
Detailed Syllabus for Master of Arts (Journalism)

Effective from July 2019

Department of Journalism



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

Department of Journalism

Department of Journalism was established in the year 1991 with the inception of the University. The department was established for developing Media professionals in mainstream and core areas of Journalism. It is committed to provide excellence in teaching and training students as well as research- scholars in the area of journalism ever since. It offers M.A. in Journalism programme. The department studies market trends and new developments in the media industry closely and conducts brainstorming discourse with leading academia and industry professionals to enrich the course content.

The department has a well-equipped media lab and a departmental library. It conducts hands-on workshop on recent trends in Digital Journalism, Photo Journalism and Mass Communication, Media Law and Ethics periodically.

Many alumni of the department are now working with top Media houses like AAJ TAK, ABP, ZEE News, NDTV, Indian Express, Times of India, Dainik Bhaskar, Dainik Jagran, Hindustan Times, Pioneer, The Hindu, India Today, Jansatta, Nav Bharat, Patrika, Nav Duniya, Doordarshan, AIR, News 18, CNBC, Web Dunia, Economic Times, Hindi Oneindia and many more.

M.A. (J)

Level - Postgraduate Duration - 2 years (4 semesters) Seats - 30

Eligibility Criteria - Applicant must be graduate in any discipline from a recognised University.

About the Programme

M.A. (Journalism) programme focuses on different aspects of print journalism such as writing, reporting, editing and the study of modern media. Theoretical and practical training of page layout and designing for News Papers and magazines. Educational tours of various press and media houses, apart from weekly discussions/seminar under the guidance of media experts from time to time. The course will focus on print journalism along with electronic and other media to enhance the knowledge of students.

Programme Objectives

- To develop competent professionals with thorough knowledge of the theory and practice of journalism and communication.
- To foster scholarly work in the discipline of Journalism.
- To enrich the understanding of Journalism and forge linkages with related disciplines.
- If you are curious and have a nose for news with good writing skills and wish to pursue a career in the unpredictable yet wondrous world of news writing, this programme is for you.

Career path you can choose after the programme

- Editor
- Associate or Assistant Editor
- Sub-Editor
- Reporter and Correspondent
- Freelance Journalist
- Columnist
- Commentator
- Magazine Journalist
- Political analyst
- Copy Writer
- Sports Journalist
- Photo Journalist
- Public Relation Officer
- Indian Information Services
- News Anchor

Master of Arts in Journalism

[Two- Year Programme]

M.A.(J) Programme Educational Objectives (PEO)

- PEO-1: To familiarize students with the knowledge and working of different media such as Print, Electronic & Digital.
- PEO-2: Emphasis on the language to help students improve journalistic writing skills
- PEO-3: Enhance critical and analytical thinking of students on contemporary national and international issues.
- PEO-4: To developed aptitude for critical appraisal of different sections of the media.
- PEO-5: To develop an inter-disciplinary approach to analyse matters critical to sustainable development, governance, civil society and current affairs.
- PEO-6: To sensitize students to democratic values with emphasis on fundamental rights as enshrined in the Constitution of India and to develop inclusive society with focus on the Constitution.
- PEO-7: To develop ethos and understanding on social issues, especially status of the weaker sections
- PEO-8: To sensitize students towards human values, culture, evolution of society, environment etc.
- PEO-9: Enhance knowledge and skills of students to help them plan and design in newspapers, magazines and digital-platforms.
- PEO-10: To develop aptitude and skills for research among students to enable them to understand media better and make use of them.
- PEO-11: Instill a team spirit in students for working in media organizations.
- PEO-12: To develop entrepreneurship skills among students to help them understand commercial aspects of the media sector.

Programme Outcomes (POs)

- PO-1: Ability to demonstrate an understanding for conceptual and theoretical foundations of media. (Disciplinary knowledge)
- PO-2: Ability to express thoughts and ideas effectively in writing and speaking with conscious efforts in public sphere. (Communication skills)
- PO-3: Capacity to apply analytical and critical thinking for discussion and writing on contemporary national and international issues. (Critical thinking)
- PO-4: Students will understand and apply principles and laws of freedom of speech and press in India as well as understand the range of systems of freedom of expression around the world, including the right to dissent. (Problem solving)
- PO-5: Acquire ability to write correctly and lucidly in the forms and styles appropriate for communication professions. (Analytical reasoning)
- PO-6: Acquire fundamental reporting skills including developing and cultivating sources, preparing questionnaires for interviews and conducting online researches. (Research-related skills)
- PO-7: Acquire work efficiency to function independently as well as a member of editorial and production teams. (Cooperation/Team work)
- PO-8: Recognize and apply basic journalistic terminology and concepts as well as tools and technologies (Scientific reasoning)
- PO-9: Able to critically appreciate and discuss culture, social and ethical role of the media. (Reflective thinking)
- PO-10: Acquire an in-depth knowledge to create and design emerging media contents/platforms such as blogs, digital audio, digital video, social media, digital photography and multimedia. (Information/digital literacy)
- PO-11: Acquire an in-depth ability to report on news and analyse the reports in accurate, detailed, balanced, professional and timely manner. (Self-directed learning)
- PO-12: Acquire skills and values needed to cope with multicultural communities. (Multicultural competence)
- PO-13: Demonstrate an understanding and application of professional ethics in pursuit of truth, accuracy, fairness and diversity. (Moral and ethical awareness/reasoning)
- PO-14: Ability to critically evaluate their own work as well as of others with accuracy, fairness and clarity (Leadership readiness/qualities)
- PO-15: Ability to apply computer softwares and technical skills for designated production and research functions in journalism. (Lifelong learning)

PEO	POs														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1	3	2	2	1	2	1	2	1	2	1	3	2	1	2	3
2	3	3	3	1	1	1	-	2	1	1	2	3	3	2	2
3	3	3	3	2	3	1	1	3	3	1	2	3	2	1	3
4	3	2	3	1	3	2	-	1	2	1	3	3	3	1	2
5	3	3	3	3	2	2	1	3	3	3	3	3	2	1	3
6	2	1	2	3	2	1	2	1	3	1	3	3	3	3	3
7	1	1	3	3	3	1	2	1	3	-	3	3	3	2	1
8	3	3	3	2	3	2	1	1	3	1	2	2	3	1	2
9	3	1	3	2	3	2	3	3	2	3	2	2	1	3	3
10	3	2	3	3	3	3	3	3	2	2	1	1	2	1	3
11	1	3	1	2	2	-	3	1	2	-	1	3	3	3	2
12	3	1	3	3	3	2	3	2	2	1	2	2	3	3	3

PEO Alignment with POs

1. Low 2. Significant 3. High

Names of Courses and Evaluation Method

SEMESTER-I

Course Code	Course Name	Total credit	Th.	Pr	Int	Total
1MAJCCC01	Origin and Growth of Media	06	80	--	20	100
1MAJCCC02	Introduction to Socio-Economic Polity	06	80	--	20	100
1MAJCCC03	Media Language: Structure and Style.	06	50	30	20	100
1MAJCCE01	Communication Theories	06	80	--	20	100
1MAJCCE02	OR Culture, Media and Communication	06	80	--	20	
1MAJOE01	Newspaper and Magazines: Structure and Functions	03	25	15	10	50
Total		27				450

CCC - Core course compulsory

CCE – Core course elective

OE – Open elective

SEMESTER – II

Course Code	Course Name	Total credit	Th	Pr	Int.	Total
2MAJCCC 04	News Reporting and Writing	06	50	30	20	100
2MAJCCC 05	Editing: Principles and Practices	06	50	30	20	100
2MAJCCC 06	Computer Skills and Page Layout design	06	50	30	20	100
2MAJCCE 03	Development Communication	06	50	30	20	100
2MAJCCE 04	OR Copy Writing on Different Issues	06	50	30	20	
2MAJOE02	Opinion Writing	03	25	15	10	50
Total		27				450

SEMESTER – III

Course Code	Course Name	Total credit	Th.M	Pr.M	Int.M	Total
3MAJCCC 07	Media Laws and Ethics	06	80	--	20	100
3MAJCCC 08	Broadcast Journalism	06	50	30	20	100
3MAJCCC 09	Multimedia Journalism	06	50	30	20	100
3MAJCCE 05	Advertising and Public Relations	06	80	--	20	100
3MAJCCE 06	OR Theories of Creative Writing	06	50	30	20	
3MAJOE03	Specialized Reporting	03	25	15	10	50
Total		27				450

SEMESTER – IV

Course Code	Course Name	Total credit	Th	P	Int	Total
4MAJCCC 10	Communication Research	06	50	30	20	100
4MAJCCC 11	Ideologies and Contemporary Issues	06	80	--	20	100
4MAJCCC 12	Project <ul style="list-style-type: none"> • Newspaper Production(Individual) • Magazine Production(Collectively) • Case Study of Media House(Individual)/ In-ternship based Project 	06		30 20 30	20	100
4MAJCCE 07	Global Journalism	06	80	--	20	100
4MAJCCE 08	OR Sports Journalism	06	50	30	20	
4MAJOE04	Media Business Management	03	40		10	50
Total		27				450

SEMESTER - I
1MAJCCC01: Origin and Growth of Media

Total Credit-06
Max Marks-100 (Th.-80, Int.-20)

COURSE OBJECTIVES –

- To help students develop skills in primary resources about Indian and Global Media.
- To provide students with knowledge of rich and diverse history of Indian Press, Television and Radio.
- To help students understand and value great Contribution of the Press in struggle for freedom.
- To introduce students to Global Media and UNESCO's role in balancing news flow.

LEARNING OUTCOMES -

- Students will be able to explain and analyze Origin and Growth of Global and Indian Press.
- They will get to learn Contribution of Indian Press in the freedom struggle and be able to share it.
- Students will become capable of evaluating Media Ownership Patterns and News agencies' work culture.

CO-PO MAPPING -

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

Unit 1	Early History of Press in India (1780-1915)	L	T	P
1.1	Origin of Indian Press in Colonial Period, Newspaper, Characteristics and their Effect in the Society: Hickey's Bengal Gazette, the Madras Courier, the Bombay Herald, Bombay Courier, Udant Martand, Samachar Sudhavarshan, (Lecture,PPT)	05	01	-
1.2	Brief History of Prominent Newspapers: The Hindu, Hindustan Times, Times of India, Amrit Bazar Patrika (Lecture,PPT)	04	01	-
1.3	Brief Introduction and Contribution of Eminent Journalists - Raja Rammohan Roy, Ishwarchand Vidyasagar, Balgangadhar Tilak, Jyotiba Phule, Bharatendu HarishChandra (Lecture,Presentation)	03	01	-
1.4	Contribution of Jugal Kishore Shukla (Lecture)	01	---	-
1.5	Contribution of Indian Media in Social Awakening (Renaissance)/Social Reforms (Lecture)	02	---	-
Total Hours		18		

Unit-2	Press and Freedom Struggle (1915-1947)	L	T	P
2.1	Role of Press in Freedom Movement (Lecture)	02	---	-
2.2	Brief Introduction of Newspapers which Contributed in Freedom Struggle: Young India, Navjeevan, National Herald, Kesri, The Forward (Lecture, Presentation)	04	01	-
2.3	Contribution of Eminent Journalists: Mahatma Gandhi, Baburao Vishnu Paradhkar, Ganesh Shankar Vidyarthi, Makhanlal Chaturvedi, Madhavrao Sapre, Lokmanya Tilak (Lecture, Presentation)	05	01	-
2.4	Press and Non-Cooperation Movement, Civil Disobedience, Satyagrah (Lecture, Presentation)	03	01	-
2.5	Press during Quit India Movement (Lecture)	01	---	-
Total Hours		18		

Unit-3	Media in Independent India	L	T	P
3.1	Role of Language Press in National Development (Lecture)	02	-	-
3.2	History of Language Press Hindi, Urdu, Bangla, Malayalam, Tamil, Marathi Eminent Journalists of Post Independence Period: Prabhash Joshi, Rajendra Mathur, Dharmveer Bharati, Kuldip Nayyar, Sham Lal, HK Dua, Rahul Barpute (Lecture, PPT)	04	02	-
3.3	Radio: History of AIR, Evolution of Programming, Privatization of Radio Broadcasting, FM, Community Radio (Lecture, Group Discussion)	03	01	-
3.4	Television History of Doordarshan, SITE, Privatization of TV, Regulatory Mechanism, Prasar Bharati, Joshi, Verghese & Chanda Committees (Lecture, Group Discussion)	03	01	-
3.5	Press Commissions and Press Council of India, Press during Emergency (1975-77) (Lecture, Discussion)	02	--	-
Total Hours		18		

Unit-4	Introduction to Global Media	L	T	P
4.1	Role of News Agencies in Global Media, Reuters, AP, AFP, TAAS, DPA, Xinhua (Lecture, PPT)	04	--	-
4.2	A Short History of Political Propaganda, Nazi Propaganda, Radio and International Communication, Media During World War-II, (Lecture, PPT)	03	01	-
4.3	The Cold War, Diplomacy and Media, Media Hegemony and Homogenization (Lecture, Group Discussion)	03	01	-

4.4	Radio Liberty, Voice of America, Television Origin and Technological Evolution; BBC and CNN (Lecture,PPT)	02	01	-
4.5	Role of UNESCO, New World Information and Communication order, The Mac Bride Round Table (Lecture,Group Discussion)	02	01	---
Total Hourse		18		

Unit-5	Media Ownership and News Agencies	L	T	P
5.1	Ownership Pattern in India: Types and Patterns, Cross Media Ownership (Lecture,Presentation)	02	01	-
5.2	Ownership of Newspapers, News Channels and Digital Media in India (Lecture)	02	--	-
5.3	Evolution and Functions of News Agencies in Indian Press, Establishment and its Conflicts: News Agencies- UNI, PTI, Univarta, Bhasha, Hindustan Samachar, ANI (Lecture,Presentation Field Visit)	03	02	01
5.4	Press in Asia, Newspool (Lecture)	02	--	-
5.5	History of Printing Press, Types of Printing: Letter Press, Lithography, Flexography, Gravure, Offset (Lecture,Presentation Field Visit)	03	01	01
Total Hourse		18		

Practical/Projects/Assignments :-

- Prepare a Paper on Global Media
- Visit any Media House and Prepare a Report
- Write an Essay on Contribution and Relevance of any one Freedom Fighter Journalist
- Prepare Chart/Poster on timeline of Origin and Growth of Indian Press, or Television or Radio Broadcasting,
- Prepare a Brief Report on ten- years Growth of Print Media/Television/Radio in India (References from IRS, NRS, Indian Media and Entertainment Industries, Annual Report of FICCI and KPMG)

Suggested Readings :-

- Gandhi: The Master Communicator, Kusum Lata Chadda, Kanishka Publishers, distributors, New Delhi
- The Press in India: Perspective in Development and Relevance, KS Pandey and RN Sahu, Kanishka Publishers, distributors, New Delhi
- Arvind M. Singhal and Everett M. Rogers (2001). India's Communication Revolution: From

Bullock Carts to Cyber Mart. Sage Publication

- Sarkar, NN. Art and Print Production, Oxford University Press
- Natarajan, J. (2000) History of Indian Journalism. Publication division
- Brigs, A. (2008). Social History of the Media: From Gutenberg to Internet. Polity Press
- Jeffry, Robin. (2000). India's Newspaper Revolution: Capitalism, Technology and the Indian-language Press (3rd edition), Oxford University Press
- Mass Communication in India, Keval J Kumar, Jaico Publication,
- Indian Media and Entertainment Industry Report, FICCI and KPMG
- Das, B. (2005), Mediating Modernity: Colonial Discourse and Radio Broadcasting, c. 1924-1947, Sage Publication, New Delhi.
- Kumar Mukesh (2015), Television ki kahani, Rajkamal, New Delhi
- शर्मा रामशरण, प्रारंभिक भारत का परिचय, ओरियंट ब्लैकस्वॉन
- श्रीधर विजयदत्त, भारतीय पत्रकारिता कोश, वाणी प्रकाशन, नईदिल्ली
- चतुर्वेदी जगदीश प्रसाद, हिंदी पत्रकारिता के कीर्तिमान, साहित्य संगम, इलाहाबाद

E-Resource :-

- https://en.wikipedia.org/wiki/Media_of_India
- <http://www.journogyan.com/2017/03/origin-and-growth-of-media->
- <https://owlcation.com/humanities/A-Short-History-of-Media>
- <http://j387mediahistory.weebly.com/media-history-timeline.html>

1MAJCCC02: Introduction to Socio-Economic Polity

Total Credit-06
Max Marks-100 (Th.80 -Int.20)

COURSE OBJECTIVES –

- To develop an understanding of core values of the Indian Constitution.
- To orient students towards understanding their surroundings to enable them to analyze issues implicit in Polity, Economy, Culture, History and other areas that concern humanity.
- To develop aptitude among students to learn and take initiatives for acquiring knowledge about issues and appropriately respond. .
- To develop an understanding of world political system as well as Indian political system.
- To develop critical thinking in students about Socio- Economic and Political System.

LEARNING OUTCOMES -

- Students will be able to understand The Indian Constitution better and become responsible Citizens.
- Students will get the Knowledge of Socio-Economic and Political Systems of different Countries which will deepen their Global and National understanding.
- Awareness about RTI, Parliamentary and Legislative Procedure, Judicial System etc. to equip them for responsible reporting.

CO-PO MAPPING -

PO/ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
1	3	2	3	2	3	1	1	2	2	1	1	1	3	1	1
2	3	3	3	2	2	1	1	2	2	2	2	1	2	2	2
3	3	2	3	3	3	1	2	3	3	1	2	2	2	1	2

Unit-1	Indian Constitution : Basic Characteristics	L	T	P
1.1	Objectives, Ideals and Making of Indian Constitution, Constituent Assembly Important Debates, Last Speech of Ambedkar (Lecture, PPT)	04	-	-
1.2	Fundamental Rights, Fundamental Duties and Directive Principles of State. (Lecture, PPT)	03	01	-
1.3	Federal and Unitary Nature, Center-State Relationship (Lecture, PPT)	03	01	-
1.4	Election, Electoral Reforms, Role of Election Commission. (Lecture, Expert Lecture, GD)	02	01	-
1.5	Emergency Powers, Amendments to Constitution (Lecture, PPT)	03	---	-
Total Hours		18		

Unit-2	Political System and Parliamentary Proceedings	L	T	P
2.1	Introduction to various Political Systems (America , Britain, India, Switzerland) (Lecture, PPT)	04	01	-
2.2	Parliamentary and Legislative Procedure in India (Lecture, PPT, Visit)	02	01	01
2.3	Social Security, RTI (Lecture, Expert Lecture)	02	01	-
2.4	Right to Privacy, RTE, Right to Food (Food Security Act) (Lecture, Expert Lecture)	03	01	-
2.5	Indian Judicial System, Lok Adalat, PIL (Lecture, Expert Lecture)	02	---	-
Total Hours		18		

Unit-3	History Culture and Society	L	T	P
3.1	A Brief History of Modern India with Special Reference to Freedom Struggle (Lecture, Presentations)	02	01	-
3.2	Cultural Diversity of India (Lecture, Presentations)	01	01	-
3.3	Perspectives on Secularism, Communalism, Socialism and Fundamentalism. Mahatma Gandhi, M.N. Roy, Deendayal Upadhyay, Dr. B.R. Ambedkar, Dr. Ram Manohar Lohia, Jawaharlal Nehru (Lecture, Expert Lecture)	03	01	-
3.4	Aspects of various Social Concerns: Tribes, Castes, Minorities, Gender (Lecture, Expert Lecture)	03	01	-
3.5	Women Empowerment, Child Rights & Human Rights (Lecture, Expert Lecture)	02	01	-
Total Hours		16		

Unit-4	Introduction to Indian Economy And World	L	T	P
4.1	Nature of Indian Economy : Nehruvian Socialism and after L.P.G (Liberalization, Privatization and Globalization). (Lecture, Case Study)	04	01	-
4.2	Understanding Indian Budget: Economic Growth, GDP And Inflation, Devaluation Etc. (Lecture, Ppt)	02	-	-
4.3	Indian Agriculture: Problems, Indian Industry: Challenges. (Lecture, Case Study)	03	01	-
4.4	World Trade Organization and India, World Bank, IMF, ADB. (Lecture, Ppt, Expert Lecture)	04	--	-
4.5	Share Market, Taxation (Direct, Indirect) (Lecture, Ppt, Expert Lecture)	03	-	-
Total Hours		18		

Unit-5	Current Affairs-Issues and International Scenario	L	T	P
5.1	Basics of Indian Foreign Policy (Lecture, Expert Lecture)	03	--	-
5.2	PANCHSHEEL, Non Aligned Movement (NAM) (Lecture, Expert Lecture)	02	01	-
5.3	International , Regional and Economic Grouping Such As SAA-RC, United Nations, BRICS, OPEC, African Union, ASEAN, OIC, BREXIT (Lecture, PPT, Expert Lecture)	04	01	-
5.4	Introduction to International Politics : Current Major Issues (Lecture, Expert Lecture)	03	01	-
5.5	International Organization : UNESCO, UNDP, UNEP, UNFCC, World Economic Forum, AMNESTY INTERNATIONAL, TRANSPARENCY INTERNATIONAL (Lecture, Expert Lecture)	04	01	-
Total Hours		20		

- रुद्रदत्त एवं के.पी. एम. सुन्दरम्, भारतीय अर्थव्यवस्था, एस.चन्द्र एण्ड कंपनी लिमिटेड।
- सिंगन एम.एल., अन्तर्राष्ट्रीय अर्थशास्त्र, वृंदा प्रकाशन लिमिटेड।
- मिश्र रतनलाल, भारतीय संस्कृति, सुरभि प्रकाशन, जयपुर।
- रामधारी सिंह दिनकर, संस्कृति के चार अध्याय, लोक भारती प्रकाशन, इलाहाबाद।
- फडिया डॉ. बी.एल., भारतीय शासन एवं राजनीति, कैलाश पुस्तक सदन, भोपाल।
- थॉमस पिकेटी, पूंजी 21वीं सदी में, यूनीकॉर्न बुक्स

E-Resource -

- www.journals.elsevier.com/journal...socio-economics/most
- us.sagepub.com/en-us/nam/indian-constitution/book258674
- legalservicesindia.com
- <https://www.journals.elsevier.com/journal...socio-economics/most>

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 :-

- Debates of Constituent Assembly. (2014). Lok Sabha Secretariat
- Nehru, J.L.(1946). Discovery of India. UK Maridian Books.
- Marx, K.(1867) Das Captial. Verlog Von Otto Meisner.
- Khilnani, H.(1997). Idea of India. USA: Farrar, Straus And Giorux
- Kothri, R. (1970). Politics in India. Orient Blackswan
- Guha, R.(2007). India after Gandhi. Harper Collins
- Smith, A.(1776). The Wealth of Nation. Scotland: W.Stranhan And T.Cadell, London
- Tagore, R.(1970). Nationlism, San Fransisco: The Book Club of California.
- Sahare, H.K (2016). Parliamentary and Constitional Law Dictionary. Universal Law Publishing
- Das. G. (2000). India Unbound: From Independence to Global Information Age. Panguin Books India.
- Chandra, Bipan. History of Modern India. Orient Blackswan.
- Chandra, Bipan (2003). In The Name Of Democracy. Penguins Book Private Ltd.
- Bakshi PM, the Constitution Of India, Universal Law Publishing Co. Pvt.Ltd.
- S. Sarkar and J.J. Munir. (1950) the Constitution of India, Alia Law Agency, Allahabad.
- डॉ. जयनारायण पाण्डेय, भारत का संविधान, सेन्ट्रल लॉ एजेन्सी, इलाहाबाद।

1MAJCCC 03: Media Language: Structure and Style

Total Credit-06

Max Marks-100(Th.-50-Pra.-30-In.-20)

COURSE OBJECTIVES -

- To introduce students to importance and Growth of Language.
- To introduce students to the Structure and Style of Language.
- To develop on understanding of differences among the Languages for Writing, Audio and Visuals.
- To introduce students to changes taking place in Media Language.
- To develop an understanding about translation and paraphrasing.

LEARNING OUTCOMES -

- Enhancement in understanding about the growth and changes taking place in language.
- Students get practical knowledge and understanding about the Media language – structure and style
- Students get knowledge about the words and phrases used for specialized news.
- Efficiency enhancement through Media- friendly paraphrasing.
- Development of writing ability for Print, Electronic and New Media.

CO-PO MAPPING -

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

Unit-1	Understanding of Media Language	L	T	P
1.1	Importance of Language in Communication: Growth and Development (Lecture, Presentation, Assignment)	03	01	-
1.2	Media Language : Changes in Structure and Style of Language, New Trends in Media Language (Print To Online) (Lecture, Group Discussion, Assignment)	04	01	-
1.3	Importance of Grammar in English and Hindi, Selection and Use of Phrases and Words (Lecture, Assignment)	03	01	-
1.4	Writing for Print Media: Language for Writing, Word And Sentence Formation , Headline Writing (Practice) (Lecture, Presentation, Practical, Assignment)	03	01	01
1.5	The Language of Journalism- Concrete, Specific, Active, Non-Biased, Clear, Democratic, Non-Sexist, Non-Racist, Non-Violent, Inclusive, (Lecture, Presentation, Group Discussion/Expert Lecture)	03	--	-

		Total Hours	21		
Unit-2	Language for Audio-Visual	L	T	P	
2.1	Concept of Audio-Visual Language, Basic difference Between Print and Broadcast Language (Lecture, Presentation, Assignment)	03	01	--	
2.2	Essentials of Writing for Radio (Lecture, Presentation, Expert Lecture)	01	01	01	
2.3	Essentials of Writing for TV (Lecture, Presentation, Expert Lecture)	01	01	01	
2.4	Use of Non Hindi Words in Hindi Media: Practices and Challenges (Lecture, Presentation, Group Discussion, Assignment)	01	01	01	
2.5	Creative Writing for Photo Feature, Caption Writing, Cartoon and its Language (Lecture, Group Discussion, Assignment)	02	01	01	
		Total Hours	17		

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)	04	01	--	
3.2	Translate (Paraphrase) at least five different News (English To Hindi) (Lecture, Practical, Presentation, Assignment)	01	02	--	
3.3	Translate (Paraphrase) at least five different News (Hindi To English) (Lecture, Practical, Presentation, Assignment)	01	02	--	
3.4	Translate (Paraphrase) at Least two different articles (English To Hindi and Hindi To English) (Lecture, Practical, Presentation, Assignment)	01	02	--	
3.5	Preparing a Glossary of 20 Phrases in Hindi and English, Generally used for the Same Expression (Lecture, Practical, Presentation, Assignment)	01	02	01	
		Total Hours	18		

Unit-4	Translation of Media Content : I	L	T	P
4.1	Preparing a Glossary of 50 Words in Hindi-English from Business Page (Practical, Presentation, Group Discussion, Assignment)	01	02	01
4.2	Preparing a Glossary of 25-25 Hindi-English Words Used In Political News (Practical, Presentation, Group Discussion, Assignment)	01	02	01
4.3	Translating at least five different News Items from Business Pages (Hindi-English) (Practical, Presentation, Group Discussion, Assignment)	01	01	01
4.4	Translating at least five Political News Items(Hindi-English) (Practical, Presentation, Group Discussion, Assignment)	01	01	01
4.5	Translating at least one Political and one Business article(Hindi-English) (Practical, Presentation, Group Discussion, Assignment)	01	01	01

		Total Hours		17		
Unit-5	Translation of Media Content : 2	L	T	P		
5.1	Preparing a Glossary of 25-25 Words (Hindi-English) from Sports Page (Practical, Presentation, Group Discussion, Assignment)	01	01	01		
5.2	Translating at least five different News Items on five different Sports (Hindi-English) (Practical, Presentation, Group Discussion, Assignment)	01	02	01		
5.3	Translating a column article of renowned person on Sport (at least two In Hindi-English) (Practical, Presentation, Group Discussion, Assignment)	01	02	01		
5.4	Translating at least five Science News Items(Hindi-English) (Practical, Presentation, Group Discussion, Assignment)	01	01	01		
5.5	Translating at least five International News Items (Hindi-English) (Practical, Presentation, Group Discussion, Assignment)	01	01	01		
		Total Hours		17		

- वर्णवाल हरीश (2012), टेलीविजन की भाषा, राधाकृष्णन प्रकाशन, दिल्ली
- डॉ. सिंह अजय कुमार (2012), मीडिया की बदलती भाषा
- जितेन्द्र गुप्ता, प्रियदर्शन, अरुण प्रकाश (2009), पत्रकारिता में अनुवाद, राजकमल प्रकाशन, दिल्ली
- वर्मा रामचंद्र (2015), अच्छी हिंदी, लोक भारतीय प्रकाश, इलाहाबाद

E-Resource :-

- <https://www.bbc.co.uk/academy/hi>
- <http://www.newswriters.in/>
- <http://cij.co.in/index.php>
- <http://www.dailywritingtips.com/the-art-of-writing-news/>
- <http://pibarchive.nic.in/archive2/>
- <https://www.shabdkosh.com/>
- <http://shabdavali.blogspot.com/>

Practical/Projects/Assignments :-

- Preparing a Glossary generally used for news in Specific Media Content
- Glossary of idioms and Phrases in Hindi and English
- Translation of News
- Translation of Specific Media Content and Article
- Exercise of News, Headline, Photo and Caption Writing

Suggested Readings :

- Usha Raman, (2010). Writing For The Media, Oxford University Press-New Delhi
- Simeon Lindstrom (2015). Creative Writing – From Think to Ink, Createspace Independent Publishing Platform, Canada.
- Robert L. Hilliard (2010). Writing For Television, Radio, and New Media, Wadsworth Publishing Company Inc, USA.
- Andrew Bonime& Ken C. Pohlmann (1997). Writing For New Media: The Essential Guide To Writing For Interactive Media, Wiley, United States
- 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.
- चतुर्वेदी रामस्वरूप (1981), भाषा और संवेदना, लोकभारती, इलाहाबाद
- तिवारी भोलानाथ (1984), भाषा और संस्कृति, प्रभात प्रकाशन, दिल्ली
- तिवारी भोलानाथ (1986), मानक हिंदी का स्वरूप, प्रभात प्रकाशन, नई दिल्ली
- तिवारी भोलानाथ (1984), पत्रकारिता में अनुवाद की समस्याएं, शब्दाकार प्रकाशन, नई दिल्ली
- तिवारी भोलानाथ (1987), अनुवाद विज्ञान, शब्दाकार प्रकाशन, नई दिल्ली
- द्विवेदी अनुपम (2014), हिंदी व्याकरण, रीतू पब्लिकेशन, दिल्ली
- Prasad, S. (1993), Editors on Editing/Hy, National Book Trust

1MAJCCCE 01: Communication Theories

Total Credit-06
Max Marks-100 (Th.-80, Int.-20)

COURSE OBJECTIVES :-

- To orient learners towards basic constituents of communication practices and relevance.
- To understand concept of mass communication and be acquainted with its various components.
- To critically understand the Models and Theories of Mass Communication.
- To explore how mass communication can be effectively used for societal action.
- To develop communication experts.

LEARNING OUTCOMES :-

- Differentiate between various kinds of communication and perform as an effective communicator.
- Capable of applying analytical and critical thinking to explore the working of Media Industry.
- Able to plan and execute effective communication strategies that connect to the target audiences.

CO-PO MAPPING :-

PO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
1	3	3	3	1	2	1	2	-	1	1	2	1	1	2	1
2	3	3	3	3	2	1	2	1	1	1	1	1	1	1	2
3	3	3	2	2	2	2	2	2	1	1	2	1	2	2	2

Unit-1	Understanding Communication	L	T	P
1.1	Defining Communication, Scope, Importance, Need, Functions, Elements and Process of Communication. (Lecture Using PPT, Discussion And Chapter Reading, Knowing The Renowned Communicators Of The World)	03	02	01
1.2	Levels of Communication: Intrapersonal (Concept of Self and others, Johari Window), Interpersonal (Dyadic Communication and Theories) and Group Communication (Types of Groups and their Styles), Mass Communication (Media and Their Functions), Interactive Communication (Digital, Social, Mobile). (Lecture, Tutorial and Class Activity Through Assignments and Presentations)	02	01	02
1.3	Verbal (Oral And Written) and Non-Verbal Communication(Body Language, Sign Language) : Types, Importance and Uses; Semiotics and Semantics (Lecture, Demonstration, Simulation Exercises)	02	01	02
1.4	Barriers to Communication (Physical, Mechanical, Psychological); Effective Communication:7 Cs of Communication (Lecture, Videos, Expert Sessions, Self Demonstration, Reading and Watching Speeches of Renowned Personalities of the World and Analysing Them)	01	02	-

1.5	Visual Communication: Concepts and Processes; Visual Literacy and Perception. (Lecture, Expert Online Tutorials, Using Visual Archives For Discussion)	01	02	-
Total Hours		22		

Unit-2	Models of Communication	L	T	P
2.1	Aristotle's Model, Lasswell's Model, Berlo's SMCR Model. (Lecture Using PPT, Discussion And Analysis)	01	01	
2.2	Shannon-Weaver Mathematical Model, Westley and Maclean's Conceptual Model. (Lecture, Expert Online Tutorials, PPT)	01	01	
2.3	Wilbur Schramm's Interactive Model. (Lecture, Expert online Tutorials, Discussion)	01	01	
2.4	Newcomb's Model of Communication, George Gerbner's Model. (Lecture, Expert Online Tutorials, Discussion)	01	01	
2.5	Dance's Helical Model, Spiral of Silence Model and Ecological Models. (Lecture, Expert Online Tutorials, Analysis and Discussion)	01	01	
Total Hours		10		

Unit-3	Communication Theories	L	T	P
3.1	Mass Society Theory; Media Effects: Hypodermic Needle, Two-Step/Multi Step Flow Theory, Diffusion of Innovation, Gate Keeping (Lecture, Expert Online Tutorials, Class Activity like Reading of Article and then Sharing with classmates)	02	02	-
3.2	Sociological Communication Theories: Agenda Setting, Use and Gratification, Dependency Theory, Cultivation Theory, Knowledge -Gap Theory. (Lecture, Expert Online Tutorials, Analysis of Theories in Context of Media through observation)	02	02	01
3.3	Behavioral Theories: Individual Difference Theory: Selective Exposure, Selective Perception & Selective Retention, Balance Theory and Cognitive Dissonance Theory. (Lecture through PPT, Simulation Techniques to Understand Media, Students Opinion Sharing)	02	02	-
3.4	Normative Theories of Press: Authoritarian, Libertarian, Socialist, Communitarian, Social Responsibility, Development Media Theory, Democratic -Participant Theory. (Lecture, Expert Online Tutorials, Analysis of Theories in Today's Context through discussion)	02	02	01
3.5	Critical and Cultural Theories: Media Hegemony; Structuralism; Cultural Theory; Post Modernism; Feminist Media Theory; Frankfurt School. (Lecture, Expert Online Tutorials, Analysis of Theories in Today's Context through discussion)	02	02	-
Total Hours		22		

Unit-4	Communication Theories	L	T	P
4.1	Social Learning and Persuasion Theories: Social Learning Theory, Attitude Theory, Reasoned Action Theory, ELM Theory. (Lecture, Expert Online Tutorials, Analysis of Theories in Today's Market through discussion)	02	02	-
4.2	Indian Communication Theories : Concept and Process (Sahridaya And Sadharanikaran) (Lecture, Expert Online Tutorials, Analysis of Theories in Today's Market through discussion)	02	02	-
4.3	New Media Theories: Interactivity, Digitization and Convergence, Online Media and Network Society: Their Application, Uses and Limitations. (Lecture, Expert Online Tutorials, Analysis of Theories In Today's Market Through Discussion)	02	02	02
4.4	Audience: Concept and Characteristics; Audience as Public, as Market; Media Effects and Audience; Media Content and Audience. (Lecture, Tutorials With Media Reports, Research Activity, Expert Session)	02	02	01
4.5	Audience Types: Rural, Urban, Local, Regional National, International/Global; Gender Classification; Audience Structure and Formation (Lecture, Expert Videos Like Ted Talks, Analysis of Theories in Today's Market, Demand And Culture Through Discussion)	02	-	-
Total Hours		21		

Unit-5	International Communication	L	T	P
5.1	International Communication Theories: Propaganda, Public Sphere and Opinion: Manufacturing Consent/ Propaganda Model (Chomsky & Herman) (Lecture, Weblink Tutorials, Journal Paper Discussion)	02	01	---
5.2	Asian Perspective of Communication: Wimal dissanayake, Bhattnayak, Chen and Miike (Lecture Through PPT, Context Discussion)	02	01	---
5.3	Media Imperialism, Mass Communication and Modernization, Globalization (Lecture, Research Reports Tutorials, Case Discussion)	02	01	---
5.4	Mass Media and Popular Culture, Media Convergence and Effects, Issues, Challenges and Trends in Developing Nations. (Lecture, Research Reports Tutorials, Case Discussion)	02	01	---
5.5	New World Information and Communication Order (NWICO), Macbride Commission Report (Lecture, Research Reports Tutorials, Case Discussion)	02	01	---
Total Hours		15		

Practical/Projects/Assignments -

- Prepare A Speech On Any Current Social/Political/Economic/Technological Issue, Present It Individually.(2nd Month Of Semester)
- Write An Essay/Article on Impact of Media on Audience (800-1000 Words, 3rd Month of Semester)
- Presentation Through PPT on Any Media House Comprising of Details Related to its Business, Speciality/Genre, Contributors, Acclamations And Associations.(4th Month of Semester)
- Media Industry Visit(5th Month of Semester)

Suggested Readings -

- Mcquail, Denis (2010). Mcquail's Mass Communication Theory. Thousand Oaks, United States: Sage.
- Werner, Severin J. And Tankard W. James. Communication Theories. Origin, Methods, Uses. London: Longman.
- Kumar. J. Keval, Mass Communication in India. Mumbai, India: Jaico Publishing House (New Ed.)
- Rogers M. Everett 1997). A History of Communication Study. New York: Free Press.
- Littlejohn, W. Stephen (1989). Theories Of Human Communication. 3rd Ed., California: Belmont.
- Vivian, J. (2011). The Media of Mass Communication. India: Prentice Hall. %
- Wilbur Schramm and Donald F. Roberts (Ed) (1971). The Process and Effects Of Communication. Chicago: University Of Illinois Press
- Williams, K 2003). Understanding Media Theory. London: Bloomsbury Academic.
- Vilanilam, J.V (2002). Mass Communication: Theory and Practice. Bhopal, India: Mcnujc.
- Melvin L. De Fleur and Sandra Ball Rokeach (1989). Theories of Mass Communication. New York: Pearson.
- Melvin L. De Fleur and Evelette Dennis (1988). Understanding Mass Communication. Boston, USA: Houghton Mifflin.
- Wilbur Schramm (1973). Men, Messages and Media. New York, USA: Harper & Row.

E-Resource -

- Communication Theory: [Http://Communicationtheory.Org](http://Communicationtheory.Org)
- Mass Communication Theory:
- Global Media And Communication: [Https://Journals.Sagepub.Com/Home/Gmc](https://Journals.Sagepub.Com/Home/Gmc)

1MAJCCE 02: Culture, Media and Communication

Total Credit-06
Max Marks-100 (Th.-80, Int.-20)

COURSE OBJECTIVES :-

- To develop a critical perspective towards our culture in students.
- To introduce students to interrelationship and interdependence of media, culture and communication.
- To give knowledge of visual images, narratives and how they are constructed in an ideological frame.
- To develop understanding among students about general awareness on cultural studies.
- To deliver knowledge and develop insight towards Indian Culture and Diversity of Media Industry.

LEARNING OUTCOMES :-

- Students will understand and analyse basics of various culture.
- Students will have deep understanding of Modern Mass Media as a Vehicle of Intercultural Communication.
- Capacity for practicing in their daily life cultural and religious diversity, Harmony and Tolerance.
- Will be able to critically appreciate and discuss the cultural and social role of the media.
- Will understand the role of communication and media in shaping and developing culture and society.

CO-PO MAPPING :-

PO/ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
1	3	3	3	2	3	2	1	1	2	-	2	3	3	1	2
2	3	3	2	2	1	1	1	1	1	-	1	3	3	1	2
3	3	3	3	3	3	1	3	3	3	1	1	3	3	2	2
4	3	2	3	2	3	1	2	1	2	1	2	2	2	1	2
5	3	3	3	2	2	1	2	1	2	1	2	3	3	2	2

Unit-2	Intercultural-Communication	L	T	P
2.1	Intercultural Communication: Definition and Process, Philosophical and Functional Dimensions (Lecture, Practicle, , Group Discussion, e-Reding)	02	01	---
2.2	Modern Mass Media as Vehicles of Intercultural Communication,Communication and Information as a tool of Equality and Exploitation (Lecture, Group Discussion, Presentation)	02	---	---
2.3	Political, Economic and Cultural Dimensions of International Communication (Lecture)	02	01	01

2.4	Barriers in Intercultural Communication-Religious, Political and Economic Pressures (Lecture; Group Presentation)	03	01	---
2.5	Intercultural Conflict Models –Kims Model and Ting-Toomey and Oetzel Model (Lecture, Assignments, Projects)	02	01	---
Total Hours		16		

Unit-3	Developing Intercultural Relationship	L	T	P
3.1	Anxiety/Uncertainty Management(AUM) theory of Effective Communication (Lecture, Presentation)	02	01	---
3.2	Uncertainty Reduction and Intercultural communication Apprehension (Lecture, Group Discussion, ppt)	02	01	---
3.3	Empathy and Similarity in Relationship Development, Internet as Relational Maintenance (e-Reading, Demonstration, Lecture)	02	01	---
3.4	Perceptions of Relational Intimacy Across Cultures-Eastern and Western Cultures and Relationship (Lecture, Presentation, Class Presentation)	02	01	---
3.5	Role of Communication in Intercultural Conflict Resolution- Broomes Model (Lecture, Practical)	04	01	01
Total Hours		18		

Unit-4	Cultural Studies -1	L	T	P
4.1	Culture, Popular Culture, Consumption of Culture, Power/Culture and Media (Lecture, Analysis in Group)	02	01	---
4.2	Media Culture and Cultural Studies, Audience/Reception Studies (Lecture, Group Discussion)	02	01	---
4.3	Identity, Everyday Life, the 'Circuit of Culture' Circuit of Consumption, Product, Spaces and Online Shoping, Postmodern Arts and Media (Case Studies, Lecture)	02	01	---
4.4	Feminism and Queer Theory, Technoculture and Risk, The Information Society and Media (Lecture, Group Presentation)	02	01	---
4.5	Global Culture, localization, Cultural Hybridization, Cyber-Counterculture and Media (Lecture, Assignments, Presentation)	04	01	01
Total Hours		18		

Unit-5	Cultural Studies -2	L	T	P
5.1	Media Literacy: Tools and Techniques, Biases and Distortion in Media Content (Lecture, Group Discussion)	03	01	01
5.2	Culture of Memory, The Production of Memory, The Consumption of Memory, The Politics of Memory and Media (Lecture, Group Discussion)	02	01	---
5.3	Narrating as Self-Fashioning, the Body Returns and Media (E-Reading Demonstration, Lecture)	02	---	---
5.4	The Production of the Self and Media, the Consumption of the Self and Media (Lecture, Presentation)	02	01	---
5.5	Gandhi's Global Influence and Media (Lecture, Class Presentation)	03	01	01
Total Hours		18		

Practical/Projects/Assignments:

- Project on news reports based on intercultural communication collect and critically evaluate at least 10 stories.
- Identify 10-20 cultural symbols in verbal and non-verbal communication and brief about their meaning.
- Identify 5 news stories that show cultural influence on media and critically evaluate the same.
- Do critical analysis of a research paper based on Gandhi's Global influence on media.

Suggested Readings :-

- Paul Hodkinson (2017), Media, Culture and Society, Sage Publication 2nd Edition
- Williams, Raymond (1988), The Analysis of Culture
- J. Habermas The Public Sphere
- L. James (2000) Media, Communication, Culture
- Encyclopedia of Communication, Sage
- Crowley David Mitchell, David, Communication Theory Today (1994) Stanyard California
- Motto, Amitabh and Tiwari, Heeraman (Edited 2014) culture, people and power- Indian and the Globalized world, Shipra publication.
- Basu, P.P. and Chanda, Ipsita (Edited 2011), Locating cultural change-Theory, Method, process, sage publication.
- Said Edward, Orientalism Culture and Imperialism, Covering the Islam.
- Huntington Samuel P; Clash of Civilizations and Remaking of new world order.
- डॉ. दयाकृ ण, सभ्यता और संस्कृति भावी इतिहास लेखन की अवधारणाएं
- दिनकर रामधारी सिंह, संस्कृति के चार अध्याय

E-Resource :-

- <https://journals.sagepub.com/do>
- <https://oxfordre.com/communication>

1MAJOE 01: Newspaper and Magazines: Structure and Functions

Total Credit-03
Max Marks-50 (Th.-25, Pra.-15, Int.-10)

COURSE OBJECTIVES-

- To give students an insight into the Print Media Industry.
- To introduce students to the structure and printing technology of Newspaper and Magazine.
- To impart students the knowledge of production and dispatch process of Newspaper and Magazine.
- To acquaint students with the knowledge of the work culture of bureau office.

LEARNING OUTCOMES-

- Students will be able to apply their knowledge in successful production of news in newsroom.
- Develop the capacity of content creation for newspapers and magazines.
- Understand and evaluate knowledge of printing technology and various methods of printing.

CO-PO MAPPING :-

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

Unit- 1	Print Media Industry	L	T	P
1.1	Evolution of Newspaper Publishing as an Industry. (Lecture)	02	---	---
1.2	Prominent Publication Houses of India- Times of India, Hindustan Times, Deccan Herald. Dainik Jagran, Dainik Bhaskar, Patrika, Lokmat Samachar, Malyala Manorma, Daily Thanthi, Mathrubhumi, Daily Sakal, Gujrat Samachar, Sandeh, Anand Bazar Patrika, Dinakarn, Punjab Keshri. (Lecture Demonstration)	03	---	---
1.3	Types of Newspapers- Area Wise National, Regional, Local Etc. Production Wise- Broadsheet Size, Berliner, Tabloid Size, Compact Size Etc. (Lecture, Field Visit)	03	01	01
1.4	Language Newspapers Industry In India- Tamil, Telugu, Malayalam, Marathi, Assamese, Oria, Urdu, Bangla Etc. (Lecture, Class Presentation)	04	02	---
1.5	Future of Print Media Industry Vis-As-Vis Digital Emergence. Understanding of Readership Profile. (Lecture)	01	---	---
Total Hours		17		

Unit 2	Structure of a Newspaper Organization	L	T	P
2.1	Structure of a Newspaper Organization, Management, Circulation, Marketing and advt. HRD or Personnel, Finance and Accounts, editorial. (Lecture, Field Visit)	03	---	01
2.2	Editorial Department- Managing Editor, Editor or Group Editor, Resident Editor, Asst. Editor, News Editor, Chief-Sub, Sub-Editor. (Lecture)	04	---	---
2.3	How a Newsroom Functions- Command and Control Structure i.e Hierachy, Managing Sections, Allocation of Resources. (Lecture, Field Visit)	03	---	01
2.4	Importance of a Copy Editor, Why they are unsung heroes, last line of defense. (Lecture, Group Discussion)	02	---	---
2.5	Production of a Newspaper and magazine- various stages. (Lecture, Field Visit)	03	---	01
Total Hours		18		

Unit 3	Magazine Journalism	L	T	P
3.1	Magazine Journalism- Global and Indian Scenario. (How It Came Into Being, Big International Magazines, Growth of Image in India, Examples of Some Global and Indian Images). (Lecture, Presentation)	02	01	---
3.2	Types of Magazines- General Interests, Business, Sports, Children's, Women's, Leisure and Entertainment, Science, Health, Education, Life Style, IT, Auto, Career, Crime, Photography Etc. (Lecture, Field Visit, Demonstration)	02	01	01
3.3	Writing For Magazines- How is it Different from Newspapers, Importance of Info Graphics, Illustrations, Photographs In Magazines. (Lecture, Presentation)	02	02	---
3.4	Magazine Production- Stages, Layout, Design, Planning Pages, Paper Used, Inserting Advts, Creative Advertisements- Cover on Cover, Flaps Etc. (Lecture, Presentation, Field Visit, Analysis In Group)	02	01	01
3.5	Magazine Covers- Types- Feature Cover, News Cover, Image Covers, Illustration Covers, Type Based Covers, Concept Covers Etc. (Lecture, Analysis In Group, Presentation)	02	---	01
Total Hours		18		

Unit 4	Printing Technologies	L	T	P
4.1	History of Printing Technology. (Lectures, Presentation)	02	01	---
4.2	Evolution of Printing Processes- Various types of Printing Processes- Hand Press, Treadle, Cylinder, Litho, Rotary, Photo Gravure, Flexography, Offset, web offset, Screen Printing etc./dispatch process. (Lectures, Field Visit)	03	01	02
4.3	Modern Printing Technologies- Relief Printing Process, Intaglio Printing Process, Offset Printing Process, Screen Printing Process, Flexography, Gravure, Digital Printing, Analog printing, Digital offset printing. (Lecture, Field Visit, E-Readings)	04	01	02
4.4	News Print types for Newspapers and Magazines. (Lectures, Field Visit)	02	---	---
4.5	Colour Printing- Processing, Separation and Dispatch Processing. (Lectures, Field Visit, Presentation)	02	01	01
Total Hours		22		

Unit 5	Journalists and media owners who shaped Newspaper and Magazine Journalism	L	T	P
5.1	Global- Joseph Pulitzer, William Randolph, Roger Ailes, Harold Eveans, Robert Fisk, Ted Turner, Rupert Murdoch (Lecture, case study)	03	01	---
5.2	Indian- Mahatama Gandhi, Makhanlal Chaturvedi, Ganesh Shankar Vidarthi, Baburao Vishnu Paradkar, Frank Moraes, Moulgeonkar, N.Ram (Lecture, case study)	03	01	---
5.3	Indian Hindi- Sachchidanand Hiranand Vatsyayan Agyeya- Dinman, Dharamveer Bharti- Dharmyug, Surendra Pratap Singh- Navbharat Times, Prabhash Joshi- Jansatta, Rajendra Mathur-Naiduniya, Hemant Kumari Devi Choudhary- Sugra-hini, Raghuvveer Sahay- Dinman. (Lecture, Assignment)	03	01	---
5.4	Indian Languages - Ramoji Rao- Telugu, Suman Chattopadhyay- Bangla, Jahid Ali Khan- Siyasat Hyderabad- Urdu, K.M. Mathew- Malyalam (Lecture, Presentation)	03	01	---
5.5	Illustrations and Graphic Expressions/Visual-K. Shankar Pillai, R. K. Laxman, Abu Abraham, Mario Miranda, Pran Kumar Sharma, Photographer Raghu Rai (Lecture, Presentation)	02	--	--
Total Hours		18		

Practical/Projects/Assignments:

- Prepare a bibliography of Pre-independence Newspapers.
- Writing profile and characteristics of any one Publishing House.
- Rewriting three different types of stories published in Newspapers and News Magazine.
- Prepare name list of different types of Magazines- Sports, Business and Science etc.

Suggested Readings:

- Leslie Jereme (2013), The modern Magazine- Visual Journalism in the digital Era, Laurence King Publishing, United Kingdom.
- Holmes Tim (2008), Mapping the Magazine, Routledge, Houghton
- Sarkar N.N., Art and Print Production, Oxford Higher Education.
- SueApfelbaum- Juliette cezzar, Designing the Editorial Experience- Rockport Publishers, Suite, Beverly M.A.
- Trikha, N.K, Reporting, Makhanlal Chaturvedi National University of Journalism and Communication
- Click & Baird, Magazine Editing and Production.
- Harcup Tony, Journalism Principles and Practice 3rd edition, Sage
- Singh J.K., Modern Journalism, A.P.H. Publishing Corporation, New Delhi
- श्रीधर विजयदत्त, एक भारतीय आत्मा, माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता एवं संचार विश्वविद्यालय, भोपाल
- शाह रमेशचंद्र, स.ही. वात्स्यायन अज्ञेय, माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता एवं संचार विश्वविद्यालय, भोपाल
- रणसुभे सूर्यनारायण, भीमराव आंबेडकर, माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता एवं संचार विश्वविद्यालय, भोपाल
- लिडबिडे एम.एन., मुद्रण सामग्री प्रौद्योगिकी, मध्यप्रदेश हिन्दी ग्रंथ अकादमी, भोपाल
- कोठारी गुलाब, समाचारपत्र प्रबंधन, माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता एवं संचार विश्वविद्यालय, भोपाल पुरोहित अनिल कुमार, आधुनिक समाचार पत्र प्रबंधन, आदित्य पब्लिशर्स, बीना (म.प्र.)

E-Resource:

- www.nzd1.org>gsdlmod.
- www.vault.com>industries.newspaper.
- <https://www.scribd.com>>doc>
- <http://www.slideshare.net>>mobile>
- www.journogy.com>2017/02.
- www.nzdl.org>gsdlmod.
- The News Designers Handbook.
- www.magazinedesigning.com>structure.
- Printingmuseum.org.
- Newspaper Designer's Handbook.
- Indian press: <http://www.pressreference.com/GU-KU/india.html>.
- shodhganga.inflibnet.ac.in>bitstream.
- <https://nieonline.com>>resources>Discovering.

SEMESTER - II
2MAJCCC04: News Reporting and Writing

Total Credit-06
Max Marks-100 (Th.-50, Pr.-30, Int.-20)

COURSE OBJECTIVES -

- To impart in students the oretical and practical knowledge of news reporting.
- To enable students to write impactful news for print media.
- To develop news senses in students and nurture them with the knowledge about various reporting fields.
- To enable students skilled in developing New Ideas and teach them techniques of specealized reporting.

LEARNING OUTCOMES -

- Students will understand news reporting, their principles and techniques.
- Students will be able to cover events and write news.
- Students will be able to develop creative ideas and develop creative content.

CO-PO MAPPING:

PO/CO	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	2	2	3	1	3
2	3	3	2	2	2	2	2	2	2	3	2	2	3	2	3
3	3	2	3	3	2	2	3	2	2	2	2	2	1	2	3

Unit-1	News : Concept, Definition, Element and Values	L	T	P
1.1	Concept of News, Meaning and Definition of News, News Sense, Difference between Information and News, Change of Information into News, Considerations Essential of News, Correlation between News and Audience Profile (Lecture, tutorial/PPT)	02	01	---
1.2	News Elements: Proximity, Prominence, Timelines, Oddity, Consequence, Conflict, Human Interest, Superlatives, Scandal, Impact and So on News Values: Balance, Fairness, Brevity, Verification, Quotes, Attribution, News Budgeting (Lecture, Group discussion, Assignment)	03	---	---
1.3	Structure of News Report- Headline, Intro, Body, Byline, Dateline Etc., Type of Intro and Headline (Lecture, Group discussion, Practical, Assignment)	02	---	01
1.4	Type of News: Hard News, Soft News, Human Interest, PR News, Political News, Business News, Regional News, Entertainment News, Foreign News, Subject Oriented News Like Health, Science, Technology, Sports, Crime Etc. (Lecture, Assignment)	02	---	---

1.5	Ideating: Techniques of Idea Generation – Scamper – Substitute, Combine, Adapt, Modify, Put to another Use, Eliminate, Brainstorming, Storyboarding, Visualization and Visual Prompts, Daydreaming, Reverse Thinking, Questioning Assumption, Socializing, Brain Writing (Lecture, Special Lecture/ Workshop, Group Discussion, Assignment)	02	---	01
Total Hours		14		

Unit-2	Reporting	L	T	P
2.1	Concept and Principle of Reporting, Truth and Accuracy, Independence, Fairness and Impartiality, Humanity, Accountability (Lecture, Group discussion)	02	---	---
2.2	Techniques of Reporting: Gathering News- Through Observation, Through Sources, By Interview, By Digging into Documents, Thinking of the Story Ideas, Maintaining Dairy, Chalking Out Specific Assignment, Research, Follow-Ups, Beat System (Lecture, Tutorial, Field Visit, Assignment)	02	01	---
2.3	Reporting for Newspaper, Magazine, Radio, TV, News Agency, Web (Lecture, Special Lecture/ Workshop, Assignment, Practical)	03	---	03
2.4	Role and Importance of News Sources, Type of News Sources, Ethics in Cultivating News Sources, Maintaining Reference, Use RTI to Get Information, Use of Internet and Social Media (Lecture, Assignment)	02	---	---
2.5	Essentials for a Good Reporter, Qualities and Characteristics of a Reporter (Lecture, Assignment)	02	---	---
Total Hours		15		

Unit-3	News Writing Skills	L	T	P
3.1	News Writing Principle, Skills, 5W-1H and 7C, Intro And Headline Writing (Lecture, Workshop, Assignment, Practical)	02	---	02
3.2	News Writing Style- Inverted Pyramid, Pyramid, Feature, Radio Style, TV Style And Web Style (Lecture, Workshop, Assignment, Practical)	02	---	02
3.3	Interview – Type, Preparation, Questionnaire for Interview, Writing Style (Lecture, Tutorial, Demonstration, Assignment, Practical)	02	01	01
3.4	Press Conference, Meet the Press, Press Briefing, Unscheduled Press Briefing, Press Releases (Lecture, Workshop, Demonstration, Assignment, Practical)	02	01	02
3.5	News Features – Importance of Story-Telling, Anecdotes, Personal Profiles, Narratives (Lecture, Group Discussion, Assignment, Practical)	02	---	01
Total Hours		20		

Unit-4	Reporters / Correspondents	L	T	P
4.1	How a Reporter/Correspondent Works – An Ideal Reporter, Tools and Techniques (Like- Camera, Audio Recorder, Copy-Pen Etc.) (Lecture, Assignment, Meeting With The Professional)	02	---	---
4.2	Hierarchy of a Reporting Section in a Media Organization, Types of Reporters and their Responsibilities, Assignment Reporter, Bureau Chief, Freelance Reporter, Stringer, Foreign Reporter (Lecture, Tutorial/PPT, Assignment, Field Visit, Meeting With The Professional)	04	02	---
4.3	Challenges for a Reporter- Threats, Limitation, Limited Resource, Time-Management, Cultivating Sources, Defamations, Professional Hazards (Lecture, Group Discussion)	02	---	---
4.4	Press Freedom and Violence Against Reporters (Lecture, Group Discussion, Tutorial/PPT, Assignment, Case Study)	02	01	---
4.5	Award for Reporters and Leading Award Winning Stories (Lecture, Tutorial/PPT, Assignment, Case Study)	02	---	---
Total Hours		15		

Unit-5	Types of Reporting	L	T	P
5.1	Investigative, Descriptive, Interpretative and Objective Reporting (Lecture, Assignment, Practical, Case Study)	03	---	02
5.2	Reporting for Specialized Beats- Child and Women, Education, Crime, Political, Health, Economy, IT and Science, Parliamentary/Legislative, Sport, Defense, Court, Art and Culture, Environment Etc. (Lecture, Group Discussion, Assignment, Practical, Meeting With The Professionals)	03	---	03
5.3	Embedded Reporting, War Reporting, Communal Conflict Reporting, Reporting on International Conflicts, Peace Journalism, Reporting on Gender Issues, Rural Reporting (Lecture, Special Lecture, Assignment, Practical, Meeting With the Professional)	03	---	02
5.4	Importance of Planning and Research for Reporters before doing the big stories, Reporters must have visual thinking, , Coordination of Reporter with Photographer, and Designer (Lecture, Special Lecture, Workshop, Assignment, Practical)	02	---	01
5.5	Psychology – The Science of Reporting Elections, Opinion and Exit Poll, Case Studies, Use of Election Commission Data in Election Reporting (Lecture, Tutorial/PPT, Special Lecture/Workshop/Seminar, Assignment, Practical, Meeting With The Professional)	02	---	01
Total Hours		22		

Practical/Projects/Assignments:

- News Reporting (field visits) and News Writing – 10 News (Sports/Politics/ Cinema/ Local News/ Global News/Religious/Crime/ Infrastructure/Science/ Development/ Education / Administration etc.)
- Attend minimum 3 Press Conferences and write press release on same.
- Conduct an Interview of A Politician or any Renowned Personality and write a report on same.
- Workshop on story idea generation – 2-3 Hours

Suggested Readings :

- Agrawal, V. B., & Gupta, V. S. (2001). Handbook of journalism and mass communication. New Delhi: Concept Publishing Company
- Jayapalan N.(2001) Journalism, Atlantic
- Flemming and Hemmingway(2005), An Introduction to journalism, Vistaar Publications
- Frost, C.(2001). Reporting for Journalists, Routledge, London.
- Garrison, B.(2000). Advanced Reporting, LEA.
- Itule & Anderson (2002). News Writing and reporting for today's media, McGraw Hill Publication
- Madhok Madhuri News Agency Journalism, Makhanlal Chaturvedi National University of Journalism and Communication
- Pro. Kiran, Hand book of print media, Makhanlal Chaturvedi National University of Journalism and Communication
- Parthasarathy , R.(1994). Here is the News: Reporting for Media, Sterling Publishers
- Richard, K.(2000). The Newspaper's Handbook, Routledge Publication
- Trikha, N.K, Reporting, Makhanlal Chaturvedi National University of Journalism and Communication
- सुभाषा धूलिया, आनंद प्रधान (2004), समाचार अवधारणा और लेखन प्रक्रिया, भारतीय जनसंचार संस्थान, नई दिल्ली
- Shrivastava K.M (2003). News Reporting and Editing, Sterling Publishers, India.
- Joseph M.K (2007). Outline of Reporting, Anmol Publications, India
- Melvin Mencher (2010). News Reporting and Writing, McGraw-Hill Education, United States
- Saxena Sunil (2006), Headline Writing, Sage
- Harcup Tony (2006), Journalism Principles and Practice, Vistaar
- Harcup Tony (2009), Journalism : Principles and Practice (second edition), Sage South Asia Edition
- Newswriting and Reporting: James M. Neal & Suzanne S. Brown, Blackwell, reprinted in India by Surjeet, 2007.
- Yadav Shyamlal (2017), Journalism through RTI: Information Investigation Impact, SAGE Publications Inc
- Burns Lyntte sheridam (2013), Understanding Journalism, Sage South Asia Edition

- Hough George A. (2006), News Writing, Kanishk Publishers, New Delhi
- Susan Pape & Sue Featherstone (2005), Newspaper Journalism : A practical introduction, Sage Publication
- Verma M.K. (2013), News Reporting and Editing, A.P.H. Publishing Corporation, New Delhi
- नन्दा वर्तिका (2010), टेलीविजन और क्राइम रिपोर्टिंग, राजकमल प्रकाशन, नई दिल्ली
- डॉ. वि. गु. पंकज (2014), प्रिंट और इलेक्ट्रॉनिक मीडिया में साक्षात्कार, नेशनल पब्लिकेशन, जयपुर

E-Resource :

- <https://www.bbc.co.uk/academy/hi>
- <http://www.newswriters.in/>
- <https://www.scotbuzz.org/2017/12/patrakarita-ke-vibhinn-kshetra.html>
- <https://www.scribd.com/doc/23738974/7-Reporting-Editing-Techniques>
- <http://cij.co.in/index.php>
- <http://www.dailywritingtips.com/the-art-of-writing-news/>
- http://handbook.reuters.com/?title=Reporting_and_Writing_Basics
- <http://www.thehoot.org>
- <https://reutersinstitute.politics.ox.ac.uk/>
- <https://www.openschoolofjournalism.com/distance-education-program/courses/embedded-journalism-jg140>
- <https://www.independent.co.uk/news/media/opinion/embedded-journalism-a-distorted-view-of-war-2141072.html>
- https://web.stanford.edu/group/sjir/pdf/journalism_real_final_v2.pdf
- <https://www.owlgen.com/question/discuss-different-types-of-reporting-in-journalism>

2MAJCCC 05: Editing: Principles and Practices

Total Credit-06

Max Marks-100(Th.-50, Pr.-30, Int.-20)

COURSE OBJECTIVES -

- To impart students the theoretical and practical knowledge of Editing
- To introduce students with role and responsibilities of editorial desk.
- To make students skilled in re-writing headlines, Intro and Re-organized stories.

LEARNING OUTCOMES -

- Capable of understanding the principles and techniques of editing.
- Students will be able to edit all types of copies.
- Students will be able to re-write Headlines, Intro and Re-organized stories.

CO-PO MAPPING:-

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

Unit-1	Concept and Principles of Editing	L	T	P
1.1	Editing : Concept and Significance (Class room lecture, Group Discussion)	02	---	---
1.2	Editorial Values : Objectivity, Facts, Impartiality and Balance (Class room lecture, Group Discussion, Tutorial)	02	01	---
1.3	Understanding the Publication – its Audience and Demography, Cultural and Social (Class room lecture, Group Discussion, Tutorial/PPT)	01	01	---
1.4	Gate keeping : Fact checking, Editorial Ethics, Authenticity, Legal Aspect, Language, Style, Clarity, Democratic, Non-Racist, Non-Sexist, Specific, Social and Cultural Values (Class room lecture, Group Discussion, Practical)	02	---	02
1.5	Editing Symbols/Proof Reading Symbols and how the Computer has Revolutionized Editing (Class room lecture, PPT, Practical)	01	01	02
Total Hours		15		

Unit-2	Editorial Desk	L	T	P
2.1	Editorial Hierarchy and Role of various Functionaries (Class room lecture, PPT, Field Visit)	02	01	---
2.2	Editor: Essential Qualities, Role and Responsibilities, Challenges for the Editor: Bias, Slants and Pressures. Editor as a Thinker, Opinion Maker, Advisor, Newsmen, Philosopher, Editor as Manager Devising Communication package (Class room lecture, PPT, Special lecture)	02	01	---
2.3	Sub-Editor : Skills, Duties, Responsibilities of a Sub-Editor (Class room lecture, Field Visit)	02	---	---
2.4	Functioning of City Desk, Regional Desk and Central Desk etc. (Class room lecture, Group Discussion, PPT, Field Visit)	04	01	---
2.5	Relation between Reporting Unit and Desk, Importance of understanding between Reporting Unit and Desk, Coordination Challenges between Reporting Unit and Desk (Class room lecture, Group Discussion, Field Visit)	02	---	---
Total Hours		15		

Unit-3	Editing Process-1 (News selection, Copy Editing and Re-Writing)	L	T	P
3.1	News Selection and Distribution for Editing : News Values and other Parameters (Class room lecture, Group Discussion, Field Visit)	02	---	---
3.2	Art of Copy Editing, Managing the News Flow (Class room lecture, Practical)	02	---	---
3.3	Rewriting and Restructuring News Stories (Class room lecture, Workshop, Practical, assignment)	01	---	02
3.4	Editing to fit available space : Summarization and Expanding Copy, Box Item (Content) (Class room lecture, Workshop, Practical)	02	---	02
3.5	Headlines and intro : writing and re-writing (Class room lecture, Practical, assignment)	02	---	02
Total Hours		15		

Unit-4	Editing Process-2 (Page Making, Layout and Design, Photo/Graphics and Caricature selection)	L	T	P
4.1	Principles and Process of Layout and Design (Class room lecture, Tutorial, PPT)	02	01	---
4.2	Planning and Designing the Front Page and Inside Pages, Designing Special Pages, Dummy, Page Making, Importance of Dummy in Page Making Process (Class room lecture, Tutorial, Practical, Workshop, Field Visit)	02	02	03
4.3	Planning and Visualization of News, Preparations of Charts, Diagrams, Graphs, Illustrations, Caricature and Cartoons etc. (Class room lecture, Group Discussion, Workshop)	02	---	---

4.4	Photo Editing – Selection of Photograph, Techniques and Procedure of Cropping, Reducing and Enlarging of Photographs. Caption and Sub-caption Writing, Editing of photo features, Action and Attractive Photographs. (Class room lecture, Workshop, Practical, Tutorial, assignment)	02	01	03
4.5	Stylebook/ Style Sheet, Importance use of Style Book (get at least 3 style book/style sheet or style guide) (Class room lecture, Tutorial, assignment)	01	01	---
Total Hours		20		

Unit-5	Editing Process-3 (Editing for Special Pages, Supplements, Pullouts and other Medium)	L	T	P
5.1	Editing: Copies of News Agencies, Bureaus, Regional Correspondents and Stringers etc. (Classroom lecture, Workshop, Practical, Tutorial, assignment)	02	01	02
5.2	Editing of Feature Pages, Sunday Magazine, Special Supplements and City Pullouts (Class room lecture, Tutorial, assignment)	02	01	02
5.3	Editing of Articles, Features and other Stories (Class room lecture, Tutorial, Practical, assignment)	02	01	02
5.4	Editing of Front Page Stories, Sports and Business Page Stories (Class room lecture, Workshop, Practical, assignment)	02	---	02
5.5	Copy Editing for TV, Radio and Website (Class room lecture, Workshop, assignment)	03	---	03
Total Hours		25		

Practical/Projects/Assignments:

- Workshop on Art of Editing - 2-3 Hours
- News (Subbing – cutting and extending) – 20 News Items.
- Re-writing copy, re-writing Headlines, re-writing Intro/lead writing (10).
- Edit any 2 news articles written by editor of any renowned newspaper.
- Design a Newspaper; from naming to page making, layouting, designing, article writing to final editing.

Suggested Readings:

- प्रो. दीक्षित कमल (2009), समाचार संपादन, राजकमल प्रकाशन, नईदिल्ली
- प्रो. हरिमोहन (2017), संपादन कला एवं प्रूफ पठन, तक्षशिला प्रकाशन, नईदिल्ली
- सिंह कन्हैया (2008), पाठ संपादन के सिद्धांत, लोकभारती प्रकाशन, प्रयागराज
- सुभाषा धूलिया एवं आनंद प्रधान (2004), समाचार अवधारण और लेखन प्रक्रिया, भारतीय जनसंचार संस्थान
- प्रो. जैन रमेश, संपादन पृष्ठ सज्जा और मुद्रण, मंगलदीप पब्लिकेशन, जयपुर
- चतुर्वेदी प्रेमनाथ, समाचार संपादन, भारतीय जनसंचार संस्थान, नईदिल्ली
- पंत एन.सी. (2004), संपादन कला, तक्षशिला प्रकाशन, नईदिल्ली
- Bowles, A. D. (2011). Creative Editing, Wadsworth

- Hicks & Homes, (2001). Sub-editing for Journalists, Routledge.
- Prasad, S. (1993). Editors on Editing/HY, National Book Trust.
- Rogers, G. (1993). Editing for Print, Mcdonald Book.
- Chaturvedi S. N. (2007), Cyber Tech Publications
- Floyd K. Baskette (1997), The art of editing, Allyan and Bacon, Boston
- Aggarwal, V. B., & Gupta, V. S. (2001). Handbook of journalism and mass communication. New Delhi: Concept Publishing Company
- Jayapalan N.(2001) Journalism, Atlantic
- Itule & Anderson (2002). News Writing and reporting for today's media, McGraw Hill Publication
- Richard, K.(2000). The Newspaper's Handbook, Routledge Publication
- Shrivastava K.M (2003). News Reporting and Editing, Sterling Publishers, India.
- Joseph M.K (2007). Outline of Reporting, Anmol Publications, India
- Melvin Mencher (2010). News Reporting and Writing, McGraw-Hill Education, United States
- Usha Raman, (2010). Writing For The Media, Oxford University Press-New Delhi
- Sharma S (2006). Editing: Theory and Practice, Anmol Publications, New Delhi.
- Saxena Sunil (2006), Headline Writing, Sage
- Harcup Tony (2006), Journalism Principles and Practice, Vistaar
- Newswriting and Reporting: James M. Neal & Suzanne S. Brown, Blackwell, reprinted in India by Surjeet, 2007.
- Newspaper Layout and Design– A Team Approach: Daryl R. Moen, Blackwell, reprinted in India by Surjeet, 2004
- Verma M.K. (2013), News Reporting and Editing, A.P.H. Publishing Corporation, New Delhi

E-Resource :

- <https://www.bbc.co.uk/academy/hi>
- <http://www.newswriters.in/>
- <https://www.scotbuzz.org/2017/12/patrankarita-ke-vibhinn-kshetra.html>
- <https://www.scribd.com/doc/23738974/7-Reporting-Editing-Techniques>
- <http://cij.co.in/index.php>
- <http://www.dailywritingtips.com/the-art-of-writing-news/>
- http://handbook.reuters.com/?title=Reporting_and_Writing_Basics
- <http://www.thehoot.org>
- <https://reutersinstitute.politics.ox.ac.uk/>

2MAJCCC 06: Computer Skills and Page Layout Design

Total Credit-06
Max Marks-100(Th.-50,Pr.-30, Int.-20)

COURSE OBJECTIVES-

- To acquaint students with the basics of computer, operating Softwares & MS Word.
- To enable students understand the basics of MS Excel & Power Point Applications.
- To help students learn Photo Editing techniques in Adobe Photoshop.
- To provide students Hands-on-Practice for creating Page Layout Designing in Quark Xpress.
- To impart students knowledge of Page Layout Designing in Adobe InDesign.

LEARNING OUTCOMES :-

Students will Understand and apply their knowledge in computer, OS & MS Word.

- Be able to develop Excel Work sheets, Work books & Slides for Power Point Presentation.
- Will understand and apply tools of Adobe Photoshop for Photo Editing.
- Will apply text format techniques in Quark Xpress for News Papers.
- Will create Page Layouts for News Papers in Adobe InDesign.

CO-PO MAPPING :-

PO/ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
1	3	-	-	2	-	-	1	-	-	3	2	-	-	-	3
2	3	-	-	1	-	-	-	-	-	3	1	-	-	-	3
3	2	-	-	1	-	-	-	-	-	2	2	-	1	-	3
4	2	-	-	1	-	-	-	-	-	2	2	-	-	-	2
5	2	-	-	1	-	-	-	-	-	2	2	-	-	-	3

Unit-1	Basic Computer Skills & Applications - I	L	T	P
1.1	Definition, Basic Components, Hardware and Software, Input/output devices. (Method : Lecture, PPT)	02	-	-
1.2	Introduction to Windows Operating System, Desktop, Accessories, Files and Folders. (Method : Lecture, PPT, Practical)	02	-	01
1.3	Introduction to MS Office, Features of MS Word - Spell Check, The-saurus, Find and Replace etc. (Method : Lecture, PPT, Practical)	02	-	02
1.4	Document Editing - Text Formatting and Page Layout Setting, Mail Merge.(Method : Lecture, PPT, Practical)	02	-	02

1.5	Insert options in a page – Objects and Shapes, Hyperlink, Header Footer, Page Numbers. Tables. (Method : Lecture, PPT, Practical)	02	-	01
Total Hours		16		

Unit-2	Basic Computer Skills and Applications - II	L	T	P
2.1	Introduction to MS Excel, Workbook and Worksheets. (Method : Lecture, PPT, Practical)	02	-	01
2.2	Chart Creation, Chart types and Manipulation. Sorting and Functions. (Method : Lecture, PPT, Practical)	02	-	01
2.3	Introduction to MS PowerPoint, Working with Slides, Designs & Backgrounds. (Method : Lecture, PPT, Practical)	02	-	02
2.4	Insert options - Text Box, Objects, Shapes, Pictures, Sound, Movie etc., Transitions, Custom Animations. (Method : Lecture, PPT, Practical)	02	-	02
2.5	Preparing and Delivering of Presentations, Qualities of a Good Presentation. (Method : Lecture, PPT, Practical)	02	-	01
Total Hours		17		

Unit-3	Digital Graphics - Adobe Photoshop	L	T	P
3.1	Introduction to Adobe Suite and Adobe Photoshop Software. (Method : Lecture, PPT, Practical)	02	-	01
3.2	Pixels, Resolution, Color Modes and Models. (Method : Lecture, PPT, Practical)	02	-	01
3.3	Use of Tools, Palettes and Panels. (Method : Lecture, PPT, Practical)	02	-	02
3.4	Use of Layers and Filters. (Method : Lecture, PPT, Practical)	02	-	02
3.5	Exporting to Various File Formats and Saving in Different File Formats. (Method : Lecture, PPT, Practical)	02	-	01
Total Hours		17		

Unit-4	Designing Page Layouts - Quark Xpress	L	T	P
4.1	Introduction to Quark Xpress; Creating and Editing Documents. (Method : Lecture, PPT, Practical)	02	-	01
4.2	Tools and its use, Linking and Unlinking, Text and Picture Boxes, Palettes. (Method : Lecture, PPT, Practical)	02	-	02
4.3	Text Formatting, Runaround, Importing, Creating and Resizing of Pictures. (Method : Lecture, PPT, Practical)	02	-	02

4.4	Various Page Layouts and Designs for Newspapers and Magazines. (Method : Lecture, PPT, Practical, Field Visits)	02	-	02
4.5	Exporting and Web Publishing features of Quark Xpress. (Method : Lecture, PPT, Practical)	02	-	01
Total Hours		18		

Unit-5:	Designing Page Layouts – Adobe InDesign	L	T	P
5.1	Introduction to InDesign; Creating Document. (Method : Lecture, PPT, Practical)	02	-	01
5.2	InDesign Tools. Text Formatting. (Method : Lecture, PPT, Practical)	02	-	02
5.3	Importing, Creating and Resizing of Pictures. (Method : Lecture, PPT, Practical)	01	-	02
5.4	Page Layouts and Designs in InDesign for Publishing. (Method : Lecture, PPT, Practical, Field Visits)	02	-	02
5.5	Text Over Images, Wrap Text Around Image/box. (Method : Lecture, PPT, Practical)	01	-	02
Total Hours		17		

Practical/Projects/ Assignments:

- Hands on Practice with MS Windows Operating System
- Text Formatting in MS Word and Hindi and English Typing Practice
- Creating and Modifying Image Files on Photoshop.
- Create a Page Layout in Quark Xpress.
- Create a Page Layout in Adobe InDesign.
- Visit to the nearest Printing Press or News Paper House.

Suggested Readings:

- Andrew Faulkner, Adobe Photoshop CC Classroom in a Book, Adobe Press, 2017.
- Bill Bruck, The Essential office 2000 Book The Get it Done Tutorial, BPB Publications 1999.
- Complete Course For DTP, PrakharPublications, Ahmedabad, 2013.
- Dan Gookin, Word 2010 For Dummies, John Wiley and amp; Sons, 2010.
- Elaine Weinmann, Peter Lourekas, QuarkXPress 7 for Windows and Macintosh: Visual QuickStart Guide Peachpit Press, 2006.
- FaitheWempen, Office 2016 For Seniors For Dummies, John Wiley & Sons, 2015.
- Galen Gruman, InDesign CS5 For Dummies, John Wiley and amp; Sons, 2010.
- Jay J. Nelson, Quark XPress For Dummies, John Wiley and amp; Sons, 2016.
- Kelly Kordes Anton, John Cruise, Adobe InDesign CC Classroom in a Book , Adobe Press, 2016.

- Lalit Mali, Microsoft Office 2016 Word, Excel, One Note Book - Vol 1, Notion Press, 2017.
- Martin Turner, Desk Top Publishing with QuarkXPress 2017, CreateSpace Independent Publishing Platform, 2017.
- Peter Bauer, Photoshop CC For Dummies, John Wiley & Sons, 2013.
- Rajaraman V, Fundamentals of Computers, PHI Publications, 2014.
- Satish Jain, Kratika, M.Geetha, BPB's Office 2010 Course Complete Book , BPB Publications, 2013.
- Wallace Wang, Office 2007 for Dummies, Paw Prints, 2008.

E-Resource :

- https://en.wikipedia.org/wiki/Adobe_InDesign
- https://en.wikipedia.org/wiki/Adobe_Photoshop
- https://en.wikipedia.org/wiki/Microsoft_Office
- <https://en.wikipedia.org/wiki/QuarkXPress>
- <https://www.oreilly.com/library/view/computing-fundamentals.../9781119039716/>
- <https://www.amazon.in/Computer-Fundamentals-P-K-Sinha/dp/8176567523>
- <https://www.amazon.in/Adobe-InDesign-CC-Classroom-Book/dp/9332584362>
- <https://products.office.com/...in/...online/documents-spreadsheets-presentations-office-...>
- Print Design and Print Publishing – QuarkXPress;
- www.quark.com/Products/QuarkXPress/Print_Design_Publishing/
- www.quark.com/Products/QuarkXPress
- https://en.wikibooks.org/wiki/Computers_for_Beginners

2MAJCCE03: Development Communication

Total Credit-06

Max Marks-100 (Th.-50,Pr.-30, Int.-20)

COURSE OBJECTIVES-

- To develop the understanding of different concepts of development and development communication.
- To help students able to analyze the Case studies and write on different media and development issues.
- To introduce students with different communication efforts made in the areas of development.
- To upgrade students with specialized knowledge and communication skills for social and behavioral change.

LEARNING OUTCOMES-

- Students will be skilled to carry out research, design content, implement, monitor and evaluate ocommunication for development interventions.
- Will be capable in designing and developing effective communication strategies for social transformation.
- Will be capable to analyze and review development related International and National reports.
- Will acquire writing skills (News/Article/Feature/News Analysis/ Critical Reviews and opinions) regarding different development issues of National and International interest.

CO-PO MAPPING:

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

Unit-I	Development and Sustainable Development	L	T	P
1.1	Development: Meaning, Concept and Approaches. Sustainable Development: Concept and Process (Lecture, Demonstrate Articles)	03	--	--
1.2	Indicators of Development, Millennium Development Goals (Lecture, Field Visit)	02	--	01
1.3	Characteristics of under Developed and Developed Societies. (Lecture, Demonstrate Articles)	02	01	--

1.4	Understanding Issues and Sub-issues of Development, India's De-velopment Paths and Dilemmas-Economic Development and Social Justice, Growth, Poverty and Unemployment (Group Discussion, Lecture, Seminar)	03	02	01
1.5	Bombay Plan of 1944, Development and Five Year Plans of India (Lecture, Class Presentation)	02	01	--
Total Hours		18		

Unit-2	Concept and Paradigm of Development Communication	L	T	P
2.1	Communication ,Development and their Inter -relationship (Lecture)	01	--	--
2.2	Development Communication: Concept and Process, Modernization Theory (Lecture)	02	--	--
2.3	Development Models of Daniel Lerner, Evert M Rogers, Wilbur Schramm (Lecture, Group Discussion)	03	01	--
2.4	Dependency, Inter-dependency, Need based Models/Paradigms of Development and Devcom- Critical Analysis (Lecture, Group Discussion, Seminar)	04	01	--
2.5	Participatory Development Communication Techniques,Participatory Rural Appraisal (PRA) (Lecture, Field Visit,Workshop)	02	01	03
Total Hours		18		

Unit-3	Role of Media in Development	L	T	P
3.1	Components of Communication for Development, Role of Media in Development-The Mass Media-Print, Electronic Media (Lecture, Reading-Articles, Features)	03	01	--
3.2	Development Support Communication: Concept, Definition, Philosophy and Process (Lecture, Group Discussion)	02	01	--
3.3	Folk/Traditional and other Alternative Modes of Development, Development and Social Marketing, Social Advertising, Social Activism (Field Visit, Demonstration, Lecture)	03	01	01
3.4	Development Concept of Gandhi and Paulo Freire (Lecture)	02	--	--
3.5	Understanding Medium, Message and Target for Development and Writing on Various Issues for Development (Lecture, Case Studies)	02	01	01
Total Hours		18		

Unit-4	ICT and Development	L	T	P
4.1	Use of ICTs and Emerging Technologies in Development, Digital Divide (Lecture, Reading-Newspapers, Magazines, E-Readings)	02	01	---
4.2	Satellite Instructional Television Experiment (SITE) (Lecture ,Group Presentation)	02	---	---
4.3	Kheda Communication Project (KCP), Jhabua Development Communication Project (JDCP) (Lecture ,Group Presentation)	02	---	---
4.4	Concept, Philosophy and Policy of Community Radio (CR), Role of CR in Development, Tools and Techniques of Community Video (CV) (Lecture ,Field Visit, Demonstration, Discussion)	03	01	02
4.5	E-Governance, Empowerment and Development Communication Systems (Lecture, Reading-Newspapers, Magazines, E-Readings, Analysis in Group)	03	01	01
Total Hours		18		

Unit-5	Contemporary Issues and Development Communication	L	T	P
5.1	Awareness Campaign for Grass-root Democracy-Panchayat Raj Institutions and Empowerment, Self Help Groups (SHGs) (Lecture, Role Model Method, Case Studies)	02	---	01
5.2	Development Issues-Health, Nutrition and family welfare; Women Empowerment and Gender Sensitization; Rural-Urban Migration, Environment-Displacement and Resettlement Issues (Lecture, Reading-Newspapers, Magazines, E-Readings, Analysis in Group).	02	01	01
5.3	Agricultural issues - High Quality Seeds, Hybrid Seeds, Genetically Modified Crops (BT seeds) and Fertilizers, Organic farming, Food Security in India. (Lecture, Writing Practice, Group Activity, Class Presentation)	02	01	---
5.4	Brief Introduction of Stakeholders OF Devcom: UNICEF, WHO, UNDP, FAO, World Bank, IMF (Lecture, Class Seminar)	01	01	---
5.5	Critical Appraisal of Efforts by Government and Non-Government Organisations (NGOs) in Economic and social Upliftment of Rural Areas. Case Studies in Devcom Urban and Rural Perspectives, Education, Health and Irrigation (Lecture, Workshop, Group Analysis, Case Studies Presentation)	02	02	02
Total Hours		18		

Practical/Project/Assignments :

- Tracking at least one Development Programme Campaign/Issue and Writing A Comprehensive Critical Report on the same.
- Documenting communication approach and process of a government department and one non-government organization working in the development sector.
- Design a Communication Campaign for Development of Society.

Suggested Readings:

- Melkote, Srinivas and Steeves H. Leslie,(2001). Communication for Development in The Third World, 2nd Edition, Sage.
- Schramm, Wilbur, (1964). Mass Media and National Development, Stanford, Calif, Orthia.
- Singh, Kartar and shishodia, Anil (2019) Rural Development:Principles, Policies and Management. Sage .
- Serbaes, Jan. (Eds.), (2008) Communication for Development and Social Change.,Sage.
- Joshi P.C.,(2002), Communication and National Development. New Delhi. Anamika Publication.
- Mc Phail, T. L. (2009). Development Communication: Reframing the role of Media. UK: Wiley, Blackwell.
- Servaes, J., Jacobson, T. & White, S.A. (Eds.), (2006) Participatory Communication for Social Change. Thousand Oaks: Sage.
- Tabing Louie. (2002). How to do Community Radio, UNESCO Publication, New Delhi
- Sainath, P.(1996). Everybody loves a good drought: stories from India's poorest districts, Penguin Books, Delhi.
- Narula, Uma. (1995). Development Communication - Theory and Practice, Har Anand Publication.
- Mathur, Kanwar, (1994). Communication for Development and Social Change.
- World Bank: World Development Report (published every year) Oxford.
- Prasad Kiran (2009), Communication for development Re inverting theory and action Vol – I and II, B.R. Publication, Delhi

E- Resources:

- https://library.mpib-berlin.mpg.de/toc/z2008_2104.pdf
- <http://bibliotecavirtual.clacso.org.ar/ar/libros/edicion/media/09Chapter5.pdf>
- <https://www.sciencedirect.com/science/article/pii/S0040162506000394>
- <https://onlinelibrary.wiley.com/doi/abs/10.1002/j.1681-4835.2010.tb00293.x>
- <https://www.sciencedirect.com/science/article/abs/pii/S0736585308000026>
- <https://www.sciencedirect.com/science/article/abs/pii/S0305750X02000426>
- <http://sro.sussex.ac.uk/id/eprint/52765/>
- <https://www.emeraldinsight.com/doi/abs/10.1108/09526860710819413>
- <http://www.igidr.ac.in/pdf/publication/IDR-2004-05.pdf#page=147>
- <http://www.ibpsa.org/proceedings/BSO2018/6B-3.pdf>
- https://www.researchgate.net/profile/Vikas_Kumar146/publication/309478757_Media_and_Communication_in_Sustainable_Development/links/58a0603daca272046aad36bd/Media-and-Communication-in-Sustainable-Development.pdf#page=110
- http://iafor.info/archives/offprints/mediasia2013-offprints/MediAsia2013_0039.pdf
- <http://www.ijsp.in/admin/mvc/upload/10101%20Casteist%20Media%20and%20Dalit%20Issues.pdf>
- <http://srfaurangabad.org/journals/2ndissue/12.pdf>

2MAJCCE04: Copy Writing on Different Issues

Total Credit-06
Max Marks-100(Th.-50,Pr.-30 Int.-20)

COURSE OBJECTIVES :-

- To generate a sense of elaborative and researched writing on various issues with an insight of accuracy and in-depth research.
- To sensitize students about the importance of focused writing in media.

LEARNING OUTCOMES :-

- Students will be able to apply their knowledge regarding news stories, articles, and editorials on various issues.
- Will be able to produce informative and compelling stories on current and sensitive issues.

CO-PO MAPPING :-

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

Unit-1	CONCEPT	L	T	P
1.1	Significance of Issue Based Writing (LECTURE, GROUP DISCUSSION)	02	01	-
1.2	Idea, Ideology and Media (THEORY and LECTURE)	02	01	-
1.3	Formats of Writing-News, Feature, Article, Editorial etc (LECTURE, DEMONSTRATION and PRACTICAL)	02	01	01
1.4	Economical, Political, Cultural and Social Issues (THEORY and LECTURE)	04	-	-
1.5	Developmental Issues: Environment, Sustainability, Poverty, Rural Scenario, Basic Facilities, Child Education, Human Resource, Employment, Women Empowerment, Rural scenario, Basic facilities. (THEORY and LECTURE)	04	-	--
Total Hours		18		

Unit-2	INTERNATIONAL ISSUES	L	T	P
2.1	International Politics – New World Order and Bilateral Relations Between Countries (THEORY and LECTURE)	02	-	-
2.2	Conflicts, War and Peace Initiatives, Economic Crimes and Anti Terrorism Campaign (LECTURE, CASE STUDIES)	03	01	-
2.3	Natural Resources, Climate Change, Pollution: Water, Air, Soil, Energy, Oil, Global Warming. (LECTURE and PRACTICAL, CASE STUDIES)	03	01	01

2.4	Crime: Human Trafficking, Immigration, Racial and Religious Issues (LECTURE & THEORY, CASE STUDIES)	03	01	-
2.5	UN Bodies and Other Global Forums (LECTURE, ASSIGNMENT)	02	01	-
Total Hours		18		

Unit-3	NATIONAL ISSUES	L	T	P
3.1	Internal Security, Social Conflicts, Communalism, Extremism (LECTURE & THEORY, ASSIGNMENT)	05	-	-
3.2	Literacy, Population and Infrastructure (LECTURE, GROUP DISCUSSION, ASSIGNMENT)	02	01	-
3.3	Unemployment, Education, Governance, Accountability Health-Hygiene Issue. (LECTURE & THEORY, ASSIGNMENT)	02	01	-
3.4	Casteism, Regionalism, Language Biasness Issue (LECTURE, GROUP DISCUSSION)	03	-	-
3.5	Centre-State Relationship, River Water Dispute, Illegal Migrations (LECTURE & THEORY, ASSIGNMENT)	03	01	-
Total Hours		18		

Unit-4	REGIONAL ISSUES	L	T	P
4.1	Regional Conflicts and Disparities (LECTURE)	02	-	-
4.2	Planning of Mechanism, Conflict Resolution and Development Planning (LECTURE and THEORY)	02	-	-
4.3	Agricultural and Land Reforms (LECTURE and THEORY, ASSIGNMENT)	04	02	-
4.4	Economic and Political Issues Between Center and State (LECTURE and THEORY)	02	01	-
4.5	Regional Imbalances; Differences in Per Capita Income, Literacy Rates, Health and Education Services, Levels of Industrialization. (LECTURE, THEORY and PRACTICAL)	03	-	02
Total Hours		18		

Unit-5	CURRENT MEDIA ISSUES	L	T	P
5.1	Yellow Journalism, Paid News and Credibility of Media Houses. (LECTURE, ASSIGNMENT)	02	01	-
5.2	Social Media and Fake News (LECTURE, PRACTICAL, ASSIGNMENT, GROUP DISCUSSION)	02	02	02
5.3	Ethical Media and News Credibility (LECTURE, GROUP DISCUSSION, ASSIGNMENT)	02	01	-
5.4	Cross Media Ownership. (LECTURE, GROUP DISCUSSION, ASSIGNMENT)	02	01	-
5.5	Press Associations; National and International. (LECTURE, ASSIGNMENT)	02	01	-
Total Hours		18		

Practical/Projects/Assignments:

- Write articles on literacy, population and unemployment along with the reference mentioned for data used in it.
- Write a project on “social media as tool for spreading fake news”.
- Choose any five from the above topics mentioned in the units and identify five news/article/feature from newspapers/magazines and give a presentation on the same.
- Write article on International/National Issue, one each.
- Write a news story based on any issue related to State and Center Relationship.

Suggested Readings:

- McWhorter Kathleen T. (2016), Reading and Writing About Contemporary Issues
- Ackley Katherine Anne (2005), Perspectives on Contemporary Issues
- Mearsheimer John (2001), The Tragedy of Great Power Politics
- John Baylis, Patricia Owens and Steve Smith (1997), The Globalization of World Politics
- Kennedy Paul (1987), The Rise and Fall of the Great Powers

E-Resource:

- <https://ijnet.org/en/story/how-media-can-better-understand-fake-news-phenomenon>
- by JAMES BREINER, Dec 02 in FACT-CHECKING AND VERIFICATION
- <HTTPS://WWW.MEA.GOV.IN/IMAGES/PDF/INDIA-FOREIGN-RELATION-2012.PDF>
- <https://www.e-ir.info/publications/download/file/66825/66829>

2MAJOE02: Opinion Writing

Total Credit-03

Max Marks-50 (Th.-25, Pr.-15, Int.-10)

COURSE OBJECTIVES :-

- To help students understand the difference between news and thoughts under media writing.
- To introduce students to concepts of editorial page and its composition.
- To provide students an in-depth understanding of difference between editorial writing and other techniques of writing under media writing.
- To give students the knowledge about objectives and procedure of editorial writing.
- To introduce students with various thoughtful and critical writing methods.

LEARNING OUTCOMES :-

- Students will be able to apply their understanding towards various methods of media writing.
- Will develop creative content of different styles by utilizing various techniques of media writing.
- Will understand the differences between editorial writing and other methods of media writing.
- Will be capable of writing Feature, Column, Reportage, Memoir and Satire.

CO-PO MAPPING :-

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

Unit-I	VIEWS IN MEDIA	L	T	P	Total
1.1	Concept of News and Views in Media, Especially in a Newspaper (Class room lecture, Group Discussion)	03	00	00	03
1.2	Significance of Opinions in Newspapers (Class room lecture, Group Discussion)	03	00	00	03
1.3	Responsibilities and Functions of Editor, Lead Writers and Assistant Editors (Class room lecture, Group Discussion, Tutorial/PPT)	02	01	00	03
1.4	Major Formats of Views and Opinions in Newspapers and Magazines (Class room lecture, Tutorial/PPT, assignment)	02	01	00	03
1.5	Difference between Main Articles, Side Articles, Short Notes and Current topics (Class room lecture, Tutorial/PPT, Group Discussion, assignment)	03	01	02	06
	Total Hourse	13	03	02	18

Unit-2	The Edit Page	L	T	P	Total
2.1	Concept and Layout of Edit Page of Newspapers and Op-ed (Opposite the Editorial) (Class room lecture, Tutorial/PPT, assignment)	02	01	01	04
2.2	Social Responsibility : Society Demands, Mutual Respect and Fairness (Class room lecture, Group Discussion, assignment)	03	00	01	04
2.3	Syndicated Opinion Columns (Class room lecture, assignment)	02	00	01	03
2.4	Innovations on the Edit Page: A Package of Opinions, Views, Analysis Perspectives, Comments and Information, Balancing Opinions and Comments, Encouraging Debates (Class room lecture, Tutorial/PPT, assignment)	03	01	01	05
2.5	Defining Editorial-Its Function and Need, Letter to the Editor (Class room lecture, Group Discussion, assignment)	02	00	00	02
Total Hourse		12	02	04	18

Unit-3	Feature Writing	L	T	P	Total
3.1	Feature – Definition and Scope (Class room lecture)	03	00	02	05
3.2	Types of Features – News Features, Personality Feature, Scientific Feature, Bussness Features (Class room lecture, Tutorial/PPT, assignment)	01	00	01	02
3.3	Travel Features, How – to – do – it Features, Life Style Features, Historical Features, Institutional Features, Ad Features (Class room lecture, Tutorial/PPT, assignment)	03	01	03	07
3.4	Backgrounder Writing, Satire, Reportage (Class room lecture, Tutorial/PPT, assignment)	04	00	04	08
3.5	Art of Reviewing Books, Films and Theatre, Media Review, Review of Art and Culture (Class room Lecture, Tutorial/PPT, Group Discussion, Assignment)	02	00	00	02
Total Hourse		13	01	10	24

UNIT-4	Opinion Writing	L	T	P	Total
4.1	Critical Thinking for Opinion Writing : Logic, Evidence, Criticality and Rationality, Observation and Questioning, Arguments and Analysis (Class room lecture, Group Discussion)	03	00	00	03
4.2	Citizen Journalism : Concept, Practice and Platforms (Class room Lecture, Tutorial/PPT, Group Discussion, Assignment)	01	00	01	02
4.3	Columnists on Specialized Area (Class room lecture, Tutorial/PPT, Group Discussion, Assignment)	02	01	01	04

4.4	Cartoons and Critical Appreciation (Class room lecture, Group Discussion, Assignment)	02	00	00	02
4.5	Political Commentary (Class room Lecture, Tutorial/PPT, Group Discussion, Assignment)	02	00	01	03
Total Hourse		10	01	03	14

UNIT-5	Trends and Challenges	L	T	P	Total
5.1	Columnists on Specialized Area (Class room lecture, Tutorial/PPT)	02	00	00	02
5.2	Film Appreciation- Viewing and Reviewing (Class room Lecture, Tutorial/PPT, Group Discussion, Assignment)	02	00	00	02
5.3	New Trendes in Editorial / Opinion Page and its Challenges (Class room lecture, Tutorial/PPT, Group Discussion, Assignment)	01	00	01	02
5.4	Understanding Fake News: Issues, Challenges and Techniques to deal with Fake News, Plagiarism, Research – Sources for Written Opinion (Class room lecture, Tutorial/PPT, Group Discussion, Assignment)	04	01	01	06
5.5	Law/Ethics in Opinion Writing (Class room Lecture, Tutorial/PPT)	03	01	01	05
Total Hourse		12	02	03	17

Practical/Projects/Assignments:-

- Workshop on creative writing/opinion writing/understanding fake news.
- Article writing – 05
- Feature – 05
- Travelogue – 02
- Letter to Editor – 05
- Book and Film Review – 2-2
- Write a news article on any controversial news that will portray your own opinion.

Suggested Readings:-

- Stovall, James. Glen. (2008), Writing for the Mass Media, Pearson.
- Fink, Conrad C. (2005), Writing Opinion for Impact: Blackwell, reprinted in India by Surjeet.
- Raman, Usha. ((2010), Writing for The Media, Oxford University Press.
- Rao, N.M. Raghavendra. (2012), Feature Writing, PHI Larning Pvt., New Delhi.
- Hicks Wynford, Writing for Journalists, London.
- Aamidor A. (2002), Real Feature Writing, Lawrence Erlbaum Associates Publishers.
- प्रो. जैन रमेश, संपादन पृ ठ सज्जा और मुद्रण, मंगलदीप पब्लिकेशन, जयपुर

SEMESTER - III
3MAJCCC 07: Media Laws and Ethics

Total Credit-06
Max Marks-100 (Th.-80, Int.-20)

- डॉ. मिश्र चंद्रप्रकाश, मीडिया लेखन सिद्धांत और व्यवहार, संजय प्रकाशन, नईदिल्ली
- जोशी प्रभा T, मसि कागद, प्रभात प्रकाशन, नईदिल्ली
- गुप्ता ओम (2005), मीडिया में सृजन लेखन, कल्पाज पब्लिकेशन, नईदिल्ली
- गुप्ता ओम (2005), मीडिया लेखन विचार, कल्पाज पब्लिकेशन, नईदिल्ली

E-Resource:

- <https://www.dailywritingtips.com/creative-writing-101/>
- <http://www.writerst treasure.com/creative-writing-101/>
- <http://www.newswriters.in/>

COURSE OBJECTIVES :-

- To create conceptual understanding about Media laws, its role and functioning.
- To ensure media practicing under the constitution with social responsibility.
- To make the students aware of legal and ethical aspects of media and its values.
- To give an overview of recent amendment and future challenges in media regulation.
- To impart students knowledge of media ethics and how it leads media persons and media establishments to the path of professional rectitude.
- To comprehend how media law and ethics empower media practitioners to perform their public duties with greater sense of confidence and commitment.

LEARNING OUTCOMES :-

- Students will understand Constitutional aspect of Indian Media.
- Will understand Law and Regulation of Media.
- Will understand Media Ethics and its adaptation in media profession.
- Will understand media code, conduct and self regulation.
- Will be able to do fair and honest journalism with social responsibility.

CO-PO MAPPING :-

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

Unit-1	Constitution and Media	L	T	P
1.1	Media laws: Concept Nature, Scope and Significance (Lecture)	02	---	---
1.2	A Brief History of Media Laws With Special Reference Statutory Regulations, Gaging Act, Vernacular Press Act and Other Laws. (Lecture)	03	01	---
1.3	Freedom of Speech and Expression: Concept, Historical Development of The Freedom of Press, International Conventions/Mechanism (Universal Declarations of Human Rights, International Covenant on Civil and Political Rights, American Convention on Human Rights, European Convention on Human Rights. Etc.) Constitutional Provisions, Right To Freedom, All The Provisions Relating to The Media, Challenges to and New Dimensions of The Freedom of Speech and Expression, Reasonable Restrictions, Freedom of The Press as Business (Lecture, Assignment)	05	01	---

1.4	Right to privacy: Concept, Scope and Limitations (Lecture)	02	---	---
1.5	Press & Privilege of Parliament and State Legislatures, 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 Cases on Breach of Parliamentary Privilege. (Lecture, Assignment)	05	01	---
TOTAL HOURS		20		

Unit-2	Main provision IPC & CrPC for Media	L	T	P
2.1	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. (Lecture, Presentation)	02	01	---
2.2	171(G) False Statement in Connection with an Election, 292 Sale, Etc, of Obscene Books etc. 293 Sale etc, of Obscene Objects to Young Person, 294 (A) Publication of Any Advertisement Relating to an Unauthorized Lottery, 295(A) Deliberate and Malicious Acts Intended to Outrage Religious Feelings of Any Class by Insulting its Religion or Religious Belief. (Lecture, Expert Lecture, Assignment)	03	01	---
2.3	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. (Lecture, Expert Lecture, Assignment)	03	01	---
2.4	Cr.PC : Section 95 - Declaration to Seize The Publication. Section 96: Application Against Confiscation. Section 144: Order Against Nuisance or Dreaded Offence. Section 108: Bond for Good Behavior. (Lecture, Presentation)	02	01	---
2.5	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. (Lecture, Expert Lecture)	03	---	---
TOTAL HOURS		17		

Unit-3	Acts Related To Media-1	L	T	P
3.1	Why Contempt of Court Law? Brief History, Meaning: Civil Contempt of Court, Criminal Contempt of Court, What Does Scandalizing The Court Mean?, Journalistic Defenses to Contempt of Court, Fair and Accurate Report of Judicial Proceedings, Fair Criticism of Judicial Act, Complaint in Good Faith against Judge of a Subordinate Court, Report of Judicial Proceeding Held in Camera, Other Important Provisions, Contempt in The Face of The Supreme Court or a High Court, Cognizance of Criminal Contempt, Punishment of The Contempt of Court: Apology, Appeals. (Lecture, Expert Lecture, Assignment)	05	01	---
3.2	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. (Lecture, Assignment/Presentation)	03	01	---
3.3	Working Journalists Act 1955: Need & Significance of Working Journalists Act, Meaning of Working Journalists Act, Special Benefits, Working Hours, Leaves, Wage Board, Implementation of Wage Board. (Lecture, Assignment/Presentation)	03	01	---
3.4	Right to Information Act 2005: Background and Significance, What Does The RTI Act Provide? Definition, Right to Information, Exemptions, Information Which are Exempted From Disclosure. Through Whom The Information can be Got? PIO'S Duties and Functions, Appeals, Central and State Information Commissions: . (Lecture, Expert Lecture, Assignment)	03	01	---
3.5	Information Technology Act 2000: Objective, Definition Authentication of Electronic Record, Legal Recognition of Digital Signature, Penalty for Damage to Computer, Computer System, Computer Network etc, Offences of Hacking etc. Provision of Article 66 A (Lecture, Expert Lecture, Assignment)	03	01	---
TOTAL HOURS		22		

Unit-4	Acts Related To Media-II	L	T	P
4.1	Official Secret Act: Significance of Official Secret Act, Section 5, Brief History of The Act, Review of The Law and a Recent Case. (Lecture, Expert Lecture)	02	01	---
4.2	Press & Registration of Book Act: Procedure for Commencing and Carrying News Paper, Cancellation of Declaration, Appeal, Registration of Newspaper, Annual Report of Press Registrar, Ownership of The Title. (Lecture, Presentation)	03	01	---
4.3	Press Council Act: Concept and Background, Object of Indian Press Council, Constitution, Function and Power of Press Council, Various Committees of Press Council, How The Complaints are Heard by The Council? Suo Motu Action, Debate on Power, The Press & Registration Appellate Board. (Lecture, Expert Lecture, Assignment)	03	01	---
4.4	Cinematography Act: Background, Constitution of Film Censor Board Advisory Panel, Certification of Film, Appeal, Penalty on Contraventions, Guidelines of Board of Film Certification. (Lecture, Presentation)	02	01	---

4.5	Prasar Bharti Act: Background, Composition of Prasarbharti, Appointment of Chairman and Other Members, Term of Office, Function & Power of Corporation, Own Fund, Power of Central Government to Give Directions. (Lecture, Presentation)	03	01	---
TOTAL HOURS		18		

Unit-5	Media Code & Ethics	L	T	P
5.1	Concept & Significance of Media Ethics, Ethics and The Law. (Lecture, Presentation)	01	01	---
5.2	Ethical Values for Media Person, Values and Ethics of Journalism (Objectivity, Truth and Impartiality Balance and Independence), (Lecture, Presentation)	02	01	---
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. PCI Norms 2010, PCI Guidelines for Coverage of Communal Disputes and Others, ASCI Commercial Code, Editor Guild of India. (Lecture, Presentation)	03	01	---
5.4	All India Radio (AIR) Code for Election Coverage Doordarshan Commercial Code (Lecture, Presentation)	01	01	---
5.5	Paid News- Fake News in The Context of Elections (Lecture)	01	01	---
TOTAL HOURS		13		

Practical/Projects/Assignments:

- Preparing a clipping file with at least 10 reports published in newspapers/ magazines related to any aspect of media laws and ethics and writing a summary report on that.
- Each Student Present a Paper on one Press Law Assigned by the Class Teacher.

Suggested Readings:

- Thakurta, Paranjay Guha (2012), Media Ethics-Truth, Fairness and Objectivity, Making and Breaking News. Oxford, University Press, Second Expanded Edition.
- Dass, B.K. (2009), Ethics in Media Communication. Sumit Enterprises.
- Oberoi, Gaurav (Edit.) (2009), Ethics of Journalism, Murari Lal and Sons.
- त्रिखा, नंदकिशोर (2012), प्रेस विधि, राजकमल प्रकाशन।
- Trikha, N.K. (2012), Media Laws and Ethics. Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal.
- Ravindranath, P.K., Press Laws and Ethics of Journalism.

E-Resource:

- <https://www.hg.org>media>
- <https://www.prsindia.org>theprsblog>

3MAJCCC 08: Broadcast Journalism

Total Credit-06
Max Marks-100(Th.-50,Pr.-30 Int.-20)

COURSE OBJECTIVES :-

- To provide students an in-depth understanding of the concept, role and value of strategic broadcasting and broadcast journalism in India.
- To enhance the ability of students in radio journalism and radio programming.
- To train them in the art of television journalism and equip them with the skills and practices of television programme production.

LEARNING OUTCOMES :-

- Students will be able to apply knowledge about functioning of Television, Radio and Convergence Media.
- Will be able to apply their technical knowledge in electronic media.
- Will create reports and write on different formats.
- Will enhance their skills of editing and presentation techniques.

CO-PO MAPPING :-

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

Unit-1	Radio - I	L	T	P
1.1	Nature and Characteristics of Radio as a Medium of Mass Communication, Strengths and Limitations (Lecture, Assignment)	03	-	-
1.2	Radio Broadcasting-Types of Propagation-AM, SW and FM. Knowledge About Electromagnetic Spectrum. (Lecture, Assignment, Practical)	03	-	01
1.3	Concept of Public Service Broadcasting- Characteristics, Structure and Management. (Lecture, Group Discussion, Assignment, Practical)	03	01	01
1.4	Commercial Broadcasting of AIR and Vividh Bharti, Local Radio, Private Commercial Radio. (Lecture, Assignment, Practical)	02	-	01
1.5	Radio and Rural Development, Community/Campus Radio, HAM Radio (Lecture, Assignment, Practical)	02	01	-
TOTAL HOURS		18		

Unit-2	Radio - II	L	T	P
2.1	Radio News Room and News Studio, Familiarization with Radio Equipments (Lecture, Demonstration, Practical)	02	-	01
2.2	Structure of Radio News Bulletin, News Writing and Editing. (Lecture, Demonstration, Assignment, Practical)	03	-	01
2.3	Art of News Reading, News Based Formats and Current Affairs Programmes, Radio Commentry, Radio Jockey (Lecture, Demonstration, Assignment, Practical)	02	-	01
2.4	Production Crew and Their Functions: Role of Producers, Production Planning and Execution. (Lecture, Assignment, Practical)	02	-	01
2.5	Radio Production: Different Programme Formats, Creating Audio Space, Sound Perspective, Voice Casting, Types of Music, Use of Sound Effects. (Lecture, Demonstration, Group Discussion, Assignment, Practical)	04	-	01
TOTAL HOURS		18		

Unit-3	Television-I	L	T	P
3.1	Nature and Characteristics of Television As a Medium of Mass Communication, Strengths and Limitations, TV News Room and Studio Layout, Familiarization With Studio Equipments and Gadgets. (Lecture, Group Discussion, Assignment, Practical)	02	01	01
3.2	Editorial Team and Their Responsibilities, Television News: Basics of TV News, TV News Reporting, Editing, Packaging of News and News Flow. (Lecture, Group Discussion, Practical)	03	-	01
3.3	Programme Production Process of TV: Pre-Production, Production, Post Production, Editing and Packaging (Lecture, Group Discussion, Assignment, Practical)	03	-	01
3.4	News Anchoring/Presentation (Lecture, Demonstration, Assignment, Practical)	01	-	01
3.5	Different Types of News-Based Programmes: Interviews, Panel Discussions, Talk Shows, Vox Populi, Production, Planning and Coordination (Lecture, Demonstration, Group Discussion, Assignment, Practical)	03	-	01
TOTAL HOURS		18		

Unit-4	Television-II	L	T	P
4.1	Camera Operation (Shots, Angle, Movements, Lighting, Set Designing, Audio Properties etc. (Lecture, Demonstration, Group Discussion, Assignment, Practical)	03	-	02
4.2	TV Documentaries, Types of Documentaries (Lecture, Demonstration, Group Discussion, Assignment, Practical)	02	-	01
4.3	Live Coverage, Narration and Voiceover, News Rundown, PTC/Walk Through. (Lecture, Demonstration, Assignment, Practical)	02	-	02

4.4	Pronunciation for Radio and TV, Moderate Debate or Discussion, Voice and Treatments-Pitch, Volume, Tempo, Vitality, Entehusiasm, Timbre, Tone, Pronunciation, Vocal Stressing and Appearance (Lecture, Demonstration, Assignment, Practical)	03	-	01
4.5	Cable TV, DTH and Pay Channels. (Lecture, Assignment)	01	01	-
TOTAL HOURS		18		

Unit-5	Script Writing	L	T	P
5.1	Basics of Script Writing: Visual Thinking Preparation Scriptwriting, Research, Synopsis, Outline, Treatment. (Lecture, Demonstration, Group Discussion, Assignment, Practical)	02	-	02
5.2	Script-Writing Formats. (Lecture, Demonstration, Group Discussion, Assignment, Practical)	02	-	02
5.3	Introduction to Short Fiction and Film Forms (Lecture, Demonstration, Assignment, Practical)	03	-	01
5.4	Basics of Short Film Production (Lecture, Demonstration, Group Discussion, Assignment, Practical)	02	-	01
5.5	Non Fiction Script Writing, Biopic, Docu-drama, Educational, Ad Films, Corporate and Insitutional Films (Lecture, Demonstration, Group Discussion, Assignment, Practical)	02	-	01
TOTAL HOURS		18		

Practical/Project/Assignments:

- Production of Video news magazines
- Making a Radio programme or radio Bulletin
- Make a news package of 5 minute duration for TV. Recording and Edit Radio reports.
- Develop an idea of Non-fictional story and write script for same.

Suggested Readings:

- Cushion, Stephen and Luvis, Justin Larg, Peter (2010) The Rise of 24-Hours News Television: Global Perspective.
- Herbert, John (2000) Journalism in The Digital Age: Theory and Practice for Broadcasting, Print and Online Media, Focal Press, Oxford.
- Wtite, Ted and Bernas, Frank (2010), Broadcast News: Writing, Reporting and Producing. Focal Press Oxford.
- Chantler, Paul and Stewert Peter (2007) , Basic Radio Journalism, Focal Press
- Gandhi, Ved Prakash, Handbook of Television and Radio Broadcasting: Components, Tools and Techniques , Kanishka Publishers, Distributors, New Delhi
- Shyles,Leonard (2007), The Art of Video Production, Sage Publications

- Luthra, H.R., Indian Broadcasting, Publication Division of India
- वाजपेयी पुण्य प्रसून (2007), ब्रेकिंग न्यूज, वाणी प्रकाशन, नईदिल्ली
- चतुर्वेदी जगदीश्वर (2004), टेलीविजन संस्कृति और राजनीति, अनामिका प्रकाशन, नईदिल्ली
- श्याम कश्यप एवं मुकेश कुमार (2008), खबरें विस्तार से, राजकमल प्रकाशन, नईदिल्ली
- कुमार मुकेश (2015), टीआरपी, टीवी न्यूज और बाजार, वाणी प्रकाशन, नईदिल्ली

E-Resources:

- https://www.researchgate.net/publication/262123454_Mixed_Signals_Radio_Broadcasting_Policy_in_India
- <https://www.mediacollege.com/>
- <https://www.ibfindia.com/>
- <http://allindiaradio.gov.in/Default.aspx>
- <http://www.ddindia.gov.in/>
- <http://www.newsonair.com/>
- <http://prasarbharati.gov.in/>

3MAJCCC 09: Multimedia Journalism

Total Credit-06
Max Marks-100(Th.-50,Pr.-30 Int.-20)

COURSE OBJECTIVES-

- To acquaint students with knowledge of multimedia content and its usage.
- To make students familiar with Internet settings and Terminologies.
- To give students knowledge about Web Journalism and its applications.
- To provide Hands- on practices with HTML coding and its importance.
- Working with Web Designing application for Web Page Designing.

LEARNING OUTCOMES-

- Students will understand use of Multimedia Technology and its content.
- Will be able to understand the Internet terminologies and application of browsers.
- Will apply Web Journalism concepts in Web Writing.
- Will understand the basics of script language and HTML coding.
- Will create Web Pages in Adobe Dreamweaver.

CO-PO MAPPING :-

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

Unit-1	Basic Components of Multimedia	L	T	P
1.1	Introduction and Definition of Multimedia. Elements of Multimedia. (Method : Lecture, PPT, Practical)	02	-	01
1.2	Hardware and Software requirement for Multimedia (Method : Lecture, PPT, Practical)	01	-	01
1.3	Area, Use and Application of Multimedia (Method : Lecture, PPT)	02	-	-
1.4	File Formats of – Text, Image, Audio, Video and Animation. (Method : Lecture, PPT, Practical)	03	-	02
1.5	Role and Importance of Multimedia in Media. (Method : Lecture, PPT)	02	-	-
TOTAL HOURS		14		

Unit-2	Internet Communication:	L	T	P
2.1	Brief History and Services of Internet (Method : Lecture, PPT,)	02	-	-
2.2	Role of Internet in Communications, Virtual Reality and Augmented Reality (Method : Lecture, PPT)	02	-	-
2.3	Internet Protocols (Ftp, Http, Tcp/Ip) (Method : Lecture, Ppt)	03	-	-
2.4	Websites, Search Engine Services, Online Newspapers (Method : Lecture, PPT, Practical)	02	-	02
2.5	Advantages and Threats of Internet Communication (Method : Lecture, PPT, Practical)	02	-	02
TOTAL HOURS		15		

Unit-3	Web Journalism	L	T	P
3.1	Writing for Web, Content Writing Rules – Web Writing Styles, Headlines, Intro, Writing with Hyper Link. (Method : Lecture, PPT, Practical)	02	-	02
3.2	Web Content Governance – Accessibility, Screen Readers, Caption Ing, Tags & Keywords. Search Engine Optimization. (Method : Lecture, PPT, Practical)	02	-	02
3.3	Web Journalism & Social Media Platforms: Facebook, Twitter, Whatsapp, Instagram, Blogs, Web Site, You Tube, Mobile Journalism (Method : Lecture, PPT, Practical)	01	-	02
3.4	Enterpreneurship in Web Media: Web Casting, Pod Casting, Monitisation etc. (Method : Lecture, PPT, Practical)	01	-	02
3.5	Live Streaming – Use and Implementation. Significance of Google Analytic & Artificial Intelligence in Web. (Method : Lecture, PPT, Practical)	01	-	02
TOTAL HOURS		17		

Unit-4	Website designing with Adobe Dream Weaver - I	L	T	P
4.1	Introduction to Adobe Dream Weaver. Script Languages and Browsers. (Method : Lecture, PPT)	03	-	-
4.2	Webpages; Website, Portals, Home Page, Server and Client Computers.(Method : Lecture, PPT)	03	-	-
4.3	URL, Domain Registration, Basic HTML Tags and Webpage creation. (Method : Lecture, PPT, Practical)	02	-	02
4.4	Writing basic codes for Webpage, Index and Homepages. (Method : Lecture, PPT, Practical)	02	-	02
4.5	Planning & Developing of Websites. (Method : Lecture, PPT, Practical)	01	-	01
TOTAL HOURS		16		

Unit-5	Website designing Using Adobe Dream Weaver - II	L	T	P
5.1	Inserting Table and Adjusting Table Properties. (Method : Lecture, PPT, Practical)	02	-	02
5.2	Adding Multimedia Contents to Webpages (Method : Lecture, PPT, Practical)	02	-	02
5.3	Viewing and Managing HTML Codes. (Method : Lecture, PPT, Practical)	02	-	02
5.4	Internal & External Hyperlinks, Testing with Various Browsers. (Method : Lecture, PPT, Practical)	02	-	02
5.5	Web Publishing and Uploading Files to The Server. (Method : Lecture, PPT, Practical)	01	-	01
TOTAL HOURS		18		

PRACTICAL ASSIGNMENTS:

- Using various Multimedia Applications and preparing Image/Audio/Video contents.
- Creating and writing for Blogs.
- Preparing and writing contents for Web Journalism.
- Creating a 5 page static website and efficiently use colors and images to create Pages with Name, Home, About Us, Resume, Advertising and Contact Us.
- Developing and publishing of a Website using Dream Weaver.

SUGGESTED READINGS:

- Achyut Godbole & Atul Kahale (2014), Web Technologies, Mcgraw Hill.
- Adobe Creative Team, Adobe Dreamweaver CC Classroom in a Book, Amazon.in
- Nath Shyam (2008), Assessing the State of Web Journalism, Authors Press
- Gralla (2012), How The Internet Works, Amazon.in.
- Henry Jenkins (2006), Convergence Culture: Where Old and New Media Collide, NYU Press.
- Warner Janine (2009), Dreamweaver CS4 for Dummies.
- Maria Isabel Gandía Carriedo (2018), Fundamental of Internet, Slide Share.
- Raj Kamal (2017), Internet of Things, Amazon.in.
- Ray West, Tom Muck (2002), Dream weaver MX: A Beginner's Guide: McGraw-Hill/Osborne.
- Craig Richard (2004), Online Journalism: Reporting, Writing, and Editing for New Media, Wadsworth Publishing Co Inc
- Sean McManus Web Design, Mcgrawhill.
- Sunetra Sen Narayan & Shalini Narayanan (2016), India Connected – Mapping The Impact Of New Media, Publisher: Sage Publications.
- Ray Tapas (2011), Online Journalism, Cambridge University Press.

E-Resource:

- https://en.wikipedia.org/wiki/Adobe_Dreamweaver
- https://en.wikipedia.org/wiki/Adobe_InDesign
- <https://en.wikipedia.org/wiki/Book:Webwriting>
- https://en.wikipedia.org/wiki/Digital_journalism
- https://en.wikipedia.org/wiki/Dream_Weaver
- <https://en.wikipedia.org/wiki/HTML>
- https://en.wikibooks.org/wiki/Introduction_to_Computer_Information.../Multimedia
- <https://en.wikipedia.org/wiki/Multimedia>
- <https://en.wikipedia.org/wiki/Multimedia>
- <https://en.wikipedia.org/wiki/QuarkXPress>
- https://en.wikipedia.org/wiki/Website_content_writer
- <https://simple.wikipedia.org/wiki/HTML>

3MAJCCE05: Advertising and Public Relations

Total Credit-06
Max Marks-100 (Th.-80, Int.-20)

COURSE OBJECTIVES-

- To introduce students to the current trends in Advertising and PR.
- To enable students analyze different concept of branding in modern times.
- Course content will provide students hands -on tactics and training in modern public relation practices.
- To make students understand the relation between Advertising & Public Relations.

LEARNING OUTCOMES-

- Students will understand different aspects of advertisements.
- Will develop capacity to apply tools and techniques associated with advertisement making.
- Will improve relationship building skills from an industry perspective.

CO-PO MAPPING -

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

Unit-1	Introduction to Public Relations	L	T	P
1.1	Public Relation-Concepts Definitions, Role, Scope, Functions, New emerging trends. (Lecture)	03	01	---
1.2	Types of Public Relations: Public, Government, Private and Service Sector P.R. Image Building, Brand Promotion, Informational and Crisis Management Public Relations. (Lecture,Group Discussion)	02	---	01
1.3	Tools of Media Relations-Press Conferences, Press Meet/ Tours, Press Releases, Back Grounders, Rejoinders, Feature Writing, Video News Releases, Blog Writing etc; Selection of Media in Reaching Out to Public. (Lecture,Writing Practice)	02	01	02
1.4	Publicity and Advertising, Sales Promotion and Marketing. (Lecture, Field work).	02	---	01
1.5	Public Relations and Persuasion. (Lecture)	01	---	---
TOTAL HOURS		16		

Unit-2	Role and Function of Public Relations	L	T	P
2.1	P.R. in Central and State Governments-Role and Functions. (Lecture,Field work)	02	---	---
2.2	Organizational Structure of P.R. Department in Central-State Government, Public Sector, Private Sector, NGOs (Lecture, Field work)	02	---	---
2.3	Difference between In-House PR and a PR Consultancy. (Lecture)	01	01	---
2.4	Writing for Public Relation, Concept of CSR (Lecture, Writing Practice).	01	01	02
2.5	Publicity in Print Media, TV, Radio, Films, Outdoor Media, New Media & Social Media (Lecture, Field work)	02	---	01
TOTAL HOURS		13		

Unit-3	PR's Evolving Role-Emerging Trends	L	T	P
3.1	Political PR, PR in Social Sector, Lobbying, Public Affairs. (Lecture, Group Discussion)	02	01	---
3.2	Entertainment and Celebrity Management, Events, Sponsorships Trade Shows, (Lecture, Group Presentation)	02	---	01
3.3	Professional Organizations: PRSI, PRCI, IPRA. (Lecture)	01	---	---
3.4	PR Campaign, Crisis Management (Lecture, Field work)	01	01	---
3.5	Lobbying As a Growing Business/Enterprises. Public Relation Ethics (Lecture)	02	---	01
TOTAL HOURS			12	

Unit- 4	Introduction To Advertising	L	T	P
4.1	Advertising-Concept, Definitions, History. (Lecture)	03	---	---
4.2	Advertising-Role, Functions and Significance. (Lecture,Group Discussion)	03	---	---
4.3	Types of Advertising and Classifications of Advertising. (Lecture, Writing Practice)	03	02	02
4.4	Women in Advertising, Children in Advertising (Practices, Ethics and Debate). (Lecture, Field work)	03	01	02
4.5	Advertising in Digital Media (Website, Face Book, Linked in, Twitter, Blogs). (Lecture, Presentation)	02	---	---
TOTAL HOURS			21	

Unit-5	Art of Advertising	L	T	P
5.1	Ad. Agency-Types, Structure and Functions. (Lecture, Group Discussion)	03	---	---
5.2	Art of Developing Effective Copy and Importance of Copy Writer/Writing. (Lecture,Writing Practice)	03	01	02
5.3	Layout-Importance, Steps and Principles of a Good Layout, Visuals-its Importance, Global Trends. (Lecture, Field work)	03	01	---
5.4	Copy Elements-Headline, Sub Heads, Slogans, Body Copy, Logo etc., Global Trends. (Lecture, Writing Practice)	03	01	02
5.5	Industrial Advertising, Retail Advertising, Corporate Advertising, Political Advertising, Social Marketing, Professional Organization and Ethics. (Lecture, Field work,Gourp Discussion)	05	02	02
TOTAL HOURS			28	

Practical/Projects/Assignments:

- Presentations on perception management.
- Case studies of Indian media organisations.
- CSR Presentations.
- Press briefings/ Media relations.
- Writing press releases.
- Organising press conferences.
- Case studies of Advertising and P.R. agencies in India.
- Crisis communication presentation.
- Media tracking of current corporate issues/ crises.
- Practical aspects of media planning, designing, creative briefs, identifying advertising appeals, drawing advertisement layouts, writing advertisement copies, practical aspects of graphics and use of colours ,undertaking advertising research, conducting pre-test,post- test and audience research.
- Making an Ad. Film.

Suggested Readings:

- Seital, P. Fraser (1995), The practice of public relations, 6th ed, Prentice Hall, New Jersey.
- Wells Williams et. Al (1995), Advertising principles and practices, 3th ed. Prentice Hall, New Jersey.
- Balan, R.K., Corporate public relations, Sterling publisher pvt. Limited, New Delhi.
- Sam Black (1996), Practical public relation, Universal book stall, Ansari road,New Delhi

- Reddi, Dr. C.V. Narasimha (2002), Public relation and communication Handbook, Public relation foundation, Hyderabad
- Morrison A. Margaret Et. Al (2012), Using Qualitative Research In Advertising, Strategies, Techniques and Applications(sage Publications Inc.Us
- Monippally Mmand Pawar A S (2010), Academic Writing- A Guide for Management Students and Researchers (New Delhi:Response Book)
- Maanen J V (1985), Qualitative Methodology, Sage
- Miller Delbert C (1991), Handbook of research Design and Social Measurement(London : sage)
- Jugenheimer, Donald W (2010), Advertising and Public Relations Research (New Delhi :Phi Learning)
- भाटिया तारेण (2000), आधुनिक विज्ञापन एवं जनसंपर्क, तक्षशिला प्रकाशन, नयी दिल्ली
- सेठी रेखा (2012), विज्ञापन डॉटकाम, वाणी प्रकाशन, नयी दिल्ली
- सिंह निशांत, विज्ञापन प्रबंधन, ओमेगा प्रकाशन, नयी दिल्ली।
- डॉ खानाशामा (2011), विज्ञापन एवं मीडिया में नारी की छवि, राज प्रकाशन हाउस, जयपुर

E-Resources:

- <http://www.asa.co.nz/codes/codes/advertising-code-of-ethics>
- www.afaqs.com
- exchange4media.com
- www.pitchonnet.com
- www.newmediastudies.com
- www.medianewslines.com
- www.indiantelevision.com
- www.ourmedia.org
- www.brandchannel.com
- www.campaignindia.in
- www.brandrepublic.com
- www.adsoftheworld.com
- www.asci.co.inMark
- www.ofcomwatch.co.uk
- www.mediasoon.com

3MAJCCE 06 : Theories of Creative Writing

Total Credit-06

Max Marks-100 (Th.-50, Pra.-30, Int.-20)

COURSE OBJECTIVES :-

- To acquaint students with essentials of creative writing.
- To make students understand the difference between fiction and non-fiction writing.
- To introduce students to different genres.
- To provide students with knowledge on role of content in creative writing.
- To describe the importance of "Regulation of Expression" in Creative Writing.

LEARNING OUTCOMES :-

- Students will understand the concept of creative writing.
- Will develop a critical thinking on prose and poetry.
- Will comprehend the concept of genres.
- Will develop an idea about basics of opening, climax and literary ending in creative develop writing.
- Will evaluate and build their perspective on authorial voice.

CO-PO MAPPING :-

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

Unit-1	General Theory of writing	L	T	P
1.1	Readability, a Writer's Ultimate Goal, Creative Writing : Meaning, Areas and Importance (Lecture)	03	01	01
1.2	Creative Process: Various Principle (Lecture, Group Discussion)	02	---	---
1.3	Genuineness of The Creative Impulse, Self-Conflict of Author, Views of Muktibodh (E-Reading Demonstration, Lecture)	03	01	01
1.4	Situation, Expansion of Central Theme, Feeling and Language Structure (Lecture, Presentation)	02	01	---
1.5	Writing and Authorial Personality, Theory of Depersonalization (Lecture, Writing Practice)	02	01	---
Total Hours		18		

Unit-2	Regulation of Expression	L	T	P
2.1	Lucidity and Directness, Aim of Writing, Writer's Views (Lecture, Analysis In Group)	03	01	01
2.2	Substance of Writing, Selection of Subjects and Mode (Lecture, Group Discussion)	03	01	---
2.3	Self-Expression, Language- Style, Craft (Writing Practice, Lecture)	02	01	---
2.4	Authenticity of Fact, Credibility, Reliability, Honesty and Clarity (Lecture, Group Presentation)	02	01	---
2.5	Authorial Voice, Approach of Writer (Lecture, Assignments)	02	01	---
Total Hours		18		

Unit-3	Content of Writing	L	T	P
3.1	Determining Subject, Meaning , Various Problems (Lecture, Practicle)	02	01	---
3.2	Determining of Subject, Various Problems, Purposes, Planned Hypothesis (Lecture, Group Discussion)	02	01	---
3.3	Opening Narratives & Opening Writing, Beginning- Creative Im- portance, Attention Drawing (Writing Practice, Lecture)	02	01	---
3.4	Building a Climax, Writing, Development- Dialogue, Theme, Es- say, Poetry (Lecture; Group Presentation)	03	01	---
3.5	Literary Ending, Kinds of Ending, Writing : End, Importance, Sense of System and End Various Forms of Concluding Stories (Lecture, Assignments, Projects)	03	01	01
Total Hours		18		

Unit-4	Introduction of Genre	L	T	P
4.1	Plot, Atmosphere, Character, Prose, Story Writing, Novel Writing (Lecture, Analysis In Group, E-Reding)	03	01	---
4.2	Dialogues and Monologues, Drama, Folk Theatre, Performing Arts (Lecture, Group Discussion)	02	01	01
4.3	Essay, Basic Element (Writing Practice, Lecture)	02	01	---
4.4	Biography, Basic Feature (Lecture; Group Presentation)	02	01	---
4.5	Fantasy, Metaphor, Poetry- Area, Kind, Nai Kavita (Lecture, Assignments, Tutorial, E-Reding)	03	01	---
Total Hours		18		

Unit-5	Determining the forms	L	T	P
5.1	Forms and Content (Lecture, Group Discussion, E-Reding)	02	01	---
5.2	Subject and Content (Lecture, Group Discussion)	02	01	---
5.3	Writers Views, Form and Aesthetics (Writing Practice, Lecture)	02	---	---
5.4	Imagery, Language, Image and Symbol, (Lecture; Group Presentation)	03	01	01
5.5	Language and Illustration, Word Thinking, Language and Time, Classical Writing and Modern Writing (Lecture, Reding Text)	03	01	01
Total Hours		18		

Practical/Projects/Assignments:

- Write two short stories.
- Prepare a biography plan of a legendary personality.
- Write a drama script
- Write two poems/articles on the theme of Nature/Political/Social Issues.

Suggested Readings:

- Hamand, Maggie. (2009). Creative writing for Dummies, John wiley and sons, Atlantic publishers.
- Anderson, Linda. (2005) Creative writing: A Workbook with Readings, Routledge.
- Woolf, Virginia. (2003) A writer's Diary, Mariner Books Publisher.
- Clark, M.D. Hergenrader, Trent and Rein, Joseph. Edt. (2015) Creative writing in the Digital Age: Theory, Practice and Pedagogy, Bloomsbury
- Maria Armoundian: Reporting from the Danger Zone, Routledge, Taylor and Francis
- सिंह, डॉ. नामवर, कविता के नये प्रतिमान, राजकमल प्रकाशन, दरियागंज, नई दिल्ली
- मुक्तिबोध, गजानन माधव नये साहित्य का सौंदर्यशास्त्र, राधाकृष्ण प्रकाशन, दरियागंज, नई दिल्ली
- हिन्दी साहित्य कोश, ज्ञानमंडल प्रकाशन लिमिटेड, वाराणसी
- अज्ञेय सर्जना और संदर्भ, दिल्ली नेशनल पब्लिशिंग हाउस 1985
- अज्ञेय, अरे यायावर रहेगा याद भारतीय ज्ञानपीठ, नई दिल्ली
- वर्मा, निर्मला, हर बारिश में राधाकृष्ण प्रकाशन, दरियागंज, नई दिल्ली
- राय, विवेकी आम रास्ता नहीं है, प्रभात प्रकाशन, दिल्ली
- जैन, नेमिचंद्र, रंग दर्शन अक्षर प्रकाशन दिल्ली
- सिंह, डॉ. नामवर, नई कहानी, लोक भारती प्रकाशन, इलाहाबाद
- रघुवंश, डॉ., साहित्य का परिप्रेक्ष्य भारतीय ज्ञानपीठ, दिल्ली
- चतुर्वेदी, डॉ. राम स्वरूप, काव्य-भाषा, लोक भारती प्रकाशन, इलाहाबाद
- अवस्थी, डॉ. ओम, रचना प्रक्रिया, राष्ट्रभाषा संस्थान, दिल्ली
- कॉडवेल, क्रिस्टोफर, विभ्रम और यथार्थ, अनु भगवान सिंह, राजकमल प्रकाशन, दरियागंज, नई दिल्ली

- फिसर, अर्नेस्ट कला की जरूरत, अनु रमेश उपाध्याय, राजकमल प्रकाशन, दरियागंज, नई दिल्ली
- कीटिंग, एच. आर. एफ राइटिंग क्रियेटिव फिक्शन (अंग्रेजी)
- ए.एंट.सी. ब्लैक पब्लिशर्स लि., 35, बेडफोर्ड रो, लन्दन
- गुडमेन, थियोडोर द राइटिंग ऑफ फिक्शन, कोलियर बुक्स, न्यूयार्क
- ल्यूबक, पर्सी द क्राफ्ट ऑफ फिक्शन जोनाथन केप, लन्दन

E-Resources:

- <https://www.udemy.com>
- <https://creativityworkshop.com>
- <https://writersonlineworkshopes.com>
- <https://www.unf.edu/groups/rivertsuse>

3MAJ0E03: Specialized Reporting

Total Credit-03
Max Marks-50 (Th.-25, Pr.-15 Int.-10)

COURSE OBJECTIVES -

- To familiarize student with different sections of field reporting.
- To impart knowledge about handling challenges and issues during reporting for different media
- To give students an insight into the vocabulary of specialized reporting beats.

LEARNING OUTCOMES-

- Students will be capable to apply their insight about field reporting on special beats.
- Students will be able to practice field reporting effectively and write impactful copy.
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CO-PO MAPPING -

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

Unit-1	Legislative and Political Reporting	L	T	P
1.1	Political Reporting-Important Political Events, Indian Democracy, Party System, Political Parties- Structure, Ideologies and Programmes, Coalition Politics (Lecture, Demonstration, Group Discussion, Assignment, Practical)	02	---	02
1.2	Covering Elections - Local to General, Political Press Conferences and Rallies During Elections, Election Commission of India, Model Code of Conduct, Manifesto for Election (Lecture, Demonstration, Group Discussion, Assignment, Practical)	02	---	01
1.3	Legislative Reporting (Assembly and Parliament) – Structure, Composition, Functions and Powers of Parliament and State Legislatures, Constitutional Provisions about Parliament, Procedure for Passing Act, Parliamentary Committees (Lecture, Demonstration, Group Discussion, Assignment)	02	---	01
1.4	Reporting on Governmental Bodies- Central and State, PMO, CMO, President, Vice President and Governor Offices, Ministries, Government Organizations (Lecture, Group Discussion, Assignment, Practical)	02	---	01
1.5	RTI Reporting – Brief History of RTI Movement, Impact of RTI, Use of RTI as Reporting Tools, Investigative Journalism Through RTI, Case Studies (Lecture, Demonstration, Assignment)	02	---	---
TOTAL HOURS		15		

Unit-2	Crime, Accident and Legal Reporting	L	T	P
2.1	Crime Reporting : Sources and Related Laws, Knowledge of Police System, Terminology of Legal Processes (Lecture, Demonstration, Group Discussion, Assignment, Practical)	02	---	---
2.2	Legal Reporting : Structure and Jurisdiction, Judicial Proceedings, How to Read a Judgment for Reporting, Terminology of Legal Processes, Laws Related to Legal Reporting, Special Courts, Contempt of Court (Lecture, Demonstration, Group Discussion, Assignment, Practical)	02	01	---
2.3	Reporting Conflict: Armed and Social Conflicts, Region, Community and Human Rights (Lecture, Demonstration, Group Discussion, Assignment, Practical)	03	---	03
2.4	Reporting on Disasters (Disasters Include Natural Calamities Such as Earthquakes, Volcanic Eruptions and Hurricanes, and Situations Caused by Human Actions, Such as Oil Spills, Radiation Leaks and Chemical Accidents) (Lecture, Demonstration, Group Discussion, Assignment)	02	---	---
2.5	Defence and War Reporting, Reporting on Terrorism, Maoism, Naxalism and So on (Lecture, Demonstration, Group Discussion, Assignment)	02	---	---
TOTAL HOURS		15		

Unit-3	Science & Technology Reporting	L	T	P
3.1	Reporting on Science, Technology & Research, Scope of Science & Technology Reporting, Science Project, Organizations (Lecture, Demonstration, Assignment, Practical)	02	---	02
3.2	Environment Reporting - Research and Reports, Organization, Government Policy, Environmental Pollution, Eco System, Biodiversity, Environmental Laws, Environmental Issues, Weather Reporting (Lecture, Group Discussion, Assignment, Practical)	02	---	05
3.3	Health Reporting – Area of Health Reporting, Public and Private Sectors, Government Schemes and Policy, Medical Education, Hospitals, Research and Reports etc. (Lecture, Assignment, Practical)	02	01	01
3.4	Education Reporting – School Education, Higher Education, Educational Institutes, Education Policy (Lecture, Group Discussion, Assignment, Practical)	02	01	02
3.5	Travel Reporting - Scope of Travel Reporting, Tools of Travel Reporting, Style of Travel Writing (Lecture, Demonstration, Assignment, Practical)	2	---	1
TOTAL HOURS		23		

Unit-4	Development Reporting	L	T	P
4.1	Development Reporting – Meaning of Development, Concept and Scope of Development Reporting, Functions of Development Reporting, International Reports on Development Issue (Lecture, Demonstration, Group Discussion, Assignment)	02	---	---
4.2	Rural and Agricultural Reporting - Problems of Rural and Agriculture, Swaminathan Report : National Commission on Farmers, Role of IT in Agricultural and Rural Development, Agriculture and Rural Development Schemes, BT Seeds & GM Food (Lecture, Group Discussion, Assignment, Practical)	04	02	---
4.3	Local Administration Reporting – Municipal Corporations, Panchayats, Development Authorities (Like- Delhi Development Authority, Bhopal Development Authority, Collectorate etc. (Lecture, Assignment, Practical)	02	---	---
4.4	Business and Financial Reporting – Scope of Business and Financial Reporting, Stock Market, Economy, GDP, Industry and Commerce, Trade Bodies, Trade Unions, Labour Laws, Centre-State Economic Relations, International Organizations and Treaties, Local Mandi Systems etc (Lecture, Group Discussion, Assignment, Practical)	04	01	---
4.5	Data Journalism, Mobile Journalism (Mojo)			
TOTAL HOURS		15		

Unit-5	Art, Culture & Entertainment Reporting	L	T	P
5.1	Reporting on Art, Culture and Literature (Lecture, Group Discussion, Assignment, Practical)	03	---	02
5.2	Reporting on Fashion & Lifestyle (Lecture, Group Discussion, Assignment, Practical)	04	---	03
5.3	Film and Entertainment Reporting (Lecture, Demonstration, Group Discussion, Assignment, Practical)	03	---	02
5.4	Sports Reporting – Local, National and International Events, News Source for Sports Reporting, Sports Organizations, Award for Sports (Lecture, Group Discussion, Assignment, Practical)	02	---	01
5.5	Reporting on Community, Celebrations, Local Festivals and Religious Celebrations (Lecture, Group Discussion, Assignment, Practical)	02	---	01
TOTAL HOURS		23		

Practical/Projects/Assignments:

- Do coverage of any political event and write news article on same.
- Write a sports news article.
- Cover any crimes occurred around you and develop a news story on same.
- Do coverage of any cultural event and prepare story on same.

Suggested Readings:

- Itule & Anderson (2002). News Writing and reporting for today's media, McGraw Hill Publication
- Parthasarathy, R. (1994). Here is the News: Reporting for Media, Sterling Publishers
- Trikha, N.K, Reporting, Makhanlal Chaturvedi National University of Journalism and Communication
- Burns Lyntte sheridam (2013), Understanding Journalism, Sage South Asia Edition
- Hough George A. (2006), News Writing, Kanishk Publishers, New Delhi
- Verma M.K. (2013), News Reporting and Editing, A.P.H. Publishing Corporation, New Delhi
- नन्दा वर्तिका (2010), टेलीविजन और क्राइम रिपोर्टिंग, राजकमल प्रकाशन, नईदिल्ली
- Mukherjee Siddhartha (2011), The Emperor of All Maladies
- Saxena Sangeeta (1997), Defence Journalism in India, Manas Publication, New Delhi
- Parth Pratim Basu and Ipshita chanda (2011), Locating Cultural Chnge : Theory, Method, Process, Sage Publication

E-Resources:

- <https://journalistsresource.org/syllabi/science-reporting-environment-technology-medicine/>
- <https://earthjournalism.net/resources/reporting-on-disasters>
- <https://nidm.gov.in/pdf/ncrmp/Deliverable%2014-4.pdf>
- <https://ijnet.org/en/story/science-journalist-shares-tips-reporting-food-and-agriculture>
- <https://businessjournalism.org/2015/05/five-tips-for-covering-agriculture/>
- <https://academic.oup.com/heapro/article/14/1/53/624138>

SEMESTER - IV
4MAJCCC 10: Communication Research

Total Credit-06
Max Marks100-(Th.-50, Pr.-30, Int.-20)

COURSE OBJECTIVES :-

- To introduce students to basics of mass media research, its elements and scope.
- To enable students define areas for conducting research and teach them methods of data collection.
- To develop scientific temperament as well as train them in analyzing data.
- To impart knowledge about essential market research methods, including quantitative and qualitative techniques.

LEARNING OUTCOMES :-

- Students will be able to design and execute a research plan for various media.
- Will develop their perception and apply tools of media research.
- Will develop capacity to analyze data and conduct a research in the field of communication.

CO-PO MAPPING :-

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

Unit-1	Concept of Research	L	T	P
1.1	Meaning, Definition and Elements of Research, Nature and Scope of Social Science Research. Mass Media Research and Scientific Methods. (Lecture)	03	01	---
1.2	Types and Approaches to Research, Steps of Research, Re-view of Literature. (Lecture, Reading Journals)	03	01	---
1.3	Formulation of Research Problem, Variables. (Lecture,Field Work)	02	01	01
1.4	Research Design and its Types. (Lecture)	03	01	01
1.5	Hypothesis and its Types. (Lecture, Group Discussion)	02	01	---
TOTAL HOURS		20		

Unit-2	Research Methodology	L	T	P
2.1	Sample and Sampling-Meaning, Types and Problems. (Lecture, Assignment)	04	01	---
2.2	Primary Sources of Data Collection Methods - Questionnaire, Schedule, Interview and Observation Method, Secondary Data. (Lecture, Field Work)	04	---	01
2.3	Secondary Sources of Data Collection Methods. (Lecture, Report Reading and Studies)	02	---	---
2.4	Case Studies, Content Analysis, Clinical Studies. (Lecture, Field Work)	03	---	01
2.5	Reliability, Validity and Objectivity in Research. (Lecture)	02	---	---
TOTAL HOURS		18		

Unit-3	Communication Research	L	T	P
3.1	Nature and Importance of Communication Research in India (Lecture)	02	---	---
3.2	Communicator/ Source analysis, Message analysis, Channel analysis and Audience Analysis. (Lecture, Group Discussion)	03	01	01
3.3	Process and Impact Analysis, Thematic Analysis, Image Analysis, Perception Analysis. (Lecture, Assignment)	02	01	01
3.4	Media Research, Public Opinion Research, Pre-Poll and Exit Poll Surveys: Legal Implications (Lecture, Field Visit, Group Discussion)	03	01	01
3.5	TRP and TAM, Feedback and Feed Forward Researches, Real News V/S Fake News V/S Social Media Researches. (Lecture, Group Discussion)	02	01	01
TOTAL HOURS		20		

Unit-4	Communication Survey Research	L	T	P
4.1	Uses of Communication Survey Research (Lecture)	02	---	---
4.2	Uses of Different Communication Research Methods in CSR (Lecture)	02	01	---
4.3	Processing a CSR Proposal and a Report (Lecture, Field Work, Assignment)	01	01	01
4.4	Scheduling, Activities and Budgetary Requirements for CSR Proposal (Lecture, Field Work, Group Discussion)	02	01	---
4.5	Advertisement and Market Research and Pareto Chart (Lecture, Field Work)	02	---	01
TOTAL HOURS		14		

Unit-5	Data Analysis	L	T	P
5.1	Attitude Measurement – Thurstone, Likert, Guttman, Semantic Differential Scales, Rating Scales, Levels of Measurement (Lecture, Assignment)	02	01	01
5.2	Tabulation and Classification, Graphic and Diagrammatic Representation of Data. (Lecture, Workshop)	02	01	01
5.3	Mean, Median, Mode, Standard Deviation, Analysis of Variance, Correlation. (Expert Lecture)	04	---	02
5.4	Preparation of Bibliography and Index in Report Writing, Research Software. (Software Expert Lecture)	02	---	01
5.5	Ethical Perspectives of Mass Media Research. (Lecture, Workshop)	01	---	---
TOTAL HOURS		18		

Practical/Projects/Assignments:

- Identify 5 Research Problem in the field of Media.
- Develop a Research Design for any one Research Problem identified.
- Prepare structured questionnaire for data collection.
- Apply your learnings to conduct a communication research in the field of Media and prepare a Research Project.

Suggested Readings:

- Arthur, A. Berger (1996), Media Research Techniques, Sage Publication, New Delhi
- Fink, Arlene & Kos, J.B. (2005), How to Conduct surveys, A step-by-step guide, 3rd editions, university of California, Sage publication.
- Hansen Anders: Cottle Simon; New bold chris (1998), Mass Communication research Methods, New York University press.
- Kerlinger, Fred N. (1969), Foundation of Behavioral Research, Holt, Rinehart & Winston of Canada Ltd.
- Roger D. Wimmer & Joseph R. Dominick: Mass Media Research-Processes, Approaches.
- Susanna, Harning Priest: Doing Media Research; An Introduction, Sage Publications.

E-Resources:

- www.mdpi.com
- www.researchgate.net
- www.studyinternational.com
- www.technicianonline.com
- www.omicsonline.org
- www.simplilearn.com
- hindi.webdunia.com
- hindi.mapsofindia.com
- <https://readerblogs.navbharattimes.indiatimes.com>
- <https://www.jagran.com>
- <https://www.hindikunj.com>
- <https://scholarcommons.scu.edu>

4MAJCCC 11: Ideologies and Contemporary Issues

Total Credit-06
Max Marks-100(Th.-80, Int.-20)

COURSE OBJECTIVE

- To acquaint students with knowledge about socio- economic, political and cultural problems.
- To develop an insight into contemporary issues.
- To acquaint students with different ideologies so that they understand hows and whys of the dynamics of events and phenomenon.
- To enable students understand different economic & socio-political thoughts.

LEARNING OUTCOMES

- Students will able to comprehend Indian politics, culture, economics and society.
- Will develop a critical thinking on various ideologies
- Will comprehend contemporary issues of India and the world.
- Will build their perspective on various problems in India.

CO-PO MAPPING:

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

Unit-1	Idea and Media	L	T	P
1.1	Idea, Ideology and Media (Lecture, Analysis in Group)	03	---	01
1.2	Ideologies and Political Systems Through Historical Perspective from medieval to modern (Lecture, Group Discussion, e-Reding)	03	01	---
1.3	Theories of Power (e-Reding, Lecture)	02	01	01
1.4	Responsibility of media in Pluralistic Society (Lecture; Group Presentation, Case Studies)	02	01	---
1.5	Feudalism, Capitalism, Communism and Fascism (Lecture, Assignments)	02	01	---
TOTAL HOURS		18		

Unit-2	Major Contemporary Thoughts	L	T	P
2.1	Ideologies of Indian Freedom Movement (Lecture, Practicle, Group Discussion, e-Reding)	02	01	01
2.2	Gandhism and Nehruvian Socialism (Lecture, Group Discussion, Presentation)	03	---	---
2.3	Modernism and Post-Modernism (Lecture)	02	01	01
2.4	Concept of Post Truth (Lecture; Group Presentation)	02	01	---
2.5	Post Industrial Society, Post Colonial Society (Lecture, Assignments, Projects)	02	01	01
TOTAL HOURS		18		

Unit-3	Challenges Before Society	L	T	P
3.1	Social Economic and Political Justice and Ethnic, Regional Conflict (Lecture, Presentation)	02	01	---
3.2	Emergence of Religious Fundamentalism (Lecture, Group Discussion, ppt)	02	01	---
3.3	Regionalism, Terrorism and Globel Campaign Against Anti Terrorism (e-Reading, Demonstration, Lecture)	02	01	---
3.4	Consumerism, Cultural Industry (Lecture;Presentation, Class Presentation)	02	01	---
3.5	Reform : Globalization, New Liberalism and Market Fundamentalism (Lecture, Practical)	04	01	01
TOTAL HOURS		18		

Unit-4	Contemporary Challenges	L	T	P
4.1	Human Rights (Lecture, Analysis in Group)	02	01	---
4.2	Gender Equality (Lecture, Group Discussion)	02	01	---
4.3	Green Activismn (Case Studies, Lecture)	02	01	---
4.4	De-centralisation (Lecture; Group Presentation)	02	01	---
4.5	Marginalised Sections Dalit, Minorities, Tribes etc. (Lecture, Assignments, Presentation)	04	01	01
TOTAL HOURS		18		

Unit-5	International Issues	L	T	P
5.1	Bio-Polar to Uni-Polar World, Multi-Polar World, Relevance of UN in 21 st Century, NAM and Regional Groupings (Lecture, Group Discussion)	03	01	01
5.2	Challenges of Automation and Artificial Intelligence (Lecture, Group Discussion)	02	01	---
5.3	Nuclear Proliferation, Armament and Disarmament Debate (e-Reading Demonstration, Lecture)	02	---	---
5.4	Global Warming, Climate Change (Lecture;Presentation)	02	01	---
5.5	Malnourishment and Hunger, Substance Abuse (Lecture, Class Presentation)	03	01	01
TOTAL HOURS		18		

Practical/Projects/Assignments:

- Reading of daily newspapers and prepare a report on the news published about societal and political issues and also critically analyze and comment on the same.
- Choose any topic relevant to the syllabus and prepare a research- based article.
- Choose any Contemporary Media Issue, critically analyze it and prepare a presentation on same.

Suggested Readings:

- Kovarik, B. (2011), Revolution in communication: Media History from Gutenberg to the Digital age. Continuum International Publishing Group.
- Bhabha Homi K. (1995), The Location of Culture, London and New York, Routledge
- Srinivas Melkote, & Steeves (2001), Communication for Development in the Third world. New Delhi: Sage.
- French, David and Michael Richard (EDS), Contemporary Television, Eastern Perspective. Sage. New Delhi.
- Dahlgren, Peter, Television and the Public Sphere: Citizenship, Democracy and the Media. Sage, London.
- Gramsci, Antonio (1971), Selection from the Prison Notebooks. Ed. And Tr. Quintin Hoare and Geoffrey Nowell-Smith, London: Lawrence and Wishart.
- Habermas, Jurgen (2001), The Postnational Constellation: Polical Essays. Tr. And Ed. Max Pinsky. Cambridge: Polity
- Zizek, Slavoj (1979), The Sublime Object of Ideology, Verso Book, UK
- Stiglitz Joseph; Globlization and its discontent.
- Stiglitz Joseph; Making Globlization Sucess.
- Cavton Davide C; When Corporations Rule the World.
- Saul, John Rolston; Collapse of Globalism.

E-Resources

- www.oxfordscholarship.com
- <https://www.tandfonline.com>
- <https://www.un.org>
- www.globlissues.org
- <https://www.amazon.com>

4MAJCCC 12: Project

Total Credit-06
Max Marks-100(Pra. Output.-80, Int.-20)

COURSE OBJECTIVE -

- To give students an overview of working style at different levels they will face in print media.

LEARNING OUTCOMES -

- Students will understand production of content related to print media.
- Will be capable of applying specific reporting, writing and editing skills necessary to function on various platforms
- Will demonstrate specific techniques regarding dummy making and page layout designing of newspapers and magazines.

CO-PO MAPPING:

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

	Project	Based on Content	Internal	Total Marks
CCC12	• Newspaper Production (Individual)	30	20	100
	• Magazine Production (Collectively)	20		
	• Case Study of Media House (Individual)/ Internship- based Project	30		

4MAJCCE 07: Global Journalism

Total Credit-06
Max Marks-100(Th.-80, Int.-20)

COURSE OBJECTIVE

- To define the nature, role and function of the international information agencies.
- To explain why information is considered wealth.
- To describe the background of the demand for NWICO.
- To distinguish between Euro- American press and Indian press.
- To introduce students to prominent global newspapers and electronic media platforms.

LEARNING OUTCOMES

- Students will be able to comprehend the concept of global media dynamics.
- Will develop a critical thinking on audience of third world countries.
- Will be able to analyze and evaluate global mass media.

CO-PO MAPPING:

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

Unit-1	Transnational News Agencies and TV Network	L	T	P
1.1	The Big Four—United Press International, UPI, Associated Press, AP, Reuters and Agence France Presse. (AFP) (Lecture, Analysis in Group, e-Reding)	02	---	01
1.2	Agencies of Other Countries—TASS, DPA, Xinhua, NAM pool, ANSA, Kyodo, IPS, APP, BSS, CNS, WAM, Lankapuvath, Dow Jones (Lecture, Group Discussion, e-Reding)	03	01	---
1.3	Leading Global Television Networks—BBC World, Fox News, CNN, DW, sky News, MSNBC, Al Jazeera, EuroNews, Al Arabiya, Bloomberg TV, global TV Network etc. (e-Reding, Lecture)	03	01	01
1.4	Emerging Ownership Patterns of Global Media and Trends of Consolidation in Global Media. (Lecture; Group Presentation, Case Studies)	02	01	---
1.5	Global Media Flow and Contra-Flow : Impact of Global Media Players on International Relation, Setting Global News Agenda (Lecture, Assignments, e-Reding)	02	01	---
TOTAL HOURS		18		

Unit-2	International Press	L	T	P
2.1	Leading Euro-American Newspapers – The Guardian (UK), The Wall Street Journal (USA), The New York Times (USA), The Washington Post (USA), China Daily (China), The Sydney Morning Herald (Australia), The Asahi Shimbun (Japan), Dawn (Pakistan), Daily Mail, Financial Times, News Papers of Neighbouring Contries. (Lecture, Practicle, , Group Discussion, e-Reding)	03	01	01
2.2	Leading International Journalists Who Shaped Global Journalism – Pulitzer, Hearst, Malcolm Muggeridge, Bob Woodward, Julian Assange (Lecture, Group Discussion, Presentation)	03	---	---
2.3	Famous Media Wars – Pulitzer Versus Hearst, Murdoch Fiasco in UK, (Case Studies, Lecture)	02	01	01
2.4	Leading Anchors and Columnists Active in Global Scenario – Hamid Mir, Lary King, Opra Winfrey (Lecture; Group Presentation)	02	01	---
2.5	All Time Big International Stories – Watergate, Facebook Expose in Guardian, Edward Snowden, Panama Papers (Lecture, Assignments, Projects)	02	01	---
TOTAL HOURS		18		

Unit-3	News World Information Order	L	T	P
3.1	Concept of Free Flow of Information, Sean Macbride Report, UN Organisation and Media- (Lecture, Presentation)	02	01	---
3.2	UN Organisation—ICJ – International Court of Justice, Habitat- United National Center for Human Settlements, UNCTED-United Nations Conference on Trade and Development, UNDP – United Nations Development Programme, UNEP, ODCCP – United Nation Office for Drug Cotrol and Crime Prevention, FAO- Food and Agriculture Organisation of The United Nation, ICAO- International Civil Aviaton Organisation, ILO- International Labour Organisation, IMF- International Monetary Fund, UNIDO – United Nation Industrial Development Organisation, UNESCO- United Nation Educational, Scientific And Culture Organisation, WHO- World Health Organisation, WIPO- World Intellectual Property Organisation, IAEA- International Atomic Energy Agency (Lecture, Group Discussion, Ppt)	05	01	01
3.3	International Women Media Foundation, Woman In Media In Developing Nations (E-Reading, Demonstration, Lecture)	02	---	---
3.4	International Journalist Organisation – IPI, IFJ, ICFJ, ICIJ, Reporters without Borders, EFJ. (Lecture, Presentation, Class Presentation)	02	01	---
3.5	New Trends In Information Sharing (Lecture, Practical)	02	01	---
TOTAL HOURS		18		

Unit-4	Trends in Global Journalism	L	T	P
4.1	Social Media Giants– Threat to Mainstream Journalism, Privacy Issues (Lecture, Analysis In Group)	03	01	---
4.2	Convergence, Too Much Interference of Technology (Lecture, Group Discussion)	02	01	01
4.3	Threats to Democratization Process Through Data Control (Case Studies, Lecture)	02	01	01
4.4	Extreme Corporatization of Media, Macdonaldization of Media (Lecture; Group Presentation)	03	01	---
4.5	Loss of Journalistic Values and Re-Invention of Media (Lecture, Assignments, Presentation)	02	---	---
TOTAL HOURS		18		

Unit-5	Global Media Systems	L	T	P
5.1	Media in Free Economy (Lecture, Goup Discussion)	03	01	01
5.2	Media in Communist Countres (Lecture, Group Discussion)	02	01	---
5.3	Media in Dictatorships (e-Reading Demonstration, Lecture)	02	---	---
5.4	Media in Monarchial Systems (Lecture;Presentation)	02	01	---
5.5	Media in Absolute Democracies (Lecture, Class Presentation)	03	01	01
TOTAL HOURS		18		

- Kovarik, B. (2011). Revolution in communication: Media History From Gutenberg to the Digital age. Continuum International Publishing Group.
- Kumar. J. Keval, 'Mass Communication in India. Jaico Publishing House. Bombay (New Ed)
- Castells, Manuel (2005), The Network Society, Edward Elgar Publication

E-Resources :-

- Agence France Press: <http://afp.com>.
- Associated Press:<http://www.ap.org/>
- PTI News:<http://www.ptinews.com/>
- media.html

Practical/Projects/Assignments :-

- Reading of International newspapers and magazines of various countries, watching International TV channels, listening programmes of International radio broadcasters and preparation of the report on the various aspects such as content, coverage, ethical perspective etc. List with titles and duration.
- Presentation and Discussion on privacy issues in Global Journalism.
- Do case study on any one International News Agency.

Suggested Readings :-

- Harman,S. Edward and Noam Chomsky. (1995). Manufacturing Consent, the Political economy of the mass media. RHUR.
- Howard Phillip N. (2013). Democracy's Fourth wave?: Digital Media and the Arab Spring. New York, Oxford University Press.
- Arvind M. Singhal & Everett M. Rogers (2001). India's Communication Revolution: From Bullock counts to Cyber Marts: Sage.

4MAJCCE 08: Sports Journalism

Total Credit-06
Max Marks-100(Th.-50, Pr.-30 Int.-20)

COURSE OBJECTIVE :-

- To develop the ability to learn practical aspects of covering sports events.
- To give students knowledge about various national and international sports related organizations.
- To hone students' skills for writing sports news.

LEARNING OUTCOMES :-

- Capacity to produce sports-related articles
- Will be evaluate impact of societal issues on sports reporting.
- Will develop content related to sports.

CO-PO MAPPING :-

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

UNIT-1	Sports Reporting	L	T	P
1.1	Introduction to Sports Journalism (Expert Lecture, Assignment)	03	01	--
1.2	Sports Reporting- Introduction, Writing and Editing. (Lecture, Writing practice)	04	--	02
1.3	Headlines of Sports News, Photos, Photo Feature, Organizing a Press Meet (Classroom lecture, PPT and Field Visit)	04	01	01
1.4	Sports Glossary/Terminology, Laws, Rules and Regulations of Various Games- Cricket, Hockey, Football, Athletics, Table-Tennis, Wrestling, Chess, Badminton, Swimming, Weight-lifting, Skating, Billiards. (Expert Lecture, assignment and field visit)	06	02	01
1.5	Brief Review of Olympic Games, Indian Traditional Sports- Kho-Kho, Kabaddi, Wrestling etc. (Expert Lecture and field visit)	04	-	01
TOTAL HOURS		30		

UNIT-2	Sports News	L	T	P
2.1	Sports News Reporting for Radio and T.V, Interviews, Running Commentary (Expeert Lecture and field visit)	02	01	01
2.2	Concepts of Sports Bulletin, Structure of Sports Bulletin, Types of Bulletin (Lecture, Assignment and practical)	02	01	01
2.3	Collection of News- Through Self Sources, by Agencies, by Press Releases, by Conference, by Radio and Television, by Internet. (Expert Lecture and assignment)	02	01	01
2.4	Column Writing and Review Writing on Sports Events (Lecture and PPT)	01	01	01
2.5	Role of Advertisements in Sports Events; Sponsorship and Co-Sponsorship Funding Sources and Monetary Policies in Sports (Expert Lecture and Assignment)	02	01	
TOTAL HOURS		19		

UNIT-3	Structure of Sport Organizations	L	T	P
3.1	Government	04	01	01
	i. Ministry			
	ii. Directorate.			
	iii. Sport Council			
	iv. Sport Authority. (Lecture and assignment)			
3.2	Private	03	01	01
	i. Indian Olympic Association			
	ii. Olympic Associations of the States. (Lecture and field visit)			
3.3	Federation	02	---	01
	i. Federations of Various Sport Organizations.			
	ii. Association of Various Sports in States.			
	iii. District and Commissionery Unit of Various Sports. (Lecture and Field visit)			
3.4	Sports Club (Lecture and field visit)	01	01	---
3.5	Sports Ground in a Village (Lecture)	01	---	---
Total Hours		17		

UNIT-4	Online Writing	L	T	P
4.1	Sports Story Telling in the 21 st Century- Emerging Trends (Lecture and ppt)	01	---	---
4.2	How to Write a Game Story. (Lecture and assignment)	01	01	01
4.3	Writing Online and Blogging. (Lecture and practical exercise)	02	01	01
4.4	Broadcasting, Commentary and Column Writing, Sports Feature (lecture and field visit)	02	01	01
4.5	Reporting Prestigious International Mega Sports Event (Lecture)	02	01	--
Total Hours		15		

UNIT-5	Schemes, Awards and Ethics in Sports	L	T	P
5.1	Government Awards for Sportspersons: Arjun Award, Padamshree Award, Vikram, Dronacharya Awards etc. (Lecture)	02	01	---
5.2	Sports Quota and Government Services, Acceptance of Marks for Admission in College. (Lecture)	01	01	---
5.3	Professional and Ethical Standards in Sports (Lecture)	01	01	---
5.4	Ethics of Sports Journalism (Lecture)	01	--	---
5.5	Challenges of Malpractices in Sports : Game Fixing, Batting, Doping, Corruption in Sports Organizations (Lecture)	02	---	---
Total Hours			10	

Practical/Project/Assignments

- Prepare a list of sports magazines.
- Content analysis of any one sports magazine.
- Critically analyze the content of any two sports website.
- Do coverage of any sports event and prepare news bulletin for same.
- Create and Write a Sports Blog.

Suggested Readings :-

- दोषी सुशील, खेल पत्रकारिता, माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता एवं संचार विश्वविद्यालय, भोपाल
- शर्मा पदमपति, खेल पत्रकारिता, प्रभात प्रकाशन, दिल्ली
- सिंह हरवंश, खेल पत्रकारिता, हरियाणा साहित्य अकादमी
- आर. अगाशे संजय, खेल पत्रकारिता, खेल साहित्य केन्द्र, दिल्ली
- गौतम नरेश, खेल पत्रकारिता, मोहित प्रकाशन
- मिश्र राजशेखर, खेल पत्रकारिता, डायमंड प्रकाशन
- Singh Dr. Hoshiyar, Sports Journalism and Mass Media, Khel Shahitya Kendra
- Andrews Phil, Sports Journalism A Practical Introduction, SAZE Publication
- Kathryn T. Stofer, James R. Schaffer, Sport Journalism An in Production to Reporting and writing, Rowman and Littlefield, New York
- Andrews Phil, Sports Journalism-a- practical- Introduction, Sege Publication, Delhi
- Shekhar T. Raj, Media Sports Journalism, Sonali Publication
- Thakur K.C., Sports Journalism, Cyber Publication, Delhi
- Nauright John and Schimmel S. Kimberaly (Edit.) (2005), The Political Economy of Sport, Palgrave Macmillan

E-Resources :-

- www.smarterwork.com-for writers seeking commissions
- www.honk.co.uk/fleetstreet-from job hunting to payments
- www.brighton.ac.uk-details of sport journalism degree course
- www.nctj.com-details of journalism and photographers' training courses in Britain
- ABCNews. Com:<http://abnews.go.com>
- BBC News :<http://News.bbc.co.uk>
- CNN.com :<http://www.cnn.com>
- The Economist:<http://www.economist.com>
- Foreign Media Reaction:<http://usinfo.state.gov/products/medreac.htm>
- Inside China Today:<http://www.einnews.com/china>
- Islamic Republic News Agency:<http://www.irna.ir>

4MAJOE 04: Media Business Management

Total Credit-03
Max Marks-50(Th.40, Int.-10)

COURSE OBJECTIVES-

- To make students develop an understanding towards media industry from business perspective.
- To enable students develop a connection between their job role and the way organization functions.
- To provide them with an in-depth knowledge of media ownership and its patterns.
- To make them understand the impact of ownership on content and its presentation by media.

LEARNING OUTCOMES -

- Students will have managerial skills to handle media business.
- They will become able to apply management strategies for achieving business growth.
- They will understand and apply principles of management efficiently.

CO-PO MAPPING -

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

Unit-1	Principles	L	T	P
1.1	Principles of Media Management and Their Significance (Lecture, Field Work)	02	01	01
1.2	Ownership Patterns of Mass-Media in India – Sole Proprietorship, Partnership, Private Limited Companies, Public Limited Companies, Trusts, Co-Operatives, Religious Institutions (Societies) and Franchisees (Chains) and Recent Trends (Lecture, Field Work, Goup Discussion)	03	01	01
1.3	Policy Formulation – Planning and Control; Problems, Processes and Prospects of Launching Media Ventures (Lecture, Field Work, Goup Discussion)	03	01	---
1.4	Media as an Industry, Size and Growth Prospects, Scope as a Profession (Lecture, Field Work, Goup Discussion)	02	01	01
1.5	Strategic Issues Involved in Launching a New Media Venture Versus Running an Existing Media Company. Impact of Broadcast Media & Information Technology on Media. Emerging Marketing Strategies. (Lecture, Field Work, Goup Discussion, Presentation)	03	01	01
Total Hours		22		

Unit-2	Strategic and Personnel Management	L	T	P
2.1	Hierarchy, Functions and Organizational Structure of Different Departments – General Management, Finance, Circulation (Sales Promotion – Including Pricing and Price – War Aspect). (Lecture, Field Work, Goup Discussion)	02	01	01
2.2	Advertising (Marketing), Personnel Management, Production and Reference Sections; Apex Bodies: DAVP, INS, ABC. (Lecture, Field Work, Goup Discussion)	03	01	---
2.3	Changing Role of Editorial Staff and Other Media Persons, Editorial – Response System. (Lecture, Field Work, Writing Practice)	02	---	---
2.4	Economics of Budgeting and Finance, Advertising and Sales Strategy, Competition and Survival- Evolving Strategy and Plan of Action, (Lecture, Field Work, Goup Discussion)	03	---	---
2.5	Print, Radio, Television, Indian Media Consumer, Media Industry and Regulation- Market Structures in Media Industry, Determinants of Market Structures in Media Industry, Media Regulation, Ownership Patterns- Media Ownership, Types of Ownership, Cross Ownership of Media – Meaning and Current Status, Media Convergence (Lecture, Field Work, Writing Practice)	04	---	---
Total Hours		17		

Unit-3	Management and Administration	L	T	P
3.1	Programme Production – Planning, Execution, Production Terms, Control Practices and Procedures. (Lecture, Field Work, Writing Practice)	02	01	01
3.2	Scheduling, Transmitting, Record Keeping, Quality Control and Cost Effective Techniques. (Lecture, Field Work, Goup Discussion)	02	01	---
3.3	Employee / Employer and Customer Relations Services; Marketing Strategies – Brand Promotion (Space/Time, Circulation) – Reach – Promotion – Market Survey Technique. (Lecture, Field Work, Goup Discussion)	03	01	---
3.4	Human Resource Development for Media. (Lecture, Goup Discussion)	01	01	---
3.5	Foreign Equity in Indian Media (Including Print Media) and Press Commissions on Indian Newspaper Management Structure. (Lecture, Field Work, Goup Discussion)	02	01	---
Total Hours		16		

Unit-4	Entrepreneurial Management	L	T	P
4.1	Basic Elements of Entrepreneurship in Print Media, Key Functions of Entrepreneurs. Concepts and Theories of Motivation and Leadership. (Lecture, Group Discussion, Presentation)	03	---	---
4.2	Identifying and Evaluating Business Opportunities – Need for SWOT Analysis. Preparing Business Plan. Importance of Business Plan. (Lecture, Group Discussion, Presentation)	03	01	---
4.3	Sources of Finance for Business Venture. Working Capital Management. Inventory Control – Classical ABC Analysis. Understanding Problems and Prospects, Case Studies. FDI in Media (Lecture, Presentation)	03	01	01
4.4	Concepts of Budgets & Budgeting Control System. Break-Even Analysis. Reading Balance Sheet/ Profit & Loss A/C Deciding Organization Structure – Proprietorship, Partnership, Joint-Stock Company Concept of Quality Control & Total Quality Management. (Lecture, Group Discussion)	03	01	---
4.5	ISO 9000 Certification/ Market Research & Marketing Strategy Formulation, Legal Procedures of Licensing Registration for Print, Broadcast and Digital (Lecture)	03	---	---
Total Hours		19		

Unit-5	Analysis and Management	L	T	P
5.1	Customer Relationship Management in Media.. Broadcast Management – TV and Radio, FM, Audience Research, Programming Strategies, FM Radio in India. The Market and The Audiences, an Analysis, Issues of Broadcast Management. (Lecture, Field Work, Group Discussion, Presentation)	03	01	---
5.2	Functions of Brand Management, Advertising and Promotions. (Lecture, Field Work, Group Discussion, Presentation)	02	01	---
5.3	Training, Research, Reference Section, Corporate Communication, CRM and MIS Departments (Lecture, Group Discussion)	02	01	---
5.4	Recent Trends in Indian Media Management Scene: Global Competition in Indian Media Scene Foreign Media Industries in India. (Lecture, Group Discussion, Presentation)	02	01	---
5.5	Inventory Management (Raw and Finished Product) Purchase Management, Issues Involved in Importing of Newsprint and Machines (Lecture, Presentation)	02	---	01
Total Hours		16		

Practical/Project/Assignments :-

- Prepare a report on the working of any media organization's Marketing, Accounting, Advertising and Circulation department.
- Prepare a plan to start a new venture of media organization.
- Write an article on the recent trends in Indian newspaper industry.
- Prepare a Media Plan for Television Advertisement.

Suggested Readings :-

- Ready Fire, Aim- Michael Masterson (Agora Publishers), 2nd Edition.
- Tom Gegax and Phil Bolsta, The Book of Small Business, Harper-Collins
- Small Giant- Bo Burlingham, Penguin Publishers
- Berger John (1972) , Ways of Seeing, London: BBC
- Berger, Arthur Asa (2005), Media Analysis Techniques. San Francisco: Sage Publication.
- Gillian Rose (2001), Visual Methodologies. New Delhi: Sage Publications
- Howells Richard (2005), Visual Culture. Cambridge: Polity Press.
- Mirzoeff, F. An Introduction to Visual Culture, London: Routledge.
- Tony Thwaites and Lloyd Davis (2002), Introducing Cultural and Media Studies. London: Paalgrave
- Walker John (1997), Visual Culture. New York: Manchester University Press.
- Kothari Gulub (1995), Newspaper Management in India, Intercultural Open University
- Chiranjeev Avinash (2000), Electronic Media Management, Authors Press.
- Peter Pringle.K. et. al. (1989), Electronic Media Management, Focal Press.
- Gunarathne Shelton A. (2000), Handbook of Media in Asia, Sage.
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E-Resources :-

- www.Afaqs.com
- www.eventia.org.uk
- www.eventfaqs.com
- Experiential Marketing Forum.[http:// www.experientialforum.com](http://www.experientialforum.com)
- International federation of Phonographic Industries. www.ifpl.org
- Indian Performing Right Society.[http:// www.indiavibes.com/iprs/](http://www.indiavibes.com/iprs/)
- Ministry of Information and Broadcasting.<http://mib.nic.in>
- Media Research Users Council (MRUC).<http://mruc.net/>
- Newspaper Association of America. www.naa.org
- Outdoor Advertising Association.[http:// www.oaa.org.uk/](http://www.oaa.org.uk/)
- Zee Television. www.zeetelevision.com