Detailed Syllabus for

Master of Science (New Media)

(Two Years Full Time Postgraduate Degree Programme)
Effective from July 2022

Department of New Media Technology
MAKHANLAL CHATURVEDI NATIONAL UNIVERSITY OF
JOURNALISM & COMMUNICATION, BHOPAL
B-38, Press Complex, Zone -1, M.P. Nagar, Bhopal (M.P.)-462011

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

About the Programme:

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

The Media Industry has already changed Traditional Media to Web-based, Interactive and Digital Media as a result of digitalization, web connectivity and social media. This lead to media organizations requirement for Online Media specialists to create and disseminate content and to interact with audience. In Media Studies M.Sc. (NM) programme is introduced to fulfill the above mentioned requirements.

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

Eligibility:

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

Career Avenues:

The course enables the student to use technology for new media content production independently, integrating the content for different medium and marketing for distribution. With these skills, the student can excel as professional or entrepreneur for his/her own business platform. On completion of the course, the student will have multiple opportunities to work in private and public sectors as Online Content Creator, Online News Producer, Content Writer, Social Media Content Generator, Social Media Manager, Data Analyzer, Data Visualizer and New Media Researcher. M.Sc. (NM) students having research inclination can go ahead with New Media Research. As an Entrepreneur, there is no limitation on creativity and innovative thoughts for New Media students.

Programme Educational Objectives:

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

1. To inculcate basics of communication and journalism in the present Digital Era.

2. To equip with skills for data, web and mobile journalism.

3. To understand theoretical, practical and technical aspects of new media with creative and critical thinking.

4. To empower the student into skilled professional for new media content creation, production, distribution and analysis of content for various new media platforms.

5. To prepare students to work as professionals, entrepreneurs, researchers individually and also in collaboration with team, following professional & media ethics.

Programme Educational Outcomes (PEOs):

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

1. Demonstrate skills independently and in team on various dimensions of traditional media and new media with creative analytical, critical thinking following ethical aspects.

2. Develop competence to create, converge and produce Text, Graphics, Audio, Video, and Animation based content for new media platforms.

3. Demonstrate skills in designing, developing and publishing content for social media platforms and websites.

4. Develop competence to use digital platforms for personal and professional purpose effectively by abiding legal norms, security issues and ethical codes.

5. Acquire essential knowledge of social and political structure, legal understanding to work in media industry.

Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal
(Department of New Media Technology)
M. Sc. (New Media)

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

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

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

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

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

Programme Structure

Semester – 1

S. No	Course	Course ID	Course Name	Credit	Marks			
					Th.	P.	IA	Total
1	1CCC-1	1 MSc (NM) 1	Basics of Communication	6	80	-	20	100
2	1CCC-2	1 MSc (NM) 2	Fundamentals of Multimedia	6	50	30	20	100
3	1CCC-3	1 MSc (NM) 3	Media Language : Structure & Style	6	50	30	20	100
4	1CCE-1 OR	1 MSc (NM) 4 (A) OR	Layout Design OR	6	50	30	20	100
	1CCE-2	1 MSc (NM) 4 (B)	Computer Applications for Media Professionals	6	50	30	20	100
5	OE-1	1 MSc (NM) 5	Digital Printing Process	3	40	-	10	50

Semester – 2

S. No	Course	Course ID	Course Name	Credit	Marks			
					Th.	P.	IA	Total
1	2CCC-4	2 MSc (NM) 1	Video Content Production	6	50	30	20	100
2	2CCC-5	2 MSc (NM) 2	Social Media	6	50	30	20	100
3	2CCC-6	2 MSc (NM) 3	Introduction to Socio Economic Polity	6	80	-	20	100
4	2CCE-3 OR	2 MSc (NM) 4 (A) OR	Web Journalism OR	6	50	30	20	100
	2CCE-4	2 MSc (NM) 4 (B)	Trends in New Media	6	80	-	20	100
5	OE-2	2 MSc (NM) 5	Animation Technology	3	-	40	10	50

Semester – 3

S. No	Course	Course ID	Course Name	Credit	Marks			
					Th.	P.	IA	Total
1	3CCC-7	3 MSc (NM) 1	Web Technology	6	50	30	20	100
2	3CCC-8	3 MSc (NM) 2	Media Laws and Ethics	6	80	-	20	100
3	3CCC-9	3 MSc (NM) 3	Digital Marketing	6	50	30	20	100
4	3CCE-5 OR	3 MSc (NM) 4 (A) OR	Understanding Big Data for Media OR	6	80	-	20	100
	3CCE-6	3 MSc (NM) 4 (B)	Social Media Analytics using Python	6	50	30	20	100
5	OE-3	3 MSc (NM) 5	Content Writing for Online Media	3	-	40	10	50

Semester – 4

S. No	Course	Course ID	Course Name	Credit	Marks			
					Th.	P.	IA	Total
1	4CCC-10	4 MSc (NM) 1	Production Pipeline	6	50	30	20	100
2	4CCC-11	4 MSc (NM) 2	Data Journalism	6	50	30	20	100
3	4CCC-12	4 MSc (NM) 3	Major Project	6	-	80	20	100
4	4CCE-7 OR	4 MSc (NM) 4 (A) OR	Research for New Media OR	6	80	-	20	100
	4CCE-8	4 MSc (NM) 4 (B)	Entrepreneurship Development	6	80	-	20	100
5	OE-4	4 MSc (NM) 5	Mobile Journalism	3	-	40	10	50

Open Electives

S. No	Course	Course ID	Course Name	Credit	Marks			
					Th.	P.	IA	Total
1	OE-1	1MSc (NM) 5	Digital Printing Process	3	40	-	10	50
2	OE-2	2MSc (NM) 5	Animation Technology	3	-	40	10	50
3	OE-3	3MSc (NM) 5	Content Writing for Online Media	3	-	40	10	50
4	OE-4	4MSc (NM) 5	Mobile Journalism	3	-	40	10	50

1 M.Sc. (NM) 1
Basics of Communication

Theory	80	Practical	-	Internal	20	Credits	6

Course Objectives

1. To familiarize the student with the nature of communication, different types of communication processes.
2. To make students familiar with the sociological perspective on human behavior and key concept of socialization.
3. Explain and analyze the communication process and its importance.
4. To orient student towards communicating effectively.
5. To make students aware of effective use of body language and voice tones.

Course Outcomes

1. Students would be able to understand the concept of human communication.
2. Students would be able to differentiate between various types of communication.
3. Students would become adept in their use of the spoken word group interactions.
4. Students would be able to apply the knowledge of communication skills and work for societal development.
5. Students would have ability to communicate the message in an effective and engaging way for the recipient.

Unit-1	Human Communication	L	T	P
1.1	Origin of Human Communication; Characteristic of Human & Human Behavior (Lecture, Discussion)	3	1	-
1.2	Stages and Growth of Human Communication (Lecture, Discussion)	3	1	-
1.3	Role of communication to build the society; Process and Elements of Socialization (Lecture, Discussion)	3	1	-
1.4	Communication and culture (Lecture, Discussion, watching videos of famous regional orators)	3	-	-
1.5	Mutual dependency of Language and Communication (Lecture, Discussion, watching videos of famous regional orators)	3	-	-

Unit-2	Conceptualizing Communication	L	T	P
2.1	Defining Communication; Nature & Scope of communication, Importance, Functions of communication (Lecture, Discussion)	3	1	-
2.2	Elements and Process of Communication (Lecture, Discussion)	3	1	-
2.3	Levels of communication: Intrapersonal (concept of self, Johari Window), Interpersonal (Dyadic Communication), Group communication (Types of groups) & Mass communication (Lecture, Discussion)	3	1	-
2.4	Organizational Communication, Focused and Unfocussed Communication, Formal and Informal Communication, Spiritual communication (Lecture, Discussion)	3	-	-
2.5	Effective Communication: The Seven C's of Communication; Barriers of Communications; Physical, Mechanical, Psychological, cultural & Linguistic (Lecture, Discussion)	3	-	-

Unit-3	Dimensions of Communication	L	T	P
3.1	Non-Verbal Communication: Types & Functions (Lecture, Discussion)	3	1	-
3.2	Verbal Communication: Effective communication skills; oral, written, listening (Lecture, Discussion)	2	1	-
3.3	Traditional/Folk forms of communication (Lecture, Analyzing the traditional and current forms of communication, visit to museums of Bhopal like tribal museum)	2	1	-
3.4	Mass Communication: Print, Audio-Visual; Unique Characteristics of each medium (Lecture, Discussion)	3	1	-
3.5	Interactive Communication; Characteristics, Types & Function (Lecture, Discussion)	3	1	-

Unit-4	Communication Models & Theories	L	T	P
4.1	Aristotle's model, Lasswell's Model (Lecture, Discussion)	3	1	-
4.2	Berlo's SMCR Model (Lecture, Discussion)	3	1	-
4.3	Hypodermic Needle theory, Two-step/ Multi Step Flow Theory (Lecture, Discussion)	3	1	-
4.4	Agenda Setting theory, Uses & Gratification Theory (Lecture, Discussion)	2	2	-
4.5	Indian Communication Theories (Lecture, Discussion)	1	1	-

Unit-5	New Media and Communication	L	T	P
5.1	Recent trends in New Media (Lecture, Discussion)	3	1	-
5.2	New Media as a Medium of Journalism; Digital Journalism (Lecture, Discussion)	3	1	-
5.3	Concept of Information Society, Networked Society; Understanding Virtual Cultures; Technological Determinism (Lecture, Discussion)	3	1	-
5.4	New Media in development of developing societies (Lecture, Discussion)	2	1	-
5.5	Critics of New Media (Lecture, Discussion)	2	1	-

Practical/Projects/Assignments:

1. Prepare a speech on any current Social/Political/Economic/Technological issue, present it individually.
2. Write an essay/article on communication and New Media
3. PowerPoint presentations on various forms of communication.
4. Any assignment given by the concerned faculty.

Suggested Readings:

1. Kumar. J. Keval, Mass Communication in India, Jaico Publishing house, Bombay, (NewEd.)
2. McQuail Denis. 2000 Mass Communication Theory, 4th ed., Sage Publication Ltd., London.
3. Barnlund, D. C. (2008). A transactional model of communication. In. C. D. Mortensen (Eds.), Communication theory (2nd ed., pp47-57). New Brunswick, New Jersey: Transaction
4. Wadsworth Julia T.Wood, (2001). Communication Mosaics: An Introduction to the Field of Communication.
5. Littlejohn, W. Stephen. Theories of Human Communication, 3rd ed., Belmont, California, 1989
6. VirBala Agarwal & V.S.Gupta: Handbook of Journalism & Mass Communication; Concept Publisher Delhi
7. Thomas. Pradip,Digital India, Understanding Information Communication and Social Change Media,Sage Publication,(2012)
8. Fuchs Christian, New Media, Web 2.0 and Surveillance, John Wiley, 2011

E-Resources:

1. https://www.thoughtco.com/socialization-in-sociology
2. https://www.sociology.org
3. https://www.researchgate.net/journal/0360-3989_Human_Communication_Research

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

Theory	50	Practical	30	Internal	20	Credits	6

Course Objectives

1. The aim of this course is to help students develop an understanding of the fundamental principles of multimedia systems.
2. The course will explain the technologies underlying digital image, video and audio contents, including various compression techniques and standards, and the issue to deliver multimedia content.
3. The most essential skills in handling multimedia tools and designing multimedia content in a development environment.
4. To acquaint the students with aesthetic graphics and color and digital image editing.
5. To educate the student about the art of DSLR camera handling and basics of sound editing.

Course Outcomes

1. Students will have a sound knowledge of multimedia elements, applications.
2. Student will apply and implement skills of graphics design.
3. Student will be able to capture digital images using DSLR camera.
4. Students will be able record and edit audio files.
5. Students will be able to create multimedia projects using pictures, audio and animation
6.

Unit-1	Fundamentals of Multimedia	L	T	P
1.1	Introduction of Multimedia and Interactive Multimedia, Multimedia Applications (Lecture, Discussion)	2	1	1
1.2	Hardware and Software tools used in Multimedia (Lecture, Discussion)	2	1	1
1.3	Multimedia Building Block (Lecture, Demonstration)	2	1	1
1.4	Multimedia data storage, File Formats and Compression Techniques	2	-	1

	(Lecture, Demonstration)			
1.5	Transition from conventional media to digital media and uses of Multimedia (Lecture, Demonstration)	2	-	1

Unit-2	**Text & Graphic Design**	**L**	**T**	**P**
2.1	Introduction of Text, Style, Families, Fonts and digital fonts techniques (Lecture, Demonstration)	2	1	1
2.2	International Character Standard and Sets, Hypertext and types (Lecture, Demonstration)	2	1	1
2.3	Basics of digital graphics and image, bit map and vector images, Elements and Principles of graphics design (Lecture, Demonstration)	2	1	1
2.4	Colour Science: Colour mode, model and palettes, dithering (Lecture, Demonstration)	2	-	1
2.5	Coral Draw: Interface, menu and tools, Effects and filters (Lecture, Demonstration)	2	-	1

Unit-3	**Visual and Image Editing**	**L**	**T**	**P**
3.1	Anatomy of DSLR camera- Viewfinder, ISO, shutter speed, Aperture, focus, Exposure, Matte Box, camera supports and other accessories sensor, Full frame camera, crop frame sensor (Lecture, Expert online tutorials, using visual archives for discussion)	2	1	1
3.2	Lenses and Angle of view- Prime lens, zoom lens, lens mounts, Angle of view, wide and telephoto lenses and their relationship with movements, Normal lens (Lecture, Expert online tutorials, using visual archives for discussion)	2	1	1
3.3	Photography Composition- Horizontal, Vertical composition, Rule of third, Basic lighting – Three point lighting, low key, high key lighting, soft light, hard light source, soft box, flash light (Lecture, research reports tutorials, Expert online tutorials, using visual archives for discussion)	2	1	1
3.4	Photoshop: Tools and Interface, Basics of Image and Processing, Image Editing (Lecture, research reports tutorials, Expert online tutorials, using visual archives for discussion)	2	-	1
3.5	White balance correction, Dynamic range correction, Gamma Correction and Photo Retouching. Image compression and file formats (Lecture, Discussion)	2	-	1

Unit-4	**Video and Animation**	**L**	**T**	**P**
4.1	Introduction of Video, Video Process, Broadcast Video Standards, Analog video, Digital video	2	1	1

	(Lecture, Demonstration)			
4.2	Introduction of video editing tools and formats (Lecture, Demonstration)	2	1	1
4.3	Introduction of Animation, Principles of animation, Types (Lecture, Demonstration)	2	1	1
4.4	Flash: Interface, Tools, Command palate, Time Line, Frame-by-Frame Animation Basic Shapes, Shape Twining (Lecture, Demonstration)	2	-	1
4.5	Layer, Symbol, Library, Mask, Motion Twining, Button, Action Script (Lecture, Demonstration)	2	-	1

Unit-5	**Digital Audio and Authoring**	L	T	P
5.1	Digital audio- capturing, recording, storage and file formats, Analog to digital conversion, Sample rate, sample size (Lecture, Demonstration)	2	1	1
5.2	Recording & editing: trimming, splicing and assembly, volume adjustments, format conversion, re-sampling or downloading, fade-ins and fade -outs, equalization, time stretching, digital signal processing, reverting sound. Special effects (Lecture, Demonstration)	2	1	1
5.3	Convert mono to stereo, looping. Finalize files: Burning the audio CD, mp3 (Lecture, Demonstration)	2	1	1
5.4	Making the remix sound track, audio player Editing using Sound forge (Lecture, Demonstration)	2	-	1
5.5	Multimedia Authoring Basics (Lecture, Demonstration)	2	-	1

Practical /Projects/Assignments:

1. To prepare a multimedia project
2. To develop an Audio Storytelling project
3. List with title and duration
4. Bouncing Ball: volume, Time-easing

Suggested Readings:

1. An Introduction to Multimedia, John Villamil- Casanova, Louis Molina. ISBN 1575765578 / ISBN 9781575765570
2. Designing Interactive Multimedia Systems, Mohammad Dastbaz. ISBN: 9780077098636
3. Multimedia Networking, Bohdan O. Szuprowicz. ISBN-978-0070631083
4. Multimedia on the Web, Stephen McGloughlin
5. Adobe Photoshop CS6 Bible, Lisa DanaeDayley , Brad Dayley, Wiley publication. ISBN: 978-1-118-12388-1
6. Photoshop CS6 in Simple Steps, Kogent Learning Solutions Inc. ISBN 9789350045879
7. CorelDRAW X7: The Official Guide, Gary David Bouton, Corel press. . ISBN-10: 0071833145

8. Sound Forge 9.0 in Simple Steps, Kogent Solutions Inc., Dreamtech Press, ISBN-13: 978-8177228649
9. Parekh Ranjan, "Principles of Multimedia", Tata McGraw-Hill, 2007

E-Resource:

1. Li, Z., & Drew, S. (2004). Fundamentals of Multimedia [Ebook]. Pearson Education International
2. The 5 Types of Animation - A Beginner's Guide. (2019). Retrieved from https://www.bloopanimation.com/types-of-animation/
3. Parekh, Ranjan. (2012). 2012: Principles of Multimedia (2/e)
4. Retrieved from https://www.strumentimusicali.net/manuali/SONY_SOUNDFORGEPRO10_ENG.pdf

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

Theory	50	Practical	30	Internal	20	Credits	6

Course Objectives

1. To introduce students to the importance and growth of language.
2. To inform the students about the writing principles for online platforms and train them for writing on such platforms.
3. To develop an understanding about translation and paraphrase.
4. To prepare the students for creating multimedia content and delivery.
5. To aware about the concept of localization of content.

Course Outcomes

1. Enhancement in understanding about the growth and changes taking place in language.
2. Students would be able to write content for popular online media platforms.
3. Efficiency enhancement through media friendly paraphrasing.
4. Students would be able to create multimedia content using pictures, video and animation.
5. Students would learn about generating content in local languages.

Unit-1	Understanding of Media Language	L	T	P
1.1	Importance of Language in Communication, Growth and Development of Language (Lecture, Presentation, Assignment)	2	-	1
1.2	Basics of Grammar in English and Hindi, Selection and use of Phrases and Words (Lecture, Assignment)	2	-	2

1.3	Writing Styles: Expository, Descriptive, Persuasive, Narrative (Lecture, Assignment)	2	-	1
1.4	Growth of Media Language: From Print to Online, Changes in Structure and Style of Language, New Trends in Media Language (Lecture, Group Discussion, Assignment)	2	1	1
1.5	Difference Between Offline and Online Reading, Characteristics of Writing for Different Media, Language for Writing: Word and Sentence Making, Headline Writing (Practice) (Lecture, Presentation, Practical, Assignment)	2	-	2

Unit-2	**Introduction to Digital Content Writing**	L	T	P
2.1	The Language of Journalism - Concrete, Specific, Active, Clear, Democratic, Non-Sexist, Non-Racist, Non-violent, Inclusive, Variable, Common Language (Lecture, Presentation, Group Discussion/Expert Lecture)	2	1	1
2.2	Principles of Online Writing, Purpose and Goal of a Content and its Target Audience(s) (Lecture, Discussion)	2	1	1
2.3	Types of Digital Content, Online Writing Forums- Blogs, News Portals, Social Media Platforms, Technical Writing Forums (Lecture, Discussion)	2	-	2
2.4	Elements of Effective Writing (Lecture)	3	-	-
2.5	Type of Online Content Writing - Communication and Marketing Writing, Publication Based and Editorial Writing, Instructional, Research and Report Writing, Feature Writing, Business Writing, Technical Writing. (Lecture, Discussion)	3	-	-

Unit-3	**Translation and Paraphrasing**	L	T	P
3.1	Importance of Translation/Paraphrasing in Media, Effective and Ineffective Translation, Methods of Paraphrasing, Attribution and Quoting (Lecture, Group Discussion, Assignment)	3	-	-

3.2	Translate (Paraphrase) at least five different News items (English to Hindi) (Lecture, Practical, Presentation, Assignment)	2	-	2
3.3	Translate (Paraphrase) at least five different News items (Hindi to English) (Lecture, Practical, Presentation, Assignment)	2	-	3
3.4	Translate (Paraphrase) at least two different articles (English to Hindi and Hindi to English) (Lecture, Practical, Presentation, Assignment)	1	-	2
3.5	Prepare a Glossary of Twenty phrases in Hindi and English, generally used for the Same Expression (Lecture, Practical, Presentation, Assignment)	2	-	1

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

Unit-5	**Multilingual Content Creation**	L	T	P
5.1	Multilingual Content, Localization of Content (Lecture, Discussion)	3	-	-
5.2	Online Translation, Transliteration (Lecture, Discussion, Presentation)	2	1	2
5.3	Unicode Fonts and their Applications (Lecture, Discussion, Presentation)	2	-	2
5.4	Content Writing in Local Language (Lecture, Assignment)	2	-	1

5.5	Regional Language Content Market in India (Lecture, Discussion)	2	1	-

Practical/Projects/Assignments:

1. Assignment - Explain why reporting/writing for various media is different
2. Project on translation of news – English to Hindi and Hindi to English
3. Project on writing for Digital/web media
4. Practical - Compare Print Media Radio Television Online Media

Suggested Readings:

1. Robert Gunning: Principles of clear writing
2. Rudolf Flesch's Formula- skills to write news
3. King, Graham. Collins Improve Your Writing Skills, Collins, London, 2009
4. Adams, Sally, Gilbert, Harriett, Hicks, Wynford. Writing for Journalists, Routledge, London, 2008
5. Mark Levin. The Reporter's Notebook : Writing Tools for Student Journalists (2000)

E-Resources:

1. Bill Parks. "Basic News Writing" (PDF)http://www.ohlone.edu/people/bparks/docs/basicnewswriting.pdf
2. Kensler, Chris (2007). Unzipped! News writing https://books.google.com/books?id=q5igJFE66YwC&q=%22hard+lede%22+%22soft+lede%22&pg=PA109

1 M.Sc. (NM) 4 (A)

Layout Design

Theory	50	Practical	30	Internal	20	Credits	6

Course Objectives

1. To educate students about the aesthetics and elements of design.
2. To introduce students about interface and tools of page layouting software.
3. To train students for working with advance features of layouting software.
4. To introduce working with vector design software.
5. To educate students about the concept of e-publishing.

Course Outcomes

1. Students acquire knowledge of various design elements.
2. Students would be able to create layouts for print media.
3. Students would be able to apply advance features of page layout software for print and electronic publications.
4. Students would be able to design graphical elements using Adobe Illustrator objects.
5. Student would be able to create his own publication and share it on web.

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

Unit-2	**InDesign & Page Layout**	L	T	P
2.1	Introduction to Adobe In-Design, Tools of In-Design, Creating and Viewing Documents, Understanding Workspace (Lecture, Discussion)	2	1	4
2.2	Specifying Document Setting, Creating and Opening Publications (Lecture, Discussion)	2	2	-

2.3	Inserting and Placing Text and Picture, Box and Line Manipulations, Choosing a Measurement, Adjusting Layout (Lecture, Demonstration)	2	2	-
2.4	Creating Columns, Grouping and Locking Subject, Wrapping Text around Pictures and Graphics (Lecture, Demonstration)	1	-	-
2.5	Tab setting, Columns & Gutters. Import & Export of files (Lecture, Demonstration)	2	-	-

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

Unit-4	**Adobe lllustrator**	L	T	P
4.1	Introduction, Interface and Tools of Adobe Illustrator (Lecture, Discussion)	2	1	4
4.2	Panels & Workspaces in Adobe Illustrator (Lecture, Demonstration)	2	2	-
4.3	Using Colour, Swatches, Pantone's, Gradients (Lecture, Demonstration)	2	2	-
4.4	Drawing Tools of Adobe Illustrator (Lecture, Demonstration)	1	-	-
4.5	Selecting and Editing Objects (Lecture, Demonstration)	2	-	-

Unit-5	**E-Book Publishing**	L	T	P
5.1	E-Book Introduction, History, Features (Lecture, Demonstration)	2	1	2

5.2	Popular Devices, Formats (Lecture, Demonstration)	2	2	4
5.3	Advantages, Limitations (Lecture, Discussion)	1	-	-
5.4	Flip PDF: Interface, Features (Lecture, Discussion)	3	-	-
5.5	Edit Pages, Language Options Interface, Output Interface (Lecture, Demonstration)	1	-	-

Practical/Projects/Assignments:

1. Create a News Letter Using Layout Software
2. Design a Cover Page for Magazine.
3. Design Tri fold Brochure for any Product or Organization.
4. Design an E-Book using Flip PDF.

Suggested Readings:

1. DTP - by Vikas Gupta - Published by Dreamtech Press, New Delhi, ISBN-10: 8177229273, 2010
2. Adobe Pres. (2007). Adobe InDesign CS3. San Jose, Calif.
3. Adobe Illustrator CC Classroom in a Book.BrianWood&Kindle Edition.
4. Requirements: InDesign CC Classroom in a Book, Adobe Press

E-Resources:

1. Adobe InDesign CC Tutorial accessed at
   https://www.tutorialspoint.com/adobe_indesign_cc/index.htm
2. Adobe Illustrator Tutorial accessed at https://www.javatpoint.com/adobe-illustrator
3. Elements and Principles of Design accessed at
   https://www.slideshare.net/admecinstitute/principles-of-design-30520900
4. FLIP PDF PRO accessed at http://www.flippdf.com/flip-pdf-pro/flip-pdf-pro-help.pdf

1 M.Sc. (NM) 4 (B)

Computer Applications for Media Professionals

Theory	50	Practical	30	Internal	20	Credits	6

Course Objectives
1. To familiarize student with office automation and component of office automation.
2. To make them comfortable to evaluate, select and use office software appropriate to specific task.
3. To make them work on open software for office automation.
4. To develop expertise in word processing, spreadsheet, and presentation skills
5. To use advance features of word processing, spreadsheet, and presentation

Course Outcome
1. Student would be able to outline office suit components with specific application.
2. Student would be able to apply word processing tools including document formatting, using graphics, working with macro and mail merge.
3. Student would be able to apply spread sheet tools including worksheet formatting, using functions, graphics and charts.
4. Student would be able to create effective presentation using animation and transition.
5. Student would be able to use advanced features of spread sheet.

Unit-1	Word Processing	L	T	P
1.1	**Formatting and Editing** Creating a document and template, importing PDF ,Insert text from a file or external source, Insert hyperlinks, Search for text, Create bookmarks, navigating a document, Insert headers and footers, and page numbers, Format page background elements, line and paragraph spacing and indentation (Lecture, Discussion, Practical)	1	-	2
1.2	**Creating Table** Create a Table, Convert text to tables, and tables to text, Apply table styles, Sort table data, Configure cell margins and spacing, Merge and split cells, Split tables, Configure a repeating row header, Create and modify numbered or bulleted list, Restart or continue list numbering, Set starting number value (Lecture, Discussion, Practical)	1	-	2
1.3	**Working with Reference Tool** Create and Manage Reference Markers, Insert and modify footnotes and endnotes properties, Create bibliography citation sources, and insert citations for bibliographies, Insert figure and table captions, Modify caption properties, Insert a standard table of contents, Update a table of contents, Insert a cover page (Lecture, Discussion, Practical)	1	-	3

1.4	**Using time saving tools** Checking for Spelling and Grammar, Using the Translate and Research Pane, Inserting Autotext, Using the Navigation Pane, mail merge, different types of view, word shortcuts, undo, redo tool, auto save, format painter (Lecture, Discussion, Practical)	1	-	3
1.5	**Working with advance graphic** Insert shapes, pictures, ,screen clipping, text boxes, Apply artistic and picture effects, Wrap text around objects, Position objects, Create a SmartArt graphic, Format a SmartArt graphic, Modify SmartArt graphic content (Lecture, Discussion, Practical)	1	-	3

Unit-2	**Presentation**	**L**	**T**	**P**
2.1	**Overview of a PowerPoint Presentation** Navigate the PowerPoint Environment: View and Navigate a Presentation ,Create and Save a PowerPoint Presentation, Select a Presentation Type, Edit Text, Build a Presentation, Format Characters, Format Paragraphs, Format Text Boxes, Insert Images, Insert Shapes (Lecture, Discussion, Practical)	1	-	2
2.2	**Apply Enhanced Graphic Techniques and Insert Audio and Video** Use picture corrections, Add borders to a picture, Change the shape of a picture, Add a picture to a WordArt object and merge shapes, Enhance a presentation with audio and video, Create a photo album, Edit a photo album and add captions, Crop a picture (Lecture, Discussion, Practical)	1	-	2
2.3	**Deliver a Presentation** Apply and modify slide transitions, Utilize custom animation effects, Modify animation effects, Insert hyperlinks, Create custom slide shows, Present and view a slide presentation (Lecture, Discussion, Practical)	1	-	3
2.4	**Create Presentations using Tables and Pie Charts** Add a table to a presentation, Add or delete table rows, columns, or cells, Move and size a table, Modify a table, Insert a section header, Create and modify pie charts, Create and apply a chart template, Apply animation to a chart (Lecture, Discussion, Practical)	1	-	3
2.5	**Publish Presentations** Save a presentation in other formats, Create a video, Copy a presentation to CD, DVD, network, or local drive, Publish presentation to web (Lecture, Discussion, Practical)	1	-	3

Unit-3	Spread Sheet	L	T	P
3.1	**Manage Workbook Options and Settings** Working Worksheets and Workbooks, Import CSV Files ,Add delete and move and rename a worksheet , Search for data within a workbook,, Insert and remove hyperlinks, working with row and columns , workbook themes, Insert headers and footers Hide or unhide worksheets, Modify document properties, Display formulas (Lecture, Discussion, Practical)	1	-	2
3.2	**Apply Custom Data Formats and Layouts** Apply Custom Data Formats and Validation, advanced Fill Series options, Configure data validation, Apply Advanced Conditional Formatting and Filter ingles, Create and Modify Custom Workbook Elements, Create and modify simple macros, Insert and configure form controls (Lecture, Discussion, Practical)	1	-	2
3.3	**Create Tables** Create and Manage Tables, Create table from a cell range, Convert a table to a cell range, Table Styles and Options, Filter and Sort a Table, , Sort data by multiple columns, Remove duplicate records, Define Named Ranges and Objects, Name cells, Name data ranges, Name tables, Manage named ranges and objects (Lecture, Discussion, Practical)	1	-	3
3.4	**Formulas and Functions** Perform calculations by using SUM, MIN and MAX COUNT AVERAGE function, Perform logical operations by using the IF ,SUMIF AVERAGEIF function, Perform statistical operations by using the COUNTIF function, Format and Modify Text by using Functions, RIGHT, LEFT, and MID ,UPPER, LOWER, PROPER CONCATENATE function (Lecture, Discussion, Practical)	1	-	3
3.5	**Advanced Formulas** Apply Functions in Formulas, Perform logical operations by using AND, OR, and nested functions, Perform statistical operations by using SUMIFS, AVERAGEIFS, and COUNTIFS functions, Look up data by using the VLOOKUP and HLOOKUP function, Advanced Date and Time Functions, NOW and TODAY functions, (Lecture, Discussion, Practical)	1	-	3

Unit-4	Spread Sheet Charts and Objects	L	T	P
4.1	**Working with Chars** Create and modify chart, Switch between rows and columns in source data, Quick Analysis, Add and modify chart elements, layouts and styles, Move charts to a chart sheet, Insert and Format Objects, text boxes, shapes, and images, (Lecture, Discussion, Practical)	1	-	2
4.2	**Manage Workbook Options and Settings** Manage Workbooks, Save a workbook as a template, Enable macros in a workbook, Display hidden ribbon tabs, Manage Workbook Review Restrict editing, Protect a worksheet, protect workbook structure, Manage workbook versions, Encrypt a workbook with a password (Lecture, Discussion, Practical)	1	-	2
4.3	**Advance Data Processing** Scenarios, Goal Seek , Absolute and constant cell References, Pivot Tables, What-If Analysis (Lecture, Discussion, Practical)	1	-	3
4.4	**Macros** Introduction and Macro Security, Recording a Macro, Assign a Macro to a Button or Shape, Run a Macro upon Opening a Workbook, Inspect and Modify a Macro (Lecture, Discussion, Practical)	1	-	3
4.5	**Adding Graphics to Spreadsheets** Introduction, Insert Pictures, Modifying Pictures, insert Shapes, insert SmartArt, Apply Themes, graphics for chart, Insert Drawing Objects (Lecture, Discussion, Practical)	1	-	3

Unit-5	Advance Features of Spread Sheet	L	T	P
5.1	**Sparkline** Introduction and use, creating a sparkline, change the design of sparklines dealing with empty cells, removing sparklines from a sheet (Lecture, Discussion, Practical)	1	-	2
5.2	**Data Gathering and Automations** Importing and linking data - Advanced copy and paste options - Automation with Macros - Reviewing tools Object Linking and Embedding (Lecture, Discussion, Practical)	1	-	2
5.3	**Google Sheet** Introduction, uploading, downloading loading, sharing Google sheet creating link, Excel Online, office live (Lecture, Discussion, Practical)	1	-	3

5.4	**Excel Add-Ins** Introduction, add-ins source, ad and delete add-Ins, free and paid add-Ins (Lecture, Discussion, Practical)	1	-	3
5.5	**Dashboards** Introduction to Dashboards, Cell Highlighting, Icon Sets, Color Scales (Lecture, Discussion, Practical)	1	-	3

Practical/Projects/Assignments:

1. Create a letter head in Word using word art
2. Create an attendance sheet using the table feature of word
3. Mail merge an notice to at least 10 employees of a company
4. Create a form using a word template or create a customized form include the following: 5 Text fields, 2 Check Box fields, 2 Drop-Down menus,3 Customized Styles
5. Create mark sheet in excel for at least 10 students calculate the total marks obtained and the percentage
6. Calculate the maximum and minimum marks obtained by each students using excel functions
7. Create a progress graph of each students
8. Create a power point presentation about your educational institute
9. Convert the above presentation into video format.

Suggested Readings:

1. Word For Dummies (For Dummies (Computer/Tech)) 1st Edition,by Dan Gookin (Author),ISBN-101119829178
2. Excel All-in-One For Dummies (For Dummies (Computer/Tech)) 1st Edition,by Paul McFedries (Greg Harvey , ISBN-10 1119830729
3. Microsoft Office Ste by Step Beth Melton, Mark Dodge, Published with the authorization of Microsoft Corporation by: O'Reilly Media
4. Office 2013 Bible: The Comprehensive Tutorial Resource Paperback – by Lisa A.°Bucki (Author), John Walkenbach (Author), Michael Alexander
5. Learning Microsoft Office 2013 by Ramesh Bangia, Khanna Publishers
6. Libre Office 5.1 Writer, Calc, Math Formula Book- Vol 1 by Lalitmali

E-Resources:

1. www.openoffice.org/documentation/manuals/.../0100GS3-
2. https://whc.es/OpenOffice%20org%20For%20Dummies .
3. https://www.libreoffice.org/get-help/documentation/
4. https://edu.gcfglobal.org/en/subjects/office/
5. https://www.goskills.com/Microsoft-Office

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

Theory	40	Practical	-	Internal	10	Credits	3

Course Objectives

1. To learn basics of printing technology.
2. To learn digital printing process.
3. To learn the psychology of space, fonts and color.
4. To learn digitization of analog content.
5. To learn basics of 3D printing.

Course Outcomes

1. Students would understand the techniques of digital printing technology.
2. Students would understand about the analog and digital printing process.
3. Students would be able to apply and classify color, space and text for design.
4. Students would use the techniques for document digitization.
5. Students would be able to create and construct objects using 3D printing machine.

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

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

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

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

Unit-4	**Digital Printing Techniques**	**L**	**T**	**P**
4.1	Inkjet (Lecture, Discussion, PPT)	2	1	-
4.2	Laser Printer (Lecture, PPT)	1	-	-
4.3	Electrostatic Printing (Lecture, PPT)	1	-	-
4.4	Thermography (Lecture, Discussion, PPT)	2	-	-
4.5	3D Printing (PPT, Assignments)	1	1	-

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

Practical/Project/Assignments:

1.   Collect samples of printing process and identify the process used.
2.   Creating the various file formats used in digital printing process.
3.   Create a model using 3D printing technology.
4.   Make a block diagram showing historical development of alphabets.
5.   Collect and study anatomy of any five fonts used commercially for printing and design.
6.   Understanding the color models.

Suggested Readings:

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

E-Resources:

1.   Ludovico,_Alessandro_-_Post-Digital_Print._The_Mutation_of_Publishing_Since_1894.pdf (monoskop.org)
2.   3D-Printing-Guide.pages (3dprintingindustry.com)
3.   efi_fiery_abcs_design_wp_en_us.pdf

2 M.Sc. (NM) 1
Video Content Production

Theory	50	Practical	30	Internal	20	Credits	6

Course Objectives
1. Introduction of basics of video content creation.
2. To teach use of different video content making equipments.
3. To develop the concept of cinematography in video content making.
4. To develop the concept of video content production.
5. Learn students about post production techniques for video content production.

Course Outcomes
1. Develop an understanding of the video content making.
2. Describe the video content making equipment and its practice.
3. Identify the various aspects of cinematographic techniques for video content making.
4. Generate their technical skills to produce a video content.
5. Assess their skills to use video editing software for post production.

Unit-1	Fundamentals of Video Content Production	L	T	P
1.1	Video Content and Society (Lecture, Tutorial, Practice)	2	1	1
1.2	Concept of Video Making (Lecture, Tutorial, Practice)	2	1	1
1.3	Elements of Video Content Production (Lecture, Tutorial, Practice)	2	1	1
1.4	Script for video content making (Lecture, Tutorial, Practice)	2	-	1
1.5	Pre-Production for video content making (Lecture, Tutorial, Practice)	2	-	1

Unit-2	Introduction to Video Making Equipments& Operations	L	T	P
2.1	Anatomy of DSLR camera and digital camcorder & advanced camera stabilizer in film making (Lecture, Discussion, Practice, Demonstration, Assignment, Presentation, Practical)	2	1	1

2.2	Types of lens & Filters :-prime/block lens, zoom lens, fisheye lens, micro lens, ND filter, Primary colour filter, star filter, polarizing filter (Lecture, Discussion, Practice, Demonstration, Assignment, Presentation, Practical)	2	1	1
2.3	Different types of lights:- Fresnel spot light, HMI, PAR, keno, ellipsoidal reflector light, soft box, led panel , cool lights (Lecture, Discussion, Practice, Demonstration, Assignment, Presentation, Practical)	2	1	1
2.4	Basic three point lighting, lighting for one character, lighting for moving character, lighting for more than one character (Lecture, Discussion, Practice, Demonstration, Assignment, Presentation, Practical)	2	-	1
2.5	Different types of microphone & pickup pattern (Lecture, Discussion, Practice, Demonstration, Assignment, Presentation, Practical)	2	-	1

Unit-3	Cinematography	L	T	P
3.1	Visual grammar: Image size ,Frame , Shot, Scene, Sequence (Lecture, Discussion, Practice, Demonstration, Assignment, Presentation, Practical)	2	1	1
3.2	Vantage point, Camera Angle (Lecture, Discussion, Practice, Demonstration, Assignment, Presentation, Practical)	2	1	1
3.3	Camera movement (Lecture, Discussion, Practice, Demonstration, Assignment, Presentation, Practical)	2	1	1
3.4	Continuity, eye line, crossing the line, point of view (Lecture, Discussion, Practice, Demonstration, Assignment, Presentation, Practical)	2	-	1
3.5	Pacing: Slow, medium, fast (Lecture, Discussion, Practice, Demonstration, Assignment, Presentation, Practical)	2	-	1

Unit-4	Video Production	L	T	P
4.1	Selection of equipment for single camera production (Lecture, Discussion, Practice, Demonstration, Assignment, Presentation, Practical)	2	1	1

4.2	Single camera production techniques (Lecture, Discussion, Practice, Demonstration, Assignment, Presentation, Practical)	2	1	1
4.3	Selection of equipment for multi camera production (Lecture, Discussion, Practice, Demonstration, Assignment, Presentation, Practical)	2	1	1
4.4	Multi camera production techniques (Lecture, Discussion, Practice, Demonstration, Assignment, Presentation, Practical)	2	-	1
4.5	Outdoor/ Indoor shooting Techniques (Lecture, Discussion, Practice, Demonstration, Assignment, Presentation, Practical)	2	-	1

Unit-5	Post Production of Video Content Production	L	T	P
5.1	Audio Production:-Foley Artist, background music, dialog, narration. Voice-over (Lecture, Discussion, Practice, Demonstration, Assignment, Presentation, Practical)	2	1	1
5.2	Editing using Editing Software (Lecture, Discussion, Practice, Demonstration, Assignment, Presentation, Practical)	2	1	1
5.3	Colour Correction (Lecture, Discussion, Practice, Demonstration, Assignment, Presentation, Practical)	2	1	1
5.4	YouTube content making techniques (Lecture, Discussion, Practice, Demonstration, Assignment, Presentation, Practical)	2	-	1
5.5	You Tube content production (Lecture, Discussion, Practice, Demonstration, Assignment, Presentation, Practical)	2	-	1

Practical/Projects/Assignments:

1. Shot sequence practice
2. Develop the scene
3. Continuity practice
4. Plan a small Project of Digital Film
5. Prepare Social Documentary and Advertising
6. Any Assignment given by concerned faculty
7. How to plan interview for video content making

Suggested Readings:
1. Digital filmmaking handbook - Ben Long, Sonja Schenk
2. The IFILM digital video filmmaker's handbook-, Volume 1-Maxie D. Collier
3. The Digital producer - getting it done with computer-based tools, Volume 1- Curtis Poole, Ellen Feldman
4. Motion Picture Camera Techniques by David Samuelson
5. The Hands On Manual for Cinematographers by David Samuelson
6. The Professional Lighting Handbook by Verne Carlson

E-Resources:
1. http://www.film-foundation.org/Making-Movies-Manual.pdf
2. https://www.apple.com/education/docs/Apple-Moviemakingcurriculum.pdf
3. http://ommolketab.ir/aaf-lib/ekwbw6my4nt8rv94aki2xjucgdwssy.pdf
4. https://www.vidyard.com/blog/how-to-make-a-documentary/

2 M. Sc. (NM) 2
Social Media

Theory	50	Practical	30	Internal	20	Credits	6

Course Objectives

1. To introduce the students about the social media and its usage.
2. To educate students about the ethics and etiquettes of social media.
3. To educate the students about specific uses of various social media platforms and communities.
4. To provide knowledge about how to create and enhance social media presence.
5. To understand basic strategies of brand management on social media.

Course Outcomes

1. Student would have knowledge of social media usage and its various platforms.
2. Student would create content to increase social media presence.
3. Student would be able to identify fake news and cyber propaganda in social media.
4. Students would have awareness about ethics and etiquettes of social media.
5. Student would be able to understand the basics of branding through social media platforms.

Unit-1	Introduction to Social Media	L	T	P
1.1	Role of ICT in Reshaping the Understanding of Audience, Concept of Computer Mediated Communication, Social Media Definition, Environment, Uses (Lecture, Reading)	3	1	-
1.2	Influence of Social Media on Individual, Business and Society, Social Media Communication Platforms, Pros and Cons of Using these Platforms (Lecture, Reading, Participation)	2	-	2
1.3	Identify Safety Guidelines when Communicating on Social Media, Social Media Communication Etiquettes (Lecture, Reading and Participation)	2	-	2
1.4	Types of Social Media Platforms: Document Sharing, Forum, Quora, Networking, Video, Pictures, Bookmarking. Podcast, Gaming, Trends in Social Media (Lecture, Participation, Quiz)	2	-	-
1.5	Fake Content, Types of Online Misinformation- Text, Pictures, Videos. Reasons for sharing false information, Source Verification, Misinformation & Disinformation in Social Media (Lecture, Participation, Quiz)	3	-	1

Unit-2	Social Media Platforms - I	L	T	P
2.1	Blogs: Creating, Growing and Maintaining a Blog, Success Tactics of Blog, Elaborate Various Platforms allow Blogging, Create a Blog of Class as Diary or Professional Category (Lecture, Reading, Assignment)	2	-	2
2.2	Face book: How people use FB- Group, Event, Business Page, Messenger Etiquette Guideline. Tactics to Use Professionally, Security Guideline to use Face book (Lecture, Reading, Quiz, Assignment)	2	-	2
2.3	How to use FB for Academic Purpose and Business, Various FB Tools: Face book Brand, Face book Ads, Face book Page Insight, Face book Studio (Lecture, Reading, Quiz Assignment)	2	-	2
2.4	Micro Blogging Using Twitter: Features of Twitter, Twitter Interface, Etiquette Tips and Guideline for Using Twitter, How News, Media House, Individuals and Groups use Twitter (Lecture. Reading. Assignment)	2	-	2
2.5	Professional Community on Social Media Through Linkedin, Interface, Effective use of Linkedin, Fact check Face Book Content (Lecture Reading. Assignment)	2	-	-

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

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

Unit-5	**Using Social Media Professionally**	**L**	**T**	**P**
5.1	Social Media Impact on News Organizations, Social Media as a source & Resource (Lecture Reading In Class Exercise)	3	-	2
5.2	Use of YouTube in Social Media & Journalism, LinkedIn: How to Develop a Profile & Professional Network as a Journalist (Lecture Reading, Assignment in Class Exercise)	3	1	2
5.3	Crisis Communicators through Social Media (Lecture Reading, In Class Exercise, Assignment)	3	-	-
5.4	Social Media News Rooms (Lecture Reading, In Class Exercise, Assignment)	2	-	-
5.5	Fact Checking using Reverse image search, Search Engines, Fact check tools, Websites	2	-	-

(Lecture Reading, In Class Exercise, Assignment)			

Practical/Projects/Assignments:

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

Suggested Readings:

1. Terry Darr, Combating Plagiarism, Libraries Unlimited Inc, 2019.
2. Tamra B. Orr, Invention of Facebook and Internet Privacy, Cherry Lake Publishing, 2017.
3. Christean Reed, Online Security and Safety, Amazon Asia-Pacific Holdings Private Limited, 2018.
4. Dr. Amrita Basu, starting a successful blog, Amazon Asia-Pacific Holdings Private Limited, 2018.
5. Tim Cigelske, Analytics to Action: A Guide to Social Media Measurement, Amazon Asia- Pacific Holdings Private Limited 2017.
6. Baym, Nancy (2015) Personal Connections in a Digital Age. Second Edition. Cambridge, UK: Polity Press. ISBN: 0745670342
7. Mark Briggs. Journalism next: A Practical guide to Digital reporting and publishing (2nd ed.). CQ Press. ISBN: 9781452227856.
8. Scott, D. M. The new rules of Marketing & PR: How to use Social Media, Online video, mobile applications, blogs, news releases, and viral Marketing to reach buyers directly (4th ed.). Wiley & Sons. ISBN: 9781118488768. (Make sure you purchase the 4th edition.)
9. Robert E. Kraut, Paul Resnick, Building Successful Online Communities: Evidence- Based Social Design.
10. Michael Mandiberg, The Social Media Reader(eBook)
11. AnkitLal ,India Social,Hachette India 2017.
12. Guy Kawasaki,Art of Social Media,Portfolio,2015.
13. Russell Brunson DotCom Secrets: The Underground Playbook for Growing Your Company Online.
14. PhiIipLarrey, Connected World, Penguin, 2017.

E-Resources:

1. Social Media Marketing Tutorial accessed at https://www.tutorialspoint.com/social_media_marketing/index.htm
2. Social Media Marketing Tutorial accessed at https://www.javatpoint.com/social-media-marketing
3. Popular Social Media Sites accessed at https://smallbiztrends.com/2016/05/popular-social-media-sites.html

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2 M.Sc. (NM) 3
Introduction to Socio Economic Polity

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Theory	80	Practical	-	Internal	20	Credits	6

Course Objectives

1. To develop an understanding of core values of the Indian Constitution.
2. To orient students in understanding their surroundings so that they can understand and analyze issues implicit in polity, economy, culture, history and other subjects, that concern humanity.
3. To develop aptitude of students so that they can learn to take initiatives in acquiring knowledge about issues and developing own expression by responding on these issues.
4. To develop an understanding of world political system as well as Indian political system.
5. To develop critical thinking in students about socio economic and political system.

Course Outcomes

1. Students are able to understand the Indian Constitution, which results in better and responsible citizens and journalists as well.
2. Students will get the knowledge of socio-economic and political systems of different countries which will sharpen the global and national understanding.
3. Awareness about RTI, Parliamentary and Legislative Procedure, Judicial System Etc., results and reflects in their journalistic skills in form of responsible reporting.
4. Student would have knowledge about Indian and World Economy.
5. Student would have knowledge about International Organizations.

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

Unit-2	Political System and Parliamentary Proceedings	L	T	P
2.1	Introduction to Various Political Systems (USA, Britain, India, Switzerland) (Lecture, PPT)	3	1	-
2.2	Parliamentary and Legislative Procedure in India (Lecture, PPT, Visit)	2	2	-
2.3	Social Security, RTI (Lecture, Expert Lecture)	2	-	-
2.4	Right to Privacy, RTE. Right to Food (Food Security Act) (Lecture, Expert Lecture)	3	-	-
2.5	Indian Judicial System, Lok Adalat, PIL (Lecture, Expert Lecture)	3	-	-

Unit-3	History, Culture and Society	L	T	P
3.1	Characteristics of the Main Stages of Indian History (Lecture, Presentations)	2	1	-
3.2	Cultural Diversity of India, Concept of Nationalism, Nationalism of Tagore, Nationalism of Gandhi and Cultural Nationalism (Lecture, Presentations)	2	1	-
3.3	Ideology & Indian Political Thinkers: Secularism, Communism, Socialism and Fundamentalism. Mahatma Gandhi, M.N. Roy, Deendayal Upadhyay, Dr. BR Ambedkar, Dr. Ram Manohar Lohia, Jawaharlal Nehru. (Lecture, Expert Lecture)	3	-	-
3.4	Aspects of Various Social Concerns: Poverty, Gender Studies, Census (Lecture, Expert Lecture)	2	-	-
3.5	Women's Rights and Empowerment, Child Rights & Human Rights (Lecture, Expert Lecture)	2	-	-

UNIT -4	Introduction to Indian Economy and World	L	T	P
4.1	Nature of Indian Economy, Before Nehruism, Socialism LPG and Post-LPG (Liberalization, Privatization, Globalization) (Lecture, case study)	2	1	-
4.2	Essential Economic Terms like Inflation, Devaluation, Budget Deficit, GDP (Lecture, PPT)	2	1	-

4.3	Indian Agriculture: Issues and Problems, Indian Industry: Challenges (Lecture, case study)	3	1	-
4.4	World Trade Organization (WTO), World Bank, IMF, ADB (Lecture, PPT)	2	1	-
4.5	Capitalism, Socialism Eco Systems (Lecture, Expert Lecture)	2	1	-

Unit-5	Current Affairs-Issues & International Scenario	L	T	P
5.1	India's Foreign Policy (Lecture, Expert Lecture)	2	-	-
5.2	Panchsheel, Non-Alignment Movement (NAM) (Lecture, Expert Lecture)	3	-	-
5.3	United Nations: BRICS, OPEC, African Union, ASEAN (Lecture, PPT, Expert Lecture)	3	1	-
5.4	Introduction to International Relations and Politics: Current Major Issues (Lecture, Expert Lecture)	2	-	-
5.5	International Organizations: UNESCO, UNDP, UNEP, UNFCC, World Economic forum, AMNESTY INTERNATIONAL, TRANSPARENCY INTERNATIONAL (Lecture, Expert Lecture)	3	-	-

Practical/Projects/Assignments

1. Comparing at least two Articles Published on the Same Subject with Different Perspectives.
2. Preparing a Clipping File on a Particular Theme/Subject and writing a Summary Report on that.
3. Any other assignment given by the Concerned Faculty.

Suggested Readings:

1. PM Bakshi, The constitution of India, Universal law Publishing Co. Pvt.Ltd.
2. S. Sarkar and J.J. Munir, The constitution of India, 1950, Alia law agency, Allahabad.
3. Discovery of India, J.L. Nehru
4. Idea of India, Sunil Khilrani
5. Nationalism, RavindraNath Tagore
6. India Unbound, Gurucharan Das
7. Debates of Constitution Assembly
8. India after Gandhi, Ram Chandra Guha
9. In the Name of Democracy, Bipin Chandra Politics in India, Rajni Kothari
10. The Constitution of India, H.K. Suhai
11. The Wealth of Nation, Adam Smith

12. Das Capital , Karl Mark

13. डॉ. जयनारायण पाण्डेय, भारत का संविधान सेन्ट्रल को एजेन्सी, इलाहाबाद।

14. रूद्र दत्त एव के.पी. एम. सुन्दरम् भारतीय अर्थव्यवस्था एस. चन्द एण्ड कंपनी लिमिटेड

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

16. रतनलाल मिश्र, भारतीय संस्कृति, सुरभि प्रकाशन, जयपुर।

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

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

19. डॉ. सुभाष कश्यप, भारतीय संविधान नेशनल बुक ट्रस्ट, दिल्ली

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

E Resources:

1. Indian Polity accessed at chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.tutorialspoint.com/indian_polity/indian_polity_tutorial.pdf

2. Indian Economy accessed at chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1203.pdf

3. The World Economy accessed at chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.stat.berkeley.edu/~aldous/157/Papers/world_economy.pdf

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2 M.Sc. (NM) 4 (A)
Web Journalism

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Theory	50	Practical	30	Internal	20	Credits	6

Course Objectives

1. To learn fundamentals of web journalism.
2. To educate the students about techniques of online report writing.
3. To learn tools and techniques of web journalism.
4. To impart knowledge about the structure of web journalism organization.
5. To impart knowledge of reporting through mobile devices.

Course Outcomes

1. Student will be able to understand web journalism.
2. Student will be able to understand about the techniques of reporting, news writing and editing.
3. Student will acquire knowledge of tools of web writing.
4. Students will have the knowledge of organizational structure of web media organization.
5. Demonstrate various techniques and applications of mobile journalism.

Unit-1	**Fundamentals of web Journalism**	L	T	P
1.1	Introduction of Web Journalism, old and New media; Writing for Web Characteristics of web writing, technical writing, blogs, online Journalism (Lecture, Tutorial, Practice)	2	-	1
1.2	Understanding News, Gathering, Writing and Correspondents (Lecture, Tutorial, Practice)	2	-	1
1.3	Writing exercises – Anecdotes, News story, Features, Captions, Headlines, Copywriting, Reviews, Press Release, blogs and twitter posts (Lecture, Tutorial, Practice)	2	1	1
1.4	Impact of Global media giants on news production and dissemination (Lecture, Tutorial, Practice)	2	1	1
1.5	The explicit and implicit forms of censorship operating on the news media (Lecture, Tutorial, Practice)	2	1	1

Unit-2	**Reporting, Writing and Editing**	L `	T	P
2.1	Reporting, Writing and Editing Techniques: Various Types of Reporting, skills to cut wordage (Lecture, Tutorial, Practice)	2	-	1

2.2	Various types of reporting – Crime – Human Interests – In depth and Interpretative reporting – Investigative reporting – New agencies – Free lancing (Lecture, Tutorial, Practice)	2	-	1
2.3	CAR, Annotative Reporting, open source Journalism (Lecture, Tutorial, Practice)	2	1	1
2.4	Online editing and publishing. -Merits and demerits of cyber journalism over traditional newspapers, socio-economic aspects of cyber journalism (Lecture, Tutorial, Practice)	2	1	1
2.5	Development Journalism and social issues On-line editions of newspapers- management and economics: cyber newspapers-creation, marketing, revenue and expenditure (Lecture, Tutorial, Practice)	2	1	1

Unit-3	Tools of Web Journalism	L	T	P
3.1	Photo journalism, Interviewing Skills, The art of developing sources (Lecture, Tutorial, Practice)	2	-	1
3.2	The use of Social Media, Hyper adaptive News (Lecture, Tutorial, Practice)	2	-	1
3.3	Mobile Journalism Application, News available everywhere: emerging trends in mobile journalism (Lecture, Tutorial, Practice)	2	1	1
3.4	Live Broadcasting, Use of statistics and info graphics (Lecture, Tutorial, Practice)	2	1	1
3.5	Characteristics: Hypertextuality, Multimediality, Interactivity (Lecture, Tutorial, Practice)	2	1	1

Unit-4	Organization and Structure	L	T	P
4.1	Organization structure in Web Journalism, space/time (Lecture, Tutorial, Practice)	2	-	1
4.2	Editorial Management: Changing role of editorial staffs and other media persons (Lecture, Tutorial, Practice)	2	-	1
4.3	Editorial response system (Lecture, Tutorial, Practice)	2	1	1
4.4	Budgeting, Production Scheduling, New Media Scheduling (Lecture, Tutorial, Practice)	2	1	1
4.5	Revenue model of web media (Lecture, Tutorial, Practice)	2	1	1

Unit-5	Web News gathering Techniques	L	T	P
5.1	Developing a journalist's toolbox (Lecture, Tutorial, Practice)	2	-	1

5.2	Parsimony and avoiding clichés (Lecture, Tutorial, Practice)	2	-	1
5.3	News gathering techniques (Lecture, Tutorial, Practice)	2	1	1
5.4	Sources of MOJO: webcasting, PDAs, Digital camera, Smart Phone, SMS (Lecture, Tutorial, Practice)	2	1	1
5.5	Researching stories, Building databases of ideas and information (Lecture, Tutorial, Practice)	2	1	1

Practical/Projects/Assignments:

1. Content write for web news portal.
2. Report writing as a Hyper Adoptive form.
3. Report publishing for web portal and web media

Suggested Readings:

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

E-Resources:

1. https://adespresso.com/guides/facebook-ads-beginner/facebook-manager-campaign-setup/
2. https://www.oberlo.com/blog/the-beginners-guide-to-facebook-advertising
3. https://www.tutorialspoint.com/pay_per_click/ppc_tutorial.pdf

2 M.Sc. (NM) 4 (B)
Trends in New Media

Theory	80	Practical	-	Internal	20	Credits	6

Course Objectives

1. To introduce students with the latest trends in new media.
2. To educate the students about the role of new media in development of the society.
3. To create awareness about the new media applications.
4. To get aware about the technological advancements and its usage in media.
5. To learn how Al and IoT are influencing the media industry.

Course Outcomes

1. Students would be aware of latest trends in new media.
2. Students would be able understand the impact of new media in society.
3. Student would have knowledge about the applications of new media in areas like social connectivity, publishing content, and sharing thoughts.
4. Students would know about the latest technologies that are changing the landscape of digital media.
5. Students would know Artificial intelligence and Internet of Things in context to applications in media industry.

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

Unit-2	**New Media for Social Change**	L	T	P
2.1	Digital Democracy and People's Participation (Lecture, Discussion)	3	1	-

2.2	Media-in-Motion (mobile devices), Location Based Services (Lecture, Discussion)	3	1	-
2.3	Digital Society, Digital Divide, Effects of Social Media on Youth: Pros and Cons (Lecture, Discussion)	3	1	-
2.4	Social Media Influence on Thinking, Buying and Behavioral Pattern, Digital Marketing (Lecture, Discussion)	2	-	-
2.5	Online Communities and Channels, Social Media Activism (Lecture, Discussion)	3	1	-

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

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

Unit-5	Trends in New Media Technologies-2	L	T	P
5.1	Introduction to IoT , Key Features of IoT, Advantages and Disadvantages (Lecture, Discussion)	3	-	-
52	IoT Hardware, Software (Lecture, Discussion , assignment)	2	1	-
5 3	Key Issues in IoT: Security, Privacy, Interoperability and Standards, Legal, Regulatory and Rights (Lecture, assignment)	3	1	-
5,4	IoT Applications in Media - Personalization, Smart Authentication (Lecture)	3	1	-
5.5	IoT Applications in Media - Effective Advertising, New User Acquisition Channel, Data Security and Validation (Lecture)	3	1	-

Practical/Projects/Assignments

1. Prepare a detail report on Growing Social Media Activism in the world with five suitable examples.
2. Explain the role of new Media in Education Delivery.
3. Role of Video Content is increasing with time. Explain the growth of Video Streaming and Sharing Platforms in detail with examples.
4. Explain the role of Artificial Intelligence (AI), Internet of Things (loT) and Virtual Reality/ Augmented Reality (VR/AR) in the growth of new Media.
5. Social Media is influencing the thinking, buying and behavioral pattern of its users. Analyse and make Presentation on above.
6. Write an essay on privacy issues on Social Media.
7. The menace of Fake News is a threat to the credibility of New Media. Elaborate with suitable examples.
8. Identify role and future scope of AI in Media and Entertainment (reporting and editing, Marketing and Advertising, Gaming, Sports and Movies, Searching Optimisation and Classification, Personalisation of user experience)

Suggested Readings:

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

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

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

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

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

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

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

E Resources:

1. IoT Tutorial accessed at chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.tutorialspoint.com/internet_of_things/internet_of_things_tutorial.pdf

2. AI Tutorial accessed at chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.dcpehvpm.org/E-Content/BCA/BCA-III/artificial_intelligence_tutorial.pdf

3. New Trends in Social Media Tutorial accessed at chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://stratcomcoe.org/cuploads/pfiles/social_media_report_public_09dec.pdf

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

Theory	-	Practical	40	Internal	10	Credits	3

Course Objectives

1. To teach basic elements and process of animation.
2. To understand basics of 2D & 3D animation.
3. To develop Skills of scripting and storyboarding.
4. To teach essential skills and concepts of Adobe Animate.
5. To teach basics of visual effect.

Course Outcomes

1. Students would understand various animation technologies.
2. Students would create and apply storyboard for animation.
3. Students would effectively use 2D animation techniques.
4. Students would be able to create vector graphics using Adobe Animate.
5. Students would be able to create various visual effects.

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

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

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

Unit-4	**Google Animate**	**L**	**T**	**P**
4.1	Navigating Workspaces, The Tool Bar (Lecture, Participation, Practice)	1	-	1
4.2	The Properties Panel, The Color Panel (Lecture, Participation, Practice)	1	-	1
4.3	The Timeline (Lecture, Participation, Practice)	1	-	1
4.4	Using Symbols (Lecture, Participation, Practice)	1	-	1
4.5	Tweens (Lecture, Participation, Practice)	-	-	1

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

Practical/Projects/Assignments:

1. Develop a 2D story telling project

2. Create 2D Models library of objects
3. Create effective title and visual

Suggested Readings:
1. Graphics and Animation basics by Suzanneweixel/ Cherylmorse
2. Basic Animation ht25 by Walter Foster
3. Cartooning Basic Animation ht25 by Walter Foster
4. Computer Graphics and Animation by Prajapatiak
5. Introduction to 3D Graphics and Animation using Maya by Adamwatkins
6. Draw Animation by Paul Hardma

E Resources:
1. Animation Tutorial accessed at chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://web.stanford.edu/class/cs248/pdf/class_03_animation.pdf
2. Flash Tutorial accessed at chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/http://www.bigbook.or.kr/bbs/data/file/bo11/1535291005_ilWzQdfT_Flash_Tutorials_Daniel_K._Schneider.pdf
3. Maya Tutorial accessed at chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://graphics.stanford.edu/courses/cs448b-01-fall/LEARNINGMAYA2.pdf
4. Adobe Animate: Beginner's Guide accessed at https://studentcabletelevision.com/wp-content/uploads/2020/05/Adobe-Animate-Website-Guide-Updated.pdf

3 M.Sc. (NM) 1
Web Technology

Theory	50	Practical	30	Internal	20	Credits	6

Course Objectives

1. To learn basic concept and use of Internet.
2. To learn web page designing in HTML.
3. To learn webpage designing using advanced features of HTML.
4. To learn webpage designing using Adobe Dreamweaver.
5. To learn about CMS using WordPress and website publishing.

Course Outcomes

1. Students would understand the basics of Internet and web applications.
2. Students would be able to create webpage using HTML.
3. Students would be able to use advanced features of HTML.
4. Students would be able to create webpages using Adobe Dreamweaver.
5. Students would apply CMS using WordPress and website publishing.

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

Unit-2	HTML- I	L	T	P
2.1	HTML Introduction, Editors, Elements and Attributes (Lecture, Practical)	1	-	1
2.2	HTML Headings, Paragraphs, Styles, Formatting, Colors, Links and Images (Lecture ,Practical)	3	-	2
2.3	The Head Elements (Lecture ,Practical)	2	-	2
2.4	Text Structure (Lecture ,Practical)	2		2

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

Unit-3	**HTML- II**	**L**	**T**	**P**
3.1	Character Formatting (Lecture, Tutorial Practical)	1	1	-
3.2	Lists (Lecture, Tutorial Practical)	1	1	-
3.3	Tables (Lecture, Tutorial Practical)	2	-	2
3.4	Frames and Framesets (Lecture, Tutorial Practical)	2	-	2
3.5	HTML Forms (Lecture, Tutorial Practical)	3	-	3

Unit-4	**Adobe Dreamweaver**	**L**	**T**	**P**
4.1	Overview, Workspace, Working with new page (Lecture, Tutorial)	1	1	-
4.2	Working with Webpages- Text and Graphics (Lecture, Practical)	3	-	2
4.3	Working with Links (Lecture, Practical)	2	-	1
4.4	Working with HTML Tables (Lecture, Practical)	2	-	2
4.5	Working with Framesets and Frames (Lecture, Practical)	2	-	2

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

Practical/Projects/Assignments:

1. Write a HTML page to print Hello in bold and italic font.
2. Display various text formatting methods available in HTML.
3. Create a HTML file using special character.
4. Create a HTML file which displays 3 images at left, right and center respectively in the browser.
5. Create a HTML file which contains hyperlinks.
6. Create a webpage in HTML using Tables, Frames and Framesets.
7. Create a registration form in HTML.
8. Create a webpage in Dreamweaver using its different features.
9. Create a website for department in WordPress and use its different functions.

Suggested Readings:

1. Kogent Learning Solutions Inc, Web Technologies, Dreamtech Press; 1 edition (2O09),
2. N. P. Gopalan, J. Akilandeswari, Web Technology: A Developer's Perspective, PHI Learning; 2nd Revised edition (31 October 2014)
3. Godbole, Khate, Web Technologies, McGraw Hill Education Third edition (1 July 2017)
4. Jackson , Web Technologies: A Computer Science Perspective, Pearson Education India; 1 edition (2007)
5. Satish Jain, Shashank Jain, 'O' Level made simple Internet Technology and Web Design, BPB (11 August 2003)
6. Uttam K. Roy, Web Technologies, Oxford (22 November 2010)
7. Laura Lemay, Rafe Colburn, Jennifer Kyrnin, Mastering HTML, CSS & JavaScript Web Publishing, BPB Publications; First edition (15 July 2016)
8. C. Xavier, Web Technology and Design, NEW AGE; First edition (1 August 2018)
9. Karol Krol, WordPress Complete, Packt Publishing Limited; 6th Revised edition (31 August 2017)
10. Joseph Joyner, WordPress for Beginners, MihailsKonoplovs (29 January 2015)

E-Resources:

1. HTML Tutorial accessed at https://www.w3schools.com/html/
2. Dreamweaver Tutorial accessed at http://home.ubalt.edu/abento/701/dreamweaver/dreamweaver4_tut.pdf
3. WordPress accessed at https://www.tutorialspoint.com/wordpress/wordpress_tutorial.pdf

3 M.Sc. (NM) 2
Media Laws and Ethics

| Theory | 80 | Practical | - | Internal | 20 | Credits | 6 |

Course Objectives

1. To create conceptual understanding about media laws, cyber law its role and function.
2. To ensure media practicing under the constitution with social responsibility.
3. To aware students to legal and ethical aspects of the media and cyber media and its values.
4. To give an overview of recent amendment and future challenges media regulation.
5. To understand media ethics and how it leads media persons and media establishments to the path of professional rectitude.

Course Outcomes

1. Student would know constitution aspect of Indian media.
2. Student would understand laws and regulations of media and cyber media.
3. Student would understand media and cyber ethics and its adaptation in new media profession.
4. Student would understand media code conduct and self regulatory.
5. Student would be able to do fair web journalism with social responsibility.

Unit-1	Constitution and Media	L	T	P
1.1	Media Laws: Concept Nature, Scope and Significance (Lecture, Tutorial)	2	1	-
1.2	A Brief History of Media Laws with Special Reference Statutory Regulations, Ganging Act, Vernacular Press Act and Other Laws (Lecture, Tutorial)	2	1	-
1.3	Freedom of Speech and Expression: Concept, Historical Development of the Freedom of Press, Constitutional Provisions, Right to Freedom, All the Provisions Relating to the Media, New Dimensions of the Freedom of Speech and Expression, Reasonable Restrictions, Freedom of the Press as Business, Immunity for Reporting Legislature, Universal Declarations of Human Rights, International Covenant on Civil and Political Rights, American Convention on Human Rights, European Convention on Human Rights. Constitutional & Human Rights Issues in Cyberspace (Lecture, Tutorial)	3	1	-
1.4	Right to Privacy: Concept, Significance of Right to Privacy, is it Absolute Right?, Purely Interruption on the Part of Right to Phone Taping Related to Privacy, Access to Internet and Right to Data Protection (Lecture, Tutorial)	3	1	-

| 1.5 | Press & Privilege of Parliament and State Legislature, Relation Between Legislature & the Press, Constitutional Provisions, What are the Privileges, Press vis-a-vis Parliament Privileges, Question of Codification of Privilege, Procedure to Deal with Case of Privilege, What precaution should be taken to avoid Breach of Privilege or Contempt of a House?, Landmark Case on Breach of Parliamentary Privilege, Leading Case (Lecture, Tutorial) | 3 | 1 | - |

Unit-2	**Various Acts Related to Media**	L	T	P
2.1	Why Contempt of Court Law? Brief History, Meaning Civil Contempt of Court Criminal Contempt of Court, What does Scandalizing the Court Mean, Innocent Publication Constitute Contempt, Journalistic Defenses to Contempt of Court, Fair and Accurate Report of Judicial Proceeding, Fair Criticism of Judicial Act, Complaint In Good Faith Against Judge of a Subordinate Court, Report of Judicial Proceeding Held in Camera, Other Important Provision, Contempt in the Face of the Supreme Court or a High Court, Cognizance of Criminal Contempt, Punishment of the Contempt of Court: Apology, Appeals (Lecture, Tutorial)	3	1	-
2.2	Copy Right Act 1957: Concept, No Copyright in News, Ideas, Information, Terms of Copyright, Licenses, Infringement of Copyright, International Copyright, Civil Remedies for Infringement of Copyright, Penalties. IPR Intellectual Property Rights (Lecture, Tutorial)	3	1	-
2.3	Working Journalist Act 1955: Need & Significance of Working Journalist Act, Meaning of Working Journalist Act, Special Benefit, Working Hour, Leave, Wage Board, Implementation of Wage Board (Lecture, Tutorial)	1	1	-
2.4	Right to Information Act 2005: Background and Significance, What does the RTI Act Provide? Definition, Right to Information, Exemptions, Information which is Exempted from Disclosure. Through whom the Information can be got? PlO"s Duty & Function, Appeals, Central & State Information Commission: Constitute Function, & Power, Penalties (Lecture, Tutorial)	3	1	-
2.5	Information Technology Act 2000: Objective, Definition Authentication of Electronic Record, Legal Recognition of Digital Signature, Penalty for Damage to Computer, Computer System, Computer Network ,Offences of Hacking , Act Amendment 2008 (Lecture, Tutorial)	3	1	-

Unit-3	**Main Provision IPC & CrPC for Media**	L	T	P
3.1	124(A) Sedition, 153(A) Promoting Enmity Between Different Groups on Grounds of Religion, Race, Place of Birth, Residence, Language etc. 153(B) Imputation Assertions Prejudicial to National Integration	3	-	-

		L	T	P
	(Lecture, Tutorial)			
3.2	171(G) False Statement in Connection with an Election, 292 Sale, etc, of Obscene Books etc. 293 Sale etc, of Obscene Object to Young Person, 294 (A) The publication of any Advertisement Relating to an Unauthorized Lottery, 295(A) Deliberate and Malicious Acts Intended to Outrage Religious Feeling of any Class by Insulting its Religion or Religious Belief (Lecture, Tutorial)	3	-	-
3.3	Article 499 -504, Defamation: Concept, Civil and Criminal Law of Defamation, Defamation, Slander and Libel, Difference between Defamation and insult, The Exceptions of Defamation, Difference between Civil and Criminal Defamation, Journalistic Defenses to Defamation, Filing of Complaints for Defamation, Punishment (Lecture, Tutorial)	3	1	-
3.4	CrPC: Section 95 - Declaration to Seize the Publication. Section 96: Application against Confiscation. Section 144: Order against Nuisance or Dreaded Offence. Section 108: Bond for Good Behavior (Lecture, Tutorial)	3	1	-
3.5	Section 196: Permission of State Government against Crime. Section 327: Court Open for Public. Section 91: Summon to Present a Document. Section 93: Search Warrant (Lecture, Tutorial)	3	1	-

Unit-4	**Cyber Security**	**L**	**T**	**P**
4.1	Cyber World and Security Need, Common Ethical Challenges for Cyber Security, The Problem of Privacy, Surveillance, Piracy, Cyber Warfare, Fake Content, Security, Need and Methods in E Commerce System. (Lecture, Reading, Discussion)	3	1	-
4.2	Goals of Cyber Security, Cyber Security Principles, Types of Cyber Attack: Web Based , System Based, Type of Attacker (Lecture, Reading)	3	1	-
4.3	Cyber Crimes Against Individual, Institution and State- Hacking, Digital Forgery Cyber, Stalking/Harassment, Cyber Pornography, Identity Theft & Fraud, Cyber Terrorism, Cyber Defamation. (Lecture, Reading)	3	1	-
4.4	Technologies to Cyber Security: Firewall, VPN, Intrusion Detection, Access Control (Lecture, Reading)	3	-	-
4.5	Cyber Security Tools: Firewall, Antivirus, MDR, Pen-test, Digital Signature (Lecture, Reading)	3	-	-

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

Practical/Projects/Assignments:

(A) Study of Following leading cases and Presentation in Class/seminar—
1. Indian Express Newspapers vs The Union of India 1958 (Regarding violation of working Journalist act)
2. Eenadu Editor Ramoji Rao case, 1984 (Regarding breach of Parliamentary/Legislative privileges)
3. Blitz Editor RK Karanjia case (JB Kripalani, Loksabha) 1961. (Regarding breach of Parliamentary/Legislative privileges)
4. Rajagopal v/s State of Tamil Nadu (Auto Shankar Case) Supreme Court 1994. (regarding balance between the freedom of the press and the Right to privacy)
5. Mr. 'X' vs Hospital 'Z' on 21 September, 1998. (regarding violence of Right to privacy)

(B)

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

Suggested Readings:

1. Press Vidhi, Dr N.K. Taka VishwavidyalayaPrakashan Varanasi.
2. Journalistic ethics by PK Bandopadhyay and Kuldeep Arora.
3. Janmadhyam Kanoon evamUttardayitva, Dr. Shrikant Singh.
4. Press law, DD Basu, Prentice Hall publication.
5. Mass Media Law and Regulation in India AMIC publication.
6. Bharat meinpraveshvidhi by Surendra Kumar &ManasPrabhakar.
7. Mass Media law and regulation in India, VenkatAiyer, AMIC publication.
8. K.S. Venkateswaran, Mass Media law and Regulations in India, Published by AMIC.
9. TV news ethics by Marilyn JM Atelsk Focal press.
10. K.M. Shrivastava, Media Ethics, Veda to Gandhi & Beyond, Publication Division, MIB, GoI, New Delhi.
11. Vasu Deva, Cyber Crimes and Law Enforcement, Commonwealth Publishers, New Delhi Top of Form
12. ShanoonVallor William J Rewark , An Introduction to Cyber Security ethics.
13. Pavan Duggal, "Cyber law- the Indian Perspective", Saakshar law publications.

E-Resources:

1. Media Law accessed at chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.ddegjust.ac.in/2021/6/MSM-513.pdf
2. Information Security and Cyber Law accessed at chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.tutorialspoint.com/information_security_cyber_law/information_security_cyber_law_tutorial.pdf

3. Media Ethics and Law accessed at chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.jru.edu.in/wp-content/uploads/moocs/e-books/journalism-and-mass-communication/Media_Ethics_Laws.pdf

3 M.Sc. (NM) 3
Digital Marketing

Theory	50	Practical	30	Internal	20	Credits	6

Course Objectives

1. To learn digital marketing basics.
2. To learn and practice search engine optimization.
3. To understand social media platforms with the perspective of digital marketing.
4. To use tools for marketing and promotion online.
5. To learn to use content marketing and email marketing.

Course Outcomes

1. Students would understand and identify how changing technology impacts the digital marketing environment.
2. Students would apply digital marketing methods to select the best digital & social media tools for the target audience to achieve optimum results.
3. Students would apply creativity and knowledge of digital media to develop effective social media posts for a variety of platforms.
4. Students would acquire and illustrate social media listening skills for effective evaluation of social media tools and marketing.
5. Student would be competent in search engine optimization.

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

Unit-2	Search Engine Optimization	L	T	P
2.1	SEO Friendly Domain, Design and Layout (Lecture, Discussion)	2	-	2

2.2	SEO Tactics and Methods, Optimization Key words, Meta tags ,Title, Anchor , influencer (Lecture, Discussion, Demonstration)	2	-	2
2.3	Search Engine activities ,On age and Off age Optimization (Lecture, Discussion, Practice)	2	-	2
2.4	Link Building and Mobile SEO (Lecture, Discussion)	2	-	2
2.5	Basic Introduction to SEO Tools : Google Trends , Google Analytics (Discussion, Practice)	2	-	-

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

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

Unit-5	Content Marketing and E Mail Marketing	L	T	P
5.1	Content Creation Principles and Framework, Content Marketing Strategy (Lecture, Discussion)	2	1	-
5.2	Content Ideation, Creation and Promotion (Lecture, Discussion)	2	1	-

5.3	Email Marketing Significance and Type (Lecture, Discussion)	2	1	-
5.4	Email Marketing, Strategy and Campaign (Lecture, Discussion, Assignment)	2	1	2
5.5	Email Marketing Metrics and Tools (Lecture, Practice, Assignment)	2	-	2

Practical/Projects/Assignments:

1. Design Email Campaigns That Target Different Stages of the Sales Cycle.
2. Evaluate the market situation and competitive landscape for any company. This Process means performing a situation analysis, writing a Digital competitive Review, and identifying Business goals and market objectives for assigned company.
3. Explore Digital Content Marketing Strategy.

Suggested Readings:

1. Ryan Deiss, Russ Henneberry (2017) Digital Marketing for Dummies, John Wiley & Sons. ISBN 1119235596, 9781119235590.
2. Ahuja Vandana (2015) Digital Marketing, Oxford University Press. ISBN 0199455449, 978019g455447
3. Ira Kaufman, Chris Horton (2014) Digital Marketing: Integrating Strategy and Tactics with Values, A Guidebook for Executives, Managers, and Students, Routledge, ISBN 1317999754, 9781317999751
4. Matt Chiera (2018) Digital Marketers Sound Off: Tips, Tactics, Tools, and Predictions from 101Digital Marketing Specialists, Matt Chiera, ISBN 0692121595, 9780692121597
5. Puneet Bhatia (2017) Fundamentals of Digital Marketing, Pearson India, ISBN 9352861418, 9789352861415
6. Travis Wright, Chris J. Snook (2017) Digital Sense: The Common Sense Approach to Effectively Blending Social Business Strategy, Marketing Technology, and Customer Experience, John Wiley & Sons, ISBN 1119291747, 9781119291749.

E-Resources:

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

3 M.Sc. (NM) 4 (A)
Understanding Big Data for Media

Theory	80	Practical	-	Internal	20	Credits	6

Course Objectives

1. To introduce upcoming technological advancement in media.
2. To provide basic understanding of big data analytics.
3. To describe importance of big data analytics.
4. To introduce tools applied for big data analytics.
5. To understand big data applications in media and entertainment industry.

Course Outcomes

1. Student would understand media content as data and the fundamentals of database.
2. Student would understand big data and its basic features.
3. Student would understand importance of big data analytics.
4. Student would understand basic methods, technologies and tools in big data analysis.
5. Student would understand identify role of big data analysis in media and entertainment.

Unit-1	Understanding Big Data- 1	L	T	P
1.1	Media Data: Types and Representation, Big Data (Lecture, Reading, Discussion)	2	2	-
1.2	Challenges of Traditional Databases (Lecture, Reading)	3	2	-
1.3	Relational and Non-Relational Databases, Big Data benefits over Traditional Databases (Lecture, Discussion)	2	1	-
1.4	Tools and technologies of Big Data (Reading, Demonstration, Discussion)	3	1	-
1.5	Applications of Big Data (Lecture, Demonstration)	2	-	-

Unit-2	Understanding Big Data- 2	L	T	P
2.1	Types and characteristics of Big Data (Lecture, Reading, Discussion)	3	1	-
2.2	Big Data ways to collect (Discussion)	3	1	-

2.3	Big Data Platforms (Lecture, Demonstration)	3	1	-
2.4	Big Data opportunities (Lecture, Reading)	3	-	-
2.5	Big Data Challenges (Lecture, Reading, Discussion)	3	1	-

Unit-3	**Big Data Analytics Basics**	L	T	P
3.1	Basics of Big Data Analytics (Lecture, Demonstration)	3	2	-
3.2	Types of Big Data Analytics (Lecture)	2	-	-
3.3	Advantages of Big Data Analytics (Lecture, Practice)	3	1	-
3.4	Data and Analytics in Media and Entertainment, Social Media Monitoring Tools, Big Data Security (Lecture)	3	1	-
3.5	Online Traffic Analytics, Website Monitoring Tools (Lecture, Demonstration)	3	-	-

Unit-4	**Big Data Analytics- Case Study**	L	T	P
4.1	Identify Data Sources and Types of Data (Reading, Lecture)	2	1	-
4.2	Identify infrastructure support for Big Data (Case Study)	3	1	-
4.3	Understand storing and processing Big Data (Lecture, Demonstration)	3	1	-
4.4	Data Analytics for better decisions (Lecture, Demonstration)	3	1	-
4.5	Leverage Cloud and aligning your business- Azure, AWS, Google building your team (Lecture, Reading)	2	1	-

Unit-5	**Big Data Applications in Media and Entertainment**	L	T	P
5.1	Uses and Challenges of Big Data in Media and Entertainment (Discussion)	3	-	-
5.2	Social Analytics in Media and Entertainment (Reading, Discussion)	3	2	-

5.3	AI driven use cases for Big Data in Media Industry (Reading, Demonstration)	2	1	-
5.4	Big Data and Audience Measurement, Big Data and Media Content Strategies (Lecture, Demonstration)	2	1	-
5.5	Case Study Studying Consumer Media use and Purchase Behaviors (Lecture, Demonstration)	2	2	-

Practical/Projects/Assignments:

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

Suggested Readings:

1. Joydeep Sen Sarma, Ashish Thusoo Publisher: O'ReiIly Media : Creating a Data-Driven Enterprise in Media by Inc. Release Date: April 2018 ISBN: 9781491998007
2. Mehmet Çakırtaş and Mehmet Kemal Ozdemir, Springer Nature Switzerland AG; 1st ed. 2021 edition (20 July 2022) Big Data and Social Media Analytics: Trending Applications ISBN-10 : 3030670465
3. Patrick C. K. Hung, Springer; Softcover reprint of the original 1st ed. 2016 edition (27 May 2018), Big Data Applications and Use Cases (International Series on Computer Entertainment and Media Technology), ISBN-10 : 3319807315

E- Resources:

1. https://leanpub.com/Datajournalism
2. https://www.AnaIyticsvidhya.com/blog/2016/09/18-free-exploratory-Data-analysis-Tools- for-people-who-dont-code-so-well/
3. https://www.cambridgeassessment.org.uk/I mages/465808-Big-Data-and-Social-Media Analytics.pdf

3 M.Sc. (NM) 4 (B)
Social Media Analytics using Python

Theory	50	Practical	30	Internal	20	Credits	6

Course Objectives
1. Learn the basics of data analytics.
2. To understand the different ways of collecting and extracting social media data.
3. Analyzing the extracted data using statistical functions.
4. Applying sentiment analysis on the extracted data.
5. Visualizing the data to explore new trends, patterns and correlations.

Course Outcomes

1. Student can collect data from different social media sources such as YouTube, Twitter.
2. Student can utilize various application programming interface (API) services to collect data from different social media sources.
3. Student can process the collected data - primarily structured - using methods involving correlation, regression, and classification to derive insights about the sources and people who generated that data.
4. Student can analyze the unstructured data - primarily textual comments - for sentiments expressed in them.
5. Student can use different tools for collecting, analyzing, and exploring social media data for research and development purposes.

Unit-1	Introduction to Data Analytics	L	T	P
1.1	Concepts of Social Media Data (Discussion, Assignment)	2	1	1
1.2	Concepts of Social Media Data Analytics (Discussion, Participation)	2	1	1
1.3	Kinds of Data - Structured and Unstructured (Discussion, Practice)	2	1	1
1.4	Analysis of Structured data and its benefits (Discussion, Practice, Assignment)	2	-	1
1.5	Visualizations for exploring and presenting data (Discussion, Quiz)	2	-	1

Unit-2	Collecting and Extracting Social Media Data	L	T	P
2.1	Collecting data from Twitter and YouTube (Discussion, Practice, Assignment)	2	1	1

2.2	Introduction to Python programming (Discussion, Practice, Assignment)	2	1	1
2.3	Use of Python script (Discussion, Practice)	2	1	1
2.4	Use of Python script editing, to extract data from Twitter (Discussion, Practice)	2	-	1
2.5	Use of Python script editing, to extract data from YouTube (Discussion, Group activity)	2	-	1

Unit-3	Data Analysis, Visualization, And Exploration-I	L	T	P
3.1	Analyzing the data from various social media services (Discussion, Practice)	2	1	1
3.2	Basics of Data Analysis (Discussion, Practice, Assignment)	2	1	1
3.3	Statistical Analysis – correlation, regression and classification (Discussion, Practice, Quiz)	2	1	1
3.4	Analysis of Structured data (Discussion, Assignment)	2	-	1
3.5	Using the data collected from YouTube for Statistics Analysis (Discussion, Practice)	2	-	1

Unit-4	Data Analysis, Visualization, and Exploration-II	L	T	P
4.1	Statistical Analysis Using R (Discussion)	2	1	1
4.2	Analysis of Unstructured data (Practice)	2	1	1
4.3	Sentiment Analysis (Practice)	2	1	1
4.4	Basics of Data Visualization (Discussion, Practice)	2	-	1
4.5	Visualizing the data from various social media services (Discussion, Practice)	2	-	1

Unit-5	Case Studies	L	T	P
5.1	Case Study 1: Using Twitter, focus on unstructured data (in this case, text) (Discussion, Practice)	2	1	1
5.2	Case Study 1: Using Twitter, Sentiment Analysis with Python (Discussion, Practice)	2	1	1
5.3	Case Study 2: Basic text mining application using R (Discussion, Practice)	2	1	1

5.4	Case Study 2: Basic text mining application using R (Discussion, Practice)	2	-	1
5.5	Comparative study of tools used for Data Analysis, Visualization, and Exploration (Practice)	2	-	1

Practical/Projects/Assignments:
1. Installation and Configuration of Python and R.
2. How to install new packages/libraries for Python and R.
3. How to create developer accounts.
4. What information to obtain to use the data collection APIs.
5. Collecting data from Twitter and YouTube.
6. Use of Python script editing, to extract data from Twitter and YouTube.
7. Analyze the extracted structured data.
8. Analyze the extracted unstructured data.
9. Explore the different Data Visualization Patterns.

Suggested Readings:
1. Social Media Analytics: Techniques and Insights for Extracting Business Value Out of Social Media by Matthew Ganis, AvinashKohirkar, 2016, Pearson Publishers, ISBN : 9789332578463
2. Learning Social Media Analytics with R by Raghav Bali, Dipanjan Sarkar, Tushar Sharma, May 2017, Packt Publishing, ISBN: 9781787127524
3. Creating Value With Social Media Analytics by Gohar F. Khan, Createspace Independent Pub; 1st edition (23 April 2018) ISBN-10: 1977543979

E-Resources:
1. Social Media Data Analytics accessed at https://www.upa.it/static/upload/the/the-fundamentals-of-social-media-analytics.pdf
2. Social Media Data Analytics accessed at https://ptgmedia.pearsoncmg.com/images/9780133892567/samplepages/9780133892567.pdf
3. Social Media Analytics Strategy accessed by chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://nibmehub.com/opac-service/pdf/read/Social%20Media%20Analytics%20Strategy%20_%20using%20data%20to%20optimize%20business%20performance.pdf

3 M.Sc. (NM) 5 (OE-3)
Content Writing for Online Media

Theory	-	Practical	40	Internal	10	Credits	3

Course Objectives
1. To introduce online media.
2. To learn the basics of content writing for online media.
3. To understand the role and importance of blog writing.
4. To understand the role and importance of social media writing.
5. To understand the role and importance of writing for multimedia content.

Course Outcomes
1. Student would have knowledge about various theoretical aspects of content writing for online media.
2. Student would have knowledge about framework of news writing.
3. Student would have knowledge about various theoretical & practical aspects of writing for web.
4. Student would have knowledge about various theoretical & practical aspects of blog writing.
5. Student would have knowledge about various aspects of writing for social media across different platforms.

Unit-1	Principles of Content Writing for Online Media	L	T	P
1.1	Introduction to Online Media & Online Media Writing as Communication (Lecture, Discussion, Practical)	1	-	1
1.2	Basic Tools of Writing for digital Media & Principles of Good Writing for the Web (Lecture, Discussion, Practical)	1	-	1
1.3	Writing for audio-visual multimedia (for YouTube, Instagram, facebook, wimeo etc) and audio streaming and media services like Spotify (Lecture, Discussion, Practical)	1	-	1
1.4	Writing news reports/book reviews/film reviews/TV program reviews/interviews for Online Media (Lecture, Discussion, Practical)	1	-	1
1.5	Writing a feature and editorial on a topical subject (Lecture, Discussion, Practical)	-	-	1

Unit-2	News Writing for Online Media	L	T	P
2.1	What Makes a Good Introduction or Lead to a Story (Demonstration, Discussion, Practical)	1	-	1
2.2	The language of Journalism: Concrete, Specific,	1	-	1

	Active, Clear, Democratic, Non-Sexist, Non-Racist (Demonstration, Assignment)			
2.3	Principles of Writing News Stories for the Web (Demonstration, Assignment)	1	-	1
2.4	News Values, News Story, News Structure (Discussion, Practical)	1	-	1
2.5	Concept of Inverted Pyramid, Quotations and Backgrounding (Discussion, Assignment)	-	-	1

Unit-3	**Introduction to Cyber Media and Social Media**	**L**	**T**	**P**
3.1	Introduction to Cyber Media and Types of Social Media (Discussion, Practical)	1	-	1
3.2	Characteristics of Web Writing & Online Storytelling Forms (Discussion, Practical)	1	-	1
3.3	Reporting, Writing and Structuring Succinct Feature Stories and Headlines for the Web (Discussion, Practical)	1	-	1
3.4	Writing for Multimedia and User-Generated Content (vlogs and podcasts) (Demonstration, Discussion, Practical)	1	-	1
3.5	Audio and Video-Tweets – Blogs – Vlogs and podcasts, and Citizen Journalism (Demonstration, Discussion)	-	-	1

Unit-4	**Blog Writing**	**L**	**T**	**P**
4.1	Selecting a Topic and Outline (Discussion, Practical, In Class Exercise)	1	-	1
4.2	Undertaking Related Research (Demonstration, Discussion)	1	-	1
4.3	Writing Headlines (Demonstration, Discussion)	1	-	1
4.4	Writing the Blog Draft & Rewriting/Editing the Blog Post (Demonstration, Discussion, Practical)	1	-	1
4.5	Optimizing the Blog Post (Discussion, In Class Exercise)	-	-	1

Unit-5	**Writing Social Media Posts**	**L**	**T**	**P**
5.1	Introduction to Social Media Posts (Class Exercise, Discussion)	1	-	1

5.2	Writing effective social media posts (Demonstration, Assignment, In Class Exercise)	1	-	1
5.3	Writing for WhatsApp (Demonstration, Discussion)	1	-	1
5.4	Writing for Facebook, Twitter & Instagram (Demonstration, Discussion, Practical)	1	-	1
5.5	Writing for Linkedin Pages (In Class Exercise, Discussion)	-	-	1

Practical/Projects/Assignments:
1. Blog posts can be short and sweet but should be at least a paragraph.
2. Write a News Story for any News Blog or News Portal.
3. Create Your Own Social Media Platforms & Write at least Ten Posts for Every Platforms.
4. Create your own blog, vlog, podcast or a news portal with exclusive input.

Suggested Readings:
1. Batty Craig and Cain Sandra (2010), Media Writing: A Practical Introduction, Palgrave Macmillan.
2. Stovel G (2006) Writing for Mass Media, 6th edition, Allyn and Bacon.
3. Melvin Mencher (2006), News Reporting and Writing, 10th edition, McGraw-Hill.
4. Foust James, (2005), Online Journalism – Principles and Practices of News for the Web,
5. Holcomb Hathaway Publishers, Scottsdale, AZ. Herman M. Weisman, Basic Technical Writing, Merrill, California, 1992
6. Writing for the Web: Crawford Kilian, Jaico, 2009
7. Kumar, Keval J. Mass Communication in India. Jaico Publications, 1994.
8. Joseph, M. K. Outline of Editing. New Delhi: Anmol Publications, 2002.
9. Kamath, M. V. Professional Journalism. New Delhi: Vikas Publishing House, 1980.
10. Macquail, Denis. Mass Communication. New Delhi: Om Books, 2000.
11. Saxena, Ambrish. Fundamentals of Reporting and Editing. New Delhi: KanishkaPublishers, 2007.

E-Resources:
1. https://www.youtube.com/watch?v=wgnUkvMRFsI
2. https://www.youtube.com/watch?v=Et-WxV1qVWc
3. https://www.youtube.com/watch?v=5zN1DTCWD-8
4. https://www.youtube.com/watch?v=SLsoAxS4VTA&list=PLpc9DYvb47BPosbawGwq Gcx6qlWxIF0k6

4 M.Sc. (NM) 1
Production Pipeline

Theory	50	Practical	30	Internal	20	Credits	6

Course Objectives

1. Understand the production pipeline and workflows used in the industry
2. To provide a solid understanding on the concept and usage of Autodesk Maya
3. Create and manipulate 3D assets in the application
4. Utilize appropriate content and techniques to conceptualization on our storyboard
5. Bring 3D objects to life by using Maya's animation tools

Course Outcome

1. Student can produce 3D models from a sketch, storyboard
2. Student can perform feature and function of Maya software
3. Student can demonstrate any idea for 3D animation
4. Student can generate lighting and visual effects in animation
5. Student can recognize gaming & animation pipeline

Unit-1	Pre-Production	L	T	P
1.1	Introduction of Production Pipeline, Pre-production , Budget, Story writing, (Lecture, Discussion)	3	1	-
1.2	Script writing, Concept Art (Lecture, Discussion, Practical)	2	2	-
1.3	Storyboard , Layout (Lecture, Discussion, Practical)	2	1	-
1.4	Model Sheets (Lecture, Discussion, Practical)	2	1	-
1.5	2D Animatics , 3D Animatics (Lecture, Discussion, Practical)	2	-	2

Unit-2	Production I	L	T	P
2.1	Introduction to Autodesk Maya (Lecture, Discussion, Practical)	3	-	-
2.2	Basics of Maya Interface (Lecture, Discussion, Practical)	2	-	2
2.3	Basics of 3d Modeling , Character Modeling, Background Modeling (Lecture, Discussion, Practical)	1	2	-
2.4	Shading - Maya default and mental ray shaders, Reflection and Refraction (Lecture, Discussion, Practical)	2	-	2
2.5	Texturing , UV Unwrapping Process (Lecture, Discussion, Practical)	2	1	1

Unit-3	Production II	L	T	P
3.1	Rigging / Character Setup, Skinning (Lecture , Discussion, Practical)	2	1	-
3.2	12 Animation Principles , Character Animation , Walk Cycle , Ball Bouncing (Lecture, Discussion, Practical)	2	2	-
3.3	Maya Paint Effects, Paint in 2D, Paint in 3D, Work with Brushes, Animating Strokes, Paint Effects Samples and Render Techniques (Lecture, Discussion, Practical)	2	2	-
34	Lighting – Types of lighting, 3 point lighting, Light a Scene (Lecture, Discussion, Practical)	2	1	1
3.5	Maya Dynamics I – Particles, Fluids and fields (Lecture, Discussion, Practical)	1	1	1

Unit-4	Production III	L	T	P
4.1	Maya Dynamics II - Soft Body Rigid Body (Lecture, Discussion, Practical)	1	2	1
4.2	Character Effects I - Maya hair & Fur (Lecture, Discussion, Practical)	1	1	2
43	Character Effects II – Maya NCloth (Lecture, Discussion, Practical)	1	1	2
4.4	Rendering - Render Settings, Maya Software Render, Mental Ray, Vector Render , Importance of Render Passes , Maya Batch Render (Lecture, Discussion, Practical)	1	-	2
4.5	Basics of Mel and Python Script (Lecture, Discussion, Practical)	1	1	1

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

Practical/Projects/Assignments:
1.　　　　　Create prop models.
2.　　　　　Light and Texture for Assets Design.
3.　　　　　Prepare Assets & Characters, low poly models.
4.　　　　　Create rain particle for exterior design.
5.　　　　　To prepare walk cycle.

Suggested Readings:
1.　　　　　The Yucatan : A Guide to the Land of Maya Mysteries Plus Sacred Sites at Belize, Tikal & Copan - by Antoinette May
2.　　　　　John Kundert - Giibs, Eric Mick Larkins, Eric Keller, Boaz Livny, Mark E.A. De Soura, Mastering Maya 7, Wiley Kunzen Dort, DariushDerakhashani, Publishing Edition 2006.
3.　　　　　Maya - by Peter Schmidt (Editor), Enrique Nalda (Editor), Mercedes De LA Garza, Orefici
4.　　　　　Maya 8 : The Complete Reference, Tom Meade, ShinsakuArima
5.　　　　　Maya Character Modeling and Animation: Principles and Practices, Tereza Flaxman
6.　　　　　Introducing Maya 8: 3D for Beginners, DariushDerakhshani
7.　　　　　Understanding 3D Animation Using Maya, John Edgar Park
8.　　　　　The Animators Survival Kit, Originally published: 2001 Author: Richard E. Williams
9.　　　　　Stop Staring: Facial Modeling and Animation Done Right, Originally published: 2003 Author: Jason Osipa
10.　　　　　The Art of Rigging, Volume 1,2,3 Published : 2006;Author:Kiaran Ritchie
11.　　　　　Advanced Maya Texturing and Lighting, Published: 2008; Author: Jeremy Birn

E Resources:
1.　　　　　Learning Maya accessed at chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://graphics.stanford.edu/courses/cs448b-01-fall/LEARNINGMAYA2.pdf

2.   Autodesk Maya 2020 accessed at chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://static.sdcpublications.com/pdfsample/978-1-63057-255-6-1-6lzu23obfw.pdf

3.   Instant Maya accessed at chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://courses.cs.washington.edu/courses/cse458/03au/Assignments/instantmaya.pdf

4 M.Sc. (NM) 2
Data Journalism

Theory	50	Practical	30	Internal	20	Credits	6

Course Objectives

1. To learn the basics of data journalism, and its relevance in news.
2. To find various ways of obtaining data to support stories.
3. To analyze the obtained data, to find patterns that will communicate story ideas and add facts to the resulting stories.
4. To represent data through visualization.
5. To find different ways to transform data into stories.

Course Outcomes

1. Student would understand and identify data in news.
2. Student would explore and understand data from various sources.
3. Student would apply tools and graphic forms for data visualization.
4. Student would be able to do story - hidden within data, through finding patterns, trends and relationship.
5. Student would prepare the report with responsibility and accountability.

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

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

2.4	Search Engine Techniques (Lecture, Demonstration, Practical)	2	-	2
2.5	Data Laws and Sources — Global and Regional (Review, Lecture, Practical)	2	-	1

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

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

Unit-5	**Storytelling with Data**	L	T	P
5.1	Principles of Data Visualization (Lecture, Tutorial)	1	1	-
5.2	Telling Stories with Data and Visuals (Lecture, Practical)	1	-	2
5.3	Visualization Through the Best Graphic Forms (Lecture, Tutorial, Practical, Project)	2	1	2

5.4	Narration, Social Communication, Humanization, Personalization, Utilization (Lecture, Tutorial , Practical)	1	1	2
5.5	Case Study - News Websites Specializing in Data Journalism (Lecture, Tutorial Practical)	2	1	-

Practical/Projects/Assignments:

1. Explore and list out the tools used to find/ collect data, clean data, analyze data, visual data.
2. Find and collect data using investigative dashboard/ data bin/ Google News Scraper/ any other tools.
3. Search for data in government data bases.
4. Clean data using open refine/ Text Wrangler/ Tabula/ any other tools.
5. Analyze data using Word Counter/ any other tools.
6. Find stories in spreadsheet using excel.
7. Use basic spreadsheet functions.
8. Understand Google Spreadsheets, Google Forms, and Google Fusion.
9. Scraping for journalist using web based scraping tools.
10. Visualize data using infogram/ Pixelmap/ Listify/ any other tools.

Suggested Readings:

1. The Data Journalism Handbook: How Journalists Can Use Data to Improve the News by Jonathan Gray, Lucy Chambers, Liliana Bounegru, Publisher ： O′Reilly; 1st edition (24 July 2012) ISBN-10 ： 1449330061
2. Visualizing Data: Exploring and Explaining Data with the Processing Environment by Ben Fry Publisher ： O'Reilly Media; 1st edition (18 December 2007) ASIN ： B0028N4WJC
3. Data Journalism: Past, Present and Future by John Mair, Richard Lance Keeble, Megan Lucero, Publisher ： Theschoolbook.com (4 October 2017) ISBN-10 ： 1845497147
4. Data Journalism: Mapping the Future by John Mair, Richard Lance Keeble, Paul Bradshaw Publisher ： abramis (30 July 2020) ASIN ： B08F1K6YQL
5. Data Journalism: Inside the Global Future by Tom Felle, Publisher ： Ingram short title (1 January 2015) ISBN-10 ： 1845496639

E Resources:

1. The Data Journalism Handbook accessed at chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://library.oapen.org/bitstream/handle/20.500.12657/47509/9789048542079.pdf
2. The Data Journalism Handbook accessed at chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://datajournalismhandbook.org/uploads/first_book/DataJournalismHandbook-2012.pdf
3. The Data Journalism Handbook accessed at chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://purehost.bath.ac.uk/ws/portalfiles/portal/148867773/DataJournalismHandbook.pdf

4 M.Sc. (NM) 3
Major Project

Theory	-	Practical	80	Internal	20	Credits	6

All the candidates of M.Sc. (NM) are required to do a project as part of their curriculum and submit a detailed project report based on the work done by him/her during the project period.

The Guide

The Guide for M.Sc. (NN) will be a faculty in New Media Technology with 3 years of teaching experience.

Project Time/ Man-Hours

The M.Sc. (NM) Projects would be approximately 450 man-hours (in a span of 5 months) and carries a total of marks (Pr 80+ IA 20)

1. Project work should be based on topics in syllabus to identified situations.

2. Number of students in a project group will be one only for M.Sc. (NM).

3. Synopsis of the project work should be submitted within the first 15 days of the duration.

4. Project report should be submitted 10 days before the final exam for evaluation.

Guidelines for submission of M.Sc. (NM) Project
Project Development:
The project work shall be evaluated on two different parameters,

I. The Product
II. The Process

I. The Product

The final product developed during the project work should meet the following minimum criteria as mentioned below.
1. The product developed should have a meaningful concept implementing an idea with meaningful commentary
2. A project report in the specified format

II. The Process

The process shall be evaluated in the following areas:

1. Application of Production Pipeline (Preproduction, Production Postproduction)
2. Clarity in need identification/objectives (converting this into idea)
3. Clarity in need identification of research method and methodology
4. Idea - how to implement/evidence for each idea like text, image, sound/ minimum platform required to implement the same

5. Design and Development - looking to the idea, storyboard/communication strategy, pedagogy, aesthetics/ quality of presentation of each piece of evidence format, technical quality, readability, software used/ data management
6. Validation
7. Ability to defend the ideas through questioning and viva

Sample topics for project work
1. Website design and development
2. Mobile and tablet interface design and development
3. Advertising and marketing
4. User experience design and planning
5. Digital marketing and SEO design and planning
6. Social story based video format
7. 3D Modeling and animation for design

Project Evaluation Guidelines

A. To be done by the Internal Examiner: (20 Marks)

The evaluation of project will be done on the basis of following heads:

Synopsis/ Internal Assessment	-	20% of total marks
Product	-	30% of total marks
Process and it's in process documentation	-	30% of total marks
Final project report and presentation	-	20% of total marks

B. To be done by External Examiner: (80 Marks)
The evaluation of project will be done on the basis of following heads:

Product	-	30% of total marks
Process	-	20% of total marks
Project report	-	20% of total marks
Comprehensive Viva	-	30% of total marks

Synopsis

All students must submit a synopsis separately with the project report. Synopsis preferably should be of about 3-4 pages. The content should be as brief enough to explain the objective and implementation of the project that the candidate is going to take up. The write up must adhere to the guidelines and should include the following:

1. Name/Title of the Project
2. Objective and scope of the Project
3. Research Methodology
4. Process Description
5. Hardware and software to be used
6. What contribution would due project make?
7. Target Audience

Topic of the Project: This should be explicitly mentioned at the beginning of the Synopsis. Since the topic itself gives a peep into the project to be taken up, candidate is advised to be prudent on naming the project. This being the overall impression on the future work, the topic should corroborate the work.

Objective and Scope: This should give a clear picture of the project. Objective should be clearly specified. What the project ends up to and in what way this is going to help the end user has to be mentioned.

Process Description: The process of the whole content designing/development proposed, to be developed, should be mentioned in brief.

Resources and Limitations: The requirement of the resources for designing and developing the proposed system must be given. The resources might be in form of the hardware/software or the data from the industry. The limitation of the proposed system in respect of a larger and comprehensive system must be given.

Conclusion: The write-up must end with the concluding remarks-briefly describing innovation in the approach for implementing the project, main achievements and also any other important feature that makes the system stand out from the rest.

The following suggested guidelines must be followed in preparing the final project report.

Good quality white executive bond paper A4 size should be used for typing and duplication. Care should be taken to avoid smudging while duplicating the copies.

Page Specification: (Written paper and source code)

- Left margin - 3.0 cms

- Right margin- 2.0 cms

- Top margin – 2.54 cms

- Bottom margin- 2.54 cms

- Page numbers - All text pages should be numbered at the bottom center of the pages.

Normal Body Text: Font Size: 12, Times New Roman, Double Spacing, Justified. 6 point

above and below para spacing

Paragraph Heading Font Size: 14, Times New Roman, Underlined, Left Aligned. 12

point above & below spacing.

Chapter Heading Font Size: 20, Times New Roman, Centre Aligned, 30 point above and below spacing.

Coding Font size: 10**,** Courier New, Normal

Submission of Project Report to the University: The student will submit his/her project report in the prescribed format. The project report should include:

- One copy of the synopsis /abstract
- Two hard copy of' the project reports
- Soft copy of the final product on DVD in a thick envelope pasted inside of the back cover of the project reports
- The project report may be of maximum 100 pages

Format of the student project report on completion of the project

1. Cover page as per format

2. Acknowledgement

3. Certificate of the project guide/centre manager as at Annexure III

4. Certificate of the company/organization

5. Synopsis of the project

6. Main Report

    - Objective & Scope of the Project
    - Details of hardware & Software used
    - Production pipeline
    - Product V8lidatictn
    - Cast and benefit Analysis
    - Conclusion

Annexure:

1. Brief background of the organization where the student has developed the project
2. References

CERTIFICATE

This is this is to certify that this project entitled "xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx" submitted for the partial fulfillment of the degree of M. Sc. (New Media) to the Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal, done by Mr./ Ms.----------------------------- --- Roll No.----------------------------- is a project work carried out by him/her -- under my guidance. The matter embodied in this project work has not been submitted earlier for award of any degree or diploma to the best of my knowledge and belief.

Signature of the Student   Signature of the Guide

Title of the Report
(Times New Roman, Italic, Font size = 24)

Submitted under partial fulfillment of the requirements for the award of the degree of M. Sc. in New Media

(Bookman Old Style, 16 Point, Centre)

University Logo

Guided by: Submitted by:

(Guide Name)   (Student Name)

Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal

SELF CERTIFICATE

This is to certify that the project entitled "---" has been created by me and it is an authentic work carried out for the partial fulfillment of the requirements for the award of the degree of "M. Sc. in New Media" under the guidance of --------------------------------------. The matter embodied in this project work has not been submitted earlier for award of either any degree or diploma to the best of my knowledge and belief.

Signature of the student

Name of the student

Roll No.

Acknowledgment

In the "Acknowledgement" page, the writer recognizes his indebtedness for guidance and assistance of the project advisor and other members of the faculty. Courtesy demands that he also recognize specific contributions by other persons or institutions such as libraries and research foundations. Acknowledgements should be expressed simply, tastefully, and tactfully.

References

1.
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5.

Binding & color code of the report

1. Hard bound report
2. Background of the cover page - blue letters in spark

4 M.Sc. (NM) 4 (A)
Research for New Media

Theory	80	Practical	-	Internal	20	Credits	6

Course Objectives

1. To impart knowledge of various research types and methods.
2. To impart knowledge of various tools and techniques of research.
3. To introduce students with online research methods.
4. To give exposure of social media research.
5. To introduce students with present and future of social media research.

Course Outcomes

1. Student would understand the fundamentals of research.
2. Student would understand the process, concepts and techniques of research.
3. Students would understand the online research methods, analysis and practices.
4. Student can do social media research using different analytical tools.
5. Student would develop skill in using the predominant social media research.

Unit-1	Basics of Media Research	L	T	P
1.1	Meaning, Definition, concept and scope of research (Lecture, Tutorial, Discussion)	2	1	-
1.2	Research aim and objectives (Lecture, Tutorial, Discussion)	2	1	-
1.3	Research problem (Criteria for Selecting a Problem, Statement of the Problem, Delimitations, Limitations, Assumptions) (Lecture, Tutorial, Discussion)	3	1	-
1.4	Types of Research (Descriptive, Analytical, Applied, Fundamental, Quantitative, Qualitative, Conceptual, Empirical etc.) (Lecture, Tutorial, Discussion)	3	1	-
1.5	Research methods (Observation, Participant Observation, Surveys, Interviews, Focus Groups, Experiments, Secondary Data Analysis, Mixed Methods etc.) (Lecture, Tutorial, Discussion)	3	1	-

Unit-2	Research Process & Sampling	L	T	P
2.1	Literature review, Hypothesis, Primary & secondary data (Lecture, Tutorial, Discussion)	2	1	-
2.2	Variables & their types (Lecture, Tutorial, Discussion)	2	1	-
2.3	Sampling methods & types (Lecture, Tutorial, Discussion)	3	1	-
2.4	Tools and techniques of research	3	1	-

	(Lecture, Tutorial, Discussion)			
2.5	Media research report writing & ethical issues (Lecture, Tutorial, Discussion)	3	1	-

Unit-3	**Online Research**	**L**	**T**	**P**
3.1	Online Research Methods & Designing (Lecture, Tutorial, Discussion)	2	1	-
3.2	Online Data Capture and Data Collection (Lecture, Tutorial, Discussion)	2	1	-
3.3	The Online Survey, Digital Quantitative & sentiment analysis (Lecture, Tutorial, Discussion)	3	1	-
3.4	Basics of Virtual Ethnography (Lecture, Tutorial, Discussion)	3	1	-
3.5	Online Secondary Analysis: Resources and Methods (Lecture, Tutorial, Discussion)	3	1	-

Unit-4	**Social Media Research-I**	**L**	**T**	**P**
4.1	Social network – Popularity, Usage (Lecture, Tutorial, Discussion)	2	1	-
4.2	Social Media Platforms- Facebook, twitter, Youtube (Lecture, Tutorial, Discussion)	2	1	-
4.3	Social Media Metrics- Top engaging social channels, Revenue from social channels, Audience Growth Rate (Lecture, Tutorial, Discussion)	3	1	-
4.4	Data statistics, Social Media Analysis (Lecture, Tutorial, Discussion)	3	1	-
4.5	Analytical tools (google & facebook analytics) (Lecture, Tutorial, Discussion)	3	1	-

UNIT-5	**Social Media Research-II**	**L**	**T**	**P**
5.1	Conceptualizing and Designing Social Media Research (Lecture, Tutorial, Discussion)	2	1	-
5.2	Collection and Storage of data (Lecture, Tutorial, Discussion)	2	1	-
5.3	Qualitative & Quantitative Approaches to Social Media Data (Lecture, Tutorial, Discussion)	3	1	-
5.4	Diverse Approaches to Social Media Data (Lecture, Tutorial, Discussion)	3	1	-
5.5	The Future of Online Social Research (Lecture, Tutorial, Discussion)	3	1	-

Practical/Projects/Assignments:

1. Writing a New Media research proposal
2. Study of latest New Media research tools
3. Case study on latest Social Networking Trends
4. How to Add Google Analytics to a Face book Page Tab
5. Publication trends by year and type of social media
6. Case study on News Use across Social Media Platforms 2019

Suggested Readings:

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

E Resources:

1. Introduction to Mass Media Research accessed at chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.sjsu.edu/ajeep/docs/IntroToMassMediaResearch.pdf
2. Sampling Methodology accessed at chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.ilo.org/wcmsp5/groups/public/@ed_emp/documents/instructionalmaterial/wcms_140859.pdf
3. Using social media for social research accessed at chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/524750/GSR_Social_Media_Research_Guidance_-_Using_social_media_for_social_research.pdf

4 M.Sc. (NM) 4 (B)
Entrepreneurship Development

Theory	80	Practical	-	Internal	20	Credits	6

Course Objectives

1. To provide a clear vision to the students on the process of formulating, planning & implementing a new venture.
2. To develop and strengthen the entrepreneurial quality.
3. To make them understand the process and procedure involved in setting up a small enterprise.
4. To make them familiar with the sources of help and support available for starting a small scale industry.
5. To inculcate in them necessary skills required to run a small- scale industry.

Course Outcomes

1. Develop an understanding of the nature of entrepreneurship and identify opportunities.
2. Know various government initiatives to promote entrepreneurship.
3. Able to analyze the parameters to assess opportunities and constraints for new business.
4. Understand various dimensions to be an entrepreneur using new media skills.
5. Able to plan, organize and execute a project or new venture.

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

Unit-2	Media Ownership and Policies	L	T	P
2.1	Entrepreneurial Motivation, Culture & Society, Values / Ethics, Risk Taking Behavior (Lecture & Discussion)	2	1	-

2.2	Theories of Entrepreneurship: Maslow's Theory, Herjburg's Theory, McGragor's Theory , McClelland's Need — Achievement Theory (Lecture, Discussion & Assignment)	3	1	-
2.3	Meaning and Concept of Entrepreneurial Competency (Lecture & Discussion)	2	2	-
2.4	Developing Entrepreneurial Competencies (Lecture / Special Lecture)	2	2	-
2.5	Women Entrepreneurship (Lecture)	2	1	-

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

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

Unit-5	Project Management Essentials	L	T	P
5.1	Project Management Tools and Techniques (Lecture & Discussion)	3	1	-
5.2	Project Management: Concept, Features, Classification of Projects, Issues in Project Management (Lecture, Demonstration, Discussion)	1	3	-
5.3	Project Identification, Project Formulation, Project Design (Lecture, Demonstration)	3	1	-
5.4	Project Evaluation, Project Appraisal (Lecture, Demonstration)	2	1	-
5.5	Project Report Preparation (Special Lecture)	2	1	-

Practical/Project/Assignments:

1. Make a report on any five successful entrepreneurs.
2. Detailed study of women entrepreneur.
3. Preparation of business plan and financial proposal.
4. Create an ad campaign for own idea.

Suggested Readings:

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

E-Resources:

1. Entrepreneurship Development accessed atchrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.tutorialspoint.com/entrepreneurship_development/entrepreneurship_development_tutorial.pdf
2. Entrepreneurship Development accessed atchrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.gplohaghat.org.in/download/file/oG6FoOTS2G.pdf
3. ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT accessed at chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://ebooks.lpude.in/commerce/bcom/term_5/DCOM305_DMGT310_ENTREPRENEURSHIP_AND_SMALL_BUSINESS_MANAGEMENT.pdf

4 M.Sc. (NM) 5 (OE-4)
Mobile Journalism

Theory	-	Practical	40	Internal	10	Credits	3

Course Objectives

1. Understand the basics of mobile journalism.
2. To learn various equipment used in mobile journalism.
3. To learn various software and applications used for mobile journalism.
4. To learn the technique of MOJO reporting and visual storytelling through mobile.
5. To know the future of mobile journalism and analyze the future technology used for mobile journalism.

Course Outcomes
1. Student would know the basics of MOJO.
2. Student would learn and apply various tools of MOJO.
3. Student would use software used in mobile journalism.
4. Student would practice storytelling techniques for creating snackable and shareable visual content for mobile audiences.
5. Student would be able to create a wide range of multimedia content and to organize workflows.

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

Unit-2	**Basic Equipment for Mobile Journalism**	L	T	P
2.1	Basic Requirement, Power Backup and Protection of Equipment (Lecture, Expert Online Tutorials, Using Visual Archives for Discussion)	1	-	1
2.2	Stability Equipment (Lecture, Tutorial, Practical, Class Activity Through Assignments and Presentations)	1	-	1

2.3	Grips and Gimbal (Lecture, Tutorial, Practical, Class Activity Through Assignments and Presentations)	1	-	1
2.4	Audio Equipment (Lecture, Tutorial, Practical, Class Activity Through Assignments and Presentations)	1	-	1
2.5	Lens Accessories and Lighting Equipment (Lecture, Tutorial, Practical, Class Activity Through Assignments and Presentations)	-	-	1

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

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

Unit-5	Future of Mobile Journalism	L	T	P
5.1	Practices of Modern MOJO (BBC, SKY, NDTV) (Lecture, Expert Online Tutorials, Using Visual Archives for Discussion)	1	-	1
5.2	Evolution of Wearable (Lecture, Expert Online Tutorials, Using Visual Archives for Discussion)	1	-	1
5.3	Google Lens (Lecture, Expert Online Tutorials, Using Visual Archives for Discussion)	1	-	1
5.4	Glass Journalism (Lecture, Expert Online Tutorials, Using Visual Archives for Discussion)	1	-	1
5.5	Augmented Reality Storytelling and Journalism (Lecture, Expert Online Tutorials, Using Visual Archives for Discussion)	-	-	1

Practical/Projects/Assignments:

1. During class, go to the promenade and interview at least three people at the any event.
2. News making through MOJO.
3. Prepare a news/ story through MOJO.
4. Implement Facebook live.

Suggested Readings:

1. Mojo: The Mobile Journalism Handbook: How to Make Broadcast Videos with an iPhone or iPad by Ivo Burum, Stephen Quinn Publisher: Routledge; 1st edition (8 September 2015) ISBN-10 : 1138824895
2. The Digital producer - getting it done with computer-based tools, Volume 1- Curti Poole, Ellen Feldman
3. Motion Picture Camera Techniques by David Samuelson
4. The Hands On Manual for Cinematographers by David Samuelson
5. The Professional Lighting Handbook by Verne Carlson

E Resources:

1. http://www.film-foundation.org/Making-Movies-Manual.pdf
2. https://www.apple.com/education/docs/Apple-Moviemakingcurriculum.pdf
3. http://ommolketab.ir/aaf-lib/ekwbw6my4nt8rv94aki2xjucgdwssy.pdf