

UNIT -4	Introduction to Indian Economy and World	L	T	P
4.1	Nature of Indian Economy, Before Nehruism, Socialism LPG and Post LPG (Liberalization, Privatization and Globalization) (Lecture, case study)	2	1	-
4.2	Essential Economic Terms like Inflation, Devaluation, Budget Deficit, GDP (Lecture, PPT)	2	1	-
4.3	Indian Agriculture: Issues and Problems, Indian Industry: Challenges (Lecture, case study)	3	1	-
4.4	World Trade Organization, WTO, World Bank, IMF, ADB. (Lecture, PPT)	2	1	-
4.5	Capitalism, Socialism Eco Systems. (Lecture, Expert Lecture)	2	1	-

UNIT -5	Current Affairs-Issues & International Scenario	L	T	P
5.1	Indian Foreign Policy (Lecture, Expert Lecture)	2	-	-
5.2	Panchsheel, Non Alignment Movement (NAM) (Lecture, Expert Lecture)	3	-	-
5.3	United Nations: BRICS, OPEC, African Union, ASEAN (Lecture, PPT, Expert Lecture)	3	1	-
5.4	Introduction to International Politics : Current Major Issues (Lecture, Expert Lecture)	2	-	-
5.5	International Organization : UNESCO, UNDP, UNEP, UNFCC, World Economic forum, AMNESTY INTERNATIONAL, TRANSPARENCY INTERNATIONAL (Lecture, Expert Lecture)	3	-	-

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CO-PO MAPPING

CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	-	1	-	-	-	-	-	-	-	2	-	-	-	2
2	2	1	2	1	-	-	-	-	1	-	2	1	2	1	2
3	3	-	1	-	-	1	2	-	-	3	2	-	-	-	2

3-Strong, 2-Moderate, 1-Weak

Practical/Projects/Assignments

➤ Comparing at least two Articles Published on the Same Subject with Different Perspectives.

➤ Preparing a Clipping File on a Particular Theme/Subject and writing a Summary Report on that.

➤ Any other assignment given by the Concerned Faculty.

Suggested Readings

➤ PM Bakshi, The constitution of India, Universal law Publishing Co. Pvt.Ltd.

➤ S. Sarkar and J.J. Munir, The constitution of India, 1950, Alia law agency, Allahabad.

➤ Discovery of India, J.L. Nehru

➤ Idea of India, Sunil Khilrani

➤ Nationalism, Ravindra Nath Tagore

➤ India Unbound, Gurucharan Das

➤ Debates of Constitution Assembly

➤ India after Gandhi, Ram Chandra Guha

➤ In the Name of Democracy, Bipin Chandra

➤ Politics in India, Rajni Kothari

➤ The Constitution of India, H.K. Suhai

➤ The Wealth of Nation, Adam Smith

➤ Das Capital , Karl Mark

➤ डॉ. जयनारायण पाण्डेय, भारत का संविधान, सेन्ट्रल लॉ एजेन्सी, इलाहाबाद।

➤ रूद्र दत्त एवं के.पी. एम. सुन्दरम्, भारतीय अर्थव्यवस्था, एस.चन्द एण्ड कंपनी लिमिटेड।

➤ एम.एल. सिंगन, अन्तर्राष्ट्रीय अर्थशास्त्र, वृंदा प्रकाशन लिमिटेड।

➤ रतनलाल मिश्र, भारतीय संस्कृति, सुरभि प्रकाशन, जयपुर।

➤ रामधारी सिंह दिनकर, संस्कृति के चार अध्याय, लोकभारती प्रकाशन, इलाहाबाद।

➤ डॉ. बी.एल. फडिया, भारतीय शासन एवं राजनीति, कैलाश पुस्तक सदन, भोपाल।

➤ डॉ. सुभाष कश्यप, भारतीय सांविधान, नेशनल बुक ट्रस्ट, दिल्ली

➤ डॉ. सुभाष कश्यप, भारतीय संसद, नेशनल बुक ट्रस्ट, दिल्ली

E-Resources

➤ www.legalservicesindia.com

➤ https://www.journals.elsevier.com/journal...socio-economics/most

➤ https://www.journals.elsevier.com/journal...socio-economics/most

HOD,NMT

2M.Sc.(NM)4A- 2CCE-3: Web Journalism

COURSE OBJECTIVES

1. To learn fundamentals of Web Journalism.
2. To educate the students about Techniques of Online Report Writing.
3. To learn Tools and Techniques of Web Journalism.
4. To impart knowledge about the structure of Web Journalism Organization.
5. To impart knowledge of Reporting through Mobile Devices.

COURSE OUTCOMES (COs)

1. Student would be able to understand Web Journalism.
2. Student would be able to understand about the Techniques of Reporting, News Writing and Editing.
3. Student would acquire knowledge of Tools of Web Writing.
4. Students would have the knowledge of Organizational Structure of Web Media Organisation.
5. Demonstrate Various Techniques and Applications of Mobile Journalism.

UNIT-1	Fundamentals of Web Journalism	L	T	P
1.1	Introduction of Web Journalism, Old and New Media, Writing for Web, Characteristics of Web Writing, Technical Writing, Blogs, Online Journalism (Lecture, Discussion)	3	-	-
1.2	Understanding News, Gathering, Writing and Correspondents (Lecture, Discussion)	2	1	-
1.3	Writing Exercises – Anecdotes, News Story, Features, Captions, Headlines, Copywriting, Reviews, Press Release, Blogs and Twitter Posts (Lecture, Practice)	2	1	1
1.4	Impact of Global Media Giants on News Production and Dissemination (Lecture, Discussion)	3	1	-
1.5	The Explicit and Implicit forms of Censorship Operating on the News Media (Lecture, Discussion)	2	1	1

UNIT-2	Reporting, Writing and Editing	L	T	P
2.1	Reporting, Writing and Editing Techniques: Various Types of Reporting , Skills to cut Wordage. (Lecture, Practice)	3	1	-
2.2	Various Types of Reporting - Crime, Human Interests, In depth and Interpretative Reporting, Investigative Reporting, New Agencies, Freelancing (Lecture, Demonstration, Discussion)	2	-	2
2.3	CAR, Annotative Reporting, Open Source Journalism (Lecture, Practice)	2	1	-

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2.4	Online Editing and Publishing. Merits and Demerits of Cyber Journalism Traditional Newspapers, Socio-Economic Aspects of Cyber Journalism (Lecture, Discussion)	2	1	-
2.5	Development Journalism and Social Issues On-Line Editions of Newspapers- Management and Economics: Cyber Newspapers-Creation, Feed, Marketing, Revenue and Expenditure, (Lecture, Demonstration, Discussion)	2	2	-

UNIT-3	Tools of Web Journalism	L	T	P
3.1	Photo Journalism, Interviewing Skills, The Art of Developing Sources (Lecture, Discussion)	2	1	-
3.2	The use of Social Media, Hyper Adaptive News (Discussion)	2	1	1
3.3	Mobile Journalism Application, News Available Everywhere: Emerging Trends in Mobile Journalism (Lecture, Practice, Discussion)	2	2	-
3.4	Live Broadcasting, Use of Statistics and Info Graphics (Lecture, Demonstration)	2	-	1
3.5	Characteristics: Hypertextuality , Multimediality, Interractivity (Lecture, Discussion)	-	2	2

UNIT-4	Organization and Structure	L	T	P
4.1	Organization Structure in Web Journalism, Space, Time (Lecture)	2	1	-
4.2	Editorial Management: Changing Role of Editorial Staffs and Other Media persons (Lecture, Discussion)	2	-	1
4.3	Editorial Response System (Lecture)	3	1	-
4.4	Budgeting, Production Scheduling, New Media Scheduling (Lecture, Practice)	2	1	-
4.5	Revenue Model of New-Social Media (Lecture, Discussion)	2	2	-

UNIT-5	Mobile Reporting and Journalism	L	T	P
5.1	Introduction and Sources of MOJO (Lecture)	3	-	-
5.2	Photo and Video Capturing (Lecture, Practice)	2	1	-
5.3	Writing News Stories and Columns (Lecture, Demonstration, Practice)	2	1	1
5.4	Sources of MOJO: Webcasting, PDAs, Digital Camera, Smart Phone, SMS (Lecture, Demonstration)	3	1	-
5.5	Media Publishing, MOJO Data File Format (Lecture, Demonstration, Practice)	2	1	1

CO-PO MAPPING

CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	2	1	2	1	1	-	-	1	2	1	2	1	1	2
2	2	3	2	1	-	2	2	1	1	2	1	1	1	2	2
3	3	3	2	1	2	1	2	1	1	2	1	2	2	1	2
4	2	-	1	2	-	-	-	-	-	-	2	1	2	2	3
5	3	2	2	1	2	2	1	1	2	1	3	2	2	1	2

3-Strong, 2-Moderate, 1-Weak

Practical/Projects/Assignments:

- Content Writing for Web News Portal.
- Report Writing for News Website and MOJO.
- Report Publishing for Web Portal and MOJO.

Suggested Readings:

- Handbook of Journalism & Mass Comm. Virbala, 2002, Concept Pub. Co., New Delhi.
- A Journalist's Guide to the Internet: The Net as a reporting tool by Callahan Christopher
- Writing for New Media: The Essential Guide to Writing for Interactive Media, CDROM, and the Web by Andrew Bonim.
- New Reporting & Editing, K.M. Srivastava, 1987, Sterling Pub. House, New Delhi.
- Convergent Journalism : An Introduction, Quinn &Filak

E-Resource :

- https://adespresso.com/guides/facebook-ads-beginner/facebook-manager-Campaign-setup/
- https://www.oberlo.com/blog/the-beginners-guide-to-facebook-Advertising
- https://www.TutorialsPoint.com/pay_per_click/ppc_Tutorial.pdf

HOD NMT

2M.Sc.(NM)4B-2CCE-4: Python Programming

Total Marks: Theory-50 Practical-30 Internal-20
Credits-6

COURSE OBJECTIVES

1. The course offers an Overview of Programming with Python language.
2. Provide knowledge of Python language Syntax.
3. It provides understanding of API used for Twitter and Face book Analysis.
4. Make students know how Social Media Analysis is done Using Python.

COURSE OUTCOMES (COs)

1. Understand Basics of Computer Programming.
2. Able to Install Python and Python IDE.
3. Able to Write and Run Simple Python Programs.
4. Able to know Functions in Python.
5. Know API and Data Analysis Phases with Reference to Twitter Analysis.

UNIT-1	Learning Programming with Python	L	T	P
1.1	Computer Program, Tools for Software Development: Editor, Compiler, Interpreter, Debugger, Profiler (Lecture, Demonstration)	3	-	-
1.2	Python Characteristics, Features and Application Area (Lecture)	3	-	-
1.3	Python Installation (Lecture, Presentation, Practice)	3	-	2
1.4	IDE Overview, Python IDE, Pycharm (Lecture, Presentation)	1	-	2
1.5	Main Function and Hello World Example in Python (Lecture, Practice)	1	-	3

UNIT-2	Python Data Types	L	T	P
2.1	Use of Data Types in Programming (Lecture)	3	-	-
2.2	Variables : Declare, Use, Type of Variable User Input and Print (Lecture, Practice)	2	-	2
2.3	String : Declare, Access, Join, Reverse, Split (Lecture, Practice)	2		2
2.4	Tuples : Pack, Unpack, Compare, Slice (Lecture, Practice)	2	-	2
2.5	Dictionary : Update, Compare , Len, Sort (Lecture, Practice)	2	-	2

UNIT -3	Python Programming Constructs I	L	T	P
3.1	Operators :Arithmetic, Comparison, Assignment (Lecture, Practice)	2	-	2
3.2	Expressions (Lecture, Practice)	2	-	2
3.3	Python Conditional and Loops Block (Lecture, Practice)	2	-	2
3.4	Using if, else and elif (Lecture, Practice)	2		2
3.5	Simple For Loops in Python (Lecture, Practice, Demonstration)	2	-	2

UNIT-4	Python Programming Constructs II	L	T	P
4.1	Use of While Loops in Python Programming (Lecture, Practice, Demonstration)	2	-	2
4.2	More on Loops (Lecture, Practice)	2	-	2
4.3	Loop Manipulation Using Pass, Continue, Break (Lecture, Practice)	2	-	2
4.4	Functions In Python (Lecture, Practice, Demonstration)	2	-	2
4.5	Organizing Python Codes Using Functions (Lecture, Practice)	2	-	2

UNIT-5	Social Media Data and Python	L	T	P
5.1	Challenges Working With Social Media Data, Need of Social Media Data Analysis (Lecture, Discussion)	3	-	-
5.2	Packages in Python (Lecture, Practice, Demonstration)	2	1	-
5.3	Understanding API (Lecture, Demonstration)	3	1	-
5.4	API for Web Scrapping, Twitter and Face book (Theoretical Concepts) (Lecture, Demonstration)	3	1	
5.5	Phases of Sentiment Analysis in Python (Theoretical Concepts) (Lecture, Demonstration)	2	1	-

CO-PO MAPPING

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	1	-	2	2	2	-	2	2	2	3	2	-	-	-	2
2	1	-	1	-	-	-	-	-	-	2	2	-	-	1	2

3	2	-	2	2	2	2	2	2	3	2	2	-	-	-	2
4	2	-	2	2	2	2	2	2	2	2	2	-	-	-	2
5	2	-	2	2	2	1	1	1	2	2	2	-	-	2	2

3-Strong, 2-Moderate, 1-Weak

Practical/Projects/Assignments:

➢ Write a Python program to display the current date and time.

➢ Write a Python program to display Name of User entered with Hello. Eg Hello Sachin.

➢ Write a Python program which accepts a sequence of comma-separated numbers from user and generate a list and a tuple with those numbers.

➢ *Sample Data:* 2, 5, 9, 22
Output :
List : ['2', ' 5', ' 2', ' 22']
Tuple : ('2', ' 5', ' 9', ' 22')

➢ Write a Python program to count the number of strings where the string length is 2 or more and the first and last character are same from a given list of strings Sample List : ['abc', 'xyz', 'aba', '1221']
Expected Result : 2

➢ Write a Python program to convert temperatures to and from celsius, fahrenheit.

➢ Write a Python program to construct the following pattern, Using a nested for loop.

```
o
        * *
        * * *
        * * * *
        * * * * *
        * * * *
        * * *
        * *
        *
```

➢ Write a Python program to count the number of even and odd numbers from a series of numbers.

➢ Write a Python function to find the Max of three numbers.

➢ Write a Python function to calculate the factorial of a number (a non-negative integer). The function accepts the number as an argument.

➢ Write a Python program to create an array of 5 integers and display the array items. Access individual element Through indexes.

➢ Write a Python program to change a given string to a new string where the first and last chars have been exchanged.

Mini Project (Summer Assignment)

2M.Sc.(NM)5-OE-2: Animation Technology

Total Marks: Theory-25 Practical-15 Internal-10

Credits-3

COURSE OBJECTIVES

1. To teach Basic Elements and Process of Animation.
2. To understand Basics of 2D & 3D Animation.
3. To develop Skills of Scripting and Storyboarding.
4. To teach Essential Skills and Concepts in any 3D Rendering Package.
5. To teach Basics of Visual Effect.

COURSE OUTCOMES (COs)

1. Students would understand Various Animation Technologies.
2. Students would create and Apply Storyboard for Animation.
3. Students would effectively use 2D and 3D Animation Techniques.
4. Students would be able to develop 3D Models Using 3D Studio Max.
5. Students would be able to create Various Visual Effects.

UNIT-1	Fundamentals of Animation	L	T	P
1.1	Definition, Origin and Growth of Animation, Basic Principles of Animation (Lecture, Participation)	2	-	1
1.2	Element and Type of Animation (Lecture, Demonstration)	2	1	1
1.3	Traditional Animation (Lecture, Demonstration)	2	1	-
1.4	Stop Motion Animation (Lecture, Participation, Demonstration)	1	2	1
1.5	Role of Computer Animation (Lecture, Participation, Demonstration)	1	2	1

UNIT-2	Animation: Script and Storyboarding	L	T	P
2.1	Story Writing and Layout (Lecture, Participation, Demonstration)	2	1	1
2.2	Introduction of Storyboards (Participation, Demonstration)	2	1	1
2.3	Model Sheet- Expression Sheet (Participation, In-Class exercises, Demonstration)	2	1	1
2.4	Interactive Storyboarding (Participation, In-Class exercises, Demonstration)	1	1	-
2.5	Motion Control (Participation, Role play and Demonstration)	-	2	2

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UNIT-3	2D Animation : Adobe Flash	L	T	P
3.1	Vector Graphics, Layout and Interface, Commands Palettes (Lecture, Demonstration)	2	2	-
3.2	Shape and Objects, Colors, Palettes, Text (Lecture)	2	-	1
3.3	Frame, Key Frames, Layers (Lecture, Demonstration)	1	2	1
3.4	Tweening, Masking, Action Scripts (Lecture, Demonstration)	2	1	-
3.5	Symbols, Buttons, Filters (Lecture, Participation, Demonstration)	1	2	1

UNIT-4	3D Animation : 3D Studio Max	L	T	P
4.1	Introduction of 3D Animation, Basics of 3D Studio Max Hardware & Software Requirement (Lecture)	3	-	-
4.2	Interface, Command and Menu Bar (Lecture, Demonstration)	2	2	-
4.3	Modelling and Nurbs Modeling (Lecture, Demonstration)	2	2	2
4.4	Texturing, Lighting and Material (Lecture, Participation, Demonstration)	1	1	-
4.5	Animation, Effect and Render (Lecture, Participation, Demonstration)	1	-	2

UNIT -5	Visual Effects and formats	L	T	P
5.1	Introduction of After Effect (Lecture)	3	-	-
5.2	Layer: Motion Path, Masking and Transparency (Lecture, Demonstration)	1	4	-
5.3	Compositions: Motion Path, Masking and Transparency (Lecture, Demonstration)	1	1	2
5.4	Editing Effects and Video Filter (Lecture, Participation, Demonstration)	1	2	1
5.5	File Formats and Media Platforms (Lecture, Demonstration)	1	1	-

CO-PO MAPPING:

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	1	1	1	2	-	-	3	1	1	2	2	-	-	2	3
2	1	2	2	1	1	-	2	-	1	2	1	-	-	1	1
3	2	3	2	3	1	1	2	1	2	2	1	1	1	1	2
4	1	3	1	1	-	-	2	-	-	3	1	-	-	1	2
5	1	2	-	-	-	-	2	-	1	2	1	-	-	2	2

3-Strong, 2-Moderate, 1-Weak

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Practical / Projects/Assignments:

➤ Develop a 2D Storytelling Project
➤ Create 3D Models Library of Objects
➤ Create Effective Title and Visual

Suggested Readings:

➤ Eadweard Muybridg E, Animals in Motion, Dover Publication Inc., NY, 1957
➤ Murdock, Kelly C., 3ds Max 7 Bible, Wiley, Dreamtech India Pvt. Ltd. New Delhi, 2005, ISBN: 81-265-0597-4
➤ Kulagin, Boris, Dmitry Morozou, 3Ds Max-& Animation with Character Studio 4 and Plug-Ins, Firewall Media, New Delhi, 2006, ISBN: 81-7008-820-8
➤ Kulagin, Boris, 3ds, Max 8 From Modeling To Animation, BPB Publications, B-14, Connaught Place, New Delhi-110001, 2007, ISBN: 81-8333-201-3
➤ Autodesk 3ds Max 2016 Essentials, by Dariush Derakhshani (Author), Randi L. Derakhshani (Author), ISBN-13: 978-1119059769
➤ Graphics & animation basics, by suzanneweixel / cherylmorse
➤ Basic animation ht25 by Walter Foster
➤ Cartooning basic animation ht25 by Walter Foster
➤ Computer graphics & animation by prajapatiak
➤ Introduction to 3d graphics & animation Using Maya by adamwatkins
➤ Draw animation by Paulhardman

E-Resource:

➤ Getting results Through animated meetings: seven top tips. (2012). [Ebook]. Retrieved from https://urbact.eu/sites/default/files/animation_Techniques.pdf
➤ The 5 Types of Animation - A Beginner's Guide. (2019). Retrieved from https://www.bloopanimation.com/types-of-animation/
➤ Ascher, S., Pincus, E., Keller, C., Brun, R., Spagna, T., McCarthy, S., &Leitner, D. (2013). The filmmaker's handbook. New York: Plume.

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3M.Sc.(NM)1-3CCC-7: Web Technology

Total Marks: Theory-50 Practical- 30 Internal- 20

Credits- 06

COURSE OBJECTIVES

1. Learn basics about Concept and Use of Internet,.
2. Learn Web Page Designing in HTML.
3. Learn Web Page Designing using Java Script.
4. Learn basics about CSS and its use.
5. Learn about CMS using WordPress and Website Publishing.

COURSE OUTCOMES (COs)

1. Students would understand the basics of Internet and Web Applications.
2. Students would be able to create Web Page Using HTML.
3. Students would Practice embedding Java Script in Webpage
4. Students would implement CSS for Webpage Designing.
5. Students would apply CMS Using WordPress and Website Publishing.

UNIT-1	Internet Basics	L	T	P
1.1	Introduction, Evolution, Advantages and Disadvantages (Lecture ,Tutorial)	3	1	
1.2	World Wide Web, Web Browsers and Search Engines (Lecture ,Practical)	2	-	2
1.3	Domain Name System, Internet Services (Lecture, Practical)	2	-	2
1.4	Internet Connectivity, Internet Protocols (Lecture)	3	-	-
1.5	Electronic Mail Basics- Overview, Protocols, Working, Operations, Features, Etiquettes, Security, Providers (Lecture, Practical)	2	-	1

UNIT-2	HTML Basics	L	T	P
2.1	HTML Introduction, Editors, Elements and Attributes (Lecture, Practical)	1	-	1
2.2	HTML Headings, Paragraphs, Styles, Formatting, Colors, Links and Images (Lecture ,Practical)	3	-	2
2.3	HTML Tables and Lists, HTML Frames and Framesets (Lecture ,Practical)	2	-	2

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| 2.4 | HTML Forms
(Lecture ,Practical) | 2 | - | 2 |
| 2.5 | Web Development Software- Text Oriented Editors, WYSIWYG HTML Editors, Other Tools
(Lecture ,Practical) | 2 | - | 1 |

UNIT -3	Java Script	L	T	P
3.1	Introduction to Client Side Scripting (Lecture, Tutorial)	1	1	-
3.2	Introduction to Java Script (Lecture, Tutorial)	1	1	-
3.3	Variables and Operators in Java Script (Lecture, Practical)	2	-	2
3.4	Conditional Statements and Loops (Lecture, Practical)	2	-	2
3.5	Events, Arrays, Objects and Functions (Lecture, Practical)	3	-	3

UNIT-4	CSS	L	T	P
4.1	CSS Basics, Style Definitions (Lecture, Tutorial)	1	1	-
4.2	CSS Values, Units, Inheritance and Cascade (Lecture, Practical)	3	-	2
4.3	Font Properties, Text Formatting (Lecture, Practical)	2	-	1
4.4	CSS Lists, Padding, Margins, and Borders (Lecture, Practical)	2	-	2
4.5	Colors and Backgrounds CSS Layouts (Lecture, Practical)	2	-	2

UNIT-5	Content Management System and Website Publishing	L	T	P
5.1	CMS- Introduction, Need, Features, Benefits, Examples (Lecture)	2	-	
5.2	WordPress Basics, Settings, Categories, Posts, Media, Pages (Lecture, Practical)	2	-	2
5.3	WordPress Tags, Links, Comments, Plugins, Users, Appearance (Lecture, Practical)	3	-	2
5.4	Website Overview, Designing and Development, Web Hosting Basics, Types of Hosting Packages (Lecture)	3	-	-
5.5	Registering Domains, Defining Name Servers, Maintaining a Website (Lecture, Practical)	2	-	2

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CO-PO MAPPING

CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	2	2	2	2	2	3	-	1	2	2	1	2	2	2	3
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
3	1	1	1	2	-	-	-	1	2	2	2	-	2	-	2
4	3	2	1	2	-	1	3	-	-	2	2	-	-	2	2
5	2	2	1	2	1	1	2	-	1	2	1	1	1	-	1

3-Strong, 2-Moderate, 1-Weak

Practical/Projects/Assignments:

HTML

> Write a HTML page to print Hello World in bold and italic font.
> Display Various text formatting Methods available in HTML (i.e. <h1>, <b>, <u>... etc.)
> Create a HTML file Using special characters.
> Create a HTML file which displays 3 images at LEFT, RIGHT and CENTER respectively in the browser.
> Create a HTML file which contains hyperlinks.
> Table of Contents

    Chapter 1: Introduction

    Chapter 2: What is HTML?

    Chapter 3: What is JavaScript?

    By clicking on the link takes to the respective topic within the same page.

> Create a HTML page as given below List of Subjects
    a. Computer Engineering Department
        - Software Engineering
        - Information Security
        - Computer Graphics
    b. Electrical Engineering Department
        - Electrical Machines
        - Power Engineering
> Create table of 3 columns and 5 rows with different color in each cell.
> Create HTML page Using Frames.

Web Technology	
TOC • Link 1 • Link 2	ContentS

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Create a simple form that will show all the INPUT MethodS available in HTML.

JAVA SCRIPT

- Create simple application that will do following
  - Declare and assign variable
  - Operators and expression in JavaScript
  - Looping in JavaScript
  - Declare an Array
  - User defined functions in JavaScript
  - Built in functions in JavaScript
  - Dialog boxes
- For the form created in HTML provide Various form values checking passed by user.
- A document contains two forms, named specifications and accessories. In the accessories form is a field named acc1 (type=text). Write two different statements that set the Contents of that field to "New value"
- Create a page that includes a select object to change the background color of the current page. The property that needs to be set is bgColor, similar things for foreground color.
- Put a button in "MAIN HTML" page, on click of that button, execute some JavaScript code that will open one child window. In the "MAINHTML" page there should be one text field named "location" Inside" Child Window" put one Button. When this button of "Child Window" is clicked, it will write the Location value (URL) of "MAIN WINDOW" inside the LOCATION field of "MAIN WINDOW".
- Scroll some message in Status window of browser.
- Write down simple JavaScript Using timeout such that image will be changed after every 1 ms at a specified position.

CSS

- Demonstrate following attributes Using CSS
  - Color and background
  - Font
  - Text
  - Border
  - Margin and list
- Demonstrate use of external style sheet.

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Suggested Readings:

- Kogent Learning Solutions Inc, Web Technologies, Dreamtech Press; 1 edition (2009),
- N. P. Gopalan, J. Akilandeswari, Web Technology: A Developer's Perspective, PHI Learning; 2nd Revised edition (31 October 2014),
- Godbole, Khate, Web Technologies, McGraw Hill Education Third edition (1 July 2017)
- Jackson , Web Technologies: A Computer Science Perspective,Pearson Education India; 1 edition (2007)
- Satish Jain, Shashank Jain, 'O' Level made simple Internet Technology and Web Design, BPB (11 August 2003)
- Uttam K. Roy, Web Technologies, Oxford (22 November 2010)
- Laura Lemay, Rafe Colburn, Jennifer Kyrnin, Mastering HTML, CSS & JavaScript Web Publishing, BPB Publications; First edition (15 July 2016)
- C. Xavier, Web Technology and Design, NEW AGE; First edition (1 August 2018)
- Karol Krol, WordPress Complete, Packt Publishing Limited; 6th Revised edition (31 August 2017)
- Joseph Joyner, WordPress for Beginners, Mihails Konoplovs (29 January 2015)

E-Resource:

- https://www.w3schools.com/html/default.asp
- https://www.TutorialsPoint.com/internet_technologies/internet_Overview.htm
- http://knowledgehills.com/cms/Content-management-Tutorial.htm
- https://www.TutorialsPoint.com/wordpress/wordpress_Overview.htm

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3M.Sc.(NM)2-3CCC-8: Media Laws and Ethics

Total Marks: Theory-80 Practical-00 Internal-20

Credit -6

COURSE OBJECTIVES

1. To create conceptual understanding about Media Laws, Cyber Law its Role and function.
2. To ensure Media Practicing under the Constitution with Social Responsibility.
3. To aware students to Legal and Ethical Aspects of the Media and Cyber Media and its Values.
4. To give an Overview of Recent Amendment and Future Challenges Media Regulation.
5. To understand Media Ethics and how its Leads Media Persons and Media Establishments to the Path of Professional Rectitude.
6. To comprehend how Media Law and Ethics Empower New Media Practitioners to Perform their Public Duties with Greater Sense of Confidence and Commitment.

COURSE OUTCOMES (COs)

1. Student would know Constitution Aspect of Indian Media.
2. Student would understand Laws and Regulations of Media and Cyber Media.
3. Student would understand Media and Cyber Ethics and its Adaptation in New Media Profession.
4. Student would understand Media Code and Conduct and Self Regulatory.
5. Student would be able to do fair Web Journalism with Social Responsibility.

UNIT-I	Constitution and Media	L	T	P
1.1	Media Laws: Concept Nature, Scope and Significance	2	-	-
1.2	A Brief History of Media Laws with Special Reference Statutory Regulations, Ganging Act, Vernacular Press Act and Other Laws.	2	-	-
1.3	Freedom of Speech and Expression: Concept, Historical Development of the Freedom of Press, Constitutional Provisions, Right to Freedom, All the Provisions Relating to the Media, New Dimensions of the Freedom of Speech and Expression, Reasonable Restrictions, Freedom of the Press as Business, Immunity for Reporting Legislature, Universal Declarations of Human Rights, International Covenant on Civil and Political Rights, American Convention on Human Rights, European Convention on Human Rights. Constitutional & Human Rights Issues in Cyberspace	3	-	-
1.4	Right to Privacy: Concept, Significance of Right to Privacy, Is it Absolute Right?, Purely Interruption on the Part of Right to Phone Taping Related to Privacy, Access to Internet and Right to Data Protection.	2	-	-
1.5	Press & Privilege of Parliament and State Legislature, Relation Between Legislature & the Press, Constitutional Provisions, What are the Privileges, Press vis-a-vis Parliament Privileges, Question of Codification of Privilege, Procedure to Deal with Case of Privilege, What precaution should be taken to avoid Breach of Privilege or Contempt of a House?, Landmark Case on Breach of Parliamentary Privilege, Leading Case.	3	-	-

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UNIT-2	Various Acts Related to Media	L	T	P
2.1	Why Contempt of Court Law? Brief History, Meaning : Civil Contempt of Court Criminal Contempt of Court, What does Scandalizing the Court Mean, Innocent Publication Constitute Contempt, Journalistic Defenses to Contempt of Court, Fair and Accurate Report of Judicial Proceeding, Fair Criticism of Judicial Act, Complaint in Good Faith Against Judge of a Subordinate Court, Report of Judicial Proceeding Held in Camera, Other Important Provision, Contempt in the Face of the Supreme Court or a High Court, Cognizance of Criminal Contempt, Punishment of the Contempt of Court: Apology, Appeals.	3	-	-
2.2	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. IPR – Intellectual Property Rights	3	-	-
2.3	Working Journalist Act 1955: Need & Significance of Working Journalist Act, Meaning of Working Journalist Act, Special Benefit, Working Hour, Leave, Wage Board, Implementation of Wage Board.	3	-	-
2.4	Right to Information Act 2005: Background and Significance, What does the RTI Act Provide? Definition, Right to Information, Exemptions, Information which is Exempted from Disclosure. Through whom the Information can be got? PIO"s Duty & Function, Appeals, Central & State Information Commission: Constitute Function, & Power, Penalties.	3	-	-
2.5	Information Technology Act 2000: Objective, Definition Authentication of Electronic Record, Legal Recognition of Digital Signature, Penalty for Damage to Computer, Computer System, Computer Network ,Offences of Hacking , Act Amendment 2008	3	-	-

UNIT-3	Main Provision IPC & CrPC for Media	L	T	P
3.1	124(A) Sedition, 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.	3	-	-
3.2	171(G) False Statement in Connection with an Election, 292 Sale, etc, of Obscene Books etc. 293 Sale etc, of Obscene Object to Young Person, 294 (A) The publication of any Advertisement Relating to an Unauthorized Lottery, 295(A) Deliberate and Malicious Acts Intended to Outrage Religious Feeling of any Class by Insulting its Religion or Religious Belief.	3	-	-
3.3	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.	3	-	-
3.4	CrPC: 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.	3	-	-
3.5	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.	3		-

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UNIT-4	Cyber Security	L	T	P
4.1	Cyber World and Security Need, Common Ethical Challenges for Cyber Security, The Problem of Privacy, Surveillance, Piracy, Cyber Warfare, Fake Content, Security, Need and Methods in E Commerce System. (Lecture, Reading, Discussion)	3	-	
4.2	Goals of Cyber Security, Cyber Security Principles, Types of Cyber Attacks : Web Based , System Based, Type of Attackers (Lecture, Reading)	3	-	-
4.3	Cyber Crimes Against Individuals, Institution and State - Hacking, Digital Forgery Cyber, Stalking/Harassment, Cyber Pornography, Identity Theft & Fraud, Cyber Terrorism, Cyber Defamation. (Lecture, Reading)	3	-	-
4.4	Technologies to Cyber Security: Firewall, VPN, Intrusion Detection, Access Control. (Lecture, Reading)	3	-	-
4.5	Cyber Security Tools: Firewall, Antivirus, MDR, Pen-test, Digital Signature.	3	-	-

UNIT-5	Media Code & Ethics	L	T	P
5.1	Concept & Significance of Media Ethics, Ethics and the Law	2	-	-
5.2	Ethical Values for Media Person, Values and Ethics of Journalism (Objectivity, Truth and Impartiality Balance and Independence),	3	-	-
5 3	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.	2	-	-
5.4	Security Standards ISO27000 Series.	2	-	-
5.5	ASCII Commercial Code, Editor Guild.	1	-	-

CO-PO MAPPING

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	-	-	-	-	-	-	-	-	-	-	-	3	-	2
2	2	2	2	-	-	-	-	2	-	2	-	-	-	-	2
3	2	-	2	-	-	2	-	2	-	-	-	-	2	-	2
4	3	-	2	-	2	-	-	-	-	-	-	2	3	-	2
5	3	-	2	-	2	-	-	-	-	-	-	-	3	-	2

3-Strong, 2-Moderate, 1-Weak

Practical/Projects/Assignments:

(A) Study Of Following leading cases and Presentation in Class/seminar–

➢ Indian Express Newspapers vs The Union of India 1958 (Regarding violation of working Journalist act)

➢ Eenadu Editor RamojiRao case, 1984) (Regarding breach of Parliamentary/Legislative privileges)

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- Blitz editor RK Karanjia case (JB Kripalani, Loksabha) 1961. (Regarding breach of Parliamentary/Legislative privileges)
- Rajagopal v/s State of Tamil Nadu (Auto Shankar Case) Supreme Court 1994. (regarding balance between the freedom of the press and the Right to privacy,)
- Mr. 'X' vs Hospital 'Z' on 21 September, 1998. (regarding violence of Right to privacy)

(B)

- Arrange a seminar on the issue of freedom of press debate on obesity and film censor board any other assignment given by the Class teacher.
- Prepare and present a case study on topical subject related to contempt of court or defamation case related to Media.
- Organize a debate on Prasar Bharati and present scenario AIR and DD each student presents a paper on one Media Law.
- To organize a seminar and guideLines for parliamentary coverage and AIR and TV quotes arrange Discussion with leading advocates on Media law and invite senior journalist and editor to participate any other assignment given by professor concerned
- Case study of Cyber security in Social Media(identity theft- fake account assuming identities of public figures for e.g before elections presidential candidate Donald Trump)
- Case study of banking applications(a breach in debit card networks in 2016)
- Case study of cyber security setup in an enterprise.

Suggested Readings:

- Press Vidhi, Dr N.K. Taka Vishwavidyalaya Prakashan Varanasi.
- Journalistic ethics by PK Bandopadhyay and Kuldeep Arora.
- Janmadhyam Kanoon evam Uttardayitva, Dr. Shrikant Singh.
- Press law, DD Basu, Prentice Hall publication.
- Mass Media Law and Regulation in India AMIC publication.
- Bharat mein pravesh vidhi by Surendra Kumar &Manas Prabhakar.
- Mass Media law and regulation in India, Venkat Aiyer, AMIC publication.
- K.S. Venkateswaran, Mass Media law and Regulations in India, Published by AMIC.
- TV news ethics by Marilyn JM Atelsk Focal press.
- K.M. Shrivastava, Media Ethics, Veda to Gandhi & Beyond, Publication Division, MIB, GoI, New Delhi.
- Vasu Deva, Cyber Crimes and Law Enforcement, Commonwealth Publishers, New Delhi Top of Form
- Shanoon Vallor William J Rewark , An Introduction to Cyber Security ethics.
- Pavan Duggal, "Cyber law- the Indian Perspective", Saakshar law publications.

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3M.Sc.(NM)3-3CCC-9: Visual Content Design for New Media

Total Marks: Theory- 50   Practical-30   Internal- 20
Credit -6

COURSE OBJECTIVES

1. To understand Principles of Design.
2. To learn Elements and Tools of Visual Design.
3. To learn Audio Visual Making Techniques.
4. To learn Color, Composition and Typography.
5. To acquire knowledge about Post Production for New Media.

COURSE OUTCOMES (COs)

1. Student would understand Visual Design Process.
2. Student would learn to create Audio Visual Content.
3. Student would learn the use of Visual Production Tools and Software.
4. Student would learn the Process of Post Production.
5. Student would learn Multimedia Authoring Tools.

UNIT-1	Elements of Design	L	T	P
1.1	Elements of Visual Design (Lecture, Tutorial, Practical, Class Activity Through Assignments and Presentations)	3	-	01
1.2	Principles of Design- Balance ,Formal Balance, Informal Balance (Lecture, Expert Online Tutorials, Using Visual Archives for Discussion)	2	-	1
1.3	Rhythm, Proportion (Lecture, Expert Online Tutorials, Using Visual Archives for Discussion)	2	1	1
1.4	Visual Design Process (Lecture, Expert Online Tutorials, Using Visual Archives for Discussion)	2	1	1
1.5	Aspects of Design- Visual Communication, Function and Information (Lecture, Expert Online Tutorials, Using Visual Archives for Discussion)	3	-	-

UNIT -2	Audio-Visual Making Technique and Gear	L	T	P
2.1	Anatomy of Digital Video Camcorder- Focus, Aperture, Shutter Speed, ND Filter, Frame Rate, White Balance, Color Temperature, Block Lens, Inbuilt Microphone, External Microphone, (Lecture, Research Reports Tutorials, Expert Online Tutorials, Using Visual Archives for Discussion)	2	1	2
2.2	Cinematography, Videography Properties – Basic Shot Terminology: Close Up, Mid Shot, Long Shot, Big Close Up, Mid-Long Shot, Extreme Long Shot, Point of View (POV) Shot, Over-the-Shoulder(OTS) Shot, High Angle and Low Angle Shot, Top Angle Shot. Introduction to the Concept of Imaginary Line (1800); Matching of Action, Direction of the Movement and Look. Reverse Angle. (Lecture, Demonstration, Practical Assignments)	2	-	2

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2.3	**Basic Camera Operations and Movements-** Pan, Tilt, Trolley, Dolly, Crane, Steady - Cam, Slider (Lecture, Expert Online Tutorials, Using Visual Archives for Discussion)	-	1	-
2.4	**Functions of Sound for Various Medium-** Types of Microphone: Dynamic Microphones, Condenser, Ribbon, Different Pickup Patterns (Lecture, Practical, Expert Lecture, Self Demonstration)	2	-	2
2.5	Ads Design for Various Platform in Illustrator (Lecture, Practical, Expert Lecture, Self Demonstration)	2	-	2

UNIT-3	**Post Production for New Media**	L	T	P
3.1	Basics of Video Editing (Lecture, Practical, Expert Lecture, Self Demonstration)	2	-	2
3.2	Visual Content in Social Media (Lecture, Practical, Expert Lecture, Self Demonstration)	2	-	2
3.3	Visual Content for Mobile Apps (Lecture, Expert Online Tutorials, Using Visual Archives for Discussion)	-	1	1
3.4	Visual Content for YouTube (Lecture, Expert Online Tutorials, Using Visual Archives for Discussion	2	-	2
3.5	Visual Content for Online Portal (Lecture, Research Reports Tutorials, Expert Online Tutorials, Using Visual Archives for Discussion)	2	1	1

UNIT-4	**Visual Content Design**	L	T	P
4.1	Visual Content Formats (Lecture, Expert Online Tutorial , Practical, Discussion)	3	2	01
4.2	Facebook Promotional Posts (Lecture, Practical, Expert Lecture, Self Demonstration, Case Discussion)	2	-	2
4.3	E-book Design (Lecture, Practical, Expert Lecture, Self Demonstration, Case Discussion)	1	-	1
4.4	Corporate Identity Design (Lecture, Research Reports Tutorials, Expert Online Tutorials, using Visual Archives for Discussion)	1	-	2
4.5	Digital Campaign (Lecture, Research Reports Tutorials, Expert Online Tutorials, using Visual Archives for Discussion)	1	-	2

UNIT-5	**Multimedia Authoring**	L	T	P
5.1	Overview of Multimedia System Development (Lecture, Discussion)	2	1	4
5.2	Defining the System, System Design (Lecture, Discussion)	2	2	-
5.3	Tools Selection (Lecture, Demonstration)	2	2	-

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5.4	Authoring Tools & Rendering (Lecture, Demonstration)	1	-	-
5.5	Testing (Lecture, Demonstration)	2	-	-

Practical/Projects/Assignments:

➢ Prepare a Visual Content Post for Social Media.

➢ Create Content for Digital Platform Campaign.

➢ Web Portal Navigation for Visual Content and Comparison.

➢ Create an Impactful Power Point Presentation Using Visual Content.

Suggested Readings :

➢ Los Logos7, Gestalten, ISBN: 978-3-89955-546-2

➢ The Elements of Graphic Design, Alex W. White, ISBN-10: 1581157622

➢ Typography Workbook (English), Samara Timothy, Rockport Publications, ISBN-13: 978-1592533015

➢ Package Design Workbook- The Art and Science of Successful Packaging, Steven DuPuis, John Silva, ISBN-10: 1592537081

➢ Art and print Production N.N.Sarkar, ISBN-13: 978-0195692242.

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3M.Sc.(NM)4A-3CCE-5: Understanding Big Data for Media

Total Marks : Theory-80 Practical-0 Internal-20

Credits-6

COURSE OBJECTIVES

1. To Introduce Upcoming Technological Advancement in Media
2. To provide basic Understanding of Big Data Analytics
3. Describe Importance of Big Data Analytics
4. To introduce Tools Applied for Big Data Analytics

COURSE OUTCOMES (COs)

1. Student would understand Media Content as Data and the Fundamentals of Database.
2. Student would understand Big Data and its Basic Features.
3. Student would understand Importance of Big Data Analytics.
4. Student would understand basic Methods, technologies and Tools in Big Data Analysis.
5. Student would understand identify role of Big Data Analysis In Media and Entertainment.

UNIT-1	Understanding Data	L	T	P
1.1	Media Data : Type and Representation. Data Base System, Data and Information. (Lecture, Reading, Discussion)	2	2	-
1.2	Database Systems vs. File Systems. (Lecture, Reading)	3	2	-
1.3	Relational and Non Relational Database. (Lecture, Discussion)	2	-	-
1.4	Data Retrieval Mechanism, Basic Applications of Data Retrieval. (Reading, Demonstration, Discussion)	3	-	1
1.5	Multimedia Data and Access Methods. (Lecture, Demonstration)	2	-	1

UNIT-2	Big Data Basics	L	T	P
2.1	Evolution of Data to Big Data. (Lecture, Reading, Discussion)	3	1	-
2.2	Big Data and Traditional Data (Discussion)	3	-	2
2.3	Types of Big Data (Lecture, Demonstration)	3	-	-
2.4	Characteristics of Big Data (Lecture, Reading)	3	-	-
2.5	Big Data Sources, Big Data Platforms (Lecture, Reading, Discussion)	3	1	-

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UNIT-3	Big Data Analytics Basics	L	T	P
3.1	Evolution of Analytic, Analytic Processes and Life cycle (Lecture, Demonstration)	3	2	-
3.2	Analysis vs Reporting (Lecture)	2	-	-
3.3	Statistical Concepts: Sampling Distributions, Re-Sampling, Structured and Multi structured Data Analysis (Lecture, Practice)	3	-	2
3.4	Major Components of Big Data Analytics (Lecture)	3	-	-
3.5	Introduction to Big Data Analysis Tools (Hadoop , map Reduce, hive, pig) Theoretical Basic Introduction Only. (Lecture, Demonstration)	4	-	-

UNIT -4	Big Data Analytics Applications	L	T	P
4.1	Importance of Big Data Analytics for Media. (Reading, Lecture)	2	-	-
4.2	Big Data Analytics and Social Media (Case Study)	3	-	2
4.3	Online Traffic Analytics. Website Monitoring Tools. (Lecture, Demonstration)	3	-	2
4.4	Social Media Monitoring Tools. (Lecture, Demonstration)	2	-	2
4.5	Big Data Security (Lecture, Reading)	2	-	-

UNIT-5	Big Data Applications in Media and Entertainment	L	T	P
5.1	Effect of Data Analytics in Media Industry. (Discussion)	3	-	-
5.2	Big Data Applications in Media and Entertainment: Customer Centric Media Services, Pricing Models and Delivery Modes (Reading, Discussion)	3	-	2
5.3	Optimized Scheduling of Media, Ad Target Accuracy and Monetization. (Reading, Demonstration)	2	-	1
5.4	Big Data and Audience Measurement, Big Data and Media Content Strategies (Lecture, Demonstration)	2	-	1
5.5	Case Study Studying Consumer Media use and Purchase Behaviors (Lecture, Demonstration)	2	-	2

COPO MAPPING

CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	2	-	-	-	-	-	-	-	-	2	-	1	-	-	-
2	2	-	-	-	-	-	-	-	-	2	1	-	-	-	-

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3	2	-	1	1	2	-	-	-	-	2	-	-	-	-	-
4	2	-	1	1	1	1	-	-	-	1	-	-	-	-	-
5	3	-	2	2	2	1	-	1	2	1	-	-	-	-	-

3-Strong, 2-Moderate, 1-Weak

Practical/Projects/Assignments:

- ➤ Student will explore Various Database Projects and Review advantages of these system.
- ➤ Explore how Multimedia Components are stored and Access in Database.
- ➤ Explore any 5 applications of Multimedia Database.
- ➤ List and discuss Phases to work with Big Overview Analysis with Innovative Multimedia Presentation.
- ➤ "Big Data and Media Industry" - An essay on facts collected and the same will be created for blog with use of Multimedia knowledge.

Suggested Readings & E- Resource

- ➤ Joydeep Sen Sarma, Ashish Thusoo Publisher: O'Reilly Media : Creating a Data-Driven Enterprise in Media by Inc. Release Date: April 2018 ISBN: 9781491998007
- ➤ https://www.Analyticsvidhya.com/blog/2016/09/18-free-exploratory-Data-analysis-Tools-for-people-who-dont-code-so-well/
- ➤ https://www.cambridgeassessment.org.uk/Images/465808-Big-Data-and-Social-Media-Analytics.pdf
- ➤ file:///C:/Users/home/Desktop/NMT/Detail_Developed_2019/Vol6-2-BDRAI.pdf
- ➤ https://leanpub.com/Datajournalism

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3M.Sc.(NM)4B-3CCE6 : Digital Marketing

Total Marks: Theory-50 Practical-30 Internal-20
Credit-6

COURSE OBJECTIVES

1. To Learn Digital Marketing Basics.
2. To Learn and Practice Search Engine Optimization.
3. To understand Social Media Platforms with the Perspective of Digital Marketing.
4. To use Tools for Marketing and Promotion Online.

COURSE OUTCOMES (COs)

1. Students would understand and identify how changing technology Impacts the Digital Marketing Environment.
2. Students would apply Digital Marketing Methods to select the best Digital & Social Media Tools for the target audience to achieve optimum results.
3. Students would apply creativity and knowledge of Digital Media to develop effective Social Media Posts for a Variety of Platforms.
4. Students would acquire and illustrate Social Media Listening Skills for Effective Evaluation of Social Media Tools and Marketing.
5. Student would be competent in Search Engine Optimization.

UNIT-1	Digital Marketing Overview	L	T	P
1.1	Digital Marketing Fundamentals, Traditional Marketing Vs. Digital Marketing (Lecture, Discussion)	2	2	-
1.2	Domain of Digital Marketing (Lecture, Reading)	2	-	1
1.3	Digital Marketing Process (Lecture, Reading)	2	-	2
1.4	Categorization of Digital Marketing for the Business (Lecture, Reading. Demonstration)	2	-	2
1.5	E Commerce Basics , Planning Ecommerce Website (Case Study)	1	-	2

UNIT-2	Search Engine Optimization	L	T	P
2.1	SEO Friendly Domain, Design and Layout (Lecture, Discussion)	3	-	3
2.2	SEO Tactics and Methods, Optimization Key words, Meta tags ,Title, Anchor , Influencer (Lecture, Discussion, Demonstration)	2	-	2
2.3	Search Engine activities ,On age and Off age Optimization Lecture, Discussion, Practice	2	=	2

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| 2.4 | Link Building and Mobile SEO
(Lecture, Discussion) | 2 | - | 2 |
| 2.5 | Basic Introduction to SEO Tools : Google Trends , Google Analytics
(Discussion, Practice) | 2 | - | 3 |

UNIT-3	Social Marketing	L	T	P
3.1	Social Media Landscape, Social Media Target Audience, Social Media Marketing Strategy, Do's and Don'ts of Social Media (Lecture, Demonstration.)	2	-	2
3.2	Facebook Ad Campaigns- Ad Objective, Performance Matrix, Ad Components, Facebook Ad Structure (Discussion, Demonstration, Practice)	2	-	2
3.3	Facebook Page Promotion, Facebook Insights (Demonstration, Practice)	2	-	2
3.4	Twitter Marketing Fundamentals. (Lecture, Assignment)	2	-	1
3.5	Using Snapchat for Marketing (Discussion, Demonstration.)	2	-	1

UNIT-4	Ad for Digital Marketing.	L	T	P
4.1	Social Media Advertising : Free and Paid (Lecture, Demonstration.)	3	-	-
4.2	Social Media Promotion (Lecture, Demonstration).	3	-	-
4.3	PPC - Terminology, Keywords PPC Campaign (Lecture)	3	-	-
4.4	Google Ad wards (Demonstration, Practice)	2	-	3
4.5	Google Analytics (Demonstration ,Practice)	2	-	3

UNIT-5	Content Marketing and E Mail Marketing	L	T	P
5.1	Content Creation Principles and Framework, Content Marketing Strategy (Lecture, Discussion)	2	-	-
5.2	Content Ideation, Creation and Promotion (Lecture, Discussion)	2	-	-
5.3	Email Marketing Significance and Type (Lecture, Discussion)	2	-	-
5.4	Email Marketing, Strategy and Campaign (Lecture, Discussion, Assignment)	2	-	2
5.5	Email Marketing Metrics and Tools (Lecture, Practice, Assignment)	2	-	2

CO-PO MAPPING

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CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	2	-	2	2	2	-	-	-	2	2	2	1	1	1	2
2	2	-	-	2	1	1	1	1	2	2	2	1	1	-	-
3	2	2	2	2	2	1	-	-	2	-	2	-	-	-	-
4	2	1	1	1	1	1	-	-	2	1	-	-	-	1	-
5	3	2	3	2	3	1	1	1	3	2	3	2	2	3	1

3-Strong, 2-Moderate, 1-Weak

Practical/Projects/Assignments:

➢ Design Email Campaigns That Target Different Stages of the Sales Cycle.

➢ Evaluate the market situation and competitive landscape for any company . This Process means performing a situation analysis, writing a Digital competitive Review, and identifying Business goals and market objectives for assigned company

➢ Explore Digital Content Marketing Strategy.

Suggested Readings:

➢ Ryan Deiss, Russ Henneberry (2017) Digital Marketing for Dummies, John Wiley & Sons. ISBN 1119235596, 9781119235590.

➢ 2. Ahuja Vandana (2015) Digital Marketing, Oxford University Press. ISBN 0199455449, 9780199455447

➢ Ira Kaufman, Chris Horton (2014) Digital Marketing: Integrating Strategy and Tactics with Values, A Guidebook for Executives, Managers, and Students, Routledge, ISBN 1317999754, 9781317999751

➢ 4. Matt Chiera (2018) Digital Marketers Sound Off: Tips, Tactics, Tools, and Predictions from 101 Digital Marketing Specialists, Matt Chiera, ISBN   0692121595, 9780692121597

➢ Puneet Bhatia (2017) Fundamentals of Digital Marketing, Pearson India, ISBN 9352861418, 9789352861415

➢ Travis Wright, Chris J. Snook (2017) Digital Sense: The Common Sense Approach to Effectively Blending Social Business Strategy, Marketing Technology, and Customer Experience, John Wiley & Sons, ISBN 1119291747, 9781119291749.

E-Resource :

➢ https://adespresso.com/guides/facebook-ads-beginner/facebook-manager-Campaign-setup/

➢ https://www.oberlo.com/blog/the-beginners-guide-to-facebook-Advertising

➢ https://www.TutorialsPoint.com/pay_per_click/ppc_Tutorial.pdf

HOD,NMT

3M.Sc.(NM)5-OE-3 : Advertising for New Media(OE)

Total Marks: Theory- 25 Practical- 15 Internal- 10

Credits-3

COURSE OBJECTIVES

1. To introduce Concepts and Principle of Advertising.
2. To study the Growth, Impact and Implication of the Advertising.
3. To give hands-on-training to students in the Application of Digital Advertising.
4. To introduce the Online Sponsorship and Brand Promotions.
5. To understand Social Media Advertising.

COURSE OUTCOMES (COs)

1. Student would understand, develop an Advertising Plan and Present and Defend it Persuasively.
2. Student would be able to evaluate the effectiveness of Advertising and Marketing Communications Initiatives.
3. Student would understand role and importance of Digital Advertising in a Rapidly Changing Business Landscape.
4. Student would understand how effectiveness of a Digital Marketing Campaign can be Created and Measured.
5. Student would be able to critically understand the Effects of Promotional Communications in Broader Social, Cultural and Political Contexts.

UNIT-1	Introduction to Advertising	L	T	P
1.1	Concept, Nature, Definition, Evolution and History Need, Role and Importance of Advertising (Lecture, Demonstration)	3	1	-
1.2	Types and Classification of Advertising , Factors Determining Advertising Opportunity of a Product, Service, Idea (Lecture, Demonstration)	2	2	-
1.3	Basic Theories and Applications of Advertising Media (Lecture, Demonstration)	2	-	2
1.4	Appeals of Advertising Messages (Lecture, Demonstration)	2	2	-
1.5	Layouts of advertisements, Elements, Advertising Campaigns. (Lecture, Demonstration)	1	1	-

UNIT-2	Digital Advertising	L	T	P
2.1	Defining Digital Advertising: Evolution and Current Status (Lecture, Demonstration)	3	1	-
2.2	Digital Media Landscape, Digital Advertising Agencies, Structure and Functions (Lecture, Demonstration)	2	2	-

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2.3	Digital Media Integration Across Advertising, Market Research, Activation, Advent of Hybrid Advertising (Lecture, Demonstration)	2	-	2
2.4	Advantages of Online Advertising, Corporate Website, Corporate Blog (Lecture, Demonstration, Practical)	2	1	-
2.5	Case Studies : Successful and Disasters Brand Presence on Social Media (Lecture, Demonstration)	1	2	-

UNIT -3	Web Advertising	L	T	P
3.1	Web Advertising: Banner, Scrollbar, Fly Over, Customized, Website Traffic Tracking (Lecture, Demonstration)	3	1	-
3.2	E-mail Advertising - Email Newsletters, Transactional Emails, Direct Emails (Lecture, Demonstration)	2	2	-
3.3	Collecting e-Mail Addresses, Design e-Mail Ad Campaign, Design Look and Feel of Promotional e-Mails, Track And Evaluate e-Mail ad Campaign, Search Engine Advertising (SEA) (Lecture, Demonstration, Practical)	2	-	2
3.4	Posting Models - CPC, CPA, CPM, Cost Per Call, Traffic Cost (Lecture, Demonstration)	2	-	-
3.5	Elements of Mobile Advertising, Advantages, Mobile ad Types, Rich Media, Planning a Mobile ad Campaign (Lecture, Demonstration)	1	2	-

UNIT -4	Social Media Advertising	L	T	P
4.1	Creating a Facebook Page, Creating Strategy for Facebook Ads, Setting S.M.A.R.T. Goals. (Lecture, Demonstration, Practical)	3	1	-
4.2	Choosing Target Audience and ad Spend, Choosing Ad Look, Creating Facebook ads Report (Lecture, Demonstration)	2	2	-
4.3	Introduction to Twitter Advertising, Promoted Tweets vs. Promoted Accounts (Lecture, Demonstration)	2	-	1
4.4	Selecting Primary Targeting Criteria, Creating Tweets (Lecture, Demonstration)	2	2	-
4.5	Introduction to YouTube Advertising, Video Marketing, Designing a YouTube Ad Campaign, Setting YouTube Account and Uploading (Lecture, Demonstration)	1	2	-

UNIT-5	Digital PR in Marketing, Brand Promotions and Corporate Reputation Management	L	T	P
5.1	Online Sponsorships and Brand Promotions (Lecture, Demonstration)	3	1	-
5.2	Digital Media in Brand Building and Marketing Mix (Lecture, Demonstration)	2	1	-
5.3	Need for Synergy between Digital Marketing and PR to Achieve Marketing Goals (Lecture, Demonstration, Practical)	2	-	2

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		2	2	-
5.4	Corporate Website, Corporate Blog (Lecture, Demonstration, Practical)	2	2	-
5.5	Building Online Corporate Community, Reputation in the Net Age (Lecture, Demonstration, Practical)	1	2	-

CO-PO MAPPING

CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	-	-	1	1	-	-	-	-	-	1	1	-	-	1	2
2	-	2	1	1	-	-	1	-	2	2	1	-	-	1	2
3	1	-	1	2	-	-	-	-	-	2	-	-	-	1	1
4	1	-	2	1	-	1	-	-	-	2	1	-	1	1	2
5	-	2	1	2	-	-	2	-	2	3	1	-	-	2	2

3-Strong, 2-Moderate, 1-Weak

Practical/Projects/Assignments:

- To prepare Digital Advertising
- Prepare an e-Mail Advertising Campaign
- Prepare a Social Media Advertising Campaign for admissions in an academic institution.
- Prepare a Corporate Advertising Strategy for Corporate Office.

Text Book References

- Know Online Advertising: All Information about Online Advertising at One Place; Avinash Tiwary; Partridge India; ISBN-10: 1482872498, ISBN-13: 978-1482872491, (30 July 2016)

- Learning Google AdWords and Google Analytics; Benjamin Mangold; Loves Data; ISBN-10: 0994390408, ISBN-13: 978-0994390400, 8 September 2015

- Online Advertising; Ehsan Zarei; Lulu.co; ISBN-10: 1291728368, ISBN-13: 978-1291728361, 20 February 2014

- Internet Advertising: Learn New Things About Internet Advertising; John Wright; CreateSpace Independent Publishing Platform; ISBN-10: 1505817129, ISBN-13: 978-1505817126, 29 December 2014

- Ways of Internet Advertising: Learn the Different Tactics of Online Advertising; Tim Deavin, CreateSpace Independent Publishing Platform; ISBN-10: 1505817412, ISBN-13: 978-1505817416, 29 Dec 2014

- Internet Advertising: Theory and Research (Advances in Consumer Psychology); Shelly Rodgers (Editor), Esther Thorson (Editor); Psychology Press; ISBN-10: 0805851097, ISBN-13: 978-0805851090, 25 June 2007

HOD,NMT

4M.Sc.(NM)1-4CCC-10: Production Pipeline

Total Marks: Theory-50 Practical-30 Internal- 20
Credit -6

COURSE OBJECTIVES

1. To introduce the student about Production Pipeline Process.
2. To impart knowledge about the Pre-Production Process.
3. To impart knowledge of UI/UX Prototyping.
4. To impart skills of Animation Production Using Python and Mel scripting.
5. To educate students about Testing and Delivery Process.

COURSE OUTCOMES (COs)

1. Student would be able to Identify Emerging Communication Platforms that Utilize Design.
2. Students would be able to create UI/UX Prototype.
3. Students would be able to understand Production PipeLine Process for Animation.
4. Students would learn the Process of Testing and Delivery.
5. Students would be able to apply Special Effects and Color Correction.

UNIT-1	Production PipeLine Introduction	L	T	P
1.1	Definition, Idea Generation, Research, Defining Scope, Key Features, Target Audiences (Lecture, Discussion)	3	1	-
1.2	Technical Platforms (Lecture, Discussion, Practical)	2	2	-
1.3	Project Approach: Project Objectives, UXD Process, Waterfall, Agile, Modified Approaches (Lecture, Discussion, Practical)	2	1	-
1.4	Budgeting – Staff, Technical Needs, Duration, Task Scheduling (Lecture, Discussion, Practical)	2	1	-
1.5	Proposal Design (Lecture, Discussion, Practical)	2		2

UNIT-2	Pre-Production: UI/UX	L	T	P
2.1	Creating Blue-Print (Information Architecture) (Lecture, Discussion, Practical)	3	-	-
2.2	Concepts of User Interface/User Experience (UI/UX) (Lecture, Discussion, Practical)	2	-	2
2.3	UXD Ecosystem: Identify the Project Parameters, Brand Presence, Marketing Campaign, Content Source, e-Commerce Applications, Social Networking Applications, Responsive Considerations (Lecture, Discussion, Practical)	1	2	-
2.4	Script Writing, Story Boarding, Cost Benefit Analysis (Lecture, Discussion, Practical)	2	-	2

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| 2.5 | Project Management, Scheduling
(Lecture, Discussion, Practical) | 2 | 1 | 1 |

UNIT-3	Production: UI/UX	L	T	P
3.1	Prototyping Models, Prototyping Boundaries , Wire Framing vs Realistic Proto-types, HTML and WYSIWYG Editors (Lecture , Discussion, Practical)	2	1	-
3.2	Designer Tools For Prototyping, UXD Design Principles (Lecture, Discussion, Practical)	2	2	
3.3	Designer Developer Workflows, Post-Prototyping, Content Strategies (Lecture, Discussion, Practical)	2	2	-
3.4	Experiment Design, Experience Sampling, Design User Testing (Lecture, Discussion, Practical)	2	1	1
3.5	Testing and Development (Lecture, Discussion, Practical)	1	1	1

UNIT-4	Production: Animation	L	T	P
4.1	Animation Film Production Process (Lecture, Discussion, Practical)	1	2	1
4.2	Modeling, Texturing, Lighting (Lecture, Discussion, Practical)	1	1	2
4.3	Voice-Over, Rigging, Animation-2D and 3D (Lecture, Discussion, Practical)	1	1	2
4.4	Paint Effects, Dynamics, Rendering, Sequential File Rendering / Generation. (Lecture, Discussion, Practical)	1	-	2
4.5	Basics of Mel and Python Script (Lecture, Discussion, Practical)	1	1	1

UNIT-5	Post-Production, Testing and Delivery	L	T	P
5.1	Voice-Over Recording, Editing, Video Editing (Lecture, Discussion, Practical)	1	2	1
5.2	Film Compositing, Special Effects, Chroma Cutting, Rotoscopy, Color Correction (Lecture, Discussion, Practical)	1	1	2
5.3	VFX-Particle Effects for Animation (Lecture, Discussion, Practical)	1	1	2
5.4	Functionality and Platform Testing of the Product (Lecture, Discussion, Practical)	1	-	2
5.5	Presentation, Delivering Product In Required Format/Uploading Wire Removal (Lecture, Discussion, Practical)	1	1	1

CO-PO MAPPING

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CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	1	2	2	2	2	3	-	1	2	2	1	2	2	2	3
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	1	1	1	2	-	-	-	1	2	2	2	-	2	-	2
4	3	2	1	2	-	1	3	-	-	2	2	-	-	2	2
5	2	2	1	2	1	1	2	-	1	2	1	1	1	-	1

3-Strong, 2-Moderate, 1-Weak

Practical/Projects/Assignments:

➢ Case studies of any two Web Production.

➢ Plan a small Project for New Media

➢ Case studies of "Increase Traffic to Your Website".

➢ Create a project proposal for Production of a UI/UX and Animation film.

➢ Other assignment given by the Concerned Faculty

Suggested Readings:

➢ Principles of Multimedia, Ranjan Parekh, McGraw Hill, ISBN-10: 0070588333, ISBN-13: 9780070588332

➢ Fundamentals of Multimedia, Ze-Nian Li & Mark S. Drew, PHI, ISBN-10: 0130618721, ISBN-13: 978-0130618726

➢ Multimedia-An Introduction, John Villamil-Casanova, Louis Molina, PHI, ISBN-10: 1575765578 ISBN-13: 978-1575765570

➢ Production Management for Film and Video, Richard Gates, CRC Press, ISBN 9781138173699

➢ Buxton, B. Sketching User Experiences: Getting the Design Right and the Right Design. Morgan Kaufmann, (2007)

E-Resources:

➢ https://en.wikipedia.org/wiki/User_interface_Design

➢ https://searchmicroservices.techtarget.com/definition/user-interface-UI

➢ http://pellacini.di.uniroma1.it/teaching/Projects10/Lectures/01_pipeLine.pdf

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4M.Sc.(NM)2-4CCC11 : Data Journalism

Total Marks : Theory- 50 Practical- 30 Internal- 20
Credits- 6

COURSE OBJECTIVES

1. To learn the basics of Data journalism, and its Relevance in News.
2. To find Various ways of Obtaining Data to Support Stories.
3. To analyse the Obtained Data, to find Patterns that will Communicate Story Ideas and add Facts to the Resulting Stories.
4. To represent Data Through Visualization.
5. To find different ways to Transform Data into Stories.

COURSE OUTCOMES (COs)

1. Student would understand and Identify Data in News.
2. Student would explore and understand Data from Various Sources.
3. Student would apply Tools and Graphic forms for Data Visualization.
4. Student would be able to do Story - Hidden Within Data, Through Finding Patterns, Trends and Relationship
5. Student would prepare the Report with Responsibility and Accountability.

UNIT-1	Data Journalism	L	T	P
1.1	Basics and Best Practices of Data Journalism (Lecture, Discussion, Practical)	3	-	2
1.2	Key Tools used in Data Journalism (Lecture, Practical)	2	-	3
1.3	Data Team and Ways to Get a Story (Learning Through Discussion, Practical)	2	-	-
1.4	The Business Case for Data Journalism (Lecture, case study)	1	-	2
1.5	Trends and Future of Data Journalism Review, Lecture, Presentation)	2	-	1

UNIT-2	Data Acquisition	L	T	P
2.1	Web as a Data Source and Data Newswires (Review, Lecture, Presentation, Practical)	2	-	1
2.2	Finding Data from Government Websites to Social Media (Lecture, Discussion, Practical)	1	-	3
2.3	Strategic Searching - Alerts to Regular Sources of Information (Lecture, Tutorial, Practical)	1	1	2
2.4	Search Engine Techniques (Lecture, Demonstration, Practical)	2	-	2

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2.5	Data Laws and Sources – Global and Regional (Review, Lecture, Practical)	2	-	1

UNIT -3	Data Analysis & Interpretation	L	T	P
3.1	Overview- Data Analysis and Transformations (Lecture, Practical)	2	-	1
3.2	Sorting, Filtering, New Variables with Functions in Excel (Lecture, Demonstration , Practical)	1	-	3
3.3	Summarizing Data with Pivot Tables (Lecture, Tutorial, Practical)	1	-	2
3.4	Explore Trends, Patterns and Relationships Behind Datasets (Lecture, Tutorial, Practical)	2	-	1
3.5	Finding Story Ideas with Data Analysis - Case Study - FaceBook and Twitter Analytics (Lecture, Assignment, Project)	2	1	2

UNIT-4	Data Visualization	L	T	P
4.1	Basics of Visual - Elements, Composition and Principles (Lecture, Practical)	2	-	2
4.2	Stages and Ways of Visualizing Data (Lecture, Tutorial, Practical)	2	1	1
4.3	Correct bad formatting, Misspellings, Invalid Values and Duplicates (Lecture, Tutorial, Practical)	1	1	1
4.4	Advanced Cleaning Techniques (Lecture, Tutorial, Practical)	1	1	2
4.5	Creating your Own Visualization Using Infographics , Timeline, Interactive Map (Lecture, Tutorial, Discussion Review of mapping Visual and text, Practical)	1	-	2

UNIT-5	Storytelling with Data	L	T	P
5.1	Principles of Data Visualization (Lecture, Tutorial)	1	1	-
5.2	Telling Stories with Data and Visuals (Lecture, Practical)	1	-	2
5.3	Visualization Through the Best Graphic Forms (Lecture, Tutorial, Practical ,Project)	2	1	2
5.4	Narration, Social Communication, Humanization, Personalization, Utilization (Lecture, Tutorial , Practical)	1	1	2
5.5	Case Study - News Websites Specializing in Data Journalism (Lecture, Tutorial Practical)	1	1	2

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CO-PO MAPPING

CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	-	1	2	-	1	1	-	-	-	2	2	-	-	-	2
2	1	1	2	-	2	1	-	-	1	1	2	-	-	-	2
3	1	-	2	2	2	1	-	1	2	1	-	-	-	-	2
4	-	3	2	-	3	2	-	-	2	-	2	-	-	-	2
5	-	3	2	1	2	1	-	-	2	1	2	-	-	-	2

3-Strong, 2-Moderate, 1-Weak

Practical/Projects/Assignments:

➤ Explore and List out the Tools used to find/collect Data, Clean Data, Analyze Data, Visualize Data - (Tutorials and Lab)

➤ Find and Collect Data Using Investigative Dashboard/Data Bin/Google News Scraper/ Any Other Tools - (Tutorials and Lab)

➤ Search for Data in Government Databases- (Presentation, Tutorials and Lab)

➤ Clean Data Using OpenRefine/TextWrAngler/Tabula/ Any Other Tools - (Lab)

➤ Analyze Data Using WordCounter/Any Other Tools- (Lab)

➤ Find Stories in Spreadsheets Using Excel - (Assignment, Project)

➤ Use basic Spreadsheet Functions - (Lab)

➤ Understand Google Spreadsheets, Google Forms, Google Fusion - (Assignment)

➤ Scraping for Journalists Using Web-based Scraping Tools (ScraperWiki, etc.) - (Project)

➤ Visualize Data Using Infogram/PixelMap/Listify/ Any Other Tools- (Project)

Suggested Readings :

➤ The Data Journalism Handbook: How Journalists Can Use Data to Improve the News, Jonathan Gray, Lucy Chambers, Liliana Bounegru, O'Reilly Media, 2012

➤ Visualizing Data – Exploring and Explaining Data with the Processing environment, Ben Fry, O'Reilly Media, 2007

➤ Data Journalism: Past, Present and Future John Mair (Editor), Richard Lance Keeble (Editor), Megan Lucero, 2017

E-Resource :

➤ https://newsinitiative.withgoogle.com/training/course/Data-journalism

➤ Guide-3-Best-Practices-for-Data-Journalism-by-Kuang-Keng.pdf

➤ Data Journalism Fundamentals Google and The University of Hong Kong via *Independent* https://www.Classcentral.com/course/independent-Data-journalism-fundamentals-6141

➤ Doing Journalism with Data: First Steps, Skills and Tools: A free Online Data journalism course with 5 leading Experts http://Datajournalismcourse.net/course.php

➤ Information Visualisation http://ivmooc.cns.iu.edu

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- Data Visualisation and D3.js https://www.udacity.com/course/ud507
- Doing Journalism with Data: First Steps, Skills and Tools http://Datajournalismcourse.net/index.php

Data Journalism mooc (massive open Online courses)

- Managing Data Journalism Projects
- Doing Journalism with Data: First Steps, Skills and Tools
- Mistakes We Made So You Don't Have To: Data Visualisation, Journalism and the Web
- Bulletproof Data Journalism
- Cleaning Data in Excel
- SWAYAM links to additional Media Courses
- https://swayam.gov.in/courses/5182-writing-for-mass-Mediahttps://swayam.gov.in/courses/4336-computer-application-for-mass-Media

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4M.Sc.(NM)4A-4CCE-7: Research for New Media

COURSE OBJECTIVES

1. To impart knowledge of Various Research Types and Methods.
2. To impart knowledge of Various Tools and Techniques of Research.
3. To introduce the students with Online Research Methods.
4. To give exposure of Social Media Research.
5. To introduce the students with Present and Future of Social Media Research.

COURSE OUTCOMES (COs)

1. Understand the Fundamentals of Research.
2. Understand the Process, Concepts and Techniques of Research.
3. Students would understand the Online Research Methods, Analysis and Practices.
4. Develop Skill for Social Media Research.
5. Students would be able to discuss the Present and Future of Social Media Reseach.

UNIT-1	Basics of Media Research	L	T	P
1.1	Meaning, Definition, Concept And Scope Of Research (Lecture, context Discussion)	3	1	-
1.2	Research Aim and Objectives (Lecture, Discussion, case studies)	2	1	-
1.3	Research Problem (Criteria for Selecting a Problem, Statement of the Problem, Delimitations, Limitations, Assumptions (Lecture, Discussion, case studies)	3	1	-
1.4	Types of Research (Descriptive, Analytical, Applied, Fundamental, Quantitative, Qualitative, Conceptual, Empirical etc. (Lecture, Discussion, case studies)	2	-	1
1.5	Research Methods (Observation, Participant Observation, Surveys, Interviews, Focus Groups, Experiments, Secondary Data Analysis, Mixed Methods etc. (Lecture, Discussion)	3	-	1

UNIT-2	Research Process & Sampling	L	T	P
2.1	Literature Review, Hypothesis, Primary & Secondary Data (Lecture, Discussion)	3	1	-
2.2	Variables & Types (Lecture, Discussion)	2	1	-
2.3	Sampling Methods & Types (Lecture, context Discussion studies)	1	2	-
2.4	Tools and Techniques of Research (Lecture, Discussion, case studies)	3	2	-
2.5	Media Research Report Writing & Ethical Issues (Lecture, Discussion, case studies)	2	1	-

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UNIT -3	Online Research	L	T	P
3.1	Online Research Methods & Designing (Lecture, Discussion, case studies)	3	1	-
3.2	Online Data Capture and Data Collection (Lecture, simulation exercises, Discussion)	2	1	-
3.3	The Online Survey, Digital Quantitative & Sentiment Analysis (Lecture, Discussion, case studies)	2	1	1
3.4	Basics of Virtual Ethnography (Lecture, Discussion)	2	-	2
3.5	Online Secondary Analysis: Resources and Methods (Lecture, Discussion)	2	1	-

UNIT-4	Social Media Research-I	L	T	P
4.1	Social Network – Popularity, Usage (Lecture, Discussion, case studies)	3	1	-
4.2	Social Media Platforms- Facebook, Twitter, Youtube (Lecture, Discussion)	3	1	
4.3	Social Media Metrics- Top engaging Social Channels, Revenue from Social Channels, Audience Growth Rate. (Lecture, Discussion, case studies)	2	-	2
4.4	Data statistics, Social Media Analysis (Lecture, context Discussion)	2	1	1
4.5	Analytical Tools (google & facebook Analytics (Lecture, Discussion)	1	1	-

UNIT-5	Social Media Research-II	L	T	P
5.1	Conceptualizing and Designing Social Media Research (Lecture, Discussion)	2	1	-
5.2	Collection and Storage of Data (Lecture, Discussion, case studies)	2	-	2
5.3	Qualitative & Quantitative Approaches to Social Media Data (Lecture, context Discussion)	2	2	-
5.4	Diverse Approaches to Social Media Data (Lecture, Discussion, case studies)	2	1	1
5.5	The Future of Online Social Research (Lecture, Discussion, case studies)	2	1	-

CO-PO MAPPING

CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	1	---	---	---	---	3	---	---	---	2	---	2	---	---	2
2	1	2	2	---	2	3	---	1	---	2	---	2	1	---	2
3	---	---	2	1	2	2	---	---	---	---	1	---	---	---	3

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4	---	---	1	2	---	1	---	---	2	---	---	---	2	2	3
5	---	---	1	1	---	2	---	---	2	---	---	---	2	2	3

3-Strong, 2-Moderate, 1-Weak

Practical/Projects/Assignments:

> Writing a New Media Research proposal
> Study of Latest New Media Research Tools
> Case study on latest Social Networking Trends
> How to Add Google Analytics to a Face book Page Tab
> Publication Trends by Year and Type of Social Media
> Case study on News Use across Social Media Platforms 2019

Suggested Readings :

> Kothari, C.R. (1985) Research Methodology—Methods and Techniques. Wiley Eastern Limited, New Delhi
> Arthur, A. Berger. (1996) Media Research Techniques, Sage, New Delhi
> Luke Sloan, Anabel Quan-Haase (2017) The SAGE Handbook of Social Media Research Methods. SAGE
> Ray Poynter (2010)The Handbook of Online and Social Media Research: Tools and Techniques for Market Researchers. John Wiley & Sons
> Federico Alberto Pozzi, Elisabetta Fersini, Enza Messina, Bing Liu (2016) Sentiment Analysis in Social Networks. Morgan Kaufmann

E-Resource :

> https://www.pewResearch.org/fact-tank/2018/09/05/many-facebook-users-dont-understand-how-the-sites-news-feed-works/
> https://science.sciencemag.org/Content/358/6364/776
> https://link.springer.com/article/10.1007/s00146-014-0549-4
> https://www.Researchgate.net/publication/259148570_The_Power_of_Social_Media_Analytics
> https://www.journalism.org/2018/09/10/news-use-across-Social-Media-platforms-2018/)

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4M.Sc.(NM)4B-4CCE-8: Entrepreneurship Development

Total: Theory- 80 Practical-00 Internal-20

Credits-6

COURSE OBJECTIVES

1. To provide a clear vision to the students on the Process of Formulating, Planning & Implementing a New Venture.
2. To develop and strengthen the Entrepreneurial Quality.
3. To make them understand the Process and Procedure Involved in Setting up a Small Enterprise.
4. To make them familiar with the Sources of help and Support Available for Starting a Small Scale Industry.
5. To inculcate in them necessary skills required to run a Small- Scale Industry.

COURSE OUTCOMES (COs)

1. Develop an understanding of the Nature of Entrepreneurship and Identify Opportunities.
2. Know Various Government Initiatives To Promote Entrepreneurship.
3. Able to analyze the parameters to Assess Opportunities and Constraints for New Business.
4. Understand Various Dimensions to be an Entrepreneur Using New Media Skills.
5. Able to Plan, Organize and Execute a Project or New Venture.

UNIT-1	Entrepreneurship: Introduction	L	T	P
1.1	Meaning and Importance, Entrepreneurship and Entrepreneurship Development (Lecture & Discussion)	2	1	1
1.2	Factors Affecting Entrepreneurship: According to Business type, Use of Technology, Motivation, Growth and Stages. (Lecture & Discussion)	3	1	-
1.3	Characteristics and Skills of A Successful Entrepreneur. (Lecture & Discussion)	2	2	-
1.4	New Generation of Entrepreneurship : Social, Health, Tourism, Women (Lecture & Discussion)	3	1	-
1.5	Barriers of Entrepreneurship (Discussion)	3		-

UNIT-2	Media Ownership and Policies	L	T	P
2.1	Entrepreneurial Motivation, Culture & Society, Values / Ethics, Risk Taking Behavior (Lecture & Discussion)	2	1	1
2.2	Theories of Entrepreneurship: Maslow's Theory, Herjburg's Theory, McGragor's Theory , McClelland's Need – Achievement Theory (Lecture, Discussion & Assignment)	3	1	-

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2.3	Meaning and Concept of Entrepreneurial Competency (Lecture & Discussion)	2	2	-
2.4	Developing Entrepreneurial Competencies (Lecture / Special Lecture)	2	2	-
2.5	Women Entrepreneurship (Lecture)	2	2	-

UNIT-3	Organizational Assistance	L	T	P
3.1	Role of Government in Promoting Entrepreneurship (Lecture & Discussion)	2	2	-
3.2	MSME's, Advantages ,Objectives and Characteristics of MSME's Role of MSME in Developing Countries, Problems of MSME (Lecture)	1	3	-
3.3	Steps to Develop MSME, MSME Development act . (Lecture & Discussion)	3	1	-
3.4	DIC,EDII ,SIDO,NSIC,NAYE,SISI's, KVIC, SIDBI ,NIESUBD (Basic Knowledge) (Lecture, Discussion)	2	2	-
3.5	Government Stores Purchase Scheme(e-Tender Process), Carry of Business License COB, Environmental Clearance, Quality Standards With Reference to ISO(Basic Knowledge) (Lecture, Discussion)	3	1	-

UNIT-4	Essentials of Entrepreneurial Venture	L	T	P
4.1	Business Planning Process, Environmental Analysis (Lecture & Discussion)	2	2	-
4.2	Defining Business Idea, Developing Business Plan for New Enterprise (Lecture & Discussion)	2	2	-
4.3	Financial Support System: Forms of Financial Support, Long Term and Short Term Financial Support, Sources of Financial Support (Lecture & Discussion)	1	1	3
4.4	Development Financial Institutions, Investment Institutions (Lecture & Discussion)	2	2	-
4.5	Setting of Medium Scale New Media Enterprise , Opportunities and Challenges Organizational set up of Government and Private Owned Media Organizations (Lecture / Guest Lecture)	3	1	-

UNIT-5	Project Management Essentials	L	T	P
5.1	Project Management Tools and Techniques (Lecture & Discussion)	3	1	-
5.2	Project Management: Concept, Features, Classification of Projects, Issues in Project Management (Lecture, Demonstration, Discussion)	-	3	1
5.3	Project Identification, Project Formulation, Project Design (Lecture, Demonstration)	3	1	-

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5.4	Project Evaluation, Project Appraisal (Lecture, Demonstration)	2	1	-
5.5	Project Report Preparation (Special Lecture)	2	1	-

CO-PO MAPPING-

CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	1	1	2	-	1	1	1	-	2	1	2	--	1	2	2
2	1	1	1	-	-	1	2	-	2	1	2	-	1	1	2
3	1	2	2	-	1	1	1	-	2	1	2	1	2	2	2
4	2	1	2	--	2	1	2	-	2	2	2	-	2	2	2
5	1	2	2	-	2	1	2	-	2	1	2	-	1	2	2

3-Strong, 2-Moderate, 1-Weak

Practical / Project/Assignment:.

- ➢ Make a Report on any five Successful Entrepreneurs.
- ➢ Detailed Study of Women Entrepreneur.
- ➢ Preparation of Business Plan and Financial Proposal.
- ➢ Create an Ad Campaign for Own Idea.

Suggested Readings:

- ➢ Badi, R. V., & Badi, N. V. (1997). Entrepreneurship. New Delhi: Vrinda Publications, 2nd Edition
- ➢ Barringer, M. J. (2012). Entrepreneurship. New York: Prentice-Hall
- ➢ Couger, C. (1999). Creativity and Innovation. New York: IPP
- ➢ Holt. (1998). Entrepreneurship: New Venture Creation. New Delhi: Prentice-Hall
- ➢ Kakkar, D. N. (1998). Entrepreneurship Development. New Delhi: Wiley Dreamtech
- ➢ Lall, M., & Sahai, S. (2008). Entrepreneurship (Excel Books 2 Edition). New Delhi: Excel Book Publishers
- ➢ Rai, A. K. (n.d.). Entrepreneurship Development. Vikas Publishing
- ➢ Sehgal, & Chaturvedi. (2013). Entrepreneurship Development. New Delhi: Udh Publishing Edition
- ➢ Media Corporate Entrepreneurship -Min Hang,2013
- ➢ Byrd Megginson   Small Business Management An Entrepreneur's Guidebook 7th ed McGraw-Hill, Irwin   ISBN 978-0-07-802909-7

E-Resource:

- ➢ Needham, K. Entrepreneurship 101. Retrieved from https://www.cmu.edu/swartz-center-for-entrepreneurship/education-and-resources/project-olympus/pdf/entrepreneurship-101.pdf

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- Nadaraja, Rubathee&Yazdanifard, Assc. Prof. Dr. Rashad. (2013). Social Media Marketing Social Media Marketing : Advantages And Disadvantages.

- Rubinfeld, Daniel & D. Ratliff, James. (2011). Online Advertising: Defining Relevant Markets. Journal of Competition Law and Economics. 6. 10.1093/joclec/nhq011.

- Khajeheian, Datis. (2013). New Venture Creation in Social Media Platform; Towards a Framework for Media Entrepreneurship. 10.1007/978-3-642-28897-5_8.

- https://www.scholarcommons.usf.edu/cgi/ViewContent.cgi?article=1002&context=oa_textbooks

- http://www.egyankosh.ac.in/handle/123456789/15618

- http://www.egyankosh.ac.in/handle/123456789/3156

- http://www.egyankosh.ac.in/handle/123456789/48784

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4M.Sc.(NM)5-OE4: Mobile Journalism

COURSE OBJECTIVES

1. Understand the basics of Mobile Journalism
2. To learn various equipment's used in Mobile Journalism
3. To learn various software and applications used for Mobile Journalism
4. To learn the technique of MOJO Reporting and Visual Storytelling through Mobile.
5. Overview the future of Mobile Journalism and analyze the future technology used for Mobile Journalism.

COURSE OUTCOMES (COs)

1. Student would know the basics of MOJO.
2. Student would learn and apply Tools of MOJO.
3. Use software for Mobile Journalism.
4. Practice Storytelling Techniques for Creating Snackable and Shareable Visual Content for Mobile Audiences.
5. Able to create a Wide Range of Multimedia Content and to Organize Workflows.

Unit-1	Mobile Journalism	L	T	P
1.1	Mobile Journalism Vs Traditional Journalism (Lecture, Discussion)	1	-	-
1.2	Introduction of Mobile Journalism (Lecture, Tutorial, Practical, Class Activity Through Assignments and Presentations)	1	-	-
1.3	Advantages of Mobile Journalism (Lecture, Expert Online Tutorials)	1	-	-
1.4	Required Skills for MOJO (Lecture, Tutorial, Practical, Class Activity Through Assignments and Presentations)	1	1	1
1.5	Managing Smartphone Limitations for MOJO (Lecture, Discussion)	2	-	1

Unit-2	Basic Equipment's for Mobile Journalism	L	T	P
2.1	Basic Requirement, Power Backup and Protection of Equipment (Lecture, Expert Online Tutorials, Using Visual Archives for Discussion)	1	-	-
2.2	Stability Equipment (Lecture, Tutorial, Practical, Class Activity Through Assignments and Presentations)	1	-	1
2.3	Grips and Gimble (Lecture, Tutorial, Practical, Class Activity Through Assignments and Presentations)	1	-	1

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4M.Sc.(NM)5-OE4: Mobile Journalism

Total Mark : Theory- 25 Practical- 15 Internal- 10

Credits- 3

COURSE OBJECTIVES

1. Understand the basics of Mobile Journalism
2. To learn various equipment's used in Mobile Journalism
3. To learn various software and applications used for Mobile Journalism
4. To learn the technique of MOJO Reporting and Visual Storytelling through Mobile.
5. Overview the future of Mobile Journalism and analyze the future technology used for Mobile Journalism.

COURSE OUTCOMES (COs)

1. Student would know the basics of MOJO.
2. Student would learn and apply Tools of MOJO.
3. Use software for Mobile Journalism.
4. Practice Storytelling Techniques for Creating Snackable and Shareable Visual Content for Mobile Audiences.
5. Able to create a Wide Range of Multimedia Content and to Organize Workflows.

Unit-1	Mobile Journalism	L	T	P
1.1	Mobile Journalism Vs Traditional Journalism (Lecture, Discussion)	1	-	-
1.2	Introduction of Mobile Journalism (Lecture, Tutorial, Practical, Class Activity Through Assignments and Presentations)	1	-	-
1.3	Advantages of Mobile Journalism (Lecture, Expert Online Tutorials)	1	-	-
1.4	Required Skills for MOJO (Lecture, Tutorial, Practical, Class Activity Through Assignments and Presentations)	1	1	1
1.5	Managing Smartphone Limitations for MOJO (Lecture, Discussion)	2	-	1

Unit-2	Basic Equipment's for Mobile Journalism	L	T	P
2.1	Basic Requirement, Power Backup and Protection of Equipment (Lecture, Expert Online Tutorials, Using Visual Archives for Discussion)	1	-	-
2.2	Stability Equipment (Lecture, Tutorial, Practical, Class Activity Through Assignments and Presentations)	1	-	1
2.3	Grips and Gimble (Lecture, Tutorial, Practical, Class Activity Through Assignments and Presentations)	1	-	1

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			L	T	P
2.4	Audio Equipment (Lecture, Tutorial, Practical, Class Activity Through Assignments and Presentations)		1	-	1
2.5	Lens Accessories and Lighting Equipment (Lecture, Tutorial, Practical, Class Activity Through Assignments and Presentations)		1		1

Unit -3	Software and Application for Mobile Journalism	L	T	P
		1	1	-
3.1	Photo Shooting and Editing (Lecture, Tutorial, Practical, Class Activity Through Assignments and Presentations)	1	-	1
3.2	Video Recording (Lecture, Tutorial, Practical, Class Activity Through Assignments and Presentations)	1	-	1
3.3	Video Editing (Lecture, Tutorial, Practical, Class Activity Through Assignments and Presentations)	1	-	1
3.4	Audio Recording and Editing (Lecture, Tutorial, Practical, Class Activity Through Assignments and Presentations)	1	-	1
3.5	Live Streaming (Face book, YouTube etc.) (Lecture, Expert Online Tutorials, Using Visual Archives for Discussion)	-	1	1

Unit-4	Mobile Journalism Workflow	L	T	P
		1	1	-
4.1	Planning-Story Angle, Potential Sources/Interviewee, Potential Shots and Script Idea (Lecture, Expert Online Tutorials, Using Visual Archives for Discussion)	1	-	1
4.2	News Gathering (Lecture. Tutorial, Practical, Class Activity Through Assignments and Presentations)	1	-	1
4.3	Shooting, Scripting, Editing (Lecture, Tutorial, Practical, Class Activity Through Assignments and Presentations)	-	-	1
4.4	Share, Publish or Broadcast (Lecture, Research Reports Tutorials, Expert Online Tutorials, Using Visual Archives for Discussion)	-	-	1
4.5	Case Study /Experience (Lecture, Expert Online Tutorials, Using Visual Archives for Discussion)			

Unit-5	Future of Mobile Journalism	L	T	P
		1	1	1
5.1	Practices of Modern MOJO (BBC, SKY, NDTV) (Lecture, Expert Online Tutorials, Using Visual Archives for Discussion)	1	-	-
5.2	Evolution of Wearable' s (Lecture, Expert Online Tutorials, Using Visual Archives for Discussion)	1	-	1
5.3	Google Lens (Lecture, Expert Online Tutorials, Using Visual Archives for Discussion)			

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| 5.4 | Glass Journalism
(Lecture, Expert Online Tutorials, Using Visual Archives for Discussion) | 1 | - | 1 |
| 5.5 | Augmented Reality Storytelling and Journalism
(Lecture, Expert Online Tutorials, Using Visual Archives for Discussion) | 1 | - | - |

CO-PO MAPPING

CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	2	-	2	-	1	1	-	-	1	2	2	-	-	-	2
2	2	1	2	-	2	1	1	-	2	2	2	-	-	-	2
3	2	-	2	2	2	1	-	1	2	1	-	-	-	-	2
4	2	2	2	-	3	2	-	-	2	-	2	1	-	-	2
5	2	2	2	1	2	1	-	-	2	1	2	-	2	2	2

3-Strong, 2-Moderate, 1-Weak

Practical/Projects/Assignments:

➢ During Class, go to the Promenade and interview at least three people at the any Event.

➢ News making Through MOJO

➢ Prepare a news/ story Through MOJO

➢ Implement Facebook live

Suggested Readings:

➢ Burum, I., & Quinn, S. (2016). Mojo: The mobile journalism handbook: How to make broadcast videos with an iPhone or iPad. New York: Focal Press, Taylor & Francis Group.

E-Resource :

➢ https://www.ibc.org/Production/spotlight-on-mobile-journalists/2802.article

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About University

Makhanlal Chaturvedi National University of Journalism and Communication (MCNUJC) was established 29 years ago. Carrying forward the legacy of excellence, it is a leader and pioneer in Mass Communication, Media, Journalism, Computer Applications, Digital media, and Management Education.

Established in 1990 by the Madhya Pradesh Government, MCNUJC is named after Pandit Makhanlal Chaturvedi, the great editor, poet, litterateur and freedom fighter. It is the first academic centre of excellence in the entire Asian sub-continent where professionals are developed in Communication, Media, and IT disciplines through traditional and modern methods of communication relevant to the current media needs. The University is also recognised under section 12(B) of UGC.

Sticking to the newest trends of Media and Information Technology, the University conducts postgraduate, undergraduate as well as skill-oriented diploma courses in Journalism, Broadcast Journalism, Advertising and Public relations, Electronic Media, New Media, Computer Applications Media management and Communication Research.

University has been a pioneer in launching many new job-oriented courses of significance, which have received enormous appreciation among employers. The University has a focused approach towards professional education, training and innovative methods of teaching and learning. Students get opportunity to study subjects of their choice under the Choice Based Credit System (CBCS) as per the industry needs. The University is equally appreciated for its research contribution through its research scholars leading to the award of PhD in Media and Computer Applications. Most of the faculty members of the university hold a PhD along with strong research contribution.

MCNUJC is a unique amalgamation of Media, IT professionals and academicians. Today, the university is also providing education to the remote rural areas with a wide network of over more than 1700 associated study institutes, where annually over one lakh students are studying in regular programmes. This is a grand indicator of the university's success, credibility, popularity and recognition.

Our faculty members are renowned for their dynamic approach, research and dedication. They are approachable and enthusiastic teachers who make their disciplines accessible and enjoyable. The university aims to transform dreams and ambitions of students into global opportunities for success. Alumni are placed in renowned print media institutions, channels, advertising agencies, public relations firms, graphic designing and multimedia world, information technology and computer industries and many of them occupy senior positions.

What makes MCNUJC the first choice for media, communication and IT education in the entire country is its comprehensive academics with exceptional industry exposure and quality education on affordable fee structure with the best professional environment.

Hon'ble Vice President of India is the Visitor of our university. The Chief Minister of Madhya Pradesh is the Chairman of the General Council and the Management Committee of the University. General Council is the supreme decision-making body of the university and it directs the academic and administrative activities of the university. Many distinguished people in the media like the Chairman of Press Council of India, representative of Editors' Guild, reputed information technology professionals, renowned teachers and well known personalities of the country and the state are nominated as the members of the General Council. The Management Committee of the university executes the policy and administrative matters. Leading University through managing, teaching and administering lie with the Vice Chancellor of the university. The Academic Council includes distinguished teachers of media and computers, senior professionals and heads of the university departments. It provides guidance and decides matter related to teaching, training ,and research activities of the university. The Vice Chancellor is also the Chairman of the Academic Council.