

BAMC : IV SEM	Marks:50			Credits:3		
RADIO PRODUCTION	Th	Pr	Ia	Contact hrs.		
				L	T	P
	25	15	10	2	-	2

Course Objectives

- To provide insight to students in the emerging field of audio technology and its application in the area of entertainment, advertising, presentation, education and training.
- To write Script for Radio Production.
- To understand the various audio equipments and their use in production.
- To handle various Radio studio recording and field recording equipments.
- To produce Audio programmes and expose the participants with advanced production techniques.

Learning Outcomes

- Will be able to produce radio programme, including news bulletins and packages etc.
- Ability to write basic radio news scripts.
- Using appropriate types and properties of sound capturing devices.
- Proficiency in the use of production formats and new trends.
- Students can generate new ideas for radio production.

CO-PO Mapping

PO \ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	2	-	2	2	-	-	-	-	-	-	-
CO2	2	-	2	2	-	-	-	-	-	2	-
CO3	2	-	2	2	-	-	-	-	-	-	-
CO4	2	-	2	2	-	-	2	-	-	1	-
CO5	2	-	2	2	-	-	-	-	-	2	-

3-Strong, 2-Moderate, 1-Weak

Unit-1	Basics of Radio (Total hours- L+T+P=9 hrs)	L	T	P
1.1	Radio as an oral medium (Lecture, Practical)	1	-	1
1.2	Radio program formats (Lecture, Practical)	1	-	1
1.3	News, Newsreel, Feature (Lecture, Practical)	1	-	1
1.4	Talk, Discussion, Phone in program commentary (Lecture, Practical)	1	-	1
1.5	Drama, Music program (Lecture, Practical)	1	-	1

Unit-2	Studio and Microphones (Total hours- L+T+P=9 hrs)	L	T	P
2.1	Audio Studio (Lecture, Practical)	1	-	1
2.2	Audio Equipments (Lecture, Practical)	1	-	1
2.3	Microphones (Lecture, Practical)	1	-	1

2.4	Working of Microphones (Lecture, Practical)	1	-	1
2.5	Types of Microphones (Lecture, Practical)	1	-	1

Unit-3	Audio Recording (Total hours- L+T+P=9 hrs)	L	T	P
3.1	Basics of Audio recording (Lecture, Practical)	1	-	1
3.2	Programme Planning (Lecture, Practical)	1	-	1
3.3	Programme Production Process (Lecture, Practical)	1	-	1
3.4	Producing Field based Radio Programs (Lecture, Practical)	1	-	1
3.5	Radio Production Team (Lecture, Practical)	1	-	1

Unit-4	Audio Editing (Total hours- L+T+P=9 hrs)	L	T	P
4.1	Introduction to Audio Editing (Lecture, Practical)	1	-	1
4.2	Non Linear Audio Editing (Lecture, Practical)	1	-	1
4.3	Types of Sound effects (Lecture, Practical)	1	-	1
4.4	Mixing Techniques (Lecture, Practical)	1	-	1
4.5	Dubbing Techniques (Lecture, Practical)	1	-	1

Unit-5	Voice Modulation (Total hours- L+T+P=9 hrs)	L	T	P
5.1	Voice Modulation (Lecture, Practical)	1	-	1
5.2	Pitch, Tempo, Rhythm (Lecture, Practical)	1	-	1
5.3	Voice culture (Lecture, Practical)	1	-	1
5.4	Pronunciation (Lecture, Practical)	1	-	1
5.5	Common errors in Pronunciation (Lecture, Practical)	1	-	1



विभागाध्यक्ष
(जनसंचार)

0333/0371

4B.Sc. (MM) 5

OE-4: Advertising for New Media

Theory	00	Practical	40	Internal	10	Credits	3
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COURSE OBJECTIVES

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

COURSE OUTCOMES (CO)

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

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

UNIT 2	DIGITAL ADVERTISING	L	T	P
2.1	Defining Digital Advertising Evolution and Current Status (Demonstration, Practice)		1	
2.2	Digital Media Landscape, Digital Advertising Agencies, Structure and Functions (Demonstration, Practice)		1	2
2.3	Digital Media Integration Across Advertising, Market Research, Activation, Advent of Hybrid Advertising (Demonstration, Practice)		1	2
2.4	Advantages of Online Advertising, Corporate Website, Corporate Blog (Demonstration, Practice)		1	2
2.5	Case Studies: Successful and Disasters Brand Presence on Social Media (Demonstration, Practice)		1	2

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

UNIT 4	SOCIAL MEDIA ADVERTISING	L	T	P
4.1	Creating a Facebook page, Creating Strategy of Facebook Ads, Setting S.M.A.R.T. Goals, (Demonstration, Practice)		1	2
4.2	Choosing Target Audience and ad Spend, Choosing Ad Look, Creating Facebook ads report (Demonstration, Practice)		1	2
4.3	Introduction to Twitter Advertising, Promoted Tweets vs. Promoted Accounts (Demonstration, Practice)		1	
4.4	Selecting Primary Targeting Criteria, Creating Tweets (Demonstration, Practice)		1	2
4.5	Introduction to Youtube Advertising, Video Marketing, Designing a YouTube Campaign, Setting Youtube Account and Uploading (Demonstration, Practice)		1	2

UNIT 5	DIGITAL PR IN MARKETING, BRAND PROMOTIONS AND CORPORATE REPUTATION MANAGEMENT	L	T	P
5.1	Online Sponsorships and Brand Promotion (Demonstration, Practice)		1	2
5.2	Digital Media in Brand Building and Marketing Mix (Demonstration, Practice)		1	2
5.3	New for Synergy between, Digital marketing and PR to Achieve Marketing Goals (Demonstration, Practice)		1	2

5.4	Corporate website and Blogs Monetization of Content (Demonstration, Practice)			2
5.5	Building Online Corporate Community, Reputation in the New Age (Demonstration, Practice)		1	2

Practical/Projects/Assignments:


1. To prepare Digital Advertising
2. Prepare an e-mail Advertising Campaign
3. Prepare a Social Media Advertising Campaign for admissions in an academic institution.
4. Prepare a corporate Advertising Strategy for Corporate Office.

Suggested Readings:

1. Know online Advertising: A: Information about online Advertising at One Place; Avinash Tiwary; partridge India; ISBN -10: 1482872498, ISBN-13: 978-142872491, (30 July 2016)
2. Learning Google Ad Words and Google Analytics; Benjamin Mangold; Loves data; ISBN-10: 0994390408, ISBN-18-978-0994390400; 8 September 2015
3. Online Advertising; Ehsan Zarei; Lulu.co.; ISBN-10: 1291728368, ISBN-13: 978-129728361, 20 February 2014
4. Internet Advertising: Learn New Things About Internet Advertising; John Wright; Create Space Independent Publishing Platform; ISBN-10: 1505817129, ISBN-13: 978-1505817126, 29 December 2014
5. Ways on Internet Advertising: Learn the Different Tactics of Online Advertising; Tim Deavin, Create Space Independent Publishing Platform ; ISBN-10: 1505017412, ISBN-13: 978-1505817416, 29 December 2014
6. Internet Advertising: Theory and research (Advances in Consumer Psychology); Shelly Rodgers (Editor), Esther Thorson (Editor); Psychology Press; ISBN-10: 0805851097, ISBN-13: 978-0805851090, 25 June 2007

E-Resources:

1. Social Media Marketing Workbook: How to Use Social Media for Business (2020 Updated Edition) by Jason McDonald
2. Google Ads (AdWords) Workbook: Advertising on Google Ads, YouTube, & the Display Network (2020 Edition) Kindle Edition by Jason McDonald



HOD, NMT

OE-4: BBA (EC) Corporate Communication, Advertising & PR**Total Marks 50 : Theory(40) Internal (10)****Credits : 3****COURSE OBJECTIVE:**

- To understand the key concepts of Public Relation
- To make the students aware about functioning of various PR Organizations
- To know the significance of Corporate communication, Corporate identity, Image Building and CSR
- To enable the students to understand the concept of Advertisement and its relevance in Marketing
- To describe the selection of Advertising Medium and Budget

Learning Outcome

- Students will get Proficiency in the concepts of Public Relation and its functioning
- Improving the knowledge of Corporate Communication, Corporate image and Corporate Social responsibility
- Application of Advertising knowledge in Market scenario
- Ability to identify Advertising Medium and appropriate Budget

Unit-1	Public Relations – Concept & Process	L	T	P
1.1	Public Relation, Importance & significance.	4	3	-
1.2	History & Development of PR in India, Process of Public Relations.			
1.3	PR Consultancies & Department.			
1.4	Tools of PR			
1.5	Types of PR			

Unit-2	PR Organizations	L	T	P
2.1	Public Relations setup & Structure.	6	1	1
2.2	News Agency, PIB, Public Relations Organizations such as IPRA, PRSA, PRSI, PRCI			
2.3	Global Public Relations.			
2.4	PR practitioners: Responsibilities & Duties.			
2.5	Ethics in Public Relations			

Unit-3	Corporate Communication	L	T	P
3.1	Definition, Importance & Objectives of Corporate Communication.	5	2	
3.2	Concept of Identity & Image.			
3.3	Corporate Identity: Policy Planning, Core Communication elements in corporate Identity Programme.			
3.4	Corporate Social Responsibility			
3.5	Corporate Citizenship.			

Unit-4	Introduction to Advertising	L	T	P
4.1	Advertising : Objectives, Concepts and features	5	1	-
4.2	Types of Advertisement			
4.3	Creativity in Advertising.			
4.4	Corporate and Public service Advertisement			
4.5	Advertising Agency and Ethics.			

Unit-5	Advertising Communication	L	T	P
5.1	Medium of Advertising	6	1	1
5.2	Advertising Campaigns			
5.3	Selection of Media			
5.4	Advertising Budget			
5.5	Copy of Advertisement of various Mediums and their differences			

Practical / Projects / Assignments:

- Case study
- Assignments and Industrial visit
- Preparation of Creative Advertisement

Suggested Readings :

- **Cornelissen, J. P. (2014). Corporate Communication (4 edition.). Los Angeles: Sage Publications Ltd.**
- Hand Book of Public Relations and Communications, Philip Lesly, Jaico Publishing House
- C. Rayendu & K.R. Balan , Principles of Public Relations, , Himalaya Publication
- Rossetti/Percy Advertising Communication: Ideas and Promotion Management –Tata McGraw Hill
- Hauled, Anand , Planning for Power Advertising, Sage Publication

E-Resource:

- <https://www.cpdcourses.com/modules/public-relations/concepts-of-public-relation>
- <https://www.managementstudyguide.com/corporate-communication.htm>
- https://in.pinterest.com/redland_fi/advertising-concepts/

BBA 4(OE) Corporate Communication, Advertising & PR

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
4(OE) 1	3			1						2		2
4(OE) 2	2		3			1	1			3		
4(OE) 3	2	1				2			2	2		1
4(OE) 4	3					2	2			3		2

Customer Relationship Management

Unit – 1: Introduction

- 1.1 Fundamental of CRM
- 1.2 Define Customer
- 1.3 Correspondents of CRM
- 1.4 Goal of CRM and Silent Feature of e-CRM
- 1.5 Customer life Style & Technology

Unit – 2: Process

- 2.1 CRM Process
- 2.2 Online CRM Process
- 2.3 4C's of CRM Process
- 2.4 CRM Approaches
- 2.5 CRM for different Organizations

Unit – 3: CRM as Strategy

- 3.1 CRM as Business Strategy
- 3.2 Choosing the right CRM Solution
- 3.3 CRM Implementation Process
- 3.4 Five Phases of CRM Projects.
- 3.5 Enterprise Resource Planning Preview & Benefits

Unit – 4: Marketing Tools

- 4.1 SFA : Sales Process Activity
- 4.2 Contact lead & Knowledge Management
- 4.3 Field Force Automation
- 4.4 E-Commerce Automation
- 4.5 Impact of CRM on Marketing

Unit – 5: CRM and e-CRM

- 5.1 Distinguish between CRM and e-CRM, Dealing e-Customer
- 5.2 New Correspondent of e-CRM, Importance of e-CRM
- 5.3 Silent Features of e-CRM
- 5.4 Managing Customer Communication
- 5.5 Customer Support Methodology

References

1. Alok Kumar Rai, Customer Relationship Management Concept & Cases, Prentice Hall of India Private Limited, New Delhi. 2011
2. S. Shanmugasundaram Customer Relationship Management, Prentice Hall of India Private Limited, New Delhi, 2008
3. Kaushik Mukherjee, Customer Relationship Management, Prentice Hall of India Private Limited, New Delhi, 2008
4. Jagdish Seth, et al, Customer Relationship Management

HOD
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4B.Tech(PP)6

OE-4: Industrial Safety and Management

Theory	40	Practical	00	Internal	10	Credits	3
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COURSE OBJECTIVES

1. To Understand Fire Safety, Electrical And Chemical Safety
2. To study Safety Planning and Its Industrial Application
3. To understand Laws related to Safety, Health & Environment
4. To get knowledge of Pollution Control, Solid and Hazardous waste Management
5. To study of Environmental and Disaster management in industries

COURSE OUTCOMES (CO)

1. To Characterize Fire Safety, Chemical and Electrical Safety
2. To Demonstrate Safety Planning And Its Industrial Application
3. To Explain Laws Related To Safety, Health & Environment
4. To Define Pollution Control, Solid And Hazardous Waste Management
5. To Evaluate Environmental And Disaster Management In Industries

UNIT 1	Fire, Electrical protection and Chemical Safety	L	T	P
1.1	Definition of fire, elements of fire, Causes of fire Classification of fire; spreading of fire; Method of extinguishing fire (Lecture, Discussion, Presentation)	2	1	
1.2	Earth fault protection, short circuit protection, Earth insulation, Flame proof Electrical equipment.(Lecture, Discussion, Presentation)	2		
1.3	Evaluation parameter, level of toxic risk, problem posed by determination of toxicity risk level. Different extinguishing medias- water, foam, dry powder, ABC Powder, CO ₂ , Halon. Chemical risk analysis (Lecture, Discussion, Presentation)	2		
1.4	Flammability - vapor pressure, limits of flammability, Flash points, auto-ignition temperature. (Lecture, Discussion, Presentation)	2		
1.5	Stability: - Experimental methods of determination, classifications of instability risk; Toxicity(Lecture, Discussion, Presentation)	2		

UNIT 2	Safety Planning and Its Industrial Application	L	T	P
2.1	Effective planning for safety- Definition, need, nature, principles, policy and formulation.(Lecture, Discussion, Presentation)	2		
2.2	Electrical Hazards, Danger from electricity, safe limit of amphere and voltage range, safe distance from electrical line, protection(Lecture, Discussion, Presentation)	2	1	
2.3	Safety in industries involving hazardous processes, highly			

	flammable liquids & flammable compressed gases (Lecture, Discussion, Presentation)	2		
2.4	safety in chemical works, application of safety in handling corrosive substances (Lecture, Discussion, Presentation)	2		
2.5	safety audit in various types of factories, types of safety audit, its methodology and reporting (Lecture, Discussion, Presentation)	2		

UNIT 3	Laws related to Safety, Health & Environment	L	T	P
3.1	Factories Act 1948, The Plantation Labour Act, 1955 (Lecture, Discussion, Presentation)	2		
3.2	Environment (Protection) Act 1986, (MSIHC) Rules 1989. (Lecture, Discussion, Presentation)	2	1	
3.3	The Water (Prevention & Control of Pollution) Act, 1974 (Lecture, Discussion, Presentation)	2		
3.4	amended 1988; Manufacture, Storage and Import of Hazardous Chemicals Rules, 1989 amended 2000 (Lecture, Discussion, Presentation)	2		
3.5	Chemical Accidents (Emergency Planning, Preparedness and Response) Rules, 1996; The Air (Prevention & Control of Pollution) Act, 1981 amended 1987, Chemical Accidents (Emergency, Planning, preparedness and response) Rules 1996 (Lecture, Discussion, Presentation)	2		

UNIT 4	Pollution Control, Solid and Hazardous waste Management	L	T	P
4.1	Air Pollution, Air pollution Measurement, Air quality monitoring, Air pollution control Technology & method (Lecture, Discussion, Presentation)	2	1	
4.2	Equipment Selection, Equipment design, Particulate emission control (Lecture, Discussion, Presentation)	2		
4.3	Concept of water pollution, characteristic of waste water, Solid & hazardous waste management: Sources (Lecture, Discussion, Presentation)	2		
4.4	Waste Minimization, Hazardous Waste Transport & treatment facilities (Lecture, Discussion, Presentation)	2		
4.5	Treatment systems for hazardous waste & handling and treatment of plant residues. Training for waste management operators (Lecture, Discussion, Presentation)	2		

UNIT 5	Environmental and Disaster management in industries	L	T	P
5.1	Principals & requirements of ISO 14001 EMS, Environmental auditing & Auditing of waste minimization. (Lecture, Discussion, Presentation)	2		
5.2	Environment Impact Assessment, Environment Management Plan, EIA, EMP ;OHASAS - 18001 (Lecture, Discussion, Presentation)	2		
5.3	Disaster Management-Types & consequence of major accident hazards, Role of management (Lecture, Discussion, Presentation)	2	1	
5.4	Local authorities and public, Disaster Management Cycle -Prevention (Lecture, Discussion, Presentation)	2		
5.5	Mitigation, Preparedness, Disaster impact, Response, Restoration, Reconstruction (Lecture, Discussion, Presentation)	2		

Practical/Projects/Assignments:-

1. To study of fire & chemical and Electrical Safety methods.
2. To study about waste & hazards management in printing industry.
3. To study of Safety Planning Management.
4. To study of Pollution Control, Solid and Hazardous waste Management.
5. To study of Environmental and Disaster management in industries.

Suggested Readings:-

1. Fire and Explosion hazards Handbook of Industrial chemicals (Author - Tatyana Davletsniha, Nicholas P. cheremisin off, Publisher -Noyes Publication 1998, ISBN-0815514298,9780815514299
2. Fundamental of Industrial safety/ and Health- Third Edition 2012(Authored By- Dr K.U Mistry, Publisher-M/S Siddhartha Prakashan, Ahmadabad.
3. Water Pollution, Causes Effects & Control by P.K. Goel (publisher-New age international 2006,ISBN-8122418392,9788122418392)
- Waste Management by Rajiv K. Sinha, V S sexena (INA Shree Publishers, ISBN-8186653325)

HOD,NMT

L	T	P	C	Theory	Internal	Practical	Total Marks
Credits/Hours							
2/2	1/1	0	3/3	40 ✓	10 ✓	0	50 ✓

Course Objectives:

- To Introduce Python Programming Language as Multipurpose Programming Language with Features and Applications.
- To Learn Installing Python and Introducing Cross Multiplatform Usage of Python.
- To Practice Basic Language Features of Python and Implement OOps Concepts Using Python.
- Learn core python structures and flow control, Create and run python functions
- Explore the python library functions for various purpose

Course Outcomes:

1. Install and use Python on Various Platform.
2. Understand and Explain various features of Python language
3. Design and Develop Python applications for data analysis using object-oriented concept
4. Build package and modules in Python with reusability and exception Aspect
5. Write and execute Simple programs for sorting and searching in Python.

Unit-wise Syllabus**UNIT - I**

Planning the computer program: concept of problem solving, problem definition, program design, debugging, types of errors in programming, documentation.

Techniques of problem solving: flowcharting, decision table, algorithms, structured programming concepts, programming methodologies viz. Top-down and bottom-up programming.

Overview of programming: structure of a python program, elements of python.

UNIT - II

Introduction to python: python interpreter, using python as calculator, python shell, indentation, Atoms, identifiers and keywords, literals, strings, operators (arithmetic operator, relational operator, logical or Boolean operator, assignment, operator, ternary operator, bit wise operator, increment or decrement operator)

Creating python programs: input and output statements, control statements(branching, looping, conditional statement, exit function, difference between break, continue and pass.), defining functions, default arguments, errors and exceptions.

Iteration and recursion: conditional execution, alternative execution, nested conditionals, the return statement.

UNIT - III

Recursion, stack diagrams for recursive functions, multiple assignment, the while statement, tables, two-dimensional tables

Strings and lists: string as a compound data type, length, traversal and the for loop, string slices, string comparison, a find function.

UNIT - IV

7052

- Looping and counting, list values, accessing elements, list length, list membership, lists and for
- ops, list operations, list deletion, Cloning lists, nested lists
- Object oriented programming: introduction to classes, objects and methods, standard libraries.

UNIT - V

Data structures: arrays, list, set, stacks and queues.

Searching and sorting: linear and binary search, bubble, selection and insertion sorting.

References:

- T. Budd, Exploring Python, TMH, 1st Ed, 2011
- How to think like a computer scientist: learning with Python / Allen Downey, Jeffrey Elkner, Chris Meyers, 1st Edition – Freely available online.
- <http://docs.python.org/3/tutorial/index.html>
- <http://interactivepython.org/courselib/static/pythonds>

COs	Program Outcomes (POs)											
	1	2	3	4	5	6	7	8	9	10	11	12
1	3	1		2	2							
2	3	1		1	2							
3	3	3	3	3	2					1	1	1
4	3	3	3	2	2			1		1	1	1
5	3	3	1	2	1			1				1

LIST OF PRACTICAL'S:

- Using for loop, print a table of Celsius/Fahrenheit equivalences. Let c be the Celsius temperature.
- Using while loop, produce a table of sins, cosines and tangents. Make a variable x in range from 0 to 10 in steps of 0.2. For each value of x, print the value of sin(x), cos(x) and tan(x).
- Write a program that reads an integer value and prints "leap year" or "not a leap year".
- Write a program that takes a positive integer n and then produces n lines of output shown as follows. For example enter a size: 5


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- Write a function that takes an integer 'n' as input and calculates the value of $1 + 1/1! + 1/2! + 1/3! + \dots + 1/n$
- Write a function that takes an integer input and calculates the factorial of that number.
- Write a function that takes a string input and checks if it's a palindrome or not.
- Write a list function to convert a string into a list, as in list ('abc') gives [a, b, c].
- Write a program to generate Fibonacci series.
- Write a program to check whether the input number is even or odd.
- Write a program to compare three numbers and print the largest one.
- Write a program to print factors of a given number.
- Write a method to calculate GCD of two numbers.
- Write a program to create Stack Class and implement all its methods. (Use Lists)
- Write a program to create Queue Class and implement all its methods. (Use Lists)
- Write a program to implement linear and binary search on lists.
- Write a program to sort a list using insertion sort and bubble sort and selection sort.

4BCA5 (B) DTP with Page Maker

L	T	P	C	Theory	Internal	Practical	Total Marks
Credits/Hours							
2/2	1/1	0	3/3	40	10	0	50

7053

Course Objectives:

- Acquire knowledge and develop skills of Page Maker, Printing Techniques and DTP Tools.
- Learn Design layouts and Use existing design template to Create Readable and Attractive Newsletters.
- Learn various features, Shortcut Keyboard Commands and their usage PageMaker
- Apply a Report Template to a Multi-Page Document.

Course Outcomes:

1. Create Documents and Templates, Add text into Documents using various Methods.
2. Apply different Formatting Styles to Characters and Paragraphs.
3. Import Graphics, Create objects using various tools, and effects to objects.
4. Create a book and export it into PDF.
5. Multiple Layout Design.

Unit-wise Syllabus

UNIT - I

Introduction to Desk Top Publishing (DTP), Photocomposing Machines 86 DTP, Definition, Need and Area of Application. Use of DTP in Offset Printing & Web Designing, Use of Desk Top Publishing in Publications, Importance of D.T.P in Publication, Advantage of D.T.P in Publication, Page Layout & Designing in a single page production. Laser printers - Use, Types, Advantage of laser printer in publication Difference between a word processor and Publication Software, Use and importance of DTP in Publication & Newspaper Printing, Various DTP Softwares and its application area.

UNIT - II

Introduction to Offset Printing Technology, Printers, Formatting of a text: Typography, Fonts, Point Size, Spacing, Breaks, Measurements etc. DTP & Page Layout Designing. Types of Printing: Lithography, Flexography, Gravure, Screen Printing, Offset Printing. Print Media & Offset Printing. Terms used in Offset Printing: Bleed, CMYK, Transparent Printouts - Bromide & Film. Halftone, Impression, Saddle Stitch, Perfect Bind, Negative & Positives for Plate were making

UNIT - III

Introduction to Adobe Page Maker 7.0, Aldus & Adobe Page Maker, Previous and current versions of Page Maker, Page Maker as a DTP Software, Difference between a Page Maker & Word Processing Software. Attribute settings: Tools, Styles, Menus, Templates, Alignments, Grids, Guides etc. Keyboard shortcuts, Templates & its use

UNIT - IV

Page Layouts-Margins and Page Orientations with various page sizes, Text Editing and Manipulation, Magazine & News Paper Page Layouts. Filters, Import and Export options, Placing of Text and Images, Auto flow and Story Editor, Different Layout views, Control

7053 705

Latte, Layers & its use. Tab setting, Columns & Gutters, Use of Styles, Palettes & Colors, Import & Export. Files, Document Setup & Preferences, Master Pages and its use.

UNIT - 5

Adobe Page Maker-Page and document setup, working with rulers, setting the unit measurement, Bullets, Column Balancing, Breaks Arrange, Fill & Stroke Options. Text wrapping, Widows & Orphan lines, Revert Command and its use, Using Drop Caps and various style formats, Editing of Graphics and Frames. Defining Styles OLE & Embedding, Plugins, Mathematic Equation, Table Editor and its use. Polygon Setting 86 Rounded Corners.

References:

- Shelly, Gary B., Cashman, T, Microsoft Publisher 2003 Complete Concepts and Techniques ISBN: 9780619200312
- Wempen, Faithe, Emergent Le, Learning Microsoft Office Publisher 2010, Student Edition ISBN: 9780135108994
- Weixel, Suzanne, Fulton, Desktop Publishing Basics ISBN: 9780619055363
- Proot, Kevin G., Adobe Pagemaker 7.0 ISBN: 9780619109561

COs	Program Outcomes (POs)											
	1	2	3	4	5	6	7	8	9	10	11	12
1		1		1	2							1
2	3	1		1	2							1
3	2	2	3	3		2		1		1	1	1
4	3	1	3	3	2			2				1
5	3	1	1	2	1				1		1	

FOLK AND COMMUNITY MEDIA

Unit-1 Culture and Tradition	L	T	S	W	D	V	P	T
1.1 Meaning of Culture, Tradition, Folklore, oral Tradition	3	-	-	-	-	-	-	3
1.2 Different Folk Media in India	3	-	-	-	-	-	1	4
1.3 Devotional and religious forms	3	-	-	-	-	-	-	3
1.4 Voicing public opinion	3	-	-	-	-	-	2	5
1.5 Creating awareness through folk media.	3	-	-	-	-	-	1	4

Unit-2 Community	L	T	S	W	D	V	P	T
2.1 Definitions, concept and characteristics of a community.	3	-	-	-	-	-	-	3
2.2 Community norms, customs and institutions in contemporary India.	3	-	-	-	-	-	1	4
2.3 Community social capital.	3	-	-	-	-	-	-	3
2.4 Communities as stakeholders in development.	3	-	-	-	-	-	2	5
2.5 Community Knowledge Management.	3	-	-	-	-	-	1	4

Unit-3 Understanding community media	L	T	S	W	D	V	P	T
3.1 Case study of select community media initiatives.	3	-	-	-	-	-	-	3
3.2 Community media in India.	3	-	-	-	-	-	1	4
3.3 Community Radio in India.	3	-	-	-	-	-	-	3
3.4 History and Recent development.	3	-	-	-	-	-	2	5
3.5 Community Media.	3	-	-	-	-	-	1	4

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Unit-4 Participatory techniques	L	T	S	W	D	V	P	T
4.1 Community participation	3	-	-	-	-	-	-	3
4.2 Participatory data collection techniques	3	-	-	-	-	-	1	4
4.3 Community media production	3	-	-	-	-	-	2	3
4.4 Journalism and Communication Community Process	3	-	-	-	-	-	2	5
4.5 Community ethics	3	-	-	-	-	-	1	4

Unit-5	L	T	S	W	D	V	P	T
4.1 Social Media	3	-	-	-	-	-	-	3
4.2 Elements of Social Media	3	-	-	-	-	-	1	4
4.3 Function of Social Media in Participatory Communication	3	-	-	-	-	-	-	3
4.4 Citizen journalism. Blog	3	-	-	-	-	-	2	5
4.5 Civil Society	3	-	-	-	-	-	1	4

4-1
विद्यया ऽ मृतमश्नुते (इ.पु.म.)

DE-4440

DEFENCE JOURNALISM

Topic 1: Structure of Indian armed forces										
1.1 Origin and development of Defense services in India										
1.1.1 Army: Its origin and development	L	T	S	W	D	V	P	T		
1.1.2 Navy: Its origin and development	3	-	-	-	-	-	-	3		
1.1.3 Air Force: Its origin and development	3	-	-	-	-	-	-	1	4	
1.1.4 Paramilitary forces	3	-	-	-	-	-	-	2	3	
	3	-	-	-	-	-	-	1	4	

Topic 2: Organization and functions										
2.1 Organization and functions of the ministry of defense, and its departments										
2.1.1 Structure of India's defense budget	L	T	S	W	D	V	P	T		
2.1.2 Defense policies, meaning, definition and concept	3	-	-	-	-	-	-	3		
2.1.3 India's major defense training institutes	3	-	-	-	-	-	-	1	4	
2.1.4 Defense Management in the Armed Forces	3	-	-	-	-	-	-	2	3	
2.1.5 Management in Armed Forces	3	-	-	-	-	-	-	1	4	

Topic 3: Military Technology										
3.1 Innovation and role of Armed Forces in Disaster response Required										
3.1.1 Training and Preparedness for Armed Forces	L	T	S	W	D	V	P	T		
3.1.2 Small arms technology, Armored Vehicles Technology, Submarines and Aircraft Carrier Aircraft, Rocket, Missile and Space Vehicle	3	-	-	-	-	-	-	1	4	
3.1.3 ACQUISITION & INDIAN ARMY: Rational of Defense production in India Role of Defense Production in National Development	3	-	-	-	-	-	-	-	3	
3.1.4 Role of Defense Production: Role and Functions of Department of Defense Production and DRDO Ordnance Factories-Its Highlights										
3.1.5 Make in India: Defense Procurement										
3.1.6 Various means-by public and private sectors	3	-	-	-	-	-	-	2	5	

Page 1

As the impact of technology: Its political, military and economic impact	3	-	-	-	-	-	-	1	4
Advances in foreign collaboration and joint military technological venture									

Unit-4 Present Scenario & challenges	L	T	S	W	D	V	P	T
4.1 India and its neighboring countries	3	-	-	-	-	-	-	3
4.2 Widespread India's Independence	3	-	-	-	-	-	1	4
4.3 Present challenges of Defense	3	-	-	-	-	-	-	3
4.4 Significance of Defense	3	-	-	-	-	-	2	5
4.5 Role of Defense and Conflict	3	-	-	-	-	-	1	4

Unit-5 Defense Reporting	L	T	S	W	D	V	P	T
5.1 Defense Reporting: Necessity & History, Defense And Media, Defense Reporting And Its Purposes, Its Risk And Do's And Don'ts.	3	-	-	-	-	-	-	3
5.2 Types Of Defense Reporting: War, Peace	3	-	-	-	-	-	1	4
5.3 News Sources In Defense And How To Keep Them. Defense News	3	-	-	-	-	-	-	3
5.4 Defense Reporter: Preparation And Essential Requisites	3	-	-	-	-	-	2	5
5.5 Preparation Of Defense Reporter, Writing On Defense Issues	3	-	-	-	-	-	1	4

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4BAJCW OE 04: ENTERTAINMENT, ART AND CULTURAL JOURNALISM

5544

Course Objective :-

1. Imparting a critical perspective towards the Art and Cultural.
2. To enable students to reporting for entertainment field
3. To develop insight into Indian Culture and Diversity for Media

Total Credit – 03(2+1)
Max Marks -50, (25Th.+15Pr.+10Inr.)

Learning Outcomes :-

1. Students will get an idea and understanding about the basics of various culture.
2. Students will have deep understanding of entertainment, art and cultural journalism.
3. Get an idea about Indian Themes and Indian Values to our Student

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	2	-	1	2	2	-	2
2	3	2	2	-	-	-	-	1	2	-	2	2	3	-	2
3	3	2	1	-	-	-	-	1	2	-	1	2	2	-	2

Unit-I	Entertainment	L	T	P
1.1	Concept, Definition and Fundamentals of Entertainment Journalism	3	-	-
1.2	History of Indian Cinema, TV and Concert culture	3	1	-
1.3	Film Criticism and Writing a Film Critic	2	-	2
1.4	Introduction to International Entertainment Journalism	2	-	-
1.5	Code and Ethics of Entertainment Journalism	2	-	-
Total Hours		15	HEAD	
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment, Field Visit				

Department of Journalism

Maharaja Chhatrapati

Dr. Ashwini Kulkarni, Head of Department

Dr. Ashwini Kulkarni, Head of Department

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2.1	Basics of Art in India (Natyashastra), Indian Folk and folklore	L	1	1	P
2.2	Introduction to Visual Arts - Painting, Sculpture, Ceramics (India and Abroad)	3	1	1	-
2.3	Introduction to Performing Arts - Indian Classical Music and its forms, Indian Classical Dance and Theatre	2	1	1	-
2.4	Fundamentals of Writing for Art (Visual and Performing Arts)	3	1	1	-
2.5	Coverage and Reviews for Art and Culture: Elements and Current Status	2	-	-	-
Total Hours		15			

Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment

Unit-III		Traditional Media			
3.1	Cultural Diversity in India	L	T	P	
3.2	Introduction to Traditional Media and its Tips	3	-	-	-
3.3	Traditional Culture, Mass Culture, Popular Culture,	2	-	-	-
3.4	Popular Forms of Mass Culture	2	2	-	-
3.5	Major Writing Forms for Cultural Issues, Formats, Language and Style	2	-	-	-
Total Hours		3	1	1	-
Total Hours		15			

Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment

Unit-IV		Indian Architecture and Lifestyle			
4.1	Brief History of Indian Architecture	L	T	P	
4.2	Art of Bheembehika, Rajputana, Miniature, Warli and Madhubani	2	1	1	-
4.3	Tribal Art of Madhya Pradesh	3	1	1	-
4.4	Art Institutions : National School of Drama, Lalit kala Academy, Sahitya Academy, Bharat Bhavan, Indira Gandhi Rastriya Manav Sangrahalaya	1	1	1	-
4.5	Current Status of Lifestyle Journalism and Magazines in India	3	1	1	-
Total Hours		2	-	-	-
Total Hours		15			

Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment, Field Visit



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01/11/2020

5.1	Introduction to World Cinema	2	1	1
5.2	Indian Popular Cinema vs. Parallel Cinema and Documentary Films	2	1	1
5.3	Acting and Direction Skills	3	1	1
5.4	Elements of film appreciation, Music, Songs and Covering form and content of Film	2	-	-
5.5	Popular Film Magazines and Websites	3	1	1
Total Hours		15	-	-

Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment, Field Visit

Practical/Projects/Assignments:

- Write down the film reviews of any classical and contemporary films (at least 2 for both)
- Write an article on traditional media and traditional culture of India.
- Prepare a list of famous artist of India related to dance, music, architecture, painting and sculpture.

Suggested Readings:

- Paul Hodkinson (2017), Media, Culture and Society, Sage Publication 2nd Edition
- Williams, Raymond (1988), The Analysis of Culture
- L. James (2000) Media, Communication, Culture
- Rajadhyaksha, Ashish "Indian Cinema: Origins to Independence," in Geoffrey Nowell Smith, ed. The Oxford History of World Cinema. New York & Oxford: Oxford University Press.
- Ramachandran, T. M. 70 years of Indian cinema, 1913-1983. CINEMA India-International. June 1985.
- तिवारी विनोद, फिल्म पत्रकारिता, वाणी प्रकाशन, नयी दिल्ली
- जोशी ज्योतिष, साहित्यिक पत्रकारिता, वाणी प्रकाशन, नयी दिल्ली
- भसीन अवनीश, मीडिया विश्वकोश, प्रभात प्रकाशन, नईदिल्ली
- तनेजा जयदेव, रंगकर्म और मीडिया, तक्षशिला प्रकाशन, नईदिल्ली

E-Resource:

- http://xsmcu.blogspot.com/2014/10/blog-post_14.html
- <https://www.youtube.com/watch?v=um9FTSFWAYc>
- <https://www.youtube.com/watch?v=cD758aFstdw>
- https://www.youtube.com/channel/UCivxnHxU07qcSc_F503FX6w/playlists

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