Bachelor of Science (Electronic Media)

B.Sc. E.M. (Honors) / (Research)

Syllabus

Department of Electronic Media

Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal

Department of Electronic Media
MCNUJC, Bhopal
Bachelor of Science (Electronic Media)
B.Sc. E.M. (Honors) / (Research)
Syllabus (Under NEP - 2020)

SEM	Course Code	Course Name	Credits	Page No.
First	EMC01	Introduction to Communication	5	21
	EMC02	Development of Media	5	24
	ADA01	Social and Emotional Learning	2	27
	ADA02	Ethics & Culture	2	30
	ADA03	Hindi Bhasha Evam Sahitya	2	32
	EMS01	Fundamentals of Computers	2	34
Second	EMC03	Basics of Electronic Media Production	5	43
	EMC04	Reporting and Editing for Electronic Media	5	46
	ADA04	Environmental Science and Sustainable	2	49
	ADA05	English Language and Literature	2	52
	ADA06 (A) Or	Co-Curricular- 1: Parliament: Practice and	2	55
	ADA06 (B) Or	Co-Curricular- 1: Bhartiya Sangeet- I	2	57
	ADA06 (C)	Co-Curricular- 1:Lalit Kala- I	2	60
	EMS02	Introduction to Graphic Designing	2	62
Third	EMC05	Introduction to Broadcast Technologies	5	65
	EMC06	Introduction to Audiography	5	68
	EMC07	Scripting for Electronic Media	5	71
	EMG01	Media Organizations	5	74
	ADA07	Innovation and Entrepreneurship	2	77
Fourth	EMC08	Anchoring for Electronic Media	5	81
	EMC09	Basics of Visual Communication	5	83
	EMC10	Basics of Camera	5	86
	EMG02	Media Language and Content	5	89
	ADA08 (A) Or	Co-Curricular- 2 Parliament: Practice and Procedure- II	2	92
	ADA 08 (B) Or	Bhartiya Sangeet- II	2	94
	ADA08 (C)	Lalit Kala- II	2	97
Fifth	EMC11	Digital Video Editing	5	101
	EMC12	Electronic News Production	5	104
	EME-1(A)	Corporate Culture & Communication OR	5	107
	EME-1(B)	Documentary Production	5	110
	EMG03	Development Communication	5	112

Sixth	EMC13	Media Laws and Ethics	5	116
	EMC14	Project Portfolio	5	119
	EME- 2 (A)	Digital Advertising & Public Relations OR	5	120
	EME-2(B)	Fiction Production	5	122
	EMG04	Community Radio	5	124
Seventh (Option I)	EMC15	Fundamental of Research	5	126
	EME03 (A)	Introduction to Socio Economic Polity OR	5	131
	EME03 (B)	Media Language : Style & Structure	5	134
	EMG05	Formative Research	5	137
	EMC16	Internship /Project	5	140
Eighth (Option I)	EMC18	Communication Theories	5	142
	EME04 (A)	Script Writing for Electronic Media OR	5	145
	EME04 (B)	Television Programme Production	5	149
	EMG06	Academic Writing	5	152
	EMC17	Dissertation/ Project	5	155
Seventh (Option II)	EMC15	Fundamental of Research	5	157
	EME05 (A)	Data Analysis OR	5	160
	EME05 (B)	Media Language : Style & Structure	5	163
	EMG05	Formative Research	5	166
	EMC19	Project	5	169
Eighth (Option II)	EMC18	Communication Theories	5	171
	EME06 (A)	Content Analysis OR	5	174
	EME06 (B)	Television Programme Production	5	177
	EMG06	Academic Writing	5	181
	EMC20	Thesis	10	184

NEP-based Full-Time Degree Program- with multi-entry and multi exit options.

Semester	Discipline Specific Core (DSC)5 Credits	Discipline Specific Elective (DSE)5 Credits	Generic Elective (GE)5 Credits	Ability Enhancement Compulsory Courses (AEC) 2 Credits	Skill Enhancement Course (SEC)2 Credits	Projects 5 or 10 Credits	Total Credits
First	Introduction to Communication Development of Media	Empty	Under this head in 3rd to 8th semesters, student has to choose from several subjects offered by different departments. See the subjects in table at the end of this scheme	Hindi Bhasha Evam Sahitya Social and Emotional Learning Ethics & Culture	Fundamentals of Computers		**18**
Second	Basics of Electronic Media Production Reporting and Editing for Electronic Media			Environmental Science and Sustainable Development English Language &Literature-II Co-Curricular- 1 1(A) Parliamentary: Practice and Procedure 1(B) Bhartiya Sangeet 1(C) Lalit Kala	Introduction to Graphic Designing		**18**
	Award of Certificate in Electronic Media (If exiting After 1 Year)						**36**
Third	Introduction to Broadcast Technologies Introduction to Audiography Scripting for Electronic Media		Choose GE1 Course From list Media Organizations **(Offered by EM)**	Innovation and Entrepreneurship			**22**
Fourth	Anchoring for Electronic Media		Choose GE2 Course	Co-Curricular-2 2(A) Parliamentary:			**22**

	Basics of Visual Communication Basics of Camera		From list Media Language and Content **(Offered by EM)**	Practice and Procedure 2(B) Bhartiya Sangeet 2(C) Lalit Kala			
	Award of Diploma in Electronic Media(If exiting After 2 Years)						**80**
Fifth	Digital Video Editing Electronic News Production	Corporate Culture & Communication **OR** Documentary Production	Choose GE3 Course From list Development Communication **(Offered by EM)**				**20**
Sixth	Media Laws and Ethics Project Portfolio	Digital Advertising & PR **OR** Fiction Production	Choose GE4 Course From list Community Radio **(Offered by EM)**				**20**
	Award of Bachelor of Electronic Media (3 Years Degree) (If Exiting After 3 Year)						**120**
	For proceeding to fourth year Course there are two options. Option I- The first one is '4 Years Bachelor of Science: Electronic Media (Honors)' only those candidates who have secured more than 60% in the 10+2 qualifying examination at the time of admission shall be eligible. Option II- For the second option '4 Years Bachelor of Science: Electronic Media (Research)' In this option only those candidates who have secured minimum CGPA 7.5 in the three years of Bachelor of Science: Electronic Media shall be eligible to continue.						
Option I	Option I - Bachelor of Science: Electronic Media (Honors) Only those candidates who have secured minimum 60% in the 10+2 in qualifying examination (with allowed 5% relaxation to candidates from SC, ST, PH as per State Gov. rules) at the time of admission shall be eligible.						
Seventh (Option I)	Fundamental of Research	Introduction to Socio Economic polity OR Media	Choose GE5 Course From list Formative Research			Internship /Project (5)	**20**

		Language : Style & Structure	**(Offered by EM)**				
Eighth (Option I)	Communication Theories	Script Writing for Electronic Media OR Television Programme Production	Choose GE6 Course From list Academic Writing **(Offered by EM)**			Dissertation/ Project (5)	**20**
	Award of Bachelor of Electronic Media(4 Years BSc with Honors)						**160**
	OR						
Option II	Option II - Bachelor of Science: Electronic Media (Research) Only those candidates who have secured minimum CGPA 7.5 in the three years of Bachelor of Science: Electronic Media shall be eligible. Only those students who wish to pursue for PhD Research degree may continue this option II for 4th year.						
	Discipline Specific Compulsory(5 credits)	**Discipline Specific Electives(5 credits)**					
Seventh (Option II)	Fundamental of Research	Data Analysis **OR** Media Language : Style & Structure	Choose GE5 Course From list Formative Research **(Offered by EM)**			Project (5)	**20**
Eighth (Option II)	Communication Theories	Content Analysis **OR** Television Programme Production	Choose GE6 Course Academic Writing **(Offered by EM)**			Thesis (10)	**20**
	Award of Bachelor of Electronic Media(4 Years BSc with Research)						**160**

Course Duration: (3 +1 year Seats- 40 to 50 regular)
Eligibility: 12th (Passed 10+2 exams in any discipline from a recognized board)

- *1st year* ***Certificate in Electronic Media***
- *2nd year* ***Diploma in Electronic Media***
- *3rd year* ***B.Sc. in Electronic Media***

- *4th year* ***B.Sc. Honors in Electronic Media / B.Sc. Electronic Media with Research***

Abbreviations Followed

Abbreviation	Full Name
L	Lecture
T	Tutorial
P	Practical
C	Discipline Specific Core (DSC)
E	Discipline Specific Elective (DSE)
R	Stream Elective (SE)
G	Generic Elective (GE)
S	Skill Enhancement Course (SEC)
A	Ability Enhancement Courses (AEC)
AD	All Departments Common Courses
Code for Department offering the course	
ADA	All Departments
CS	Department of Commuter Science and Applications (CSA)
NM	Department of New Media Technology (NM)
EM	Department of Electronic Media (EM)
PR	Department of Advertising & Public Relation (PR)
MC	Department of Mass Communication (MC)
JR	Department of Journalism (JR)
BM	Department of Media Business Management (BM)
NC	National Cadet Corps (NCC)
NS	National Service Scheme (NSS)

Note:

1. During the first and second semesters NCC & NSS are conducted and also examined but their evaluation is included from third semester onwards as Generic Electives. Please note that NCC and NSS chosen in first semester shall remain same during full course.
2. As per the national education policy the generic elective courses are offered from 3rd semester onwards, with wider choice of subjects indicated in each semester tables. In addition to these courses the university shall indicate permitted online courses like SWAYAM or MOOC as additional options for inclusion of credit in the respective semester. Some of them may need with additional fee like examination fee that would have to be borne by the concerned students.
3. The present course is based on NEP guidelines from UGC which is still in the process of up- gradation as it is being done for the first time. The proposed syllabus and course structure may undergo major changes and the University shall be fully authorized for the same.
4. As on date the university is not registered in the UGC portal for academic bank off credits hence the results shall be declared on the university website only

Course Code	Course Name	L	T	P	Load	Theory Marks	Internal Marks	Practical Marks	Total Marks
		Credits/Hours							
EMC01	Introduction to Communication	4/4	1/1	-	5/5	80	20	-	100
EMC02	Development of Media	5/5	-	-	5/5	80	20	-	100
ADA01	Social and Emotional Learning	1/1	1/1	-	2/2	30	10	-	40
ADA02	Ethics & Culture	1/1	1/1	-	2/2	30	10	-	40
ADA03	Hindi Bhasha Evam Sahitya	1/1	1/1	-	2/2	30	10	-	40
EMS01	Fundamentals of Computers	-	1/1	1/2	2/3	-	10	30	40

Semester –II

Course Code	Course Name	L	T	P	Load	Theory Marks	Internal Marks	Practical Marks	Total Marks
		Credits/Hours							
EMC03	Basics of Electronic Media Production	3/3	-	2/4	5/7	60	20	20	100
EMC04	Reporting and Editing for Electronic Media	3/3	-	2/4	5/7	60	20	20	100
ADA04	Environmental Science and	1/1	1/1	-	2/2	30	10	-	40

	Sustainable Development								
ADA05	English Language and Literature	1/1	1/1	-	2/2	30	10	-	40
ADA06 (A) OR ADA06 (B) OR ADA06 (C)	Co-Curricular- 1 Parliament: Practice and Procedure- I Bhartiya Sangeet- I Lalit Kala- I	- - -	1/1 1/1 1/1	1/2 1/2 1/2	2/3 2/3 2/3	- - -	10 10 10	30 30 30	40 40 40
EMS02	Introduction to Graphic Designing	-	1/1	1/2	2/3	-	10	30	40

Semester –III

Course Code	Course Name	L	T	P	Load	Theory Marks	Internal Marks	Practical Marks	Total Marks
		Credits/Hours							
EMC05	Introduction to Broadcast Technologies	3/3	-	2/4	5/7	60	20	20	100
EMC06	Introduction to Audiography	3/3	-	2/4	5/7	60	20	20	100
EMC07	Scripting for Electronic Media	3/3	-	2/4	5/7	60	20	20	100
*EMG01	Generic Elective :Refer Table Below and Choose any One Subject (5 Credits)								100
ADA07	Innovation and Entrepreneurship	1/1	1/1	-	2/2	30	10	-	40

GE - 1

Course Code	Course Name	L	T	P	Load	Theory Marks	Internal Marks	Practical Marks	Total Marks
		Credits/Hours							
CSG01	DTP with PageMaker & Photoshop	3/3	-	2/4	5/7	60	20	20	100
NMG01	Script Writing &Storyboarding	3/3	-	2/4	5/7	60	20	20	100
EMG01	Media Organizations	5/5	-	-	5/5	80	20	-	100
PRG01	Social Media Marketing	2	1	2	5	50	20	30	100
MCG01	Photo Journalism	4/4	0	1/2	5/6	60	20	20	100
JRG01	Entertainment Art & Cultural	3/3	1/1	1/2	5/6	60	20	20	100

	Journalism								
NCG01	NCC-3								100
NSG01	NSS-3								100

Semester –IV

Course Code	Course Name	L	T	P	Load	Theory Marks	Internal Marks	Practical Marks	Total Marks
		Credits/Hours							
EMC08	Anchoring for Electronic Media	3/3	-	2/4	5/7	60	20	20	100
EMC09	Basics of Visual Communication	3/3	-	2/4	5/7	60	20	20	100
EMC10	Basics of Camera	3/3	-	2/4	5/7	60	20	20	100
*EMG02	Generic Elective :Refer Table Below and Choose any One Subject (5 Credits)								100
ADA08 (A) OR ADA08 (B) OR ADA08 (C)	Co-Curricular- 2 Parliament: Practice and Procedure- II Bhartiya Sangeet- II Lalit Kala- II	- - -	1/1 1/1 1/1	1/2 1/2 1/2	2/3 2/3 2/3	- - -	10 10 10	30 30 30	40 40 40

GE - 2

Course Code	Course Name	L	T	P	Load	Theory Marks	Internal Marks	Practical Marks	Total Marks
		Credits/Hours							
CSG02	Multimedia With Corel Draw, Premier & Sound Forge/ Audacity	3/3	-	2/4	5/7	60	20	20	100
NMG02	Animation for Gaming using Blender	3/3	-	2/4	5/7	60	20	20	100
EMG02	Media Language and Content	5/5	-	-	5/5	80	20	-	100
PRG02	Search Engine Optimization & Search Engine Marketing	1	1	3	5	50	20	30	100
MCG02	Communication skills	4/4	0	1/2	5/6	60	20	20	100
JRG02	Writing for Sports	3/3	1/1	1/2	5/6	60	20	20	100

NCG02	NCC-4								100
NSG02	NSS-4								100

Semester –V

Course Code	Course Name	L	T	P	Load	Theory Marks	Internal Marks	Practical Marks	Total Marks
		Credits/Hours							
EMC11	Digital Video Editing	3/3	-	2/4	5/7	60	20	20	100
EMC12	Electronic News Production	3/3	-	2/4	5/7	60	20	20	100
EME-1(A)	Corporate Culture & Communication	3/3	-	2/4	5/7	60	20	20	100
	OR								
EME-1(B)	Documentary Production	3/3	-	2/4	5/7	60	20	20	100
*EMG03	Generic Elective :Refer Table Below and Choose any One Subject (5 Credits)								100

GE - 3

Course Code	Course Name	L	T	P	Load	Theory Marks	Internal Marks	Practical Marks	Total Marks
		Credits/Hours							
CSG03	Accounting with Tally	3/3	-	2/4	5/7	60	20	20	100
NMG03	AI and Robotics	5/5	-	-	5/5	80	20	-	100
EMG03	Development Communication	5/5	-	-	5/5	80	20	-	100
PRG03	Creative Communication	2	1	2	5	50	20	30	100
MCG03	Creative Writing	4/4	0	1/2	5/6	60	20	20	100
JRG03	Writing on Social Issues	3/3	1/1	1/2	5/6	60	20	20	100
NCG03	NCC-5								100
NSG03	NSS-5								100

Semester –VI

Course Code	Course Name	L	T	P	Load	Theory Marks	Internal Marks	Practical Marks	Total Marks
		Credits/Hours							
EMC13	Media Laws and Ethics	5/5	-	-	5/5	80	20	-	100
EMC14	Project Portfolio	-	1/1	4/8	5/9	-	20	80	100
EME-2(A)	Digital Advertising & Public Relations	3/3	-	2/4	5/7	60	20	20	100
	OR								
EME-2(B)	Fiction Production	3/3	-	2/4	5/7	60	20	20	100
*NMG04	Generic Elective :Refer Table Below and Choose any One Subject (5 Credits)								100

GE - 4

Course Code	Course Name	L	T	P	Load	Theory Marks	Internal Marks	Practical Marks	Total Marks
		Credits/Hours							
CSG04	Social Media Marketing	3/3	0	2/4	5/7	60	20	20	100
NMG04	Augmented and Virtual Reality (AR/VR)	3/3	0	2/4	5/7	60	20	20	100
EMG04	Community Radio	5/5	-	-	5/5	80	20	-	100
PRG04	Event & Experiential Marketing	2	2	1	5	50	20	30	100
MCG04	Art of Anchoring	4/4	0	1/2	5	60	20	20	100
JRG04	Feature Writing	3/3	1/1	1/2	5/6	60	20	20	100
NCG04	NCC-6								100
NSG04	NSS-6								100

Option I - Bachelor of Science: Electronic Media (Honors)
Only those candidates who have secured minimum CGPA 7.5 in thethree years of Bachlor of Science: Electronic Media shall be eligible..

Semester –VII (Option I)

Course Code	Course Name	L	T	P	Load	Theory Marks	Internal Marks	Practical Marks	Total Marks
		Credits/Hours							
EMC15	Fundamental of Research	5/5	-	-	5/5	80	20	-	100
EME03 (A)	Introduction to Socio Economic Polity	5/5	-	-	5/5	80	20	-	100
	OR								
EME03 (B)	Media Language : Style & Structure	5/5	-	-	5/5	80	20	-	100
*EMG05	Generic Elective :Refer Table Below and Choose any One Subject (5 Credits)								100
EMC16	Internship /Project	-	1/1	4/8	5/9	-	20	80	100

GE - 5

Course Code	Course Name	L	T	P	Load	Theory Marks	Internal Marks	Practical Marks	Total Marks
		Credits/Hours							
CSG05	Big Data	4/4	0	1/2	5/6	60	20	20	100
NMG05	Social Media Data Analytics	3/3	0	2/4	5/7	60	20	20	100
EMG05	Formative Research	5/5	-	-	5/5	80	20	-	100
PRG05	Digital PR	1	2	2	4	50	20	30	100
MCG05	Media and Gender Studies	4/4	0	1/2	5	60	20	20	100
JRG05	Crime and Court Reporting	3/3	1/1	1/2	5/6	60	20	20	100

Semester –VIII (Option I)

Course Code	Course Name	L	T	P	Load	Theory Marks	Internal Marks	Practical Marks	Total Marks
		Credits/Hours							
EMC18	Communication Theories	5/5	-	-	5/5	80	20	-	100

EME04 (A)	Script Writing for Electronic Media	5/5	-	-	5/5	80	20	-	100
EME04 (B)	OR Television Programme Production	5/5	-	-	5/5	80	20	-	100
*EMG06	Generic Elective: Refer Table Below and Choose any One Subject (5 Credits)								100
EMC17	Dissertation/ Project	-	1/1	4/8	5/9	-	20	80	100
Semester Totals		**10/10**	**1/1**	**4/8**	**15/19**	**160**	**60**	**80**	**400**

GE - 6

Course Code	Course Name	L	T	P	Load	Theory Marks	Internal Marks	Practical Marks	Total Marks
		Credits/Hours							
CSG06	Analysis of Algorithm	4/4	0	1/2	5/6	60	20	20	100
NMG06	Mobile Journalism	3/3	0	2/4	5/7	60	20	20	100
EMG06	Academic Writing	3/3	0	2/4	5/7	60	20	20	100
PRG06	Web Advertising	1	2	2	5	50	20	30	100
MCG06	Media Business Management	4/4	1/1	0	5	80	20	0	100
JRG06	Parliamentary Reporting	3/3	1/1	1/2	5/6	60	20	20	100

Option II - Bachelor of Science: Electronic Media (Research)
Only those candidates who have secured minimum CGPA 7.5 in the three years of Bachelor of Science: Electronic Media shall be eligible. Only those students who wish to pursue for PhD Research degree may continue this option II for 4th year.

Semester –VII (Option II)

Course Code	Course Name	L	T	P	Load	Theory Marks	Internal Marks	Practical Marks	Total Marks
		Credits/Hours							
EMC15	Fundamental of Research	5/5	-	-	5/5	80	20	-	100

EME05 (A) OR EME05 (B)	Data Analysis Media Language : Style & Structure	5/5 5/5	- -	- -	5/5 5/5	80 80	20 20	- -	100 100
*EMG05	Generic Elective :Refer Table Below and Choose any One Subject (5 Credits)								100
EMC19	Project	-	1/1	4/8	5/9	-	20	80	100
Semester Totals		**15/15**	**1/1**	**4/8**	**20/19**	**160**	**60**	**80**	**400**

GE - 5

Course Code	Course Name	L	T	P	Load	Theory Marks	Internal Marks	Practical Marks	Total Marks
		Credits/Hours							
CSG05	Big Data	4/4	0	1/2	5/6	60	20	20	100
NMG05	Social Media Data Analytics	3/3	0	2/4	5/7	60	20	20	100
EMG05	Formative Research	5/5	-	-	5/5	80	20	-	100
PRG05	Digital PR	1	2	2	4	50	20	30	100
MCG05	Media and Gender Studies	4/4	0	1/2	5	60	20	20	100
JRG05	Crime and Court Reporting	3/3	1/1	1/2	5/6	60	20	20	100

Semester –VIII (Option II)

Course Code	Course Name	L	T	P	Load	Theory Marks	Internal Marks	Practical Marks	Total Marks
		Credits/Hours							
EME06 (A) OR EME06 (B)	Content Analysis Television Programme Production	3/3 3/3	- -	2/4 2/4	5/7 5/7	60 60	20 20	20 20	100 100
*EMG06	Generic Elective :Refer Table Below and Choose any One Subject (5 Credits)								100

EMC20	Thesis	-	2/2	8/16	10/18	-	40	160	200
	Semester Totals	**08/08**	**2/2**	**10/20**	**20/30**	**140**	**80**	**180**	**500**

GE - 6

Course Code	Course Name	L	T	P	Load	Theory Marks	Internal Marks	Practical Marks	Total Marks
		Credits/Hours							
CSG06	Analysis of Algorithm	4/4	0	1/2	5/6	60	20	20	100
NMG06	Mobile Journalism	3/3	0	2/4	5/7	60	20	20	100
EMG06	Academic Writing	3/3	0	2/4	5/7	60	20	20	100
PRG06	Web Advertising	1	2	2	5	50	20	30	100
MCG06	Media Business Management	4/4	1/1	0	5	80	20	0	100
JRG06	Parliamentary Reporting	3/3	1/1	1/2	5/6	60	20	20	100

Abbreviations Followed

Abbreviation	Full Name
L	Lecture
T	Tutorial
P	Practical
C	Discipline Specific Core (DSC)
E	Discipline Specific Elective (DSE)
R	Stream Elective (SE)
G	Generic Elective (GE)
S	Skill Enhancement Course (SEC)
A	Ability Enhancement Courses (AEC)
AD	All Departments Common Courses
Code for Department offering the course	
ADA	All Departments
CS	Department of Commuter Science and Applications (CSA)
NM	Department of New Media Technology (NM)
EM	Department of Electronic Media (EM)
PR	Department of Advertising & Public Relation (PR)

MC	Department of Mass Communication (MC)
JR	Department of Journalism (JR)
BM	Department of Media Business Management (BM)
NC	National Cadet Corps (NCC)
NS	National Service Scheme (NSS)

B.Sc. (MM) Programme Education Outcome(PEOs)/Programme Graduate Aptitude (PO)															
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PO11**	**PO12**	**PO13**	**PO14**	**PO15**
PE01	**3**	**3**	**3**	**3**	**3**	**2**	**2**	**2**	**3**	**3**	**2**	**2**	**1**	**1**	**2**
PE02	**3**	**3**	**3**	**3**	**3**	**2**	**2**	**3**	**3**	**3**	**3**	**2**	**2**	**3**	**3**
PE03	**3**	**3**	**3**	**3**	**3**	**2**	**2**	**3**	**3**	**3**	**2**	**2**	**3**	**2**	**3**
PE04	**3**	**3**	**3**	**3**	**3**	**3**	**3**	**3**	**3**	**3**	**3**	**2**	**3**	**3**	**3**
PE05	**3**	**3**	**3**	**3**	**3**	**3**	**3**	**3**	**3**	**3**	**3**	**3**	**3**	**3**	**3**

Programme Graduate Aptitude (PO):

PO1 Disciplinary Knowledge **PO2- Communication Skills** **PO3 Critical Thinking**
PO4 Problem Solving **PO5 Analytical Reasoning** **PO6 Research Related Skills**
PO7 Cooperation/Team Work **PO8 Scientific Reasoning** **PO9 Reflective Thinking**
PO10 Information /Digital Literacy **PO11 Self-Directed Learning** **PO12 Multicultural Competence**
PO13 Moral and Ethical **PO14 Leadership Readiness /Qualities** **PO15 Lifelong Learning**

Mapping Value: 3-Strong 2- Moderate 1-Weak

PO1: Disciplinary Knowledge: Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate programme of study.

PO2: Communication Skills: Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.

PO3: Critical Thinking: Capability to apply analytic thought to a body of knowledge; analyse and evaluate evidence, arguments, claims, beliefs on the basis

of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.

PO4: Problem Solving: Capacity to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real life situations.

PO5: Analytical Reasoning: Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyse and synthesise data from a variety of sources; draw valid conclusions and support them with evidence and examples, and addressing opposing viewpoints.

PO6: Research-Related Skills: A sense of inquiry and capability for asking relevant/appropriate questions, problematising, synthesising and articulating; Ability to recognise cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyse, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation.

PO7: Cooperation/Team Work: Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team.

PO8: Scientific Reasoning: Ability to analyse, interpret and draw conclusions from quantitative/qualitative data; and critically evaluate ideas, evidence and experiences LOCF 4 from an open-minded and reasoned perspective.

PO9: Reflective Thinking: Critical sensibility to lived experiences, with self awareness and reflexivity of both self and society.

PO10: Information/Digital Literacy: Capability to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data.

PO11: Self-Directed Learning: Ability to work independently, identify appropriate resources required for a project, and manage a project through to completion.

PO12: Multicultural Competence: Possess knowledge of the values and beliefs of multiple cultures and a global perspective; and capability to effectively

engage in a multicultural society and interact respectfully with diverse groups.

PO13: Moral and Ethical Awareness/Reasoning: Ability to embrace moral/ethical values in conducting one's life, formulates a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Capable of demonstrating the ability to identify ethical issues related to one's work, avoid unethical behavior such as fabrication, falsification or misrepresentation of data or committing plagiarism, not adhering to intellectual property rights; appreciating environmental and sustainability issues; and adopting objective, unbiased and truthful actions in all aspects of work.

PO14: Leadership Readiness/Qualities: Capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that vision, and using management skills to guide people to the right destination, in a smooth and efficient way.

PO15: Lifelong Learning: Ability to acquire knowledge and skills, including "learning how to learn", that are necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives, and adapting to changing trades and demands of work place through knowledge/skill development/reskilling.

Semester 1

Introduction to Communication

Course Objectives

1. To understand the concept of communication practice and relevance.
2. To develop critical understanding about communication process.
3. To introduce students to Models and Theories of Communication.
4. To develop an insight on the scenario of media technology, audience and content.
5. To impart knowledge about Indian Perspective of Communication.

Learning Outcomes

- Student will be capable to analyze and evaluate the process of Communication and Mass Communication.
- Capable to plan and execute effective Communication Strategies.
- Ability to identify and apply Communication Modelsand Theories.
- Able to develop and demonstrate critical thinking about communicated content.
- Students will be able to acquire and apply the knowledge about issues related to communication in current scenario.

Unit-1	BASICS OF COMMUNICATION (Total hours- L+T+P= 15 hrs)	L	T	P
1.1	Essentiality of Communication in Society (Lecture, Class Room Discussion Group Activity)	2	-	-
1.2	Communication :Concept, Definition, Scope, Process and Elements (Lecture, Class Room Discussion Group Activity)	3	-	-
1.3	Functions of Communication and Mass Communication , Characteristics of Mass and Mass Society (Lecture, Class Room Discussion Group Activity)	3	-	-
1.4	Types of Communication: Intra- Personal, Inter-Personal, Group and Mass Communication (Lecture, Class Room Discussion Group Activity)	5	-	-
1.5	Barriers of communication (Lecture, Class Room Discussion Group Activity)	2	-	-

Unit-2	MEDIA AND AUDIENCE (Total hours- L+T+P= 15 hrs)	L	T	P
2.1	Traditional Media: Folk Lore, Art, Song, Dance and other Traditional forms. Traditional Culture and Popular Culture (Lecture, Class Room Discussion Group Activity)	2	1	-
2.2	Mass Media-Characteristics, Strengths and Limitations Print: Newspaper and Magazine, Electronic: Radio, Television and Cinema (Lecture, Class Room Discussion Group Activity)	2	-	-
2.3	New Media: Social Media platforms, Applications and Digital Media. Global Communication and Media: Concept and Issues (Lecture, Class Room Discussion Group Activity)	3	1	-
2.4	Audience in Communication, Classification: Age, Gender, Education, Occupation, Socio Cultural Background (Lecture, Class Room Discussion Group Activity)	2	1	-
2.5	Audience Characteristics: Audiences Public, as Market, Media Effects and Audience, Media Content and Audience (Lecture, Class Room Discussion Group Activity)	2	1	-

Unit-3	COMMUNICATION MODELS (Total hours- L+T+P= 15 hrs)	L	T	P
3.1	Aristotle's Model, Harold D Lasswell's Model, Berlo's SMCR Model (Lecture, Class Room Discussion)	3	1	-
3.2	Charles E Osgood Model, Wilbur Schramm Model (Lecture, Class Room Discussion)	2	-	-
3.3	Shannon and Weaver's Model (Lecture, Class Room Discussion)	3	-	-
3.4	Newcomb's Model, Westley and MacLean's Model (Lecture, Class Room Discussion)	3	-	-
3.5	George Gerbner's Model (Lecture, Class Room Discussion)	2	1	-

Unit-4	COMMUNICATION THEORIES (Total hours- L+T+P=15hrs)	L	T	P
4.1	Indian Perspective of Communication, Concept of Sadharanikaran (Lecture, Analysis of Theories)	2	1	-
4.2	One-Step/Hypodermic Needle Theory , Two-Step Theory, Multi-Step Theory,Agenda Setting Theory (Lecture, Analysis of Theories)	2	-	-
4.3	Normative Theories of Media-I : Authoritarian theory , Libertarian Theory, Social Responsibility theory (Lecture, Analysis of Theories)	3	1	-
4.4	Normative Theories of Media-II :Soviet Media Theory, Democratic Participant Theory, Development Media Theory (Lecture, Analysis of Theories)	3	1	-
4.5	Marshal McLuhan's Approach: Medium is the Message, Concept of Global Village and role of Media (Lecture, Classroom Discussion)	2	-	-

Unit-5	NEW INFORMATION TECHNOLOGY AND COMMUNICATION (Total hours- L+T+P=15 hrs)	L	T	P
5.1	Role of Information Technology in Communication, ICT in Rural Development and Good Governance (Lecture, Classroom Discussion)	2	1	-
5.2	Convergence Technology, Media convergence, Digital Divide (Lecture, Classroom Discussion)	2	1	-
5.3	Media Imperialism and Cultural Imperialism (Lecture, Classroom Discussion)	2	1	-
5.4	Public Opinion, Public Sphere, Propaganda (Lecture, Classroom Discussion)	2	1	-
5.5	Future of Communication with Changing Information Technology (Lecture, Classroom Discussion)	2	1	-

Practical/Project/Assignments:

- Identifying symbols in non-verbal communication and prepare a hand-written report
- Write an essay/article on Communicationandsociety (800-1000 words.(
- Write an essay/articlefeature/or write a report on any one T/raditionalFolk form of communication (800-1000 words.(
- PPT Presentation on the strengths and limitations of different mass media.
- Any assignment given by the concerned faculty.

Suggested Readings:

- Keval J. Kumar (1994) Mass Communication in India. Jaico Publishing House, Mumbai, India. (New Ed.)
- Larry L. Barker (1978) Communication Prentice-Hall, USA.
- James Lull (2000) Media, Communication, Culture. Blackwell Publishers, UK.
- Kamlesh Mahajan (1990) Communication and Society-The Emerging Human Concerns. Classical Publishing Company, Delhi, India.
- Denis Mcquail (2010). Macquail's Mass Communication Theory. Thousand Oaks, United States: Sage.
- James W. Tankard Jr. and Werner J Severin (2003) Communication Theories: Origin, Methods, Uses in the Mass Media. New York: Longman.
- Wilbur Schramm (1973). Men, Message, and Media. New York, Harper and Row.
- JessamyPerriam and Simon Carter (2021) Understanding Digital Societies. Sage Publishing.
- Uma Narula, Mass Communication: Theory and Practice. HAR-ANAND Publications.
- केवल जे. कुमार : भारत में संचार, जयको पब्लिशिंग हाउस, मुंबई।
- डॉ. गोविन्द प्रसाद एवं पाण्डेय अनुपम : समाचार एवं जनसंचार, डिस्कवरी प्रकाशन हाउस, प्रा. लि. नई दिल्ली।
- नन्द भारद्वाज : संस्कृति, जनसंचार और बाजार, सामयिक प्रकाशन, नई दिल्ली।
- डॉ. श्रीकांत सिंह : सम्प्रेषण, प्रतिरूप एवं सिद्वांत, भारती प्रकाशक एवं वितरक, फैजाबाद, उत्तरप्रदेश।

Development of Media

Course Objectives:

1. To help students develop skill in primary resources about Indian Media.
2. To provide students with knowledge of' rich and diverse history of Indian press, television and radio.
3. To make students able to recognize the great contribution of press in the freedom movement.
4. To provide students with knowledge of' Doordarshan as public broadcaster.
5. To make students able to recognize cinema is medium of communication.

Learning Outcomes:

1. Students will able to explain birth and growth of Indian Press.
2. They will get thorough understanding or contribution of Indian press in the freedom struggle and able to share it.
3. Students will be able to understand Indian News Agencies.
4. Student will be able to understand objectives of Doordarshan.
5. Student will be able to understand characteristics of Film and Social Media

Unit1	**Early History of Press In India 1780-1915**	**L**	**T**	**P**
1.1	Origin of Indian press in colonial period, newspaper, characteristics and their effect in the society	2	1	0
1.2	Hickey's Bengal Gazette	2	1	0
1.3	Brief history of prominent newspapers: The Hindu, Hindustan Times, Times of India, Amrit Bazar Patrika	2	1	0
1.4	Brief introduction and contribution of eminent journalist Raja Ram Mohan Roy, Jugal Kishore Shukla, Bhartendu Harish Chandra	2	1	0
1.5	Contribution of Indian media in social awakening (renaissance) social reforms	2	1	0

Unit2	**Press and Freedom Movement**	**L**	**T**	**P**
2.1	Role of press in freedom movement	2	1	0
2.2	Contribution of eminent journalist Lokmanya Bal Gangadhar Tilak, Mahatma Gandhi, Baburao Vishnu paradkar, Ganesh Shankar Vidyarthi, Makhanlal	2	1	0

	Chaturvedi, Madhav Rao Sapre,			
2.3	Introduction to Press council and Press Commission	2	1	0
2.4	Brief History of language press -Urdu, Bangla, Malayalam, Tamil, Marathi	2	1	0
2.5	Eminent journalist of post-independence period Prabhas Joshi, Rajendra Mathur, Dharmveer Bharti, Rahul Barpute Press During Emergency,Present scenario of Indian Press	2	1	0

Unit 3	**Introduction to News Agencies and Radio**	**L**	**T**	**P**
3.1	Brief history of AIR- Pre Independence Period, Post - Independence Period	2	1	0
3.2	Commission and Committees- Joshi Committee, Varghese Committee & Chanda Committee	2	1	0
3.3	FM Broadcasting, Local Broadcasting, Interactive Radio Satellite Broadcast (Sky Radio)	2	1	0
3.4	Organization of AIR - News service division, external service division, Public Service and Commercial Radio, familiarization with studio and equipment	2	1	0
3.5	Introduction to News Agencies-PTI, UNI, Hindustan Samachar, Samachar Bharti,ANI	2	1	0

Unit 4	**Introduction to Doordarshan**	**L**	**T**	**P**
4.1	Objectives of Doordarshan Role of DD in National Development (SITE project and Educational TV)	2	1	0
4.2	Growth and development of Doordarshan in India Three tier service system of DD- National, Regional and Local, Commercial Service and Special Audience Program	2	1	0
4.3	Characteristics of television as a medium of Communication	2	1	0
4.4	Difference and comparison of television with other media	2	1	0

4.5	Prasar Bharti Nigam – Objective, Structure and Function	2	1	0

Unit 5	**Introduction to Film and Social Media**	**L**	**T**	**P**
5.1	Cinema-Definition and scope, Introduction to Indian Cinema,	2	1	0
5.2	Types of Indian Cinema- Popular& Parallel, Importance of Cinema in Indian Society.	2	1	0
5.3	Cinema as a medium of communication	2	1	0
5.4	Introduction to Social Media, Types of Social Media, Indian Social Media Platforms.	2	1	0
5.5	Social Media as an effective medium of communication. Importance of Social Media Contemporary Society	2	1	0

Assignments:

- Prepare a Assignment on Historical topic of media
- Visit any media house and prepare a report
- Write an essay on contribution and relevance of any one freedom fighter journalist
- Prepare chart/poster on timeline of origin and growth of Indian Press/television and Radio Broadcast media
- Prepare an Assignment on History of Film in India
- Prepare an Assignment on Origin and Growth of Social Media

Suggestive Readings:

- Natrajan J, The Publication Division, History of Indian Journalism
- Gupta V S & Veer Bala Agrawal, Concept Publishing Company, New Delhi, Hand Book of Journalism & Mass Communication
- Fang E. Erving, Focal Press, History of Mass Communication: Six Information Revolutions
- Keavl J Kumar,Jaico Publication, New Delhi, Mass Communication and India
- Villanilam J V, NBT, New Delhi, Growth and Development of Mass Communication India
- अम्बिका प्रसाद बाजपेयी, ज्ञान मण्डल लिमिटेड, सन्त कबीर मार्ग, समाचार पत्रों का इतिहास
- कृष्ण बिहारी मिश्र, हिन्दी पत्रकारिता का इतिहास
- डॉ श्रीकांत सिंह, टेलीविजन पत्रकारिता

Social and Emotional Learning

Course Objectives

- To understand the concept of emotional and social intelligence and learn ways of developing them.
- To understand and establish the role of emotional learning in life and existence of self and its dependency with Nature.
- To introduce the basic concepts of the learning such as self and social awareness
- To inculcate the skills among the students to learn from emotions and practice self-management
- To inculcate the relationship skills among students for taking responsive decisions.
- To aware about unsupervised learning, misinformation and social learning.
- To develop the socio-emotional approach of learning among students.

Learning Outcomes:

1. Contemplate and apply the knowledge and skills for social emotional development.
2. Create and practice the supportive environments.
3. Demonstrate, establish and evolve the social-emotional harmony in their personal and professional life and growth.
4. Explore and exploit different routes, channel of learning.
5. To develop the abilities in students to understand their emotions and its interrelationship with the Socio –Economic contexts

UNIT-I:	**LEARNING CONCEPTS**	**L**	**T**	**P**
1.1	Meaning, Definition and Basic concepts of Learning, Significance, Importance and Relevance of Learning in present scenario, Learning by Digital platforms	**2**	**-**	**-**
1.2	Learning in Indian context: Indian views on learning, Teachings of Epics (*Ramayna*, *Bhagvatgita etc.)*	**1**	**-**	**-**
1.3	Philosophers (*Aurobindo*, J. *Krishnamurthy*, *Mahirshi Raman* and *NisargdattaMaharaj*)	**2**	**1**	

UNIT II:	**EMOTIONAL AND SOCIAL AWARENESS**	**L**	**T**	**P**
2.1	Importance and Models of Emotional Intelligence	**1**	**-**	**-**
2.2	EQ competencies: self-awareness, Levels of emotional awareness; Recognizing Emotions in oneself; self-regulation	**2**	**-**	**-**
2.3	Perceiving emotions accurately in others, Social awareness and empathy, and interpersonal skills	**2**	**-**	**-**

2.4	Strategies to develop emotional and social awareness, Social Co-Regulation	**1**	**-**	**-**

UNIT III:	**MANAGING EMOTIONS**	**L**	**T**	**P**
3.1	Harmony of the Self with Society, Understanding Myself as Co-existence of the Self and the Society, Understanding Needs of the Self and the Needs of the Society	**2**	**1**	**-**
3.2	Cultural Considerations in SEL, The relationship between emotions, thought and behaviour	**2**	**-**	**-**
3.3	Techniques to manage emotions and social conflict	**1**	**-**	**-**

UNIT IV:	**RELATIONSHIP MANAGEMENT**	**L**	**T**	**P**
4.1	Define social skills and explore its various competencies	**1**	**-**	**-**
4.2	Implement strategies to help build relationships and connections at work, recognize the difference between facts from emotions	**2**	**1**	**-**
4.3	Apply listening strategies to become a better listener and ultimately a better communicator	**1**	**1**	**-**

UNIT V:	**SOCIAL IMOTIONAL LEARNING AND Its APPLICATIONS**	**L**	**T**	**P**
5.1	Emotional Intelligence in Indian Context. Applications in the context of Mass Media /Mass Communication	**2**	**-**	**-**
5.2	Social Intelligence in Indian Context. Applications in the context of Mass Media/Mass Communication	**2**	**-**	**-**
5.3	Cultural Consideration in Social Emotional Learning	**1**	**-**	**-**
5.4	Responsible Decision Making and Team Work	**1**	**-**	**-**

Assignments:

- Prepare chart / poster on human learning.
- Make a poster presentation on different social and emotional experiences.

- Self-critical awareness about ones abilities and assets in different contexts of life and limitations in terms of knowledge, attitudes, skills and values which may be revised or developed.
- Activities that develop cognitive skills-independent thinking to promote critical thinking and creative thinking; decision making and problem solving with all their components.
- Visits to the slums and natural calamities and stories of different children to tap empathy which is inherent.
- Group discussion on the current issues to develop psycho-social skills like interpersonal relationship skills and effective communication skills.
- Introducing yoga exercises to be done with ease and meditation which starts with self-knowledge with let come and let go spirit to experience spells of silence for healthy body and mind and to awaken the hidden faculties.
- Exercises to have inner observation for self-knowing while in stress or in emotions and to develop skills of self-management.
- Use of brain storming, value clarification and group discussion techniques to arrive at the realities free of habitual modes of thoughts, attitudes and action tendencies.
- Encouraging Nature observation, inner observation, nature walks, and reading biographies of great people who contributed their might out of self-abnegation but not with self-centeredness and sharing personal experiences.

Suggestive Readings:

- A.N.Tripaty (2003). Human Values, New Age International Publishers.
- Adams, S. R., & Richie, C. (2017). Social emotional learning and English language learning: A review of the literature.
- Bar-On, R., & Parker, J.D.A.(Eds.) (2000). The handbook of emotional intelligence. San Francisco, California: Jossey Bros.
- Goleman, D. (1995). Emotional Intelligence. New York: Bantam Book.
- Goleman, D. (1998). Working with Emotional Intelligence. New York: Bantam Books.
- Singh, D. (2003). Emotional intelligence at work (2nd ed.) New Delhi: Response Books.
- Bajpai.B.L. (2004). Indian Ethos and Modern Management, New Royal Book Co., Lucknow, Reprinted.
- Baron and Byrne. Social Psychology.
- Bertrand Russell. Human Society in Ethics and Politics
- C.T. Morgan, R.A. King, J. R. Weisz, JSchopler (2011). Introduction to Psychology.
- Corliss Lamont: Philosophy of Humanism.
- *Daniel Goleman (1995). Emotional Intelligence. Bantam Books.*
- *Daniel Goleman (2017). Emotional Intelligence and Social Intelligence: The New Science of Human Relationships.*
- Plutchik, R. (2001). The nature of Emotions.
- VanAusdal, K. (2019). Collaborative classrooms support social-emotional learning.
- **अरूण कुमार सिंह, समाज मनोविज्ञान की रूपरेखा, मोतीलाल बनारसीदास।**
- एम.पी. पंडित, (2000) श्री अरविन्द, आधुनिक भारत के निर्माता, प्रकाशिन विभाग, सूचना और प्रसारण मंत्रालक,भारत सरकार।
- श्री पूरन चंद्र जोशी (2009) परिवर्तन और विकास के सांस्कृतिक आयाम, राजकमल प्रकाशन।
- श्री श्यामाचरण दुबे (2016) मानव और संस्कृति, राजकमल प्रकाशन।
- श्री अखिलानन्द, हिन्दु साइकोलॉजी।

Ethics and Culture

COURSE OBJECTIVES

1. To introduce students to basic Human Ethics.
2. To highlight the role of Ethics in Life.
3. To improve emotional and Spiritual Quotient of students.
4. To make students aware of Culture.
5. To improve Cultural Quotient of students.

LEARNING OUTCOME:

1. Students will able to contemplate and apply Morality in their life.
2. They will get thorough understanding of Values and Ethics.
3. Students will have ethical knowledge about personal and professional growth.
4. They will understand different forms of Culture.
5. Understand the triangulation of Society, Media and Culture.

UNIT-I	**Harmony in the Human Being**	**L**	**T**	**P**
1.1	Human being: Concept and Meaning	1	-	-
1.2	Human Being is more than just the Body	1	-	-
1.3	Harmony of the Self (I) with the Body	1	1	-
1.4	Understanding Myself as Co-existence of the Self and the Body	1	-	-
1.5	Understanding Needs of the Self and the Needs of the Body	1	-	-
UNIT-II	**Social Ethics**	**L**	**T**	**P**
2.1	The Basics for Ethical Human conduct	1	-	-
2.2	Defects in Ethical Human Conduct	1	-	-
2.3	Holistic Alternative and Universal order	1	-	-
2.4	Universal Human Order and Ethical Conduct	1	1	-
2.5	Social Ethics: A way to success	1	-	-
UNIT-III	**Professional Ethics**	**L**	**T**	**P**
3.1	Value Based Life and Profession	1	-	-
3.2	Professional Ethics and Right Understanding	1	-	-
3.3	Technology and Ethics	1	-	-
3.4	The nexus of Environment and Ethics	1	-	-
3.5	Issues in Professional Ethics – The Current scenario	1	-	-
UNIT-IV	**Study of Culture**	**L**	**T**	**P**

4.1	The Idea of Culture, Perspectives of Indian Culture and Value System: *Dharma, Karma, Vasudhaiv Kutumbkam, Sarve bhavantu sukhinh, Shashwat dharma*	2	-	-
4.2	Indic philosophy in values and culture, *Deh; mann; buddhi; atman,* Happiness and Success	1	-	-
4.3	Hindu-Buddhist ethics, Integral Humanism (*Pt. Deen Dayal Upadhyay*), *Hind Swaraj*,	2	-	-
4.4	Culture and Civilization: Differences and Differences, Meaning and form of Culture and Civilization	1	-	-
4.5	Similarities and differences between Indic and Western culture, Culture and Society in Contemporary India	2	-	-
UNIT-V	**Culture and Media**	**L**	**T**	**P**
5.1	Indian culture from the lens of Newspapers and Magazines	1	-	-
5.2	Radio, Television, Advertising and Cinema as representatives of Indic culture	1	-	-
5.3	Social Media and Cultural implications	1	-	-
5.4	Digital Media in present scenario, Theory of Culture	1	-	-
5.5	Globalization in context of Indian Culture	1	-	-

ASSIGNMENTS:

1. Make a poster presentation on different Indian cultural anecdotes.
2. Prepare case study on Mahabharata and contemporary relevance,Bhopal Gas tragedy, Chernobyl tragedy, Satyam Case, Celebrities and drug abuse etc.
3. Conduct small practical to assess morality, ethics, Indic values among masses.
4. Prepare project on Indology, *Ramayana* and ethical relevance, Mahabharata and socio-cultural relevance.
5. Prepare a street play on human socio-professional ethics or Indian culture.

SUGGESTIVE READINGS:

1. A.N.Tripaty, Human Values, New Age International Publishers, 2003
2. Bajpai. B.L., Indian Ethos and Modern Management, New Royal Book Co., Lucknow, Reprinted, 2004
3. Berger, A. (2012). Media and Society: A Critical Perspective.
4. Bertrand Russell, Human Society in Ethics and Politics
5. Corliss Lamont, Philosophy of Humanism
6. Gerber S. Scherer and H.Hefner D. (2016).Social Capital in Media Socities.: The Impact of Media use and media structure capital. International Communication Gazette, Vol. 78 (6), pp 493-513
7. Ramanujan, A.K. (1999) Folk Tales of India, edited by Brenda Beck and Peter J. Klaus, Chicago: Univ. of Chicago Press.
8. Schiffman, Harold. (1996) Linguistic Culture and Language Policy, London and New York: Routledge.
9. Van, G. (2017). Part-1: What is Culture and how does it Affect our Daily Lives? HUFFPOST.

E-Resources

1. https://hvpenotes.blogspot.com/2017/01/chapter-v-understanding-human
2. https://aktu.ac.in/hvpe/PDF Presentations/PDF English Presentation/HVPE

3. https://www.digitalg1.com/courses/kve301-kve401-uhvpe/kve301-kve401
4. http://www.huffingpost.com/gabriella-van-rij/part-1-what-is-culture-and-how-does-it-affect-our-daily-lives_b_9607312

हिन्दी भाषा एवं साहित्य

पाठ्यक्रम के उद्देश्यः

- हिन्दी भाषा का सामान्य परिचय और उसके संचार के पक्षों का ज्ञान कराना।
- हिन्दी भाषा और साहित्य के प्रचलित स्वरूपों का संचार की दृष्टि से संचार कराना।
- हिन्दी भाषा का अन्य भाषाओं के साथ संबंधों का ज्ञान कराना।
- हिन्दी के प्रयोजनमूलक स्वरूप का प्रशिक्षण प्रदान करना।
- व्यावहारिक हिन्दी के वाचन और लेखन का कौशल विकसित करना।

अधिगम के परिणाम :

- हिन्दी भाषा की वाक्य संरचना के निर्माण व उसके प्रयोग में निपुणता।
- हिन्दी भाषा और साहित्य के प्रचलित स्वरूपों की संचार की दृष्टि से समझ और प्रायोगिक कुशलता।
- हिन्दी भाषा के अन्य भाषाओं के साथ संबंधों के ज्ञान से भाषा दक्षता में विकास।
- विद्यार्थी शब्द, अर्थ एवं व्याकरण के साथ भाषा के सामाजिक संदर्भ पर अपना दृष्टिकोण विकसित कर पाऐंगे।
- विद्यार्थी संपादकीय, टिप्पणी, प्रारूपण और पत्राचार का प्रयोग कर पाऐंगे।

इकाई–1	**हिन्दी भाषा के तत्व और उनका बोध**	**L**	**T**	**P**
1.1	भाषा और संप्रेषण, हिन्दी की लिपि, वर्तनी	1	1	-
1.2	हिन्दी की ध्वनियां, हिन्दी रूप रचना,	2	-	-
1.3	देवनागरी लिपि और उसकी विशेषताएं,	1	-	-
1.4	हिन्दी की उपभाषाएं	1	-	-

इकाई–2	**हिन्दी भाषा और साहित्य की संरचना**	**L**	**T**	**P**
2.1	हिन्दी की शब्दावली, हिन्दी का मानकः व्याकरण (सामान्य परिचय)	2	**-**	**-**
2.2	हिन्दी भाषा और साहित्य का संक्षिप्त इतिहास सामान्य परिचय	1	-	-
2.3	हिन्दी में विभिन्न विषयों का बोधन	1	-	-
2.4	हिन्दी पद्य के विकास का सामान्य परिचय	2	-	-
इकाई–3	**व्यावहारिक हिन्दी और लेखन**	**L**	**T**	**P**
3.1	मुहावरे, लोकोक्तियॉ और कहावतें	2	-	-

3.2	हिन्दी का सामाजिक संदर्भ, संवाद शैली	1	-	-
3.3	सरकारी पत्राचार तथा टिप्पण और प्रारूपण	1	1	-
3.4	अनुवाद करने का व्यावहारिक ज्ञान	1	-	-

इकाई–4	**हिन्दी का प्रयोजनमूलक स्वरूप**	**L**	**T**	**P**
4.1	प्रयोजनमूलक भाषा और हिन्दी के विविध रूप	1	-	-
4.2	प्रयोजनमूलक हिन्दी, सामान्य हिन्दी और पारिभाषिक शब्दावली	2	-	-
4.3	हिन्दी भाषा का अन्य भाषाओं के संबंध, हिन्दी भाषा में प्रयुक्त अन्य भाषाओं के शब्दों का ज्ञान	2	-	-
4.4	सम्पर्क भाषा हिन्दी, हिन्दी का अन्तर्राष्ट्रीय संदर्भ	1	-	-

इकाई–5	**हिन्दी गद्य**	**L**	**T**	**P**
5.1	हिन्दी गद्य का विकास, हिन्दी गद्य की विविध विधाएं	2	-	-
5.2	हिन्दी कहानी और उपन्यास :स्वरूप और विकास	1	-	-
5.3	समकालीन हिन्दी लेखन	1	-	-
5.4	हिन्दी एकांकी और नाटक : एक सामान्य परिचय	2	-	-

सत्रीय कार्य:

1. कम से कम 20 ऐसे हिन्दी शब्दों को लिखे जिसमें कुछ ध्वनियों के बदल जाने के कारण अर्थ–भेद होता है।
2. निम्नलिखित शब्दों को शब्दकोशीय कम में रखिए–भक्ति, अंग, महानता, त्योहार, संस्कृति, पूर्वी, पढ़ना, बड़ा, मानव, प्रकृति, ऋतु, मुख्य,फसल, पंक्तियां,महापुरूष, पूजा, भावना, ब्याज, जिक्र, तरक्की।
3. हिन्दी की समस्त उपभाषाओं की सूची बनाएं एवं उस पर संक्षिप्त टिप्पणी लिखें।
4. हिन्दी में खेल, अर्थव्यवस्था और विज्ञान विषयों पर पांच–पांच समाचार लेखन करें।
5. कम से कम पांच अलग–अलग विषयों (अनुशासनों) पर बीस–बीस पारिभाषिक शब्दावली की सूची बनाएं।

संदर्भ ग्रन्थ:

1. डॉ. भोलानाथ तिवारी (स): हिन्दी की ध्वनि संरचना, साहित्य, सहकार, कृष्णानगर, दिल्ली।
2. रामचंद्र वर्मा, अच्छी हिन्दी, इलाहाबाद।
3. वासुदेव नंदन प्रसाद, आधुनिक हिन्दी व्याकरण और रचना:, भारती भवन, पटना।
4. द्विवेदी हजारी प्रसाद,साहित्य सहचर, लोकभारती, प्रकाशन, इलाहाबाद।
5. कृष्ण कुमार गोस्वामी, प्रयोजनमूलक हिन्दी और कार्यालयीन हिन्दी, कलिंगा प्रकाशन, 1982,, नई दिल्ली।
6. राकेश शर्मा एवं नीलमणि शर्मा, (2019) राजभाषा हिन्दी : कल आज और कल, द क्रिएटिव आर्ट, दक्षिण पूर्वी दिल्ली–110044
7. गोपाल राय (2020) हिन्दी भाषा का विकास, राजकमल प्रकाशन, अक्षर, नई दिल्ली।

8. डॉ. हरदेव बाहरी, हिन्दी उद्भव, विकास और रूप, किताब महल,प्रकाशन, नई दिल्ली।
9. संत समीर, (2018) अच्छी हिन्दी कैसे लिखें, प्रभात प्रकाशन।
10.आचार्य रामचंद्र शुक्ल (2020) हिन्दी साहित्य का इतिहास, प्रभात प्रकाशन, नई दिल्ली.

Fundamentals of Computers

Course Objectives

1. Identify various components of the computer.
2. Acquaint the students with the application of computers and understanding the latest trends in information technology.
3. To familiarize the student with various office automation software and component of office automation.
4. To make him comfortable to use MS Office Tools.
5. To develop expertise in word processing, spreadsheet, and presentation skills.

Course Outcomes

1. Use and identify various peripheral devices of the computer.
2. Use the Windows operating system and create files and folders, Printer Setting, Mouse, and keyboard Setting.
3. Create a document in word, Check Spellings, Mail Merges Documents, and Use various features of words.
4. Create an excel sheet, use various formulas, make different types of graphs for given data.
5. Make slides and use of animation and transition effects in PowerPoint presentations.

Unit 1	**Introduction to Computer**	**L**	**T**	**P**
1.1	Definition, Block Diagram, Generation of Computer, Speed, Storage, Hardware & Software, Types of Computer, Desktop Computer, Laptop Computer, Palmtop Computer, Super Computer, Mainframe , Mini Computer, PC (Discussion, Practical)	-	1	1
1.2	**Memory:** Units, Types - Primary memory: RAM, ROM, PROM, EPROM, EEPROM, DDR, SRAM, DRAM (Discussion, Practical)	-	-	1
1.3	Secondary memory: Hard Disk, CD, DVD, Blue-Ray Disc, Pen Drive Magnetic Tape , Floppy disk & Zip Disk, Port: Serial, Parallel, USB, Use of Cloud Storage, Google Drive, Drop box (Discussion, Practical)	-	-	1
1.4	CPU: Functions of CPU, Mother Board, Graphics Card, Sound Card, Network Card – Modem (Discussion, Practical)	-	-	1

1.5	**Input, Output devices**: Keyboard, Mouse, Scanner, Digital Camera, Joystick, Pen drive, Monitor Types of Monitors, printers Types of Printer, Plotter, Scanners. Introduction to drivers (Discussion, Practical)	-	-	1

Unit 2	**MS-Windows, Mobile OS and Open Source**	**L**	**T**	**P**
2.1	**Definition of Operating System** - Functions of OS, Types of OS: Single user, Multi-User, **Windows Desktop** - **GUI:** Definition, Standards, Cursors/Pointers, Icons, GUI Menus, GUI-– Desktop icons and their functions (Discussion, Practical)	-	-	1
2.2	My computer, My documents, Network Neighborhood, Recycle Bin, Quick launch Tool Bar, System Tray, Start Menu, Taskbar **Dialog Boxes**: List Box, Spin Control Box, Slide, Drop-down list, Radio button, Check box, Text box (Discussion, Practical)	-	1	1
2.3	**Partsof Windows** -Title bar, Menu bar, Scroll bar, Status Bar, Maximize, Minimize, Close and Resize & Moving a Window – **Windows** - Start Menu –Help Menu- Preview Menu; Logoff & Shutdown (Discussion, Practical)	-	-	1
2.4	Working with Notepad & WordPad: Opening & Saving files, Formatting, Printing, Inserting objects, Creating & Editing Images with Microsoft paint, Using the Calculator – Personalizing Windows (Discussion, Practical)	-	-	1
2.5	**Introduction to Mobile,** Mobile Operating Systems (Android, IOS, Blackberry), Mobile apps, File Transfer, Various file format like JPEG, MPEG, Bitmap, PNG etc. Introduction to open Source softwares Introduction open office, Introduction to Linux OS (Discussion, Practical)	-	-	1

Unit 3	**MS Word**	**L**	**T**	**P**
3.1	**Working with Documents** -Opening & Saving files, Editing Text documents, Inserting, Deleting, Cut, Copy, Paste, Paste Special, Undo, Redo, Find, Search, Replace, Formatting page & setting Margins, Using Toolbars, Ruler (Discussion, Practical)	-	-	1
3.2	(**Formatting Documents** - Setting Font Styles, Font selection- Style, Size, color, etc. Typeface - Bold, Italic, Underline, Case Settings, Highlighting, Special Symbols, Paragraph Setting, Alignments, Indents, Line Space, Margins, Bullets & Numbering (Discussion, Practical)	-	-	1

3.3	**Setting Page style -** Formatting Page, Page tab, Margins, Layout settings, Columns, Header & footer, Page Numbering, Date & Time (Discussion, Practical)	-	1	1
3.4	Creating Tables- Table Settings, Borders, Alignments, Insertion, deletion, Merging, Splitting, Sorting, Convert Text to Table, Convert Table to Text (Discussion, Practical)	-	-	1
3.5	**Drawing -** Inserting Clipart, Pictures, Shapes, Textbox, SmartArt, Files, **Tools –** Use of Spell Checks, Mail Merge, Envelop, Labels (Discussion, Practical)	-	-	1

Unit 4	**MS Excel**	**L**	**T**	**P**
4.1	**MS Excel:** SpreadSheet & Its Applications, Opening Spreadsheet, Menus - Main Menu, Formula Editing, Formatting, Toolbars, Using help, Shortcuts, Spreadsheet Types. Working with Spreadsheets- opening, Saving files, Setting Margins, Spreadsheet addressing - Rows, Columns & Cells, Referring Cells& Selecting Cells – Shortcut Keys (Discussion, Practical)	-	-	1
4.2	**Entering & Deleting Data-** Find, and Replace, Inserting Data, Insert: Cells, Column, Rows, Sheets, Symbols, Data from External files, Clipart, Pictures, Files, etc. Inserting Functions (Discussion, Practical)	-	-	1
4.3	**Formula –** Relative and Absolute References Mathematical operations (Addition, Subtraction, Multiplication, Division, Exponentiation, Percent, SUM, COUNT, AVG, MAX, MIN (Discussion, Practical)	-	-	1
4.4	Chart: Various Chart Types, Creating each types of Charts, Add Labels, Title, Legends (Discussion, Practical)	-	1	1
4.5	**Formatting**: Cell Data, Auto Fills, Border and Shading (Discussion, Practical)	-	-	1

Unit 5	**MS PowerPoint**	**L**	**T**	**P**
5.1	**MS PowerPoint**: **Introduction:** Multimedia, Components of Multimedia, Applications of Multimedia, Introduction to PowerPoint, Features, Working with Presentation, different views, Inserting, Deleting and Copying of Slides Working with Speaker Notes (Discussion, Practical)	-	-	1
5.2	. Handouts, Columns & Lists, Slide Layout and its types, Adding Graphics, Sounds, and Movies to a Slide, Animation, Transition (Discussion, Practical)	-	-	1

5.3	Working with PowerPoint Objects, Slide Show, Wizards, Slide Master, Chart, SmartArt, Changing Themes (Discussion, Practical)	-	-	1
5.4	Types of Networks: LAN, WAN, MAN, Topologies of LAN -Ring, Bus, Star, Mesh and Tree Components of LAN – Media, NIC, NOS, HUB, Bridge, Router Repeater and Gateways (Discussion, Practical)	-	-	1
5.5	**Internet**: History of the Internet, WWW, Clients, and Servers, Protocols (TCP/IP, HTTP, FTP), Search Engines, Portals, Internet Communication Services: Emails, Blogs, Mobile communications (Discussion, Practical)	-	1	1

Practical / Projects/Assignments:

1. Lab Experiments for Word

Create the table shown below:

Troubleshooting Option	**Explanation**	**Cost**
Cable Checker	3 devices for each office, @ Rs 225 a piece	Rs. 675
Onsite Troubleshooting	40 hours of onsite troubleshooting, @ Rs120 an hour	Rs. 4,800
Cable Tester	1 device to be shared among three offices	Rs. 1,400

a) Insert a new row just below the Cable Tester row, and then enter the following information into the new row:
   - Troubleshooting Option: Onsite Training
   - Explanation: Informational seminar for all Madison employees
   - Cost: Rs 300

b) Modify the widths of columns A and C to accommodate the widest entry in each, and then right-align the Cost column.

c) Select the Heading row and Bold and Center the headings.

d) Save the document.

2. **Lab Experiments for Word**

Type the following Paragraph as given.

"My Dream career"

My ambition of life is to become a doctor. I have taken up scince and hygiene as optsional subjects. When I joint college, I shall take up medical group. I shall appear in the P.M.T.examinationn to qualify for joining a Medical College. After parssing the P.M.T., I shall joinn the medical college to become a doctor.

I would like to be a doctor. My country has become fre, Governmment has decided to uproot the diseases from the country and improve the health of the people. Hospitals are being opened for this purpose. There is great demand for doctor. Takingg all these things into considaration. I have made up mind to become a doctor.

I do not want to be clerrk. This line does not suit me. I do not want to be a teacher. Law is not a paying profession these days so becoming lawer is not my goal.

a) Correct any spelling errors displayed in the given text.

b) Save the document as <My Dream >_W01.

c) Change the layout of the page as given below.

>Page size: A4 (8.27″ x 11.69″) >Page orientation: Landscape

d) Change the page margins as follows:

>Top: 1.25″>Bottom: 1.25″>Right: 1.25″>Left: 1.25″

e) Format the entire document as given below.

>Line spacing: 1.15" >Font: Times New Roman >Font size: 14

>Align: Justify

f) Select the heading “Academy award” and format it as given below.

>Font color: blue >Style: Bold and underline >Align: Center

>Change all the letters to UPPERCASE

g) Make the first letter of the paragraph larger and fall into three lines (Drop cap).

h) Format the heading “My Dream career” with Style: Heading 2.

i) Create a bulleted list for the last paragraph lines of document.

j) Enter “My Document Tutorial” text as the heading of the table and format it to get the following output using a Wordart. (Font: Arial Black, Font size: 16, Align: Center)

k) Insert a footer with the following formatting options.

>Caption: <My First Document>>Font: Times New Roman >Font size: 12

l) Insert the W01 image given in the "Resources" directory, to the right hand side of the bulleted list of the document.

m) 14.Prepare your class time table using and Format the entire table as given below.

Change the cell size of the table to Auto Fit to Contents. >Align: Center

n) Select the Heading row and format it as given below.

Convert all text in to capital letters >Style: Bold >Align: Center

o) Insert a new row just below the last row of the table and enter the following information into the new

p) Send a Call Letter for All Applicants to Inform Interview Details using Mail Merge Base

3. Lab Experiments for Excel

In a new worksheet, create a table and insert the following information. Use different fonts for different columns.

- Names of people (at least 25)
- Their ages
- Number of years they have worked
- Salary per month
- Show housing, medical, travel and hardship allowances, and columns

Using the table to do the following:

a) Calculate the total salary for each person and grand total for all persons.

b) (Calculate Average, Minimum, Maximum and count entries.

c) Show a graph of the their salaries

d) Copy and paste your graph from sheet 1 to sheet 2, name your graph sheet 'CHARTS'

e) Add columns where necessary to include: leave payment, over time payment and sick off amount, and then calculate the net salary

4. Lab Experiments for Excel

	A	B	C	D	E	F	G	H
1		January	February	March	April	May	June	Average
2	House Payment	750	750	750	750	750	750	
3	Charity	200	200	200	200	200	200	
4	Groceries	300	425	425	290	325	350	
5	Car Payment	300	300	300	300	300	300	
6	Gasoline	45	45	50	55	45	60	
7	Clothing	100	75	60	50	100	85	
8	Utilities	95	85	95	90	80	90	
9	Total							
10	Income							
11								

Graph 1 – Pie Chart

a) This graph will show the total amount of money spent on each category over a six-month period.
b) To do this, you must total the amount spent on each item in column I. Do not include the average in your equation.
c) Next, highlight the expenses (house payment, gasoline, etc). Hold down the Ctrl key and highlight your new totals.
d) Create a pie chart. Go to data labels and show the percentages.
e) Cut and paste all the information you need and the graph to a new sheet.

Graph 2. – Bar Chart

This will be a bar chart for income and expenses.
Below your total column, type Income in A12. Enter the income for each month. They are as follows:
January: 2,000

February: 2,100
March: 2,000
April: 1,900
May: 2,500
June: 2,200

- Create a bar chart

5. Lab Experiments for MS PowerPoint

a) Create a presentation with four blank slides.

b) Modify the presentation as follows.

c) Insert a suitable design template.

d) Insert a footer to show Your name and your Student ID.

e) Insert Today's date as a fixed date in the date area.

f) Make necessary changes to appear slide numbers in the slide number area.

g) Make necessary changes so that the footer, date and the slide number do not appear on the title slide (first slide).

h) Add content to the title slide (first slide) by following the instruction given below.

i) Type "River" as the slide title and it's format should be Font Type: Arial, Style: Bold, Size:96, Color: Black [10 marks]

j) Type "Our Life Support" as the sub title and insert an image from the resources directory to a suitable location.

k) Add content to the second slide by following the instruction given below.

l) Type the slide title as, "Rivers of North India" and format it as,

Font Type: Arial, Style: Bold, Size: 44, Color: Black

m) Insert the following content as shown below.

- The Ganga
- Indus
- Bamhaputra

n) In the third slide, add the following components.

o) Type the slide title as, "Tributaries"

p) Insert Rivers and their tributaries of slide 2 in a table.

q) Insert few more important Rivers of India with their regions.

r) Add the following animation effects to your presentation.

s) Apply emphasis animation effect to each main point and sub point in the second slide.

t) Apply sound effect when the second slide appears in the slideshow.

u) Hide the fourth slide from the slide show.

v) Save your presentation with the following file name < Rivers of _North India>_ P01.

Suggested Readings:

1. Pradeep K Sinha, Priti Sinha, Computer Fundamentals, Sixth Edition BPB Publications
2. Alexis Leon & Mathews Leon-Fundamentals of Information Technology- Vikas Publishing House, New Delhi.
3. V. Rajaraman, Neeharika Adabala, Computer Fundamentals, PHI
4. Peter Weverka "Office 2019 All-in-One For Dummies (Office All-in-one for Dummies)" 1st Edition
5. Reema Thareja -Fundamentals of Computers- Oxford University Press- First Edition
6. E. Balagurusamy-Fundamentals of Computers - Mcgraw Hill

E-Resources:

1. https://www.tutorialspoint.com /computer_fundamentals/index.htm
2. https://www.tutorialspoint.com/word/word_getting_started.htm
3. http://www.apcce.gov.in/doc/04.MS%20Excel.pdf
4. https://www.tutorialspoint.com/powerpoint/
5. https://www.tutorialspoint.com/windows10/

Semester 2

Basics of Electronic Media Production

Course Objectives

1. To understand the Electronic Media Production and Process.
2. To understand the Studio operation and floor management.
3. To understand PCR and MCR operation.
4. To understand the cast and crew of electronic Media Production.
5. To understand news room and its function.

Learning Outcomes

1. Basic knowledge of Electronic Media Production.
2. Knowledge of technology and equipment's used in electronic media.
3. Basic Knowledge of PCR and MCR operation.
4. Brief knowledge of production team and responsibilities.
5. Basic knowledge of newsroom and its operation.

Unit-1	**Production Process**	L	T	P
1.1	Media Production Process, Pre Production, Production and Post-Production	2	1	1
1.2	Production Management, Planning and production of programs in studio	2	0	2
1.3	Structure and functioning of studio, Floor management, Various audio-video cables and connectors	2	1	1
1.4	Cues, commands and signals of studio	2	0	1
1.5	Scenic design and props, Concept of virtual studio	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-2	**Audio and Radio Production**	L	T	P
2.1	What are Sound, Science and Nature of Sound, Mono and Stereo Sound, Analog and Digital Audio. Audio Format. Audio Monitor	2	1	1
2.2	Introduction To Radio Broadcasting Equipment's, Microphone, Recorders, Selection and placement of Microphones	2	0	2
2.3	Audio Production Team Members and their responsibilities. Cues and commands in Audio Production	2	1	1
2.4	Acoustic Treatment for Audio Production	2	0	1

2.5	Basic Audio Editing, Effects, Editing Software, Working on audio: Sound Forge	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit -3	**Video and TV Production**	L	T	P
3.1	What is Video, element of videos, various Video Formats, Digital Video	2	1	1
3.2	Tripod, Basic Lighting equipment's and control, Sound and Audio Management. caballing	2	0	2
3.3	Multi-camera setup and switching, online and offline editing, Shooting for news and fiction	2	1	1
3.4	Video Production Team, Members and their responsibilities	2	0	1
3.5	Application of Text, graphics and animation in Television	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-4	**Broadcasting**	L	T	P
4.1	Broadcasting process, Production control room (PCR) and talk back system	2	1	1
4.2	News Room Production Process, Input-Editing-output, paneling and technical direction	2	0	2
4.3	Studio Production, Live Programming, OB and DNG, online & offline editing	2	0	1
4.4	Team PCR, members and their responsibilities, Audio Control	2	0	1
4.5	FPC and programming, Team MCR, members and their responsibilities	2	0	0
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-5	**Web, Digital and Online Media and Production**	L	T	P
5.1	Introduction to Web, Digital and online media. Social media. Nature of web content and format. Nature and types of Web media production	2	1	1
5.2	Structure of a web newsroom, Process of content collection, Nature of the work of web content producers	2	0	1
5.3	Introduction to multimedia production, planning and delivery	2	1	1

5.4	Web Production and content team, Members- project manager, visualizer, graphics designer, animator, audio-video expert, web site developer/web master	2	1	1
5.5	Audio, Video and text Editing on mobile phones, Editing applications	2	0	1

Practical/Projects/Assignments:

1. Visit the Television and Radio Station to observe Production Process.
2. Observe Shooting/Videography and Live program of TV/Radio studio.
3. Small project of news reporting/bulletin in group.
4. Write various Scripting assignments for TV/Radio.
5. Any other Assignments given by the faculty concerned.

References for Reading:

- Television Production Handbook, Herbert Zettl, Wadsworth, Belmont, 2003.
- Shooting TV News: Views from Behind the Lens, Rich Underwood, Focal Press, Oxford, 2007.
- Nonlinear Editing: Storytelling, Aesthetics and Craft, Bryce Button, CMP Books, Berkley, 2002.
- Video Editing: A Post Production Primer, Steven E. Browne, Focal Press, Amsterdom, 2002.
- How Video Works: From Analog to High Definition, Focal Press, Oxford, 2007.
- The Economic Regulation of Broadcasting Markets: Evolving Technology and Challenges for Policy, Ed. Paul Seabright and Jurgen Von Hagen, Cambridge, 2007.
- Indian Television and Video Programmes: Trends and Policies, Mridula Menon, Kanishka Publishers, New Delhi, 2007.
- Modern Radio Production-Production, Programming and Performance. Hausman, Carl; Benoit, Philip and O' Donnell, Lewis: Wadsworth. Thompson Learning, 2000.
- Radio Production - A Manual for Broadcasters. Mcleish, Robert; Wadsworth. Thompson Learning, 1994.
- Studio and outside broadcast camerawork, Ward, peter, Media Manual, Focal Press.
- An Introduction to Digital Video, Watkinson, John, Focal Press.

E- Resources:

- https://www.oreilly.com/library/view/broadcast-journalism-5th/9780240515717/40_Chapter_27.xhtml
- https://radio.co/radio-university/writing-radio-scripts
- https://www.wikihow.com/Write-a-Screenplay
- https://www.jimdo.com/blog/11-golden-rules-of-writing-website-content/
- https://m.wikihow.com/Write-Movie-Scripts

Reporting & Editing for Electronic Media

COURSE Objectives

1. To familiarize the students with the characteristics of reporting for T.V., Radio and Web Media.
2. To impart theoretical & practical knowledge about reporting skills.
3. To impart practical knowledge of Radio bulletins and its production tools and equipments.
4. To impart practical knowledge of T.V. News and its production tools and equipments.
5. To impart practical knowledge of piece to camera.
6. To develop understanding about web news.

Learning Outcomes

1. Students will be able to write news for television.
2. Students will be able to write news for Radio.
3. Students will be able to apply tools and techniques of editing for Radio bulletin.
4. Students will be able to apply tools and techniques of editing for T.V. bulletin.
5. Students will be able to compare and contrast reporting for Radio, T.V. and Web.

Unit-1	**Basics of News & Reporting for Electronic Media**	L	T	P
1.1	Concept of News, elements, news values	2	1	1
1.2	Types of News sources	2	0	2
1.3	Concept of reporting, duties of news reporters	2	1	1
1.4	Classification of reporters	2	0	1
1.5	Working of news bureaus in National capital, Metropolitan cities and state capitals	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-2	**Beat Reporting**	L	T	P
2.1	Political reporting, legal reporting	2	1	1
2.2	Reporting of Government ministries, legislative reporting, Crime reporting	2	0	2
2.3	Reporting of Rural Developmental activities	2	1	1
2.4	Reporting of special fields, Business, Sports, Life style	2	0	1

2.5	Entertainment Art and Culture, Science, Human interest stories	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit -3	**Reporting and Editing for Radio**	L	T	P
3.1	Reporting for Radio : News Gathering techniques & tools	2	1	1
3.2	Writing for Radio News	2	0	2
3.3	Types of Radio News Bulletin and structures	2	1	1
3.4	Structures and working of radio news room	2	0	1
3.5	Radio Phone in, Interview and news presentation	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-4	Reporting and Editing for Television	L	T	P
4.1	Qualities and attributes of T.V. Reporter, T.V. News Team input/output	2	1	1
4.2	Idea about basic shots, camera movements & Framing	2	0	2
4.3	Writing for T.V. News	2	0	1
4.4	Types of News format in Television : PKG, AV, AVB, Live, D-Live, PTC, Voice over, Vox pop, bites	2	0	1
4.5	Concept and Techniques of live reporting : DSNG, FTP, OB VAN	2	0	0
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-5	Reporting for Web Media	L	T	P
5.1	Web Journalism : Characteristics & tools	2	1	1
5.2	Web news reporting & editing	2	0	1
5.3	Web radio news, web T.V. news, podcasting	2	1	1
5.4	Functioning of web news media & web news team	2	1	1
5.5	Digital Media : Digital edition, Dynamic web page	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

Practical/Projects/Assignments:

1. Attend any five Events in local and prepare news report for Radio broadcasting.
2. Attend any five Events in local and prepare news report for Television broadcasting.
3. Record my five 'Piece to camera' for news bulletin
4. Prepare 10 minutes Radio news bulletin.
5. Prepare 10 minutes T.V. news bulletin.
6. Any others assignments given by the faculty concerned.

References for Reading:

- Singh, Dr. Deenakar. (2010). आधुनिकमीडियालेखन .New Delhi: Mohit Publications.
- Gour, Sanjay. (2006). इलेक्ट्रॉनिकमीडिया .Jaipur: Book Enclave.
- Arora, Dr. Harish. (2009). इलेक्ट्रॉनिकमीडियालेखन .New Delhi: KK Publications.
- David, J. (2007). Radio Broadcasting Journalism in India. New Delhi: Cyber Tech Publications.
- Gandhi, Prakash, Ved. (2009). Handbook of Television and Radio Broadcast. New Delhi: Kanishka Publishers, Distributers.
- Singh, Dr. Ajay Kumar. (2012). मीडियाकीबदलतीभाषा .Allahabad: Lokbharti Prakashan.
- Bhanavat, Sanjeev. (2005). इलेक्ट्रॉनिकमीडिया .Jaipur: Jansanchar Kendra, Rajasthan University.
- Vikram, S., and Suman Hansraj. (2010). वेबपत्रकारिता .New Delhi: Shri Natraj Prakashan.
- Singh, Dr. Devrat. (2014). Television Production. Bhopal: MCNUJC.
- Singh, Dr. A.K. (2009). रेडियोजर्नलिज्म, परिचयएवंप्रस्तुति .New Delhi: University Publication.
- Pande, Navodita. (2012). TV Journalism an Introduction to Practices. New Delhi: APH Publishing Cooperation.
- Wajahat, Asgar. (2011). पटकथालेखन .New Delhi: Rajkamal Prakashan
- Joshi, Manohar Shyam. (2006). कथात्मकलेखन, पटकथालेखन.New Delhi: Rajkamal Prakashan.

E- Resources:

- https://www.oreilly.com/library/view/broadcast-journalism-5th/9780240515717/40_Chapter_27.xhtml
- https://radio.co/radio-university/writing-radio-scripts
- https://www.wikihow.com/Write-a-Screenplay
- https://www.jimdo.com/blog/11-golden-rules-of-writing-website-content/
- https://m.wikihow.com/Write-Movie-Scripts

Environmental Science and Sustainable Development

COURSE OBJECTIVE

1. To demonstrate a congenial learning of Environment Factors to students
2. To generate in students the awareness about Environmental Problems
3. To define the types of Environmental Ecosystems & its formation to students
4. To associate the knowledge of various Environmental Ethics to students
5. To illustrate to the students problems relating to Human Population on Environment

COURSE OUTCOMES (CO)

1. Recognize various environmental factors
2. Analyze environmental problems
3. Characterize ethical issue for environmental related issue
4. Identity methods to protect environmental
5. Recognize effect to population on environmental

UNIT-1	**The Multidisciplinary Nature of Environmental Studies and Natural Resources**
1.1	Natural resources and associated problems. Forest resources: Use and Over-exploitation, deforestation, (Class room lectures)
1.2	Water resources: Use and over-utilization of surface and ground water. (PPTs)
1.3	Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources. (PPTs & Class room lectures)
1.4	Energy resources: Growing energy needs, renewable and non-renewable energy sources. (PPTs)
1.5	Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification. (Class room lectures)

UNIT-2	**Ecosystems, Biodiversity and its Conservation**
2.1	Concept, structure and function of an ecosystem, producers, consumers and decomposers, energy flow in the ecosystem, ecological succession, food chains, food webs and ecological pyramids (Class room lectures & PPTs)
2.2	Introduction, types, characteristic features, structure and function of the

	following ecosystem: - Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries) (PPTs)
2.3	Biodiversity introduction-Definition: genetic, species and ecosystem diversity. Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values, biodiversity at global, national and local levels, India as a mega-diversity nation, Hot-spots of biodiversity (PPTs & Class room lectures)
2.4	Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts, endangered and endemic species of India (PPTs & Case study related to Kanha Wild life reserve)
2.5	Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity (PPTs & Class room lectures)

UNIT-3	**Environmental Pollution**
3.1	Definitions. Causes, effects and control measures of: (a) Air pollution (b) Water pollution (c) Soil pollution (d) Marine pollution (e) Noise pollution (f) Thermal pollution (g) Nuclear hazards (PPTs)
3.2	Solid waste Management: Causes, effects and control measures of urban and industrial wastes (PPTs & Class room Lectures)
3.3	Role of an individual in prevention of pollution (PPTs & Class room lectures,)
3.4	Pollution case studies (Case Study)
3.5	Disaster management: floods, earthquake, cyclone and landslides (PPTs & Class room lectures)

UNIT-4	**Social Issues and the Environment**
4.1	From Unsustainable to Sustainable development. Water conservation, rain water harvesting, watershed management. (PPTs &Case Studies related to watershed management)
4.2	Environmental ethics: Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies (PPT)
4.3	Wasteland reclamation, Consumerism and waste products

	(PPT & class room lectures)
4.4	Environment Protection Act- Air (Prevention and Control of Pollution) Act, Water (Prevention and Control of Pollution) Act, Wildlife Protection Act (PPT & class room lectures)
4.5	Forest Conservation Act, Issues involved in enforcement of environmental legislation, Public awareness (PPT)

UNIT-5	**Human Population and the Environment**
5.1	Population growth, variation among nations (PPT & class room lectures)
5.2	Population explosion-Family welfare Program (PPTs)
5.3	Environment and human health (PPTs , class room lectures& GDs)
5.4	Human Rights, Value Education, HIV/AIDS, Women and Child Welfare (PPTs & Class room lectures)
5.5	Role of information Technology in Environment and human health. (Class room lectures)

Practical / Projects / Assignments:

1. Project report on ill effects of environmental pollution.
2. Group Study on biotic & a biotic components of environment.
3. Perform a case study on 10 households in your vicinity and mention the type of natural and renewable resources they use or consume on a day-to-day basis.
4. Mention along with photographs and small description of major types of biotic (fauna and Flora (5 each) and a biotic components (minimum 5) that are present in your surrounding areas.
5. Prepare a short story with picture illustrations of the ill effect of environmental pollution in your surrounding areas.
6. Mention the legal Acts to Prevent and Control Pollution.
7. Mention the role of media towards prevention, control and awareness towards future environmental pollution impacts and consequences.

Suggested Readings:

1. Srivastava, Smriti.(2009). Environmental Studies.NewDelhi:S.K. Kataria& Sons
2. Dhankar, Rajesh.(2006).Environmental Studies.New Delhi: Daya Books Pvt. Ltd.
3. Kanagasabai, S.(2010). Environmental Studies.NewDelhi:PHI Learning Pvt. Ltd
4. Bagad,Anjali.(2009). Environmental Studies. New Delhi: Technical Publications.

E- Resources:

1. https://www.ugc.ac.in/oldpdf/modelcurriculum/env.pdf
2. https://www.kopykitab.com/Environmental-Studies-by-J-P-Sharma

3. https://www.tutorialspoint.com/environmental_studies/environmental_studies_tutorial.pdf
4. https://www.ametuniv.ac.in/exam_attachment/Question%20Bank/UG/Marine-Bio-Technology/EVS.pdf

English Language and Literature

Course Objectives

1. To help learners use English Language for contemporary academic and social needs
2. To enable students to learn to use language creatively and critically
3. Develop Oral and Written Communication
4. To enable students comprehend complex English Texts
5. To develop language skills with the literary texts

Course Outcomes

1. Comprehend language and Communication Skills in academic and social contexts
2. Cope with complex language use
3. Communicate precisely orally as well in Written Communication
4. Read and understand literary and non literary texts
5. Understand and appreciate literary texts

Unit 1	English Grammar	L	T	P
1.1	Parts of Speech (Lecture, Discussion)	1	1	-
1.2	Direct Narratives (Lecture, Discussion)	1	-	-
1.3	Indirect Narratives (Lecture, Discussion)	1	-	-
1.4	Types of Sentences (Lecture, Discussion)	1	-	-
1.5	Tense (Lecture, Discussion)	1	-	-

Unit 2	Basic Language Skills	L	T	P
2. 1	Vocabulary (Lecture, Discussion)	1	-	-
2.2	Synonyms (Lecture, Discussion)	1	1	-
2.3	Antonyms (Lecture, Discussion)	1	-	-
2.4	Prefixes (Lecture, Discussion)	1	-	-

2.5	Suffixes (Lecture, Discussion)	1	-	-

Unit 3	Oral and Written Communication Skills	L	T	P
3.1	Listening (Lecture, Discussion)	1	-	-
3.2	Speaking (Lecture, Discussion)	1	-	-
3.3	Reading (Lecture, Discussion)	1	1	-
3.4	Body Language (Lecture, Discussion)	1	-	-
3.5	Writing Formal and Informal Letters (Lecture, Discussion)	1	-	-

Unit 4	Creativity Through Language	L	T	P
4.1	Comprehension (Lecture, Discussion)	1	-	-
4.2	Paragraph Writing (Lecture, Discussion)	1	-	-
4.3	Precise Writing (Lecture, Discussion)	1	-	-
4.4	Unseen Passage (Lecture, Discussion)	1	1	-
4.5	Essay Writing (Lecture, Discussion)	1	-	-

Unit 5	Appreciating Literature	L	T	P
5.1	The Solitary Reaper - William Wordsworth (Lecture, Discussion)	1	-	-
5.2	The Portrait of a Lady- Khushwant Singh (Lecture, Discussion)	1	-	-
5.3	Where the mind is without fear- Rabindranath Tagore (Lecture, Discussion)	1	-	-
5.4	Indian Weavers- Sarojini Naidu (Lecture, Discussion)	1	-	-

5.5	A Hero- R. K. Narayan (Lecture, Discussion)	1	1	-

Practical/Projects/Assignments:

1. Creating a Digital Profile – LinkedIn (Resume/Video Profile)
2. Word Games
3. Writing Slogans
4. Role Play
5. Extempore and Debates
6. Writing Picture Stories

Suggested Readings:

1. Parul Popat. Communication Skills . Pearson Education: 2015
2. Professional Speaking skills, Aruna Koneru, Oup, 2015
3. Scanlon, Jaimie, et al. *Q: Skills for success. Listening and Speaking*.2 Oxford University Press, 2015
4. Meena Agarwal, English Communication, 2016, Edition 1, ISBN-13: 978-9351676737
5. How to Speak and Write Correctly, Joseph Devlin, 2017, Edition 1, CreateSpace Independent Publishing Platform, ISBN-13: 978-1974637218
6. Oxford English Dictionary and Thesaurus
7. Collected Poems of William Wordsworth
8. The Portrait of a Lady- Khushwant Singh
9. Where the mind is without fear- Rabindranath Tagore
10. Indian Weavers- Sarojini Naidu
11. A Hero- R. K. Narayan

E-Resources:

1. Basic English Grammar rules with example sentences accessed at https://basicenglishspeaking.com/basic-english-grammar-rules/
2. Basic English Grammar rules accessed at https://grammar.yourdictionary.com/grammar-rules-and-tips/basic-english-grammar-rules.html
3. English Grammar accessed at https://www.englishgrammar101.com/
4. Basics of English Grammar accessed at https://www.talkenglish.com/grammar/grammar.aspx
5. Complete Handbook of English Grammar accessed at https://www.learngrammar.net/english-grammar
6. Listening for Pronunciation Practice accessed at http://orelt.col.org/module/unit/1-listening-pronunciation-practice
7. Phonetics: The Sounds of Language https://scholar.harvard.edu/files/adam/files/phonetics.ppt.pdf

Co-Curricular- 1
(A) Parliamentary: Practice and Procedure I

Course Objectives

- To acquaint students with knowledge of the Indian Constitution.
- To make students familiar with concept of Parliament.
- To understand the concept of various practices and procedures of Indian Parliament
- To develop understanding about powers and privileges of Parliamentary and Legislative members

Learning Outcomes

- Students will be able to understand the concept of Indian Constitution and Parliament.
- Students will be able to understand working of Indian Parliament
- Students will be able to understand and analyze working of State Assembly and Legislative Councils
- Ability to apply the theory into practice.

Unit-1	**Introduction to Indian Constitution** (Total hours- L+T+P=6hrs)	**L**	**T**	**P**
1.1	Introduction to Indian Constitution	-	1	1
1.2	History of Indian Constitution	-	-	2
1.3	Characteristics of Indian Constitution	-	-	2

Unit-2	**Introduction to Indian Parliament** (Total hours- L+T+P=6hrs)	**L**	**T**	**P**
2.1	Introduction to Indian Parliament	-	1	1
2.2	History of Indian Parliament	-	-	2
2.3	Powers of Indian Parliament	-	-	2

Unit-3	**Lok Sabha and Rajya Sabha** (Total hours- L+T+P=6hrs)	**L**	**T**	**P**
3.1	Introduction to Lok Sabha	-	1	1
3.2	Functions of Lok Sabha	-	-	2
3.3	Introduction and Functions of Rajya Sabha	-	-	2

Unit- 4	**State Assemblies and Legislative Councils** (Total hours- L+T+P=6hrs)	**L**	**T**	**P**
4.1	Introduction to State Assemblies	-	1	1
4.2	Election of Members	-	-	2
4.3	Functions of State Assemblies	-	-	2

Unit 5	**Different Parliamentary Systems in World**	**L**	**T**	**P**

	(Total hours- L+T+P=6hrs)			
5.1	British Parliamentary System	-	1	1
5.2	US Parliamentary System	-	-	2
5.3	Australian Parliamentary System	-	-	2

Practical/Projects/Assignments:

- Role play/Skit/Mock Parliament.
- PPT Presentation on various contemporary issues
- Visit to Vidhan Sabha
- Virtual tour of the Indian Parliament.
- Any other assignment given by the concerned faculty.

Suggested Readings:

- Kaul M.N and Shakdher S.L, Practice and Procedure of Parliament, Lok Sabha Secretariat, New Delhi, Seventh Edition
- Khosla Madhav, The Constitution of Most Surprising Democracy, Oxford
- Basu Dr. Durga Das, Introduction of Indian Constitution, Lexis Nexis, 2019
- Rules of Procedure and Conduct of Business in the Council of States, Rajya Sabha Secretariat, New Delhi,2013.
- Chaudhary Sujit, Khosla Madhav and Mehta Pratap Bhanu, The Oxford Hand book of the Indian Constitution, Oxford University Press U.K,2016
- Role of Rajya Sabha in Indian Parliamentary Democracy, Rajya Sabha Secretariat, New Delhi,2019
- Narain Dr. Yogendra, Role and Relevance of Rajya Sabha in Indian Polity, Rajya Sabha Secretariat, New Delhi.
- Kashyap Subhash C., Our Parliament, National Book Trust, India
- Handbook for Members of Rajya Sabha, Rajya Sabha Secretariat, New Delhi, 2010
- Bakshi PM, Constitution of India, Universal Law Publishing, 2017
- De Rohit, A Peoples Constitution, Princeton University Press,2018.

c-resources:

- https://eparlib.nic.in
- https://epgp.inflibnet.ac.in
- http://Indias-Founding-Moment-Constitution-Surprising-ebook/

Co-Curricular- 1
(B) Bhartiya Sangeet I

उद्देश्य

1/ विद्यार्थियों में वैदिक युग सी चली आ रही संगीत परंपरा का परिचय कराना।
2/ जीवन में संगीत के महत्व को समझना।
3/ हिन्दुस्तानी संगीत की परिभाषाओं थाट और अलंकार को जानना एवं अभ्यास।
4/ लय, ताल, थाट, राग का परिचय एवं अभ्यास।
5/ शब्द उच्चारण, राष्ट्रगान, गीत, गजल भजन का अभ्यास कराना।

शिक्षण के परिणाम

1/ भारतीय संगीत की परंपरा और महत्व की समझ।
2/ थाट, अलंकार, लय, ताल की सक्षिप्त जानकारी एवं अभ्यास।
3/ राग यमन, विलावल, खमाज की प्रारंभिक जानकारी।
4/ राग यमन, विलावल, खमाज में घोटा ख्याल ।
5/ शब्द उच्चारण के महत्व के साथ भजन गीत, गजल, राष्ट्रगान की प्रारंभिक जानकारी।

ईकाई – 1	परिभाषायें	L	T	P
1.1	संगीत, स्वर, अलंकार	-	1	1
1.2	थाट, राग, सप्तक	-	-	1
1.3	आरोह, अवरोह	-	-	1
1.4	पकड, वादी, सेवादी	-	-	1
1.5	अनुवादी, विवादी	-	-	1

ईकाई –2		L	T	P
2.1	हिन्दुस्तानी संगीत पद्धति के दस थाट एवं उनके सांकेतिक चिन्ह।	-	1	1

2.2	हिन्दुस्तानी संगीत पद्धति के दस थाट एवं उनके सांकेतिक चिन्ह।	-	-	1
2.3	हिन्दुस्तानी संगीत पद्धति के दस थाट एवं उनके सांकेतिक चिन्ह।	-	-	1
2.4	हिन्दुस्तानी संगीत पद्धति के दस थाट एवं उनके सांकेतिक चिन्ह।	-	-	1
2.5	प्रारंभिक 05 अलंकारों का लेखन।	-	-	1
ईकाई –3		L	T	P
3.1	पंडित विष्णु नाराण भातखण्डे स्वर लिपि	-	1	1
3.2	नाल लिपि पद्धति	-	-	1
3.3	पंडित विष्णु दिगम्बर पलुस्कर स्वर एवं ताल लिपि पद्धति	-	-	1
3.4	पंडित विष्णु दिगम्बर पलुस्कर स्वर एवं ताल लिपि पद्धति	-	-	1
3.5	पंडित विष्णु दिगम्बर पलुस्कर स्वर एवं ताल लिपि पद्धति	-	-	1

ईकाई –4		L	T	P
4.1	ताल, लय	-	1	1
4.2	मात्रा, विभाग	-	-	1
4.3	सम, ताली, खाली	-	-	1
4.4	आवर्तन, ताल का महत्व	-	-	1
4.5	सरगम, लक्षणगीत, घोराख्याल	-	-	1

ईकाई –5		L	T	P
5.1	राग-यमन	-	1	1
5.2	बिलावल	-	-	1

5.3	खमाज का सम्पूर्ण परिचय	-	-	1
5.4	ताल-दादरा	-	-	1
5.5	कहरवा, गिताल का सम्पूर्ण परिचय (मात्रा, बोल, विभाग एवं चिन्ह)	-	-	1

<u>भारतीय संगीत प्रायोगिक</u>

1- प्रारंभिक पांच अलंकारों का गायन ।

2- राग यमन, बिलावल, खमाज में आरोह, अवरोह, पकड एवं सरगम का गायन एवं लक्षणगीत गायन

3- राग यमन, बिलावल, खमाज में छोटा ख्याल गायन (थ्रायी अंतरे सहित)

4- सैद्धान्तिक प्रश्न पत्र में दिये गये तालों को हाथ से ताली, खाली, देकर प्रस्तुति । (दादरा, कहरवा, त्रिताल) गीत, गजल

5- सैद्धान्तिक प्रश्न पत्र में दिये गये तालों को हाथ से ताली, खाली, देकर प्रस्तुति । (दादरा, कहरवा, त्रिताल) गीत, गजल ,भजन, राष्ट्रगान, राष्ट्रगीत, मध्यप्रदेश गायन, का गायन (स्पष्ट शब्दोच्चारण एवं धुन के साथ)

<u>संदर्भ</u>–

1/ राग परिचय 1,2,3, हरिशचन्द्र श्रीवास्तव

2/ संगीत विशारद, बसंत

3/ क्रमिक पुस्तक मालिका भाग 1, विष्णु नारायण भातखंडे

Co-Curricular- 1
(C) Lalit Kala I

उद्देश्य

1- भारतीय कला के मूल सिद्धांतो से छात्रों को परिचित कराना।

2- छात्रों को दृश्यकला के मूल सिद्धांतो से परिचित कराना।

3- प्रकृति और जीवन की सुंदरता की सराहना करने के लिए उनकी दृष्टि को समृद्ध कराना।

4- रेखा, रूप, रंग और बनावट के सरल प्रयोग का परिचय और अभ्यास।

5- प्राकृतिक और मानवनिर्मित वस्तुओं के विभिन्न रूपों का अभ्यास।

6- भारतीयलोकचित्रकला - गोंडचित्रकला, वरली चित्रकला और मधुबनी चित्रकला का परिचय और अभ्यास।

शिक्षण के परिणाम

1- भारतीय चित्रकला के छह अंगों और दृश्यकला के मूल सिद्धांतों की समझ।

2- रेखा, रूप, रंग और बनावट के सरल और भिन्न उपयोग की समझ।

3- भारतीय लोककलाओं की समझ-उनकेउद्देश्य, मध्यम,लोकजीवन और लोककथाओं की जानकारी।

4- भारतीय लोक कला के रूपांकनों की समझ।

5- विभिन्न भारतीय लोककलाओं की विशिष्ट विशेषताओं में अंतर करना और उनकी पहचान करना।

6- प्राकृतिक और मानवनिर्मित वस्तुओं के विभिन्न रूपों का अध्ययन कर के कला के नए रूप को बनाने की प्रेरणा।

ईकाई - 1		**L**	**T**	**P**
	भारतीय चित्रकला के छह अंग	**0**	**3**	**3**

Unit - 2		**L**	**T**	**P**
	दृश्य कला के मूल तत्व	**0**	**3**	**3**

Unit - 3		**L**	**T**	**P**
	दृश्य कला केतत्व और सिद्धांत	**0**	**3**	**3**

Unit - 4		**L**	**T**	**P**
	भारतीय लोक चित्रकला का परिचय- गोंड चित्रकला	**0**	**3**	**3**

Unit - 5		**L**	**T**	**P**

	वरली चित्रकला और मधुबनी चित्रकला	**0**	**3**	**3**

ललित_कला प्रायोगिक

1. विभिन्न माध्यमों में रेखा, रूप, रंग और बनावट का सरल प्रयोग
2. प्रकृति और वस्तु अध्ययन
3. गोंड पेंटिंग / वारली पेंटिंग / मधुबनी (कोई भी 2-कला रूप)

संदर्भ-

1- Fundamentals of Plastic Art रूपप्रदकलाकेमूलाधार - Dr. R.A. Aggrawal, International Publishing House
2- Fundamental of Visual Art - Mukesh Kumar, Doaba Publications
3- Introduction to Indian Art Part II - NCERT
4- Unique Art of Warli Paintings - Sudha Satyawadi, D.K. Print World Ltd
5- Madhubani Art: Indian Art Series - Bharti Dayal, Niyogi Books
6- Indian Folk Arts and Crafts - National Book Trust

Introduction to Graphic Designing

Course Objectives

1. To gain basic knowledge of Graphics.
2. To impart skills of digital image editing for Vector and Raster.
3. To develop skills of Color and effects.

Learning Outcomes

1. Demonstrate knowledge of computer graphics terminology and formats.
2. Demonstrate knowledge of computer graphics color modes and systems.
3. Preparing image overlays for video.

Unit-1	**Introduction**	L	T	P
1.1	Visual Communication	1	1	1
1.2	Elements – Space, Line, Shape, Form	1	1	1
1.3	Horizontal and vertical compositions, Typography	1	1	1
1.4	Golden ratio-1/3 rule	1	1	1
1.5	Movement – Rhythm, Pattern others	1	1	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-2	**Introduction to Digital Image**	L	T	P
2.1	Raster and Vector	1	1	1
2.2	Image Formats	1	1	1
2.3	Image Properties- Resolution, Size, Orientation others	1	1	1
2.4	Color Models – RGB, CMYK others	1	1	1
2.5	Image Modes – Bitmap, Grayscale others	1	1	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions and Assignments etc.				
Unit -3	**Introduction to Adobe Photoshop**	L	T	P
3.1	Interface	2	1	1
3.2	Tools	2	0	2
3.3	Effects	2	1	1
3.4	Working with Timeline/ Frames – GIF	2	0	1

3.5	Integration with Adobe Premiere	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-4	**Introduction to Corel Draw**	L	T	P
4.1	Interface	1	1	2
4.2	Tools	1	0	2
4.3	Effects	1	0	2
4.4	Working with Timeline/ Frames – GIF	1	0	3
4.5	Integration with Adobe Premiere	1	0	3
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-5	**Introduction to GIMP**	L	T	P
5.1	Interface	0	0	4
5.2	Tools	0	0	4
5.3	Effects	0	0	4
5.4	Editing & Manipulation	0	0	4
5.5	Others Open Source Photo Editing Software, Advantages	0	0	4
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

Practical/Projects/Assignments:

1. One digital poster in Raster.
2. One digital poster in Vector.
3. News Overlay (Logo, Lower Third others) for Video.

References for Reading:

- Just my Type by Simon Garfield
- How To by Michael Beirut
- Straight to the point CorelDraw12, Firewall media (2009).
- Adobe Photoshop CS4 for Photographers: A professional Image Editors Guide By Martin Evening (2006) .
- Understanding Adobe Photoshop: Digital Imaging Concepts and techniques By Richard M. Harrington; ISBN 0-321-36898-3; Published 2007 American Chemical Society.
- Photoshop in depth -Benjamin &David (2001).

E- Resources:

- http://lazarus.elte.hu/cet/publications/13-meissner2.pdf

- https://faculty.washington.edu/farkas/dfpubs/Farkas-Farkas-Graphic%20Design-Ch11Principles%20of%20Web%20Design.pdf

SEMESTER 3

Introduction to Broadcast Technologies

Course Objectives

1. To introduce the Electronic Media Broadcasting Technology.
2. To understand the Radio, Television, Web and Digital media.
3. To understand the structure, function and environment of broadcasting media.
4. To understand the production and operation of broadcasting media.
5. To understand Production Control Room (PCR) and Master Control Room (MCR).

Learning Outcomes

1. Brief knowledge of Electronic Media Broadcasting Technology.
2. Knowledge of technology and equipment's used for broadcasting media.
3. Brief knowledge of process, and operation for broadcasting media.
4. An understanding of Technical and operational responsibility.
5. An ability to use the techniques, skills necessary for Broadcasting.

Unit-1	**Introduction to Broadcasting Technology**	L	T	P
1.1	Introduction to Radio Broadcasting in India, Current Radio broadcasting scenario	2	1	1
1.2	Introduction to Radio Transmission technology, Radio bands and frequencies, FM and AM (MW and SW), Digital Audio and formats	2	0	2
1.3	Introduction to Television Broadcasting in India, Current Television broadcasting scenario	2	1	1
1.4	Picture elements, scanning, horizontal and vertical resolution and video bandwidth, composite video signal, Different broadcasting signal standards: PAL, SECAM, NTSC etc	2	0	1
1.5	Introduction to Television Transmission technology, Television Bands and Frequencies. Digital Video and formats	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-2	**Broadcasting Technology**	L	T	P
2.1	Frequency and Polarization, Transponder Capacity, Bit rate. Satellite and terrestrial television transmission	2	1	1
2.2	Coding and decoding signal, Outdoor Unit, Indoor Unit, and Satellite Mobile services, VSAT, GPS	2	0	2

2.3	Direct to Home system (DTH), Conditional Access System (CAS), Set Top Box, Pay per view system, Video on demand, interactive television	2	1	1
2.4	Major Broadcasting Equipment's and Their Functions	2	0	1
2.5	Brief growth of Cable, DTH and digital broadcasting industry in India, Major players	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit -3	Broadcasting Process	L	T	P
3.1	Introduction to process of Radio and Television broadcasting Structure of Radio and Television Station	2	1	1
3.2	Function of Studio. Operational team, Roll and responsibilities	2	0	2
3.3	Data Transmission, Transmission Technology, Fiber Optical, Lease Line, Data Transfer Service Provider	2	1	1
3.4	Introduction and function of Production control room (PCR) and Master Control Room (MCR)	2	0	1
3.5	Broadcasting Automation, NRCS (News Room Computer System), on-air Software	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-4	**Establishment, Distribution & Placement**	L	T	P
4.1	Broadcasting Setup: Licensing from MIB, Uplink- Downlink of channels, WPC permission,	2	1	1
4.2	Distribution and Placement of Channel, Various distribution platforms - DTH, Cable TV, Terrestrial and Digital.	2	0	2
4.3	Data transfer Systems, Optical fiber communication, Optical Spectral bands, Lease Lines.	2	0	1
4.4	Outdoor Broadcasting, V-set, DSNG, DNG, SNG, OB van, Back-Pack	2	0	1
4.5	Major broadcasting organization, Broadcasting technology service provider	2	0	0
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-5	**Digital Broadcasting**	L	T	P
5.1	Digitalization of Media and Broadcasting, Media Convergence.	2	1	1

5.2	HD Radio, Satellite Radio, Internet Radio, Web Radio, Podcasting.	2	0	1
5.3	Digital Video Broadcasting (DVB), Web Television Broadcasting, Introduction of IP TV	2	1	1
5.4	Digital Archiving	2	1	1
5.5	Advantages of Digital Broadcasting, Future of Broadcasting Technology	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

Practical/Projects/Assignments:

1. Visit the Television and Radio Station to observe broadcasting operation.
2. Write the report on visit Television and Radio Station.
3. Observe PCR and MCR for a live program in TV/Radio studio.
4. Write the project report for broadcasting technology.
5. Any other Assignments given by the faculty concerned.

References for Reading:

- Ward, peter, Studio and outside broadcast camerawork, Media Manual, Focal Press.
- Watkinson, John, An Introduction to Digital Video, Focal Press.
- Shrivastava, DR. O.H., Broadcasting Technology (2000), GhyanPublising House, New Delhi
- Carr, Joseph J.,Two-Way Radio & Broadcast Equipment(1989), Prentice Hall, New Jersey.
- Wainwright, R.N., Radio And Television Servicing (1983), Macdonald & CO. London & Sydney.
- Dake, Arvind M, Television & Video Engineering (2012), Tata MaGraw Hill Edication Pvt. Ltd.New Delhi.
- Gupta, R.G., Television Engineering & Video System (2011), Tata MaGraw Hill Edication Pvt. Ltd.New Delhi.
- Rajiv Ramaswami, Kumar N. Sivaranjan, Galen H.Sasaki "Optical Networks A practical perspective", 3nd edition, 2013.
- Srivastava, H.O. Broadcast Technology: A Review Hardcover (2000), Gyan Publishing House.
- John V. Pavlik, Digital Technology and the Future of BroadcastingGlobal Perspectives (2019).

E- Resources:

- https://www.oreilly.com/library/view/broadcast-journalism-5th/9780240515717/40_Chapter_27.xhtml
- https://radio.co/radio-university/writing-radio-scripts
- https://www.wikihow.com/Write-a-Screenplay
- https://www.jimdo.com/blog/11-golden-rules-of-writing-website-content/

Introduction to Audiography

Course Objectives

1. To be able to critically listen.
2. To be able to comprehend basic audio terminology and concepts.
3. To acquire a basic working understanding of audio production equipment.
4. Understand and demonstrate Software for digital audio recording and editing.
5. Record and edit single and multiple audio tracks.
6. To be able to design a variety of effective audio productions.
7. To be able to demonstrate proficiency of the skills basic to audio production, including recording, mixing and interconnecting various pieces of equipment.

Learning Outcomes

1. Describe and demonstrate an understanding of the digital to analog and analog to digital conversion process.
2. Demonstrate fundamental knowledge of the audio applications to record, edit, mix and publish a completed project.
3. Create quality vocal, ambient, and Foley recordings.
4. Produce quality audio mixes for visual media projects.
5. Demonstrate proper application of filters and plug-ins to create and shape sound effects for use in visual media projects.

Unit-1	**Basic Concepts of Audio**	L	T	P
1.1	Definition of Audio, Characteristics of Audio	2	1	1
1.2	Analogue and Digital sound	2	0	2
1.3	Monaural(Mono) Sound & Stereophonic Sound (Stereo)	2	1	1
1.4	Surround Sound	2	0	1
1.5	Audio file formats, Codec's & Compression	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-2	**Studio Fundamentals**	L	T	P
2.1	Layout, Acoustic Treatment	2	1	1
2.2	Equipment's and their application	2	0	2
2.3	Microphone Types: Microphone Pickup Pattern	2	1	1
2.4	Mixing Console and Working of Mixing Console	2	0	1
2.5	Recording Upgrades and Trends	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group				

Discussions, Assignments etc.				
Unit -3	**Sound Production for Audio visual**	L	T	P
3.1	Indoor and Outdoor recording, Studio Sound, Film Sound, Live Sound	2	1	1
3.2	Recording for Audio programmes; Drama, News, Commercials, Jingles, Music Shows	2	0	2
3.3	Recording for Video programme; Live interview, Documentary, News, Short Film, Event	2	1	1
3.4	Sound for Film Diegetic & Non Diegetic Sound	2	0	1
3.5	Foley sound, Ambience Sound, Dubbing	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-4	**Audio Software & Application**	L	T	P
4.1	Introduction to Audio Software's	2	1	1
4.2	Recording Basics, Interface, Tools, Editing & Track Mixing	2	0	2
4.3	Sound Effects & Filters	2	0	1
4.4	Mixing	2	0	1
4.5	Mastering	2	0	0
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-5	**Laws & Ethics for Sound**	L	T	P
5.1	Copyright Infringement	2	1	1
5.2	Royalties for Music	2	0	1
5.3	Ethics of Audio Production, Societies for Code of Ethics for Audio Industry	2	1	1
5.4	Career in Audio Production	2	1	1
5.5	Indian Phonographic Industry, Contemporary Scenario, Top Leading Companies	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

Practical/Projects/Assignments:

1. Audio Advertisements.
2. Audio Jingles.
3. Audio PSA (Public Service Announcements).

References for Reading:

- The Theory of Sound: J.W.S. Rayleigh / Robert B. Lindsay
- Principles of Digital Audio: Ken C. Pohlmann
- Art of Digital Audio; John Watkinson
- Fundamental of Acoustics: Lawrence E. Kinsler
- Acoustics Design for Home Studio: Mitch Gallagher
- Zhaki, R., 2011. Mixing Audio: Concepts, Practices and Tools
- David E. Reese, Lynne S. Gross, Brian Gross, Audio Production Worktext, 6th ed., Focal Press, Boston, 2009.

E- Resources:

- Audio Engineering 101 (2nd ed.)by Tim Dittmar
- Music and Technology: Recording Techniques and Audio Production by Christopher Ariza
- The Art of Digital Audio Recording by Steve Savage
- http://cemca.org.in/ckfinder/userfiles/files/13_Lesson-12_RECORDING_AND_CAPTURING_SOUND.pdf
- https://www.bfi.org.uk/sites/bfi.org.uk/files/downloads/bfi-language-sound-jennifer-johnston-into-film-2016-07.p

Scripting for Electronic Media

Course Objectives

1. To understand the basic principles of script writing.
2. To develop an understanding on the script writing for radio.
3. To develop an understanding on the writing for television.
4. To develop an understanding on the script writing for web.
5. To understand the nuances for professional script writing.

Learning Outcomes

1. Students would get to basics of script writing.
2. Students would learn how to write script for the Radio and how they would be able to make a career in this field.
3. Knowing script writing for the Television would better prepare them for career as a Script writer.
4. Web Journalism is a lucrative filed and changes in this field very fast so understand of writing and changes happening in this area would place them well ahead.
5. Understanding the nuances of professional script writing would provide them job avenues in Film and TV industry.

Unit-1	**Writing For Media**	**L**	**T**	**P**
1.1	Media writing as communication, The language of journalism	2	1	1
1.2	Introduction to narrative, Narrative writing, with an example of a nonfiction story, descriptive and explanatory writing	2	0	1
1.3	Principles of good writing	2	1	1
1.4	Characteristics of media writings. With reference to grammar, syntax and style. Drafting and revising	2	1	1
1.5	Explaining ideas and processes. Engaging the reader: what makes a good Introduction	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-2	**Effective Writing**	**L**	**T**	**P**
2.1	Techniques of translation	1	1	2
2.2	Human Interest and writing	1	1	2
2.3	Principles and methods – Rules and grammar – paragraphs – Narration – description – sentences – Nouns & Pronouns	1	1	1
2.4	Verbs – adjectives – sequences of tenses – punctuation marks	1	1	1

2.5	Idioms and phrases	1	1	2
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit -3	**Writing for Radio**	**L**	**T**	**P**
3.1	Nature and characteristics of Radio – Radio for information, education and entertainment	1	1	2
3.2	Time and deadline factor – News headlines and highlights	1	1	2
3.3	News features – talk shows – interviews	1	1	1
3.4	language and style – New wave FM Radio – Radio Jockeying – target audience – content variety and style	1	1	1
3.5	Technological factors in writing for radio	1	1	2
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-4	**Writing for Television**	**L**	**T**	**P**
4.1	Nature and characteristics of television – audio and visual elements	1	1	2
4.2	Writing television news – time factor	1	0	2
4.3	General and special audience programmes	1	0	2
4.4	Language and style of presentation – Video jockeying – entertainment programmes	1	1	1
4.5	Informational and educational programmes and other programmes.	2	1	2
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-5	**Writing for Liquid Media / Podcast Media**	**L**	**T**	**P**
5.1	Internet as a medium - nature and characteristics, users profile	1	1	1
5.2	Newspapers online – hypertext - textual and visual limitations	2	1	2
5.3	Language and style – multimedia support	2	1	2
5.4	Contents online: informational, educational and entertainment	2	1	0
5.5	Authenticity and piracy issues – regulations	2	1	0
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study,				

Group Discussions, Assignments etc.

Practical/Projects/Assignments:

1. Prepare one script on 5 minutes Radio programme.
2. Prepare one script on 5 minutes TV programme.
3. Prepare chart/poster on story boarding for television or radio script.
4. Prepare a brief report on famous TV Script Writers of India and their Writing Style.
5. Any other assignment given by the concerned faculty.

Suggested Readings:

- Singh, Dr. Deenakar. (2010). आधुनिकमीडियालेखन .New Delh i: Mohit Publications.
- Gour, Sanjay. (2006). इलेक्ट्रॉनिकमीडिया .Jaipur: Book Enclave.
- Arora, Dr. Harish. (2009). इलेक्ट्रॉनिकमीडियालेखन .New Delhi: KK Publications.
- David, J. (2007). Radio Broadcasting Journalism in India. New Delhi: Cyber Tech Publications.
- Gandhi, Prakash, Ved. (2009). Handbook of Television and Radio Broadcast. New Delhi: Kanishka Publishers, Distributers.
- Singh, Dr. Ajay Kumar. (2012). मीडियाकीबदलतीभाषा .Allahabad: Lokbharti Prakashan.
- Bhanavat, Sanjeev. (2005). इलेक्ट्रॉनिकमीडिया .Jaipur: Jansanchar Kendra, Rajasthan University.
- Vikram, S., and Suman Hansraj. (2010). वेबपत्रकारिता .New Delhi: Shri Natraj Prakashan.
- Singh, Dr. Devrat. (2014). Television Production. Bhopal: MCNUJC.
- Singh, Dr. A.K. (2009). रेडियोजर्नलिज्म, परिचयएवंप्रस्तुति .New Delhi: University Publication.
- Pande, Navodita. (2012). TV Journalism an Introduction to Practices. New Delhi: APH Publishing Cooperation.
- Wajahat, Asgar. (2011). पटकथालेखन .New Delhi: Rajkamal Prakashan
- Joshi, Manohar Shyam. (2006). कथात्मकलेखन, पटकथालेखन.New Delhi: Rajkamal Prakashan.

E-Resource:

- https://www.oreilly.com/library/view/broadcast-journalism-5th/9780240515717/40_Chapter_27.xhtml
- https://radio.co/radio-university/writing-radio-scripts
- https://www.wikihow.com/Write-a-Screenplay
- https://www.jimdo.com/blog/11-golden-rules-of-writing-website-content/
- https://m.wikihow.com/Write-Movie-Scripts

Media Organizations

COURSE OBJECTIVES

1. To acquaint students about various aspects of Media Organizations production.
2. To develop an understanding of Media Organizations and sources of financial implications involved in different stages of production.
3. To understand the role and importance of Media Industry.
4. To understand how electronic media generates revenues.
5. To develop critical thinking about the electronic media, its control mechanism and regulations.

LEARNING OUTCOMES

1. Students would learn about the Media Organizations production.
2. Students will come to know about various aspects and prevalent contract systems involved in this field.
3. Students will be able to understand better about their employment and service conditions.
4. Analyze the marketing processes of Media Organizations.
5. Develop Research and develop resources and production schedule for various production needs as required.

Unit-1	**Broadcasting Organizations: Public and Private**	**L**	**T**	**P**
1.1	Prasar Bharati, Doordarshan and others	2	1	1
1.2	All India Radio (AIR) and others	2	1	1
1.3	Press Information Bureau (PIB)	2	0	1
1.4	Directorate of Advertising and Visual Publicity (DAVP)	2	1	0
1.5	Broadcast Audience Research Council (BARC)	2	1	0
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-2	**News Agencies**	**L**	**T**	**P**
2.1	Press Trust of India (PTI)	2	1	0
2.2	Asian News International (ANI)	2	1	1
2.3	Indo-Asian News Service (IANS)	2	1	1
2.4	United News of India (UNI)	2	1	1

2.5	Hindustan Samachar, Samachar Bharati, Reuter, United Press International (UPI) etc	2	1	0
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit -3	**International Media organizations**	**L**	**T**	**P**
3.1	Voice of America	2	0	1
3.2	BBC	2	1	0
3.3	News Corporation	2	1	1
3.4	SONY	2	1	1
3.5	OTT: Television, Video, Messaging, Voice Calling etc	2	1	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-4	**Indian Media organizations TV: News & Entertainment**	**L**	**T**	**P**
4.1	Zee Entertainment Enterprises	2	1	1
4.2	Endau Group	2	1	1
4.3	TV Today Network	2	1	1
4.4	STAR INDIA	2	0	1
4.5	NDTV etc	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-5	**Indian Media organizations Radio : News & Entertainment**	**L**	**T**	**P**
5.1	MY FM, Fever FM	2	1	1
5.2	Radio City, Radio Mantra	2	1	1
5.3	Radio Mirchi, Indigo	2	1	0
5.4	Big FM, Radio Popcorn, Radio One	2	1	0
5.5	Red FM, Midday FM etc	2	1	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

Practical/Projects/Assignments:

1. Prepare a brief report on various aspects of Media Organizations.
2. Prepare a group presentation on different Media Organizations.
3. Prepare a case study on employment and service conditions of Media Industry.
4. Any other assignment given by the concerned faculty.

Suggested Readings:

- Billington, J. Peter., McLeavey, W. Dennis., Narasimhan,L. Seetharama.(2010). Production Planning and Inventary Control. New Delhi: PHI Learning Pvt Ltd.
- Pattanayak, Biswajeet.(2009). Human Resource Management. New Delhi: PHI Learning Pvt Ltd.
- Chandra, Prasanna.(2015). Financial Management Theory & Practice. New Delhi: McGraw Hill Education (India) Private Limited.
- Chatterji, Madhumita. (2011). Corporate Social Responsibility. New Delhi: Oxford University Press.
- Doyle, Gillen. Media Ownership. London: Sage Publications Ltd, London.
- Senguta, Sailesh. (2011). Business Managerial Communication. New Delhi: PHI Learning Pvt Ltd.
- Dr Verma, G.P. (2013). Global Media Economics. New Delhi: Advance Learner Press.
- Sarikakis, Katharine., Chakravartty, Paula. (2006). Media policy and Globalization. Edinburgh: Edinburgh University Press.

E-Resource:

- http://asu.thehoot.org/resources/media-ownership/media-ownership-in-india-an-overview-6048
- https://www.barcindia.co.in/
- https://techlawforum.wordpress.com/2014/09/22/cross-media-ownership-in-india-cause-for-concern-2/
- https://www.digitalbrew.com/pre-production-production-post-production-defined/
- https://www.managementstudyguide.com/financial-management.htm
- https://iedunote.com/organizational-behavior
- https://gothamculture.com/what-is-organizational-culture-definition/
- https://uk.sagepub.com/sites/default/files/upm-binaries/40856_4.pdf
- http://egyankosh.ac.in/bitstream/123456789/7313/1/Unit-3.pdf
- https://www.wirc-icai.org/images/material/Media-Sector-Industry-Trends.pdf
- https://india.mom-rsf.org/en/media/radio/

Innovation and Entrepreneurship

Course Objective

- To describe students regarding Entrepreneurship & its Management.
- To explain the students difference between Entrepreneurs & Managers.
- To outline the students about importance of E.D.Programmes.
- To illustrate students Practical problems related to Transportation.
- To determine various Project Appraisal methods to the students.

Learning Outcomes

- Students would be able to develop the concept of Entrepreneurship Management.
- By analyzing the importance of E.D programmes, students would be able to integrate the various factors leading to success of Entrepreneurship.
- Student would be able to summarize various concepts leading to Small Businesses & would learn to integrate them into a concrete Business Approach.
- Applying Transportation concepts would enable the students to find out the Optimum Way to solve the problems.

Unit-1	**Entrepreneurship**
1.1	Entrepreneurship: Nature & Scope (Class room lectures & PPT)
1.2	Role & Importance in Indian economy (PPT & class room lectures)
1.3	Traits of Entrepreneurs (PPT)
1.4	Entrepreneurs vs Professional Managers (Role Play, PPT)
1.5	Problems faced by Entrepreneurs (Class room Lectures)

Unit-2	**Environmental analysis**
2.1	Factors affecting External Environment (PPT)
2.2	Significance & Role of Environmental Infrastructure Network (PPT & Class room Lectures)

2.3	Environmental Analysis (class room lectures)
2.4	E.D programmes (E.D.P) (PPT , Class room lectures)
2.5	Problems of E.D.P (Class room Lectures)

Unit-3	**Transportation problems**
3.1	North West Corner method (practical)
3.2	Matrix Minima & VAM Method (practical)
3.3	Degenerating (practical)
3.4	MODI method (practical)
3.5	Assignment Problems (practical)

Unit-4	**Project Appraisal**
4.1	Project & Project Reports (PPTs)
4.2	Search for Business Idea (PPTs & Class room Lectures)
4.3	Projects& Classifications : Idea into Reality (PPTs)
4.4	Identification of Projects, Project Design & Network Analysis (PPTs &group discussions)
4.5	Project Appraisal & Plant Layout (Class Room Lectures)

Unit-5	Types of organizations
5.1	Small Industry Setup (Class room Lectures)
5.2	Types of Organization: Sole Proprietorship, Partnership , Joint Stock Company, Co-operative Organization, Merits , Limitations , Suitability (PPTs & class room lectures)
5.3	Organizational Locations (Role Play , Class room lectures)
5.4	Steps in Starting a Small industry (PPTs)
5.5	Incentives & subsidies available , Export Possibilities (PPTs)

Practical / Projects / Assignments:

- Case Studies: Related to real life entrepreneurs (Kabadwala.com)
- Practical solving of transportation problems.

Suggested Readings:

- Burns, Paul.(2016). Entrepreneurship & Small Business Development. New Delhi: Palgrave Macmillan Publishers
- Chakraborty, K.(2006). Entrepreneurship & Small Business Development. New Delhi: Mittal Publishers
- Charantimath, Poornima.(2005). Entrepreneurship & Small Business Development. New Delhi: Pearson education
- Khanka, S.K. (2006). Entrepreneurial Development. New Delhi: S.Chand publishing
- Nirjhar, A. (2011). Entrepreneurial Development. New Delhi: Sanbun Publishers

E-resources:

- https://www.slideshare.net/esmatullahamini1/entrepreneurial-developmentbook-pdf
- http://ncert.nic.in/ncerts/l/lebs213.pdf
- http://164.100.133.129:81/econtent/Uploads/Entrepreneurship_Development.pdf

SEMESTER 4

Anchoring for Electronic Media

COURSE Objectives

1. Illustrate anchoring, news reading, interviewing and other skills.
2. Understand basic technicalities of studio production.
3. Understand the unique styles of Radio and TV personalities.
4. To make the Students aware of the legal and ethical aspects of the news anchoring.

Learning Outcomes

1. Students will know the basic skills of news anchoring.
2. Students will know how to present news in a professional way.
3. Students will understand the studio production
4. Students will be able to do honest Journalism with Social Responsibility.

Unit-1	**Anchoring skills for Radio**	L	T	P
1.1	Basic principles of anchoring for radio	2	1	1
1.2	Various news programme format of radio	2	0	2
1.3	Anchoring skill for different format	2	1	1
1.4	Importance of voice modulation in radio	2	0	1
1.5	Radio news reading	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-2	**Anchoring skills for TV**	L	T	P
2.1	Basic principles of anchoring for TV	2	1	1
2.2	Anchor role in news presentation	2	0	2
2.3	Professional ethics – dress sense, Performance, dealing with contingencies	2	1	1
2.4	TV news reading	2	0	1

2.5	Case studies of style of famous news anchors	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit -3	**Voice Practice**	L	T	P
3.1	Voice modulation and diction	2	1	1
3.2	Voice speed, breathing and articulation	2	0	2
3.3	Voice and Body language	2	1	1
3.4	Pronunciation practice	2	0	1
3.5	Ability of multitasking	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-4	**Technical Understanding of Production**	L	T	P
4.1	Camera facing techniques	2	1	1
4.2	Camera movements	2	0	2
4.3	Use of microphones	2	0	1
4.4	Understand Cues and commands for different script formats (TV, Radio)	2	0	1
4.5	Skills to use Teleprompter reading	2	0	0
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-5	**Variety of Anchoring**	L	T	P
5.1	Handling live shows	2	1	1
5.2	Studio and outdoor anchoring	2	0	1
5.3	Interviewing skills, Panel discussion	2	1	1
5.4	Piece to camera and voice over	2	1	1
5.5	Acquaintance with Journalistic Ethics and Laws	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

Practical/Projects/Assignments:

1. Write and analyses news capsule from camera perspective.
2. Read radio and TV news script practice.

3. Prepare an Anchor Piece.

References for Reading:

- Beaman, J. (2011). Interviewing for radio. Routledge.
- Hyde, S. (2017). Television and radio announcing. Routledge.
- Kalra, R.J. (2012). The ABC of news anchoring: A guide for aspiring anchors. Pearson.

E- Resources:

- Anchoring Practices for Public Connection: Media Practice and Its Challenges for Journalism Studies.
- Digital news channels.

Basics of Visual Communication

Course Objectives

1. To develop the ability to code and de-code the visual language.
2. To develop power of expression and understanding.
3. To develop appreciation and aesthetic understanding of performing art.
4. To recognize the language colours and their behavioral attitudes.
5. To recognize the social signals of public interest.

Learning Outcomes

1. Learner will be able to narrate the potentials & limitations of TV/Video as medium of communication.
2. Learner will be able to understand and interpret the body language and behavioral attitudes.
3. Learner will be able to literate about visuals, photography, painting art etc.
4. Learner will be able to code and decode media products in order to frame identify and examine the cultural practices, values and ideas contained in them.
5. Learner will be able to understand the effect of line, texture and colour on composition.

Unit-1	**Communication**	L	T	P
1.1	Communication : Concept, Nature And Scope	2	1	1
1.2	Elements, Process And Functions Of Communication	2	0	2
1.3	Traditional/Folk forms of communication	2	1	1
1.4	Jo-harry window	2	0	1
1.5	Barriers of communication	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-2	**Classification of Communication**	L	T	P
2.1	Basic classification – Intra-personal communication, inter personal communication Group communication, Mass communication	2	1	1

2.2	Verbal and non-verbal communication	2	0	2
2.3	Audio-visual communication	2	1	1
2.4	Formal and informal communication	2	0	1
2.5	Focused and unfocused communication	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit -3	**Channels of Verbal & Non-verbal communication**	L	T	P
3.1	Non verbal communication : body movements, Gestures eye contact, artifacts, touch behavior (Social and biological needs) para language	2	1	1
3.2	Behaviours – attitude, motives anxiety, fear, aggression, reposes, affection, love desire, anger, pleasure and happiness	2	0	2
3.3	Social symbols and their meanings	2	1	1
3.4	Verbal communication, language as symbol system semantics and general semantics	2	0	1
3.5	How the verbal and non verbal communication channels work together	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-4	**Classification of Media**	L	T	P
4.1	Projected visuals and Non-projected visuals	2	1	1
4.2	Multimedia presentation and graphics	2	0	2
4.3	Audio Media : Use and selection of audio materials	2	0	1
4.4	Television : characteristics, use and impact on society	2	0	1
4.5	Film Cinema : characteristics, use and impact on society	2	0	0
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-5	**Visual Elements and Visual Arts**	L	T	P
5.1	Nature of line, texture, shape, space, size and proportion : The objective they represent	2	1	1
5.2	Colour : Symbolism of colours, meaning and associations, colour & expression colour balance	2	0	1

5.3	Human response to light and colour	2	1	1
5.4	Painting, sculpture and theatre, as visual arts	2	1	1
5.5	Music, dance and drama as performing arts	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

Practical/Projects/Assignments:

1. Study and observe to make report on body language to show dance & drama.
2. Prepare multimedia presentation on given topic by concerned faculty.
3. Study and report social symbols and their meaning from selected Cinema/films.
4. Present a paper on "para language".
5. Record at least two, Television interviews to understand interpersonal communication with the help of video camera.
6. Any others assignments given by the faculty concerned.

References for Reading:

- Lester, P. M. (2011). Visual communication: Images with messages. Boston, MA: Wadsworth.
- 'Communication models' by McQuail, Denis and Sven Windahl.; Longman, NewYork 1981.
- 'Theories of the Information Society' by Webster, Frank. Routledge, London. 1995.
- The dynamics of mass communication: media in transition / Joseph R. Dominick. Edition: 12th ed., McGraw-Hill international ed. 2015

E- Resources:

- http://saintangelos.com/studentdesk/Download/Introduction_to_visual_communication.pdf
- https://www.researchgate.net/publication/331492219_Learning_and_Visual_Communication
- https://policyviz.com/wp-content/uploads/2015/10/power-of-visual-communication.pdf

Basics of Camera

Course Objectives

1. To Learn and demonstrate competency of all aspects of Camera.
2. To acquire a basic working understanding of Camera equipment's and setup.
3. To be able to understand Camera Lens Characteristics.
4. To be able to demonstrate proficiency of the skills basic to video composition.
5. To be able to design a variety of effective video productions using camera technique.

Learning Outcomes

1. Having a working knowledge of Basic camera process.
2. Familiarize with broadcast camera equipment's and controls.
3. Demonstrates competency in technical aspects of video camera and lenses.
4. Produce, create and apply proper video composition and publish a completed project.
5. Communicate ideas and the processes used competently as a cameraperson to other key creative collaborators.

Unit-1	**Introduction to Camera**	L	T	P
1.1	Camera : Concept & Definition	2	1	1
1.2	Evolution & History of Camera	2	0	2
1.3	SLR, DSLR, Camera, Camcorder	2	1	1
1.4	Analogue vs Digital Cameras	2	0	1
1.5	Camera Formats: (Beta, Betacam, Betacam SP, Digi Beta, DVCPro, DVCProHD, XD Cam, HD Cam, AVCHD, DV, MiniDV, DVCam, HDV, 4K)	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

Unit-2	**Camera Equipment's and Controls**	L	T	P
2.1	Camera Mounting Equipment's: Use and Importance	2	1	1
2.2	Head, Spreader, Pods, Base Plate, Gimbals, Flash, Viewfinder	2	0	2
2.3	Camera Audio and Light equipment's	2	1	1
2.4	White Balance, Colour Temperature	2	0	1
2.5	Zoom, Shutter, ND Filter	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit -3	**Camera Lenses**	L	T	P
3.1	Camera Lenses: Technology and Uses	2	1	1
3.2	Type of lenses	2	0	2
3.3	Optical Characteristics of Lenses: Focal length, Focus, Depth of Field, Iris, Aperture, F- Stop	2	1	1
3.4	Fixed Lens Camera	2	0	1
3.5	Interchangeable lens Camera	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-4	**Camera Composition**	L	T	P
4.1	Camera composition and Framing	2	1	1
4.2	Rule of Thirds	2	0	2
4.3	Type of Camera Shots	2	0	1
4.4	Camera Angles	2	0	1
4.5	Camera Movements	2	0	0
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-5	**Camera Technique**	L	T	P
5.1	ENG/EFP Camera Setup	2	1	1
5.2	Studio Camera Setup and CCU	2	0	1
5.3	Single Camera & Multi Camera setup	2	1	1
5.4	Effective Shooting Technique	2	1	1

5.5	Mobile Camera Equipment's & applications	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

Practical/Projects/Assignments:

1. Learning and Handling Basic Camera shots.
2. Video shooting exercises.
3. Shoot a 5 minute sequence using basic video camera technique and setup.
4. Make 3 effective video productions using different shooting techniques.

References for Reading:

- De Fossard Esat and Riber John, Saga Publications, 'Writing and Producing for Television and Film'.
- On Camera by Haris Watts.
- Handbook of Television Production: Herbet Zettl. 7th ed. Wadsworth.
- Video Basic Workbook. Herbert Zettl. 2nd ed. Wadsworth.
- The Technique of Television Production: Gerald Millerson, 12th ed. Focal Press, London, 1990.
- Television Production: Alan Wurtze. 2nd Edition. Mcgraw Hill Book company New York.
- Video Production: Vasuki Belavadi. 2nd Edition, Oxford university press.

E- Resources:

- https://tv-handbook.com/Television%20Production%20Handbook%202006.pdf: Television Production Handbook 101 (2nd ed.) by Roger Inman Greg Smith
- www.mediacollege.com : educational website containing tutorials, reference and other resource material in all areas of electronic media by Dave, Richard and Andy

Media Language and Content

Course Objectives

1. Introduce to Students with the importance and growth of language.
2. Introduce to Students with the structure and style of language.
3. To develop an understanding about the difference between the languages for writing, audio and visuals.
4. Introduce to Students with the changes taking place in media language.
5. To develop an understanding about translation and Paraphrase.

Learning Outcomes

1. Enhancement in understanding about the growth and changes taking place in language.
2. Students get practical knowledge and understanding about the media language – structure and style
3. Students get knowledge about the words and phrases used for specialized news.
4. Efficiency enhancement through media friendly paraphrasing.
5. Development of writing capacity for print, electronic and new media.

Unit-1	**Essentials of Media Writing**	**L**	**T**	**P**
1.1	Basics of Grammar in Hindi and English; Use of Phrases and Words	1	0	0
1.2	Writing for Newspapers and Magazines	2	1	1
1.3	Writing For Radio	2	1	1
1.4	Writing For TV	2	1	1
1.5	Writing For Web	2	1	2
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

Unit-2	News & Feature Writing Skills	L	T	P
2.1	News: Concepts And Elements	2	1	1
2.2	Writing Intros And Headline	1	1	1
2.3	Writing Simple News Stories	1	1	1
2.4	Writing Feature Articles	2	0	1
2.5	Writing Advertorials	2	1	2
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
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	2	0	2
3.2	Translate (Paraphrase) at least 5 different news (English to Hindi)	1	1	2
3.3	Translate (Paraphrase) at least 5 different news (Hindi to English).	1	1	2
3.4	Translate (Paraphrase) at least 2 different Article (English to Hindi and Hindi to English).	1	1	2
3.5	Preparing a glossary of 20 phrases in Hindi and English, generally used for the same expression.	1	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-4	**Translating Journalistic Content 1**	**L**	**T**	**P**
4.1	Preparing a glossary of 50 words in Hindi-English from Business page.	1	0	2
4.2	Preparing a glossary of 25-25 Hindi-English words used in political news.	1	0	2
4.3	Translating at least 5 different news items from Business pages (Hindi-English).	1	1	2
4.4	Translating at least 5 Political news items (Hindi-English).	1	1	2

4.5	Translating at least one political and one business article (Hindi-English).	1	1	2
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-5	**Translating Journalistic Content 2**	**L**	**T**	**P**
5.1	Preparing a glossary of 25-25 words (Hindi-English) from Sports page.	1	0	2
5.2	Translating at least 5 different news items on five different sports (Hindi-English).	1	0	2
5.3	Translating a column article of renowned person on sport (at least 2 in both languages).	1	1	2
5.4	Translating at least 5 Science news items (Hindi-English).	1	1	2
5.5	Translating at least 5 International news items (Hindi-English).	1	1	2
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

Practical/Projects/Assignments:

1. विशेषक्षेत्रोंकेसमाचारोंमेंउपयोगहोनेवालेशब्दोंकीसूची।
2. हिंदीअंग्रेजीमुहावरोंकीसूची-।
3. समाचारोंकाअनुवाद।
4. आलेखएवंविशेषपत्रकारिताकीसामग्रीकाअनुवाद।
5. समाचारशीर्षकऔरफोटोकैप्शनलेखनकाअभ्यास।

Suggested Readings:

- Usha Raman, (2010). Writing For The Media, Oxford University Press-New Delhi.
- Prasad, S. (.(1993Editors on Editing/HY, National Book Trust.
- Simeon Lindstrom (2015). Creative writing – From Think to Ink, Create Space Independent Publishing Platform, Canada.
- Robert L. Hilliard (2010). Writing for Television, Radio, and New Media, Wadsworth Publishing Company Inc, USA.
- Andrew Bonime& Ken C. Pohlmann (1997). Writing for New Media: The Essential Guide to Writing for Interactive Media, Wiley, United Stated
- Robert M. Knight (2010). Journalistic Writing: Building the Skills, Honing the Craft, Marion Street Press, Portland
- James G Stovall (2014). Writing for the Mass Media, Pearson, New York.
- चतुर्वेदीरामस्वरूप(1981), भाषाऔरसंवेदना, लोकभारती, इलाहाबाद।
- तिवारीभोलानाथ(1984), भाषाऔरसंस्कृति, प्रभातप्रकाशन, दिल्ली।

- तिवारीभोलानाथ(1986), मानकहिन्दीकास्वरूप, प्रभातप्रकाशन, दिल्ली।
- तिवारीभोलानाथ(1984), पत्रकारितामेंअनुवादकीसमस्याएँ, शब्दाकारप्रकाशन, नईदिल्ली।
- तिवारीभोलानाथ(1987), अनुवादविज्ञान, शब्दाकारप्रकाशन, दिल्ली।
- द्विवेदीअनुपम(2014) , हिन्दीव्याकरण, रीतूपब्लिकेशन, जयपुर।
- वर्णवालहरीश (2012)राधाकृष्णनप्रकाशन,टेलीविजनकीभाषा ,।
- सिंहडॉअजयकुमार . (2012)मीडियाकीबदलतीभाषा ,।
- जितेन्द्रगुप्ता, प्रियदर्शन, अरुणप्रकाश)2009 ,(पत्रकारितामेंअनुवाद, राजकमलप्रकाशनदिल्ली ,।

e-Resource :

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

Co-Curricular- 2

(A) Parliament: Practice and Procedure I

Course Objectives

- To acquaint students with knowledge of the Indian Constitution.
- To make students familiar with concept of Parliament.
- To understand the concept of various practices and procedures of Indian Parliament
- To develop understanding about powers and privileges of Parliamentary and Legislative members

Learning Outcomes

- Students will be able to understand the concept of Indian Constitution and Parliament.
- Students will be able to understand working of Indian Parliament
- Students will be able to understand and analyze working of State Assembly and Legislative Councils
- Ability to apply the theory into practice.

Unit-1	**Introduction to Indian Constitution** (Total hours- L+T+P=6hrs)	**L**	**T**	**P**
1.1	Preamble	-	1	1
1.2	Fundamental Rights	-	-	2
1.3	Directive Principles of State Policy	-	-	2

Unit-2	**Introduction to Indian Parliament** (Total hours- L+T+P=6hrs)	**L**	**T**	**P**
2.1	Working of Indian Parliament	-	1	1
2.2	Committee of Indian Parliament	-	-	2
2.3	Budget	-	-	2

Unit-3	**Lok Sabha and Rajya Sabha**	**L**	**T**	**P**

	(Total hours- L+T+P=6hrs)			
3.1	Working of Lok Sabha & Rajya Sabha	-	1	1
3.2	Passing of Bill in Lok Sabha & Rajya Sabha	-	-	2
3.3	Election of Members in of Rajya Sabha & Lok Sabha	-	-	2

Unit- 4	**State Assemblies and Legislative Councils** (Total hours- L+T+P=6hrs)	**L**	**T**	**P**
4.1	Introduction to Legislative Councils	-	1	1
4.2	Elections of members in Legislative Council	-	-	2
4.3	Functions of Legislative Council	-	-	2

Unit 5	**Different Parliamentary Systems in World** (Total hours- L+T+P=6hrs)	**L**	**T**	**P**
5.1	Japan Parliamentary System	-	1	1
5.2	Canada Parliamentary System	-	-	2
5.3	Germany Parliamentary System	-	-	2

Practical/Projects/Assignments:

- Role play/Skit/Mock Parliament.
- PPT Presentation on various contemporary issues
- Visit to Vidhan Sabha
- Virtual tour of the Indian Parliament.
- Any other assignment given by the concerned faculty.

Suggested Readings:

- Kaul M.N and Shakdher S.L, Practice and Procedure of Parliament, Lok Sabha Secretariat, New Delhi, Seventh Edition
- Khosla Madhav, The Constitution of Most Surprising Democracy, Oxford
- Basu Dr. Durga Das, Introduction of Indian Constitution, Lexis Nexis, 2019
- Rules of Procedure and Conduct of Business in the Council of States, Rajya Sabha Secretariat, New Delhi,2013.
- Chaudhary Sujit, Khosla Madhav and Mehta Pratap Bhanu, The Oxford Hand book of the Indian Constitution, Oxford University Press U.K,2016
- Role of Rajya Sabha in Indian Parliamentary Democracy, Rajya Sabha Secretariat, New Delhi,2019
- Narain Dr. Yogendra, Role and Relevance of Rajya Sabha in Indian Polity, Rajya Sabha Secretariat, New Delhi.
- Kashyap Subhash C., Our Parliament, National Book Trust, India
- Handbook for Members of Rajya Sabha, Rajya Sabha Secretariat, New Delhi, 2010
- Bakshi PM, Constitution of India, Universal Law Publishing, 2017
- De Rohit, A Peoples Constitution, Princeton University Press,2018.

E-Resources:

- https://eparlib.nic.in
- https://epgp.inflibnet.ac.in
- http://Indias-Founding-Moment-Constitution-Surprising-ebook/

Co-Curricular- 2

(B) भारतीय संगीत II

उद्देश्य

/1संगीत के मूल तत्वों को समझना।

/2सुगम संगीत की विभिन्न विधाओं जैसे गीत, भजन, गजल शैलियों इत्यादि से संगीत में आये हुए विभिन्न सैद्धान्तिक एवं वैचारिक महत्व पर चिंतन।

/3संगीत का सैद्धान्तिक और व्यावसायिक क्षेत्रों में प्रदर्शन, नियोजन को जानना।

/4हिन्दी चित्रपट संगीत की समझ विकसित करना।

/5अन्य विषयों के साथ भारतीय संगीत को जोड़कर शोध के लिए भारतीय संगीत का प्रारंभिक ज्ञान देना।

शिक्षण के परिणाम

1. अलंकारों, राग काफी, भैरव, भैरवी की जानकारी।
2. सुगम संगीत की भिन्नो शैलियों से परिचित होना।
3. भारतीय चित्रपट को जानना एवं प्रमुख संगीतकारों की शैलियों की समझना।
4. भारतीय चित्रपट संगीत में प्रसिद्ध पार्श्वगायकों के योगदान को जानना।
5. ताल एवं वाद्य यंत्रों की प्रारंभिक समझ।

ईकाई 1 –		L	T	P
11.	प्रारंभिक का लेखन अलंकारों 20से 10		2	2

1.2	राग काफी, भैरव, भेरवी का सम्पूर्ण परिचय			6

ईकाई –2		L	T	P
2.1	सुगम संगीत परिभाषा एवं विशेषताएँ		2	2
2.2	सुगम संगीत शैलियॉ गीत, गजल, भजन प्रसिद्ध कवियों), शायर की -5 (रचनायें 5			6

ईकाई –3		L	T	P
3.1	चित्रपट का अर्थ, परिचयन एवं इतिहास		2	
3.2	हिन्दी चित्रपट संगीत में शास्त्रीय संगीत का प्रयोग करने वाले प्रमुख संगीतकार		2	4

ईकाई –4		L	T	P
4.1	पार्श्वगायन का अर्थ, हिन्दी चित्रपट संगीत में पार्श्वगायन का प्रारंभ		2	
4.2	हिन्दी चित्रपट संगीत के प्रमुख गायकएवं योगदान गायिकाएँ परिचय/ द रफीमोहम्म), मन्नाडे, मुकेश, किशोर कुमार, भारत रत्न लता मंगेशकर, आशा भोसले, गीता दत्त, सुमन कल्याण पुरकर		2	4

ईकाई –5		L	T	P
5.1	सुगम संगीत में प्रयुक्त होने वाले तालों का परिचय एवं प्रयोग ताल- तीव्रा, कटरवा दादरा, रूपक, झपताल, तीनताल		1	6
5.2	सुगम संगीत में वाथवृंद का प्रयोग, महत्व एवं प्रमुख वाद्य		1	2

भारतीय संगीत (सुगम गायन)
द्वितीय वर्ष प्रायोगिक -

प्रारंभिक अलंकारों का गायन 20 से 10

रागकाफी-, भैरव, भैरवी में आरोह पकड-अवरोह-

सरगम, लक्षणगीत, छोटारख्याल 5-5 -आलाप तानों सहित प्रस्तुत करना।

सुगम संगीत संगीत कीफिल्म/दो रचनायें स्वेच्छा से प्रस्तुत करना।

हिन्दी चित्रपट संगीत के प्रसिद्ध पार्श्वगायक शब्द) रीय रचनागायिकाओं में से किसी एक की स्त/ तिकी प्रस्तु (रचना

बाह्य परीक्षक की इच्छानुसार सुगम संगीत की किसी एक शैली को प्रस्तुत करना।

सैद्धान्तिक प्रश्नपत्र के तालों को हाथ से प्रदर्शित करना। (खाली/ताली)

संदर्भ -

/1हिन्दुस्तानी संगीत पद्धति - 2/1 भाग -लेखक विभातखण्डे .ना.

/2राग परिचय - 4/3/2/1 भग -लेखक हरिशचन्द्र श्रीवास्तव

/3संगीत विशारद लेखक वसंत -

गुगल पितस्था-/यू टयूब/नेट/पार्श्वगायकोंगायिकाओं के गीत हेतु।/

Co-Curricular- 2

(C) ललित कला II

उददेश्य

1. दृश्य चित्रण की विधि से छात्रों को परिचित कराना।
2. प्रकृति और जीवन की सुंदरता की सराहना करने के लिए उनकी दृष्टिको समृद्ध कराना।
3. प्राकृतिक और मानव निर्मित वस्तुओं के विभिन्न रूपों का अभ्यास।
4. रंगो के प्रयोग और विभिन्न तकनीकों से छात्रों को परिचित कराना।
5. विभिन्न प्रकार की कला सामग्री और उपकरणो का तकनीकों के साथ प्रयोग और कौशल सिखाना।
6. अन्यन विषयों के साथ ललित कला को जोडकर शोध के लिए ललित कला का प्रारंभित ज्ञान देना ।

शिक्षण के परिणाम

1. परिप्रेक्ष्य चित्रण की समझ ।
2. प्रकृति और जीवन की सुंदरता की सराहना और आनंद प्राप्ति ।
3. प्राकृतिक और मानव निर्मित वस्तुओं के विभिन्न रूपों का अध्ययन करके कला के नए रूप को बनाने की प्रेरणा।
4. विभिन्न प्रकार की कला सामग्री और उपकरणो के प्रयोग से कौशल का विकास ।
5. कलात्मक कौशल और रचनात्मकता का विकास ।

ईकाई 1 -	**दृश्य चित्र और प्रकृति अध्ययन**	**L**	**T**	**P**
1.1	परिचय		1	
1.2	स्केचिंग और परिप्रेक्ष्य			**2**
1.3	रंग भरने की विभिन्न तकनीक			**2**
1.4	पौधों,पेड़ों और फूलों का अध्ययन		1	**1**
1.5	फलों और सब्जियों का अध्ययन		1	1

ईकाई- 2	**अलंकरण(डिज़ाइन)**			
2.1	सजावटी और ज्यामितीय अलंकरण(डिजाइन)		**1**	2
2.2	पोस्टर डिजाइन		**1**	2
2.3	लोगो डिजाइन		**1**	2

ईकाई- 3	**ब्लॉक प्रिंटिंग और फैब्रिक पेंटिंग**			
3.1	परिचय		2	2
3.2	सब्जी से प्रिंट (Vegetable Prints)			2
3.3	लकड़ी के ब्लॉक से प्रिंट			2
3.4	फैब्रिक पेंटिंग (कुशन कवर और दुपट्टे)			2

ईकाई-4	**मिट्टी से रचना(क्ले मॉडलिंग, तीन आयामी कला)**			
4.1	परिचय		**2**	2
4.2	सरल आकार (फल, सब्जी और फूल)			2
4.2	पक्षी और जानवर			2
4.4	पी ओ पी ब्लॉक नक्काशी			2

ईकाई- 5	**कागज शिल्प**			
5.1	बुक जैकेट डिजाइन		1	2
5.2	पेपर क्राफ्ट मोबाइल		1	2
5.3	कैलेंडर डिजाइन		1	2

ललित कला प्रायोगिक

/1दृश्य चित्र और प्रकृति अध्ययन।

/2अलंकरण (डिज़ाइन)

/3ब्लॉक प्रिंटिंग और फैब्रिक पेंटिंग।

/4मिट्टी से रचना (क्लेमॉडलिंग,तीन आयामीकला)

/5कागज शिल्प

संदर्भ–

1.भारतीय कला एवं संस्कृति -नितिन सिंघानिया

2. Water colour Landscapes Step by Step by Milind Mulick

3. Colors of India: India Block Print Art (Block Prints Book 1) Kindle Edition by Shruti Jain

4. A for Ajrakh: The A to Z of Block by Nina Sabnani

SEMESTER 5

Digital Video Editing

COURSE Objectives

1. Learn and demonstrate competency all aspects of Video Editing.
2. To acquire a basic working understanding of video editing software, equipment's and setup.
3. To be able to understand Editing aesthetics and process.
4. To be able to interpret video footage for selective editing (storytelling).
5. To be able to demonstrate proficiency of the skills basic to video editing, including transition, effects and mixing.
6. To be able to design a variety of effective video productions using editing technique.

Learning Outcomes

1. Having a working knowledge of NLE video editing process.
2. Familiarize with Video Editing hardware and software's applications.
3. Demonstrates competency in technical aspects of video editing.
4. Produce, create and apply proper video transition & effects and publish a completed project.
5. Communicate ideas and the processes used competently as a video editor to other key creative collaborators.

Unit-1	**Basic Concepts of Video Editing**	L	T	P
1.1	Digital Video Editing : Concept & Definition	2	1	1
1.2	Evolution & History of Editing	2	0	2
1.3	Introduction to Non-Linear Editing	2	1	1
1.4	Video Editing Principles	2	0	1
1.5	Offline & Online Editing	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-2	**Video Editing Software & Hardware**	L	T	P
2.1	Adobe premiere - Project Setting, Preferences & Interface	2	1	1
2.2	Introduction to Final Cut Pro & Avid Media Composer	2	0	2
2.3	Mobile Video Editing: Concept and Uses	2	1	1
2.4	Mobile VE Applications	2	0	1
2.5	NLE Video Editing Equipments & Setup	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group				

Discussions, Assignments etc.				
Unit -3	**Basic Editing**	L	T	P
3.1	Importing , Sequence Setting, Scratch disk setting	2	1	1
3.2	Trimming & Inserting Video	2	0	2
3.3	Timeline Editing Tools	2	1	1
3.4	Link & Unlink, Basic Motion & Opacity	2	0	1
3.5	L-cut, J-cut, Jump cut, Match cut	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-4	**Advance Editing**	L	T	P
4.1	Transition (Cut, Fade, Wipes, Dissolve)	2	1	1
4.2	special Effects (SFX)	2	0	2
4.3	Superimposition & Compositing	2	0	1
4.4	Multi Track Editing	2	0	1
4.5	Audio in Video Editing	2	0	0
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-5	**Exporting and Publishing**	L	T	P
5.1	Titling and Graphics	2	1	1
5.2	Colour Correction	2	0	1
5.3	Audio Mixing and Balancing	2	1	1
5.4	Exporting project	2	1	1
5.5	Video file formats (MP4, AVI, MOV, FLV, 3GP, WMV etc.)	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

Practical/Projects/Assignments:

1. Learning Adobe Premiere video editing software.
2. Video Editing exercises.
3. Basic editing technique and setup.
4. Make 3 effective video productions using editing techniques.

References for Reading:

- Handbook of Television Production: Herbet Zettl. 7th ed. Wadsworth
- Video Basic Workbook. Herbert Zettl. 2nd ed. Wadsworth
- Adobe Premiere Pro Classroom in a Book (2020 release) by Maxim Jago
- The Technique of Television Production: Gerald Millerson, 12th ed. Focal Press, London, 1990.
- Television Production: Alan Wurtze. 2nd Edition. Mcgraw Hill Book company New York
- Video Production: Vasuki Belavadi. 2nd Edition, Oxford university press

E- Resources:

- https://helpx.adobe.com/premiere-pro/view-all-tutorials.html: Video Tutorials by Adobe
- https://tv-handbook.com/Television%20Production%20Handbook%202006.pdf: Television Production Handbook 101 (2nd ed.) by Roger Inman Greg Smith
- www.mediacollege.com : educational website containing tutorials, reference and other resource material in all areas of electronic media by Dave, Richard and Andy

Electronic News Production

Course Objectives

1. To- equip students with profound journalistic skill.
2. To develop students as a responsible television journalists.
3. To teach basic news writing skills.
4. To familiarize students with the news channels function.
5. To make students learn video editing techniques.

Learning Outcomes

1. The student will be able to define concept creation.
2. The student will be able to understand the pre-production process.
3. The student will be having ability to engage various elements in production process.
4. The student will able to explain how the concept of commercial production.

Unit-1	**News Concept**	L	T	P
1.1	Definition and Elements of TV News	2	1	1
1.2	News values, Structure of News Report	2	0	2
1.3	Sources of TV News, News gathering	2	1	1
1.4	Characteristics of TV news-how it's different from print and radio news	2	0	1
1.5	Objectivity in News	2	1	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-2	**Scripting for Television**	L	T	P
2.1	Nature and characteristics of television – audio and visual elements	2	0	2
2.2	Principles of News Script writing	2	1	1
2.3	Writing for Visuals and Different Stages of News Script	2	1	1
2.4	Different Types of Television News scripts	2	0	2
2.5	General and special audience programmes	2	1	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group				

Discussions, Assignments etc.				
Unit -3	**News Channel**	L	T	P
3.1	News channel organizational structure	2	1	1
3.2	Newsroom Organization and Structure and Functions	2	1	1
3.3	Newsroom Functioning : Input and Output	2	0	2
3.4	Different editorial positions in Newsroom and their roles and Responsibilities	2	1	1
3.5	Team work and Editorial Co-ordination	2	1	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-4	**News Bulletin and News Presentation**	L	T	P
4.1	Rundown and structure of a news bulletin	2	1	1
4.2	Role and duty of Rundown producer	2	0	2
4.3	Qualities of a newscaster	2	1	1
4.4	Role and Importance of an Anchor	2	1	1
4.5	Using Multi Prompter in television news	2	0	2
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-5	**Basics of Video News Production**	L	T	P
5.1	Introduction of video production	2	1	1
5.2	Steps of Pre production, Production and Post-production	2	0	2
5.3	Importance of visual idea generation	2	0	2
5.4	Video Editing Software	2	0	2
5.5	Concept and research for video production	2	0	2
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

Practical/Projects/Assignments:

1. Prepare minimum 03 scripts for a video programme – Television News Bulletin, TV News programme.
2. Prepare a 05 minutes' TV news bulletin (covering at least 04 different issues including major events of the city).
3. Shoot a video documentary of at least five minutes' duration.

4. Shoot at least one programme based on one of the 6 story-boards.
5. Prepare a shooting script for a film of atleast05 minutes' duration.

References for Reading:

- Millarson, Gilard, 2003. Television Production, Focal Press.
- Belavadi, Vasuki. 2008. Video Production. New Delhi. Oxford Publication.
- Millerson, Gilard & Owens, Jim. 2008. Video Production Handbook. Newyork. Focal Press.
- Economics of Culture Industry: Television in India, KV Joseph, Shipra Publications, New Delhi, 2010.
- Television in India: Many Faces, Mira K. Desai, Authors Press, Delhi, 2010.
- India on Television: How Satellite News Channels Have Changed the Way We Think and Act, Nalin Mehta, Harper-Collins, New Delhi, 2008.
- Television Production Handbook, Herbert Zettl, Wadsworth, Belmont, 2003.
- Shooting TV News: Views from Behind the Lens, Rich Underwood, Focal Press, Oxford, 2007.
- Nonlinear Editing: Storytelling, Aesthetics and Craft, Bryce Button, CMP Books, Berkley, 2002.
- Video Editing: A Post Production Primer, Steven E. Browne, Focal Press, Amsterdom, 2002.
- How Video Works: From Analog to High Definition, Focal Press, Oxford, 2007.
- The Economic Regulation of Broadcasting Markets: Evolving Technology and Challenges for Policy, Ed. Paul Seabright and Jurgen Von Hagen, Cambridge, 2007.

E- Resources:

- www.cableandsatellite.com
- www.adi-media.com
- www.cable-quest.in
- https://www.docs.sony.com/release/DSCW90_handbook.pdf
- https://www.cia.gov/library/readingroom/docs/CIA-RDP70B00198R000700010007-2.pdf
- https://www.indianmediastudies.com/scriptwriting-for-television/

Corporate Culture & Communication

COURSE OBJECTIVES

1. To introduce basics of corporate communication.
2. To impart basic understanding of ethical practice in corporate communication.
3. To give overview of media writing.
4. To provide understanding of campaign.
5. To introduce corporate communication in various sectors.

LEARNING OUTCOMES

1. Students will learn how to write Press release.
2. Develop the skills of handling situation in crisis.
3. It will also help students how to organize press conference.
4. Employ corporate communicators effectively to create goodwill and convey a positive brand image.
5. Employ corporate communication for event management.

Unit-1	**Introduction to Corporate Communication**	**L**	**T**	**P**
1.1	Corporate Communication: Definition, Concept Genesis	2	1	1
1.2	Emergence of Corporate Communication-The Historical Links, The Pioneers and their Works	2	0	2
1.3	Elements of a Corporate Communication	2	1	1
1.4	Segmenting Stakeholders in Corporate Communication	2	0	1
1.5	Present State of Corporate Communication	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-2	**Corporate Communication Strategies**	**L**	**T**	**P**
2.1	Corporate Identity	2	1	1
2.2	Corporate Image	2	0	2
2.3	Corporate Reputation	2	1	1

2.4	Corporate Social Responsibility	2	0	1
2.5	Crisis Communication	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit -3	**Tools of Corporate communication**	**L**	**T**	**P**
3.1	Traditional tools	2	1	1
3.2	Print media tools	2	0	2
3.3	Audio –Visual Tools	2	1	1
3.4	Digital tools	2	0	1
3.5	Convergence	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-4	**Media Relations**	**L**	**T**	**P**
4.1	Corporate communication & Media	2	1	1
4.2	Writing for the media	2	0	2
4.3	Managing Media Events	2	0	1
4.4	Celebrity Management	2	0	1
4.5	Event Management	2	0	0
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-5	**Ethics and Law in Corporate Communication**	**L**	**T**	**P**
5.1	Characteristics of a Corporate Professional	2	1	1
5.2	Professional Code of Ethics	2	0	1
5.3	Corporate Laws	2	1	1
5.4	Professional Bodies in Corporate Communication	2	1	1
5.5	Case Studies	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

Assignment:

1. Prepare Communications campaigns.
2. Writing Press Releases.
3. Designing commutation message.

References for Reading:

- Cornelissen, J. P. (2014). *Corporate Communication (4 edition.)*. Los Angeles: SagePublicationsLtd.
- JETHWANEY .J.CorporateCommunication-PrinciplesandPractice(OUP:NewDelhi,2010)

E- Resources:

- http://www.theprcoach.com/corporate-communication
- https:/www.corporatecomm.com
- Ministry of Corporate Affairs- http://www.mca.gov.in

Documentary Production

COURSE Objectives

1. Gain an understanding of each of the different roles involved in making documentary films. Go from story to script to screen.
2. Varied, collaborative and fun workshops led by a team of and experienced teacher and outside film professionals.
3. Train key disciplines in shots & angles, lighting, and interviews.
4. To understand the various documentary production format.
5. To inculcate the knowledge of various technique in documentary production.

Learning Outcomes

1. Explore the fundamentals of Documentary Filmography: digital formats, recording media and editing.
2. Make Documentary film with the equipment at your disposal, from mobile phones to apps and computer software.
3. The student will be able to make documentary of their choice.
4. The students differentiate the kind of documentary and produce video of their interest.
5. The student will be able to differentiate the Role of Director, Art Director, Cinematographer, Director of Lighting, Production Manager.

Unit-1	**Introduction**	L	T	P
1.1	Introduction to Documentary Genre- Purpose, Impact and Scope	2	1	1
1.2	Nichols Documentary Modes - Poetic, Expository, Reflexive, Observational, Performative, Participatory	2	0	2
1.3	Styles – Travel, Diacritic, Fly on the Wall, Investigative, Docu-drama, Propaganda	2	1	1
1.4	Elements – Interview, Cutaway, Cinema Verite (Live Action), Process Footage	2	0	1
1.5	Ethics and Responsibilities of a Documentary Film Maker	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-2	**Pre-Production for Documentary**	L	T	P
2.1	Idea , Treatment, Narrative	2	1	1
2.2	Scripting, Synopsis, Types of Script	2	0	2

2.3	Research	2	1	1
2.4	Planning, Scheduling, Budgeting	2	0	1
2.5	RECEE, Crew	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit -3	**Production & Lighting for Documentary**	L	T	P
3.1	Mise-en-scene	2	1	1
3.2	Videography for Documentary -Composition, Blocking, Movements	2	0	2
3.3	Single Camera & Multi Camera Shooting	2	1	1
3.4	Camera Supporting Equipment's	2	0	1
3.5	Lighting for Documentary – Outdoor Techniques, Golden Hour Indoor Techniques	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-4	**Production & Sound for Documentary**	L	T	P
4.1	Elements of Sound in a film by Christian Metz – Visual Image, Graphics, Speech, Music, Noise	2	1	1
4.2	Sound – Diegetic & Non Diegetic	2	0	2
4.3	Audio Recording Techniques, Microphones- Types and Use	2	0	1
4.4	Voice Over Techniques	2	0	1
4.5	Foley Sound Techniques	2	0	0
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-5	**Post Production For Documentary**	L	T	P
5.1	Using Creative Commons Media– Images, Audio & Video	2	1	1
5.2	Importing, Sequencing, Pace and Rhythm	2	0	1
5.3	Graphics, Animation & Titling	2	1	1
5.4	Matching Tone, Color Grading, Exporting	2	1	1
5.5	Documentary Distribution Platforms, Film festivals	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

Practical/Projects/Assignments:

1. Prepare a Documentary of 5 to 10 minutes duration.

References for Reading:

- Documentary Filmmaking by Andrew Zinnes.
- Making Documentary Films and Videos: A Practical Guide to Planning, Filming, and Editing Documentaries by Barry Hampe.

E- Resources:

- Bill Nichols - Introduction to documentary.pdf

Development Communication

Course Objectives

1. To familiarizes student with role of communication in Development.
2. To introduce major development thoughts and programs.
3. To develop understanding of the evaluation of approaches to development communication.
4. To illustrate the use of development communication through examples & case studies.
5. To introduce students with the various government schemes of development communication.

Learning Outcomes

1. The course will make the students aware of the concept of development communication.
2. It will also help the students to know the role of media in development.
3. The students will also become aware about all the communication programs run by the government.
4. The student will able to design communication strategies for development.
5. Develop reporting skills for development communication.

Unit-1	**Development & Development Communication- Concept & Genesis**	**L**	**T**	**P**
1.1	Development: concept, meaning & characteristics, Development indicators	2	1	1
1.2	Sustainable development, Sustainable development goals	2	0	2
1.3	Interrelationship of development & communication.	2	1	1
1.4	Development support communication	2	0	1
1.5	Development communication in India	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-2	**Theories of Development Communication**	**L**	**T**	**P**
2.1	Modernization theory	2	1	1
2.2	Dependency theory	2	0	2

2.3	Participatory communication theory	2	1	1
2.4	Basic need approach	2	0	1
2.5	Right based approach	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit -3	**Indian model of development and planning**	**L**	**T**	**P**
3.1	National development and five years plan	2	1	1
3.2	New government schemes for development	2	0	2
3.3	Development agencies; Government, NGO, SHG	2	1	1
3.4	Panchayati Raaj system & development	2	0	1
3.5	SITE, KCP, JDCP	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-4	**Issues of development communication**	**L**	**T**	**P**
4.1	Agriculture	2	1	1
4.2	Environment & Wildlife	2	0	2
4.3	Health & Family Welfare	2	0	1
4.4	Women & Gender issues	2	0	1
4.5	Education, Employment & poverty	2	0	0
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-5	**Media & Development Communication**	**L**	**T**	**P**
5.1	Traditional media for rural development	2	1	1
5.2	Print media and development communication	2	0	1
5.3	Development communication: Radio, Television and Cinema	2	1	1
5.4	New media and development communication	2	1	1
5.5	Developmental reporting; ethics in reporting; role and responsibilities of a developmental reporter	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study,				

Group Discussions, Assignments etc.

Assignment:

1. Students would be attached to different governmental or non-governmental development agencies to carry out a semester-long communication campaign project.
2. Analysis of development program.
3. Designing media for development communication.

References for Reading:

- Mody, Bella (1991), Designing messages for development communication- An audience participation based approach, Sage, Delhi
- Melkote, R. Srinivas and Steeves, H. Leslie (2015), Communication for Development in the third world.Theory and practice of empowerment, Sage, New Delhi
- Narula, Uma (2014). Handbook of Communication- Models, Perspectives, Strategies, Atlantic, New Delhi
- Sen, Amartya (2000). Development as Freedom, Oxford University Press, New Delhi

E- Resources:

- www.nos.org
- www.unesco.org

SEMESTER 6

Media Laws and Ethics

Course Objectives

1. To create conceptual understanding about Media laws, its role and functioning.
2. To ensure media practicing under the constitution with social responsibility.
3. To aware students to legal and ethical aspects of the media and its values.
4. To give an overview of recent amendment and future challenges media regulation.
5. To comprehend how media law and ethics empower media practitioners to perform their public duties with greater sense of confidence and commitment.

Learning Outcomes

1. Student to know Constitutional Aspect of Indian Media.
2. Student to understand Laws and Regulation of Media.
3. Student to understand Media Ethics and their adaptation in media profession.
4. Student to understand media code and conduct and self-regulatory processes.
5. Student to able to do fair and honest journalism with social responsibility.

Unit-1	**Indian Media and the Constitution**	**L**	**T**	**P**
1.1	Introduction of Constitution and source of Indian constitution	2	1	1
1.2	Freedom of speech and expression	2	0	2
1.3	Contempt of court 1971 : civil and criminal law of defamation	2	1	1
1.4	Provisions of declaring emergency and their effects on media	2	0	1
1.5	History of Indian Media Laws	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-2	**Media Laws**	**L**	**T**	**P**
2.1	Civil and criminal law of defamation	2	1	1
2.2	Indian penal Code 1860 (Section -124A, 153AB,292,293)	2	0	2
2.3	Criminal procedure Code 1973 (Section-93,95,96, 108, 144,	2	1	1

	196,327)			
2.4	Intellectual property rights	2	0	1
2.5	Copy Right Act 1957	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit -3	**Electronic Media Laws**	**L**	**T**	**P**
3.1	Prasar Bharti Act 1990	2	1	1
3.2	Cable TV network regulation Act 1995	2	0	2
3.3	Cinematography Act 1952	2	1	1
3.4	Information technology Act 2000, Right to information 2005	2	0	1
3.5	Convergence laws, Social Media and OTT self-regulation	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-4	**Media Councils And Committees**	**L**	**T**	**P**
4.1	Press commissions	2	1	1
4.2	Press Council II 1978	2	0	1
4.3	Working Journalist Act .1955	2	1	1
4.4	Broadcasting Editor Association Ethics	2	1	1
4.5	Wage boards in India for journalists	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-5	**Media Codes and Ethics**	**L**	**T**	**P**
5.1	Ethics for Private channels & stations	2	1	1
5.2	Parliamentary privileges: article 105, 193 and 361A of constitution	2	0	2
5.3	Guidelines for parliamentary coverage (Geeta Mukherjee committee's report)	2	0	1
5.4	AIR & DD code for election coverage AIR & Doordarshan commercial code	2	0	1
5.5	Guide line for War and terrorism reporting, Cyber Laws and	2	0	0

	Ethics			

Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Assignment:

1. Study of Following leading cases and presentation in class/seminar.
2. Indian Express Newspapers vs The Union of India 1958 (Regarding violation of working Journalist act).
3. Eenadu Editor Ramoji Rao case, 1984) (Regarding breach of Parliamentary/Legislative privileges).
4. Some miscellaneous Recent Cases.
5. 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.
6. Prepare and present a case study on topical subject related to contempt of court or defamation case related to Media.
7. Organize a debate on Prasar Bharati and present scenario AIR and DD each student presents a paper on one Media Law.
8. 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.

References for Reading:

- Trikha, Dr. N.K., Press Vidhi, Vishwavidyalaya Prakashan Varanasi.
- Bandopadhyay, P.K. & Arora, Kuldeep Journalistic Ethics.
- Singh, Dr. Shrikant, Janmadhyam Kanoon Evam Uttardayitva.
- Basu, D.D. Press Law, Prentice Hall Publication.
- Mass Media Law and Regulation in India AMIC publication.

E- Resources:

- https://old.o94.at/wp-content/uploads/Introduction-to-Media-Law_EN.pdf
- http://www.ddegjust.ac.in/studymaterial/mmc-2/mmc-204.pdf
- https://law.ubalt.edu/academics/publications/medialaw/pdfs_only/Vol.%205%20No.1-2%20Complete.pdf
- https://www.academia.edu/31209395/Media_law_and_ethics
- http://www.caaa.in/image/media_laws.pdf

Project Portfolio

Course Objectives

1. To impart specialized technical skills for radio & television production.
2. To develop critical thinking & research skills about electronic media issues.
3. To develop writing skills for different programme for radio & television production.
4. To make students familiar with challenges of indoor & outdoor shooting.
5. To inculcate team spirit & work ethically.

Learning Outcomes

1. Student will be able to write script for radio programme formats.
2. Student will be able to write script for television programme formats.
3. Student will use the software effectively for audio & video Production.
4. Will effectively use production Equipment needed for audio / Video Production.
5. students can generate new ideas for production for radio & television

Following are the assignments which students should perform as a part of this paper:

1. Prepare script for radio programmes (one for each type of programme).
2. Radio news bulletin/Radio drama.
3. Prepare script for television programmes (one for each type of programme).
4. Television news bulletin/Television documentary.

Guidelines for Production Portfolio

- Assignments no. 1 and 3 will be carried out individually.
- Assignments no. 2 and 4 will be carried out in groups.
- Groups to be decided by the concerned faculty member/ supervisor.
- Allotment of faculty member/ supervisor to individuals and groups would be decided by the head of the department.
- Production equipments / editing room/ computer lab will be available on request on prior information by the students. Application in this regard should be forwarded by the concerned faculty member/ supervisor.
- Portfolio should be submitted in hard copy. (Hard bound in blue/black cover).

- Audio/video related work to be submitted in DVD/CD along with the hard copy.
- Three copies of hard binded portfolio along with DVD/CD should be submitted to the department.
- For English Font type & size: Ariel headlines : 16 sub heads : 14 content:12
- For Hindi font type & size : Unicode headlines : 18 sub heads : 16 content:14
- Format of letter of supervisor and declaration by the student will be made available by the concerned faculty member /supervisor.

Digital Advertising & Public Relations

Course Objectives

1. To introduce the students, the Concepts of digital media.
2. To study the growth and impact of the New Media Revolution in the context of the Public Relations and advertising.
3. To understand Digital Media and its various application in Advertising and PR.
4. To integrate various Digital tools into the practice of Advertising and PR.
5. To practice Developing and Applying Strategy of Public Relations Concepts and Practices.

Learning Outcomes

1. Understand the contemporary scenario and recent trends of new media.
2. Understand the implementation of advertising and PR.
3. Understand the strategic PR function Social Media can perform.
4. Be familiar with the knowledge required to new media tool.
5. Handle PR Activities with sense of Responsibility of Values and Ethics of the profession.

Unit-1	**Digital Media**	L	T	P
1.1	Digital media concept	2	1	1
1.2	Functions of digital media, need and significance	2	0	2
1.3	Old media Vs. New media	2	1	1
1.4	Importance of interactivity	2	0	1
1.5	Media convergence advantages	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-2	**Digital Advertising**	L	T	P
2.1	Digital advertising definition, need and importance	2	1	1
2.2	Evolution of Digital advertising	2	0	2
2.3	Types of digital advertising	2	1	1

2.4	Digital advertising tools	2	0	1
2.5	Developing content for digital advertising	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit -3	**Social Media Advertising**	L	T	P
3.1	Introduction to Facebook, Twitter and You tube advertisement.	2	1	1
3.2	Creative strategy for social media advertisement	2	0	2
3.3	Target audience and ad spend	2	1	1
3.4	Advantages of digital advertising	2	0	1
3.5	Case studies of successful brand on social media	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-4	**Digital PR**	L	T	P
4.1	History and growth of PR in Indian and global context	2	1	1
4.2	PR in the age of Digital media: Definitions, Importance	2	0	2
4.3	Recent trends in PR activities-Digital PR, Social Media, Internet tools for PR, Digital PR Campaigns	2	0	1
4.4	Scope for online PR	2	0	1
4.5	Case Study	2	0	0
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-5	**Digital PR process**	L	T	P
5.1	Planning Online PR campaigns	2	1	1
5.2	PR tools on the Internet, Tools for Internal Publics	2	0	1
5.3	PR tools on the Internet, Tools for External Publics	2	1	1
5.4	Online sponsorship and brand promotion	2	1	1
5.5	PR ethics	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

Practical/Projects/Assignments:

1. Elaboration of tools for Internal and External PR using examples.

2. Assignment on planning for PR campaign digitally.
3. Analysis of various types of Advertisements on the Social Media.

References for Reading:

- Haig, Matt(2000): Essential Guide to PR on the Internet, Kogan Page
- Maivald, Jim(2017): Dreamweaver CCC, Adobe Press
- McStay, Andrews (2009): Digital Advertising, Palgrave Macmillan

E- Resources:

- http://www.digitalbuzzblog.com/
- https://www.smartinsights.com/online-pr/
- https://www.afaqs.com/

Fiction Production

COURSE Objectives

1. Gain an understanding of each of the different roles involved in making films. Go from story to script to screen.
2. Varied, collaborative and fun workshops led by a team of and experienced teacher and outside film professionals.
3. Train key disciplines in shots & angles, lighting, and interviews.
4. Learn how to write and direct - how to generate stories and how to communicate with actors.

Learning Outcomes

1. Explore the fundamentals of Filmography: digital formats, recording media and editing.
2. Make film with the equipment at your disposal, from mobile phones to apps and computer software.

Unit-1	**Introduction**	L	T	P
1.1	Film Genres- Drama Comedy Action Fantasy Horror Romance, Thriller	2	1	1
1.2	World Cinema	2	0	2
1.3	Indian Cinema	2	1	1
1.4	New Trends: Short Films, OTT	2	0	1
1.5	Ethics and Responsibilities of a Fiction Film Maker	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-2	**Pre-Production for Fiction**	L	T	P
2.1	Idea , Treatment, Narrative	2	1	1
2.2	Scripting, Synopsis, Types of Script	2	0	2
2.3	Character, Conflict, Three Act Structure, Script Breakdown	2	1	1

2.4	Planning, Scheduling, Budgeting	2	0	1
2.5	RECEE, Crew	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit -3	**Production & Lighting for Fiction**	L	T	P
3.1	Mise-en-scene for fiction	2	1	1
3.2	Videography for Fiction -Composition, Blocking, Movements	2	0	2
3.3	Production Design	2	1	1
3.4	Single Camera & Multi Camera Shooting Camera Supporting Equipment's	2	0	1
3.5	Lighting for Fiction – Outdoor Techniques, Golden Hour Indoor Techniques	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-4	**Production & Sound for Fiction**	L	T	P
4.1	Elements of Sound in a film by Christian Metz – Visual Image, Graphics, Speech, Music, Noise	2	1	1
4.2	Sound – Diegetic & Non Diegetic	2	0	2
4.3	Audio Recording Techniques, Microphones- Types and Use	2	0	1
4.4	Dubbing Techniques	2	0	1
4.5	Foley Sound Techniques	2	0	0
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-5	**Post Production For Fiction**	L	T	P
5.1	Using Creative Commons Media– Images, Audio & Video	2	1	1
5.2	Importing, Sequencing, Pace and Rhythm	2	0	1
5.3	Graphics, Animation & Titling	2	1	1
5.4	Matching Tone, Color Grading, Exporting	2	1	1
5.5	Fiction Distribution Platforms, Film festivals	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

Practical/Projects/Assignments:

1. 5-10 Minute Fiction Film to be prepared.

References for Reading:

- The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age (2013 Edition) by Steven Ascher and Edward Pincus.
- Making Movies by Sidney Lumet.
- Making short films Book by Clifford Thurlow.

E- Resources:

- https://sites.google.com/site/kphsfilm/developing-movie-ideas

Community Radio

Course Objectives

1. To create conceptual understanding about community.
2. To understand community communication.
3. To aware students to community Radio.
4. To know about programme for community radio.
5. To understand Development related programe in Community Radio.

Learning Outcomes

1. Student to know about the community.
2. Student to understand community communication.
3. Student to understand writing for community radio.
4. Student to learn writing for community Radio.
5. Student to understand Development related programe in Community Radio.

Unit-1	**Introduction to Community**	**L**	**T**	**P**
1.1	Concept of Community, Types of Community,	2	1	1
1.2	ABCD Model of Community Development (Achieving Better Community Development Model) And P.C.S Model of Community, Information Need for Community	2	0	2
1.3	Community Mass Media – Types, Characteristics	2	1	1
1.4	Community Media and Their Influence	2	0	1
1.5	Community Media and Rural Development	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-2	**Community Communication**	**L**	**T**	**P**
2.1	Concept of Communication for Community	2	1	1

2.2	Concept of Communication Radio	2	0	2
2.3	Development of Community Radio In India Community Radio License Policy	2	1	1
2.4	Programme, Preparation And Narrowcasting Management of a Community Radio Station	2	0	1
2.5	Social Change and Community Radio, Community Radio and Grassroots Development	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit -3	**Community Radio**	**L**	**T**	**P**
3.1	Community Radio Station	2	1	1
3.2	Community Radio Structure	2	0	2
3.3	PCR, Studio lay-out and design	2	1	1
3.4	Recording & editing Equipment's	2	0	1
3.5	Stakeholder and Funding of community radio	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-4	**Writing For Community Radio**	**L**	**T**	**P**
4.1	Idea generation for programme	2	1	1
4.2	Script writing for community radio programme	2	0	1
4.3	Debate, discussion and Interviews	2	1	1
4.4	Radio Drama,Radio vox pop	2	1	1
4.5	Radio documentary, Jingles etc	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-5	**Community Radio for Community Development**	**L**	**T**	**P**
5.1	Agriculture, Women Empowerment	2	1	1
5.2	Health, Education, Sanitation	2	0	2
5.3	Environmental Issue	2	0	1

5.4	Employment	2	0	1
5.5	Social Security and Social Justice, Livelihood, Make in India	2	0	0
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

Assignment:

1. Find the Rural development related issues.
2. Produce an audio programme for community Radio
3. Community related problem in India.
4. Role and importance of community radio.

References for Reading:

- Key Concepts in Radio Studies, Book by Hugh Chignell.
- Community Radio in South Asia: Reclaiming the Airwaves, Kanchan K. Malik, Vinod Pavarala, 2020
- Radio programme production, Neelamber M.

E- Resources:

- https://www.researchgate.net/publication/317137836_Role_of_Community_Radio_for_Community_Development_in_Bangladesh
- https://en.unesco.org/radioict/press/developing-communities-through-radio
- https://www.ofcom.org.uk/tv-radio-and-on-demand/information-for-industry/radio-broadcasters/community-radio-fund
- https://en.unesco.org/sites/default/files/handbook_cr_myanmar_en.pdf
- http://wayback.archive-it.org/10611/20160802183633/http://unesdoc.unesco.org/images/0012/001245/124595e.pdf

SEMESTER 7

Option 1(Honors)

Fundamental of Research

Course Objectives

1. To impart the knowledge about basic concepts of Research.
2. To make them understand the need and role of Research.
3. To recognize and analyze the problems in Society.
4. To learn about the various types of Research and Research Designs.
5. To impart the knowledge of ethical practices in Research.

Learning Outcomes

1. Students will be able to understand basics of Communication Research.
2. Students will able to apply the theoretical knowledge of Research.
3. Students will be able to recognize and analyze the problems in Society.
4. Students will understand various tools of Research.
5. Students will be able to know the ethics in Research.

Unit-1	**Concept of Research**	L	T	P
1.1	Research: Meaning and Nature	3	1	1
1.2	Areas of Communication Research	4	0	2
1.3	Steps of Research Process	3	1	1
1.4	Types of Research	4	0	1
1.5	Research Approaches	4	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-2	**Research Design & Methodology**	L	T	P
2.1	Literature Review	2	1	1

2.2	Hypotheses and Research questions	2	0	2
2.3	Research Design and its Types	2	1	1
2.4	Data Collection sources : Primary and Secondary	2	0	1
2.5	Sampling - Meaning and Types	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-3	**Tools for Data Collection**	L	T	P
3.1	Questionnaire and Schedule	2	1	1
3.2	Observation Method	2	0	2
3.3	Interview Method	2	1	1
3.4	Case Study	2	0	1
3.5	Content Analysis	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-4	Role of statistics and computer in Research	L	T	P
4.1	Role of Statistics and Computer in Research	2	1	1
4.2	Tabulation and Classification of Data	2	0	2
4.3	Mean, Median, Mode	2	0	1
4.4	Data Analysis and Interpretation	2	0	1
4.5	Graphical Presentation	2	0	0
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-5	**Research Report Writing**	L	T	P
5.1	Planning, Preparing, Designing & Presenting a Research Proposal	2	1	1
5.2	Report Writing	2	0	1
5.3	Writing Executive Summary	2	1	1
5.4	Preparation of Bibliography	2	1	1
5.5	Research Report Writing	2	0	1

Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Practical/Projects/Assignments:

1. Preparing one research project on current relevant topic.
2. Any assignment given by the concerned faculty.

References for Reading:

- An Introduction to Qualitative Research by Uwe Flick.London:Sage Publications.
- Research by F.N.Kerlinger. Delhi:Surjeet Publications.
- Mass Media Research: An Introduction by Roger D.Wimmer& JosephR.Dominick .USA: Wadsworth Publishing Company.
- Media Metrics: An Introduction to Quantitative Research in Mass Communication by Manoj Dayal .Delhi: Sage Publications.
- Research Methodologyby PrasantSarangi. Delhi: Taxman Publication.

E- Resources:

- https://www.masterincommunications.com/features/guide-to-c0mmunication-research-methodologies
- https://Mass-Media-Research-Roger-Wimmer/dp/143908274X
- https://www.questia.com/read/104796118/theory-and-research-in-mass-communication-contexts
- https://us.sagepub.com/en-us/nam/introducing-communication-research/book244431

Introduction to Socio Economic Polity

Course Objectives

1. To develop an understanding of 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 among students about socio economic and political system.

Learning 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.

Unit-1	**Indian Constitution : Basic Characteristics**	**L**	**T**	**P**
1.1	Objectives and Ideals of Indian Constitution.	3	1	0
1.2	Fundamental Rights, fundamental duties and Directive Principles of State.	3	1	0
1.3	Federal and Unitary nature, Center-State relationship	3	1	0
1.4	Election, Electoral reforms, role of election commission.	2	1	0

1.5	Emergency Powers, Amendments of Constitution	3	1	0
Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-2	**Political System and Parliamentary Proceedings**	**L**	**T**	**P**
2.1	Introduction to various political systems (America , Britain, India, Switzerland).	3	1	0
2.2	Parliamentary and Legislative procedure in India.Coalition Politics.	2	0	0
2.3	Social security, RTI	4	1	0
2.4	Right of Privacy, RTE. Write to food (Food Security Act).	3	1	0
2.5	Indian Judicial system, Lok Adalat, Public Interest Litigation (PIL).	2	1	0
Teaching Method: Class Room Lectures, Demonstration, Case Study, Group Discussions, Assignments etc.				
Unit -3	**History Culture and Society**	**L**	**T**	**P**
3.1	Characteristics of the main stages of Indian History.	3	1	0
3.2	Cultural diversity of India, Concept of nationalism, Nationalism of Tagore, nationalism of Gandhi and Cultural nationalism.	2	1	1
3.3	Ideology & Indian political thinkers: Secularism, Communalism, Fundamentalism. Mahatma Gandhi, M N Roy, Dr. BR Ambedkar, Dr. Ram Manohar Lohiya, Deendayal Upadhyay.	2	1	1
3.4	Aspects of various social concerns: Poverty, Gender studies, census.	2	1	0
3.5	Women rights & empowerment, Child Rights & Human Rights.	2	1	0
Teaching Method: Class Room Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-4	**Introduction to Indian Economy and World**	**L**	**T**	**P**
4.1	Nature of Indian economy, before LPG and post LPG (Liberalization, Privatization and Globalization).	3	1	1

4.2	Essential economic terms like inflation, Devaluation, Budget deficit, Gross Domestic Product (GDP).	3	0	0
4.3	Indian agriculture: Issues and Problems, Indian Industry: Challenges.	4	0	0
4.4	World Trade Organization, WTO, World Bank, IMF, ADB.	2	1	0
4.5	Capitalism, Socialism.	3	0	0
Teaching Method: Class Room Lectures, Demonstration, Case Study, Group Discussions, Assignments etc.				
Unit-5	**Current Affairs-Issues & International Scenario**	**L**	**T**	**P**
5.1	Indian Foreign Policy.	3	1	1
5.2	PANCHSHEEL, Non Alignment Movement (NAM)	3	1	0
5.3	United Nations: BRICS, OPEC, African Union, ASEAN	3	0	0
5.4	Introduction to International Politics: Current major issues.	3	0	0
5.5	International organization : UNESCO, UNDP, UNEP, UNFCC, World Economic forum, Amnesty International, Transparency International	3	0	0
Teaching Method: Class Room Lectures, Demonstration, Case Study, Group Discussions, Assignments etc.				

Practical/Projects/Assignments:

- Comparing at least two articles published on the same subject with different perspectives.
- Preparing a clipping file on a particular theme/subject and writing a summary report on that.
- Any other assignment given by the concerned faculty.

Suggested Readings

- Debates of Constitution Assembly. (2014). Lok Sabha Secretariat.
- Bakshi, P. (n.d.) The constitution of India, Universal Law Publishing Co. Pvt.Ltd.
- Chandra, B. (2003). In The Name of the Democracy. Penguins Book Pvt. Ltd.
- Das, G. (2007). India Unbound: From Independence to Global Information Age. Panguin Books.
- India. Guha. R. (2007). India After Gandhi. Harper Collins.
- Sahare, H.K. (2016). Parliamentary and Constitutional Law Dictionary. Universal law Publishing.
- Kothari, R. (1970). Politics in India. Orient Balckswan.
- Khilnani, S. (1997). Idea of India. Paperback, USA: Farrar, Straus & Giroux.
- Marx, K. (1867). Das capital. Verlog Von Otto Meiser.
- Nehru, J.L. (1946). Discovery of India. UK: Meridian Books.
- S. Sarkar and J.J. Munir, The constitution of India, 1950, Alia law agency, Allahabad.
- Tagore, R. (1917). Nationalism. San Francisco: The Book Club of California.
- पाण्डेय, डॉ. जयनारायण. भारत का संविधान, सेन्ट्रल लॉ एजेन्सी, इलाहाबाद।

- रूद्रदत्त एवं सुन्दरम्, के.पी. एम, भारतीय अर्थव्यवस्था, एस.चन्द्र एण्ड कंपनी लिमिटेड।
- सिंगन, एम.एल. अन्तर्राष्ट्रीय अर्थशास्त्र, वृंदा प्रकाशन लिमिटेड।
- मिश्र, रतनलाल, भारतीय संस्कृति, सुरभि प्रकाशन, जयपुर।

e-Resource

www.legalservicesindia.com

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

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

us.sagepub.com/en-us/nam/indian-constitution/book258674

Media Language: Style & Structure

Course Objectives

1. To introduce students with the importance and growth of language.
2. To introduce students with the structure and style of language.
3. To develop an understanding about the difference between the languages for writing, audio and visuals.
4. To introduce students with the changes taking place in media language.
5. To develop an understanding about translation and Paraphrase.

Learning Outcomes

1. Enhancement in understanding about the growth and changes taking place in language.
2. Students get practical knowledge and understanding about the media language – structure and style
3. Students get knowledge about the words and phrases used for specialized news.
4. Efficiency enhancement through media friendly paraphrasing.
5. Development of writing capacity for print, electronic and new media.

Unit-1	**Understanding of Media Language**	**L**	**T**	**P**
1.1	Importance of language in communicating, Growth and development of language.	1	0	0
1.2	Growth of media language: From print to online, Changes taken place in structure and style of language, New trends in media language.	2	1	1
1.3	Basics of grammar in English and Hindi ,Selection and use of phrases and words.	2	1	1
1.4	Characteristics of writing for newspaper and magazines, Language for writing: word and sentence making, Headline writing (practice).	2	1	1

1.5	The language of journalism- concrete, specific, active, clear, democratic, non-sexist, non-racist, non-violent, inclusive, variable, common language.	2	1	2
Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-2	**Language For Audio-Visual**	**L**	**T**	**P**
2.1	Concept of audio-visual language, Basic difference between written and spoken language.	2	1	1
2.2	Basic characteristics of writing for radio.	1	1	1
2.3	Basic characteristics of writing for TV.	1	1	1
2.4	Use of other language words and its limitations in Hindi media.	2	0	1
2.5	Creative writing for photo feature, Caption writing, Cartoon and its language.	2	1	2
Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
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.	2	0	2
3.2	Translate (Paraphrase) at least 5 different news (English to Hindi) .	1	1	2
3.3	Translate (Paraphrase) at least 5 different news (Hindi to English) .	1	1	2
3.4	Translate (Paraphrase) at least 2 different Article (English to Hindi and Hindi to English) .	1	1	2
3.5	Preparing a glossary of 20 phrases in Hindi and English, generally used for the same expression.	1	0	1
Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-4	**Translating Journalistic Content1 :**	**L**	**T**	**P**
4.1	Preparing a glossary of 50 words in Hindi-English from Business page.	1	0	2
4.2	Preparing a glossary of 25-25 Hindi-English words used in political news .	1	0	2

4.3	Translating at least 5 different news items from Business pages (Hindi-English).	1	1	2
4.4	Translating at least 5 Political news items(Hindi-English).	1	1	2
4.5	Translating at least one political and one business article (Hindi-English).	1	1	2
Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-5	**Translating Journalistic Content2 :**	**L**	**T**	**P**
5.1	Preparing a glossary of 25-25 words (Hindi-English) from Sports page.	1	0	2
5.2	Translating at least 5 different news items on five different sports (Hindi-English).	1	0	2
5.3	Translating a column article of renowned person on sport (at least 2 in both languages).	1	1	2
5.4	Translating at least 5 Science news items (Hindi-English).	1	1	2
5.5	Translating at least 5 International news items (Hindi-English).	1	1	2
Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

Practical/Projects/Assignments:

1. विशेषक्षेत्रोंकेसमाचारोंमेंउपयोगहोनेवालेशब्दोंकीसूची
2. हिंदी-अंग्रेजीमुहावरोंकीसूची
3. समाचारोंकाअनुवाद
4. आलेखएवंविशेषपत्रकारिताकीसामग्रीकाअनुवाद
5. समाचारशीर्षकऔरफोटोकैप्शनलेखनकाअभ्यास

Suggested Readings:

1. Usha Raman, (2010). Writing For The Media, Oxford University Press-New Delhi
2. Simeon Lindstrom (2015). Creative writing – From Think to Ink, CreateSpace Independent Publishing Platform, Canada.
3. Robert L. Hilliard (2010). Writing for Television, Radio, and New Media, Wadsworth
4. तिवारीभोलानाथ (1987), अनुवादविज्ञान, शब्दाकारप्रकाशन, दिल्ली
5. द्विवेदीअनुपम (2014), हिन्दीव्याकरण, रीतूपब्लिकेशन, जयपुर
6. Prasad, S. (1993). Editors on Editing/HY, National Book Trust
7. वर्णवालहरीश (2012), टेलीविजनकीभाषा,राधाकृष्णनप्रकाशन

8. सिंहडॉ. अजयकुमार (2012), मीडियाकीबदलतीभाषा
9. जितेन्द्रगुप्ता, प्रियदर्शन, अरुणप्रकाश (2009), पत्रकारितामेंअनुवाद, राजकमलप्रकाशन, दिल्ली

E-Resource:

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

Formative Research

Course Objectives

1. Understand concepts of formative research and its methodologies.
2. Develop an understanding of professional ethical principles and work ethically.
3. Encouraging students to think independently for the development of skills required for formative research.
4. To develop critical thinking about media and its processes research.
5. Describe the diverse marketplaces and demonstrate how formative research can bring deeper understanding and meaning to diverse groups.

Learning Outcomes

1. Perform literature reviews using print and online databases.
2. Training in media research writing leading to publication.
3. Students capable of designing and conducting minor research projects.
4. Demonstrate knowledge of research literacy.
5. Increase familiarity with collaborative techniques to develop successful work outcomes.

Unit-1	**Formative Research: What, Why and How**	**L**	**T**	**P**
1.1	Influencing Behavior Change	2	0	0
1.2	Target Audience, Content	2	1	1
1.3	Community	2	1	1
1.4	Context, Footage, Visuals, Narration and Interviews	2	1	1
1.5	Application of Formative Research	2	1	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

Unit-2	Audience Research	L	T	P
2.1	Age, Sex, Education	2	1	1
2.2	Social System, Culture	2	0	1
2.3	Geographical Region	2	0	1
2.4	Languages, Hobbies	2	1	1
2.5	Likes & Dislikes	2	1	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit -3	**Methods of Formative Research**	**L**	**T**	**P**
3.1	Qualitative Research: Social Mapping, Observations	2	1	1
3.2	Quantitative Research: Surveys, Questionnaires, Oral Histories, Documents and Records	2	1	1
3.3	Focus Group Discussions (FGDs)	2	0	1
3.4	In-Depth Interviews (IDIs)	2	0	1
3.5	Pilot study, Case Study, feedback & feed forward studies	2	1	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-4	**Source of Data**	**L**	**T**	**P**
4.1	Primary Data	2	0	1
4.2	Secondary Data	2	1	1
4.3	Newspapers, Stamps, Diaries, Maps	2	0	1
4.4	Handbills, Directories, Paintings, Government Statistical Publications	2	1	1
4.5	Gramophone Records, Photographs, Computer files, Tapes etc	2	1	1
Teaching Method: Classroom Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-5	**Formative Research for Medium**	**L**	**T**	**P**

5.1	Print Media	2	1	1
5.2	TV Medium	1	1	2
5.3	Radio Medium	1	1	2
5.4	Digital Media	2	1	2
5.5	Social Media	1	0	0
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

Practical/Projects/Assignments:

1. Conduct a formative research for Print medium.
2. Conduct a formative research for TV medium.
3. Conduct a formative research for Radio medium.
4. Conduct a formative research for Digital medium.
5. Conduct a formative research for Social medium.

Suggested Readings:

- Berger, A. A. (2000). Media and Communication Research Methods: An introduction to qualitative and quantitative approaches: California: Sage Publications and Thousand Oaks.
- Kothari, C. R. (1990). Research Methodology: Methods and Techniques: New Delhi: New Age International (P) Limited.

e-Resource :

- http://shodhganga.inflibnet.ac.in/
- https://journals.sagepub.com
- www.indianjournals.com
- https://www.gfmer.ch/SRH-Course-2010/Geneva-Workshop/pdf/Formative-research-Corey-2011.pdf
- https://www.thecompassforsbc.org/how-to-guides/how-conduct-qualitative-formative-research
- https://sapioresearch.com/tutorials/audience-understanding-research
- https://prasarbharati.gov.in/audience-research/
- https://blog.hootsuite.com/target-market/

Internship/Project

* Guidelines for Project/ Internship/ Dissertation/ Thesis will be communicated separately.

SEMESTER 8

Option 1 (Honors)

Communication Theories

Course Objectives

1. To understand concept of mass communication and be acquaint with its various components.
2. To critically understand the models and theories of Mass Communication.
3. To explore how mass communication can be effectively used for Societal Action.

Learning Outcomes

1. Differentiate between various kinds of Communication and perform as an effective Communicator.
2. Capable of applying analytical and critical thinking to explore the working of Media Industry.
3. Able to Plan and execute effective communication strategies that connect to the target audiences.

Unit-1	Understanding Communication	L	T	P
1.1	Defining Communication, Scope, Importance, Need, Functions, Elements and Process of Communication.	1	0	0
1.2	Levels of Communication: Intrapersonal (Concept of Self and others, Johari Window), Interpersonal (Dyadic Communication and theories) and Group Communication (types of groups and their styles), Mass Communication (Media and their functions), Interactive Communication (Digital, Social, Mobile).	2	1	1
1.3	Verbal (Oral and Written) and Non-verbal Communication (Body language, Sign language): Types,	2	1	1

	Importance and uses; Semiotics and Semantics.			
1.4	Barriers to Communication (Physical, Mechanical, Psychological); Effective Communication:7 Cs of Communication.	2	1	1
1.5	Visual Communication: Concepts and Processes; Visual literacy and perception.	2	1	2
Teaching Method: Classroom Lectures, Demonstration, Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-2	**Models of Communication**	**L**	**T**	**P**
2.1	Aristotle's model, Lasswell's Model, Berlo's SMCR Model	1	0	0
2.2	Shannon-Weaver Mathematical Model, Westley and MacLean's Conceptual Model.	2	1	1
2.3	Wilbur Schramm's Interactive Model.	2	1	1
2.4	Newcomb's Model of Communication, George Gerbner's Model.	2	1	1
2.5	Dance's Helical Model, Spiral of Silence Model and Ecological Models.	2	1	2
Teaching Method: Classroom Lectures, Demonstration, Exercises, Case Study, Group Discussions, Assignments etc.				
Unit -3	**Communication Theories**	**L**	**T**	**P**
3.1	Mass Society theory; Media Effects: Hypodermic Needle, Two-Step/Multi Step Flow Theory, Diffusion of Innovation, Gatekeeping.	1	0	0
3.2	Sociological Communication Theories: Agenda Setting, Use and gratification, Dependency Theory, Cultivation Theory, knowledge -gap theory.	2	1	1
3.3	Behavioral Theories: Individual Difference Theory: Selective Exposure, Selective Perception & Selective Retention, Balance theory and Cognitive Dissonance theory.	2	1	1
3.4	Normative Theories of Press: Authoritarian, libertarian, socialist, communitarian, social responsibility, development media theory, democratic -participant theory.	2	1	1
3.5	Critical and Cultural Theories : Media Hegemony; Structuralism; Cultural theory; Post Modernism; Feminist Media Theory; Frankfurt School.	2	1	2
Teaching Method: Classroom Lectures, Demonstration, Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-4	**Communication Theories**	**L**	**T**	**P**
4.1	Social Learning and Persuasion theories: Social learning theory, Attitude theory, Reasoned Action theory, ELM theory.	1	0	0
4.2	Indian Communication Theories: Concept and Process	2	1	1

	(Sahridaya and Sadharanikaran).			
4.3	New Media theories: Interactivity, digitization and convergence, online media and network society: their application, uses and limitations.	2	1	1
4.4	Audience: Concept and Characteristics; Audience as Public, as market; Media effects and Audience; Media Content and Audience.	2	1	1
4.5	Audience types: Rural, Urban, local, regional national, international/global; Gender classification; Audience structure and formation.	2	1	2
Teaching Method: Classroom Lectures, Demonstration, Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-5	**International Communication**	**L**	**T**	**P**
5.1	International Communication Theories: Propaganda, Public Sphere and Opinion: Manufacturing Consent/ Propaganda model (Chomsky& Herman).	1	0	0
5.2	Asian Perspective of Communication: Wimal Dissanayake, Bhattnayak, Chen and Miike.	2	1	1
5.3	Media Imperialism, Mass Communication and Modernization, globalization.	2	1	1
5.4	Mass Media and popular culture, Media Convergence and effects, issues, challenges and trends in developing nations.	2	1	1
5.5	New World Information and Communication Order(NWICO), MacBride Commission Report.	2	1	2
Teaching Method: Classroom Lectures, Demonstration, Exercises, Case Study, Group Discussions, Assignments etc.				

Practical/Projects/Assignments:

- Prepare a Speech on any current Social/Political/Economic/Technological issue, present it individually.(2nd month of Semester)
- Write an essay/article on Impact of Media on Audience (800-1000 words, 3rd month of semester)
- Presentation through PPT on any Media House comprising of details related to its business, speciality/genre, contributors, acclamations and associations.(4th month of Semester)
- Media Industry Visit(5th month of Semester)

Books Recommended:

- McQuail, Denis (2010). McQuail's Mass Communication Theory. Thousand Oaks, United States: Sage.
- Werner, Severin J. and Tankard W. James, Communication Theories. Origin, Methods, Uses. London: Longman.
- Kumar. J. Keval, Mass Communication in India. Mumbai, India: Jaico Publishing house (New Ed.)
- Rogers M. Everett.(1997). A History of Communication Study. New York: Free Press.

- Littlejohn, W. Stephen (1989).Theories of Human Communication.3rd ed., California: Belmont.
- Vivian, J. (2011).The Media of Mass Communication. India: Prentice Hall.
- Wilbur Schramm and Donald F. Roberts (ed) (1971). The process and Effects of Communication. Chicago: University of Illinois Press
- Williams, K.(2003). Understanding Media Theory. London: Bloomsbury Academic.
- Vilanilam,J.V (2002). Mass Communication:Theory and Practice. Bhopal, India: MCNUJC.
- Melvin L. De fleur and Sandra Ball Rokeach (1989). Theories of Mass Communication. New York :Pearson.
- Melvin L. De fleur and Evelette Dennis (1988). Understanding Mass Communication.Boston, USA: Houghton Mifflin.
- Wilbur Schramm (1973). Men, Messages and Media. New York, USA:Harper& Row.

E-Resources :

- Communication Theory: http://communicationtheory.org
- Mass Communication Theory: https://masscommtheory.com/
- Global Media and Communication: https://journals.sagepub.com/home/gmc.

Script Writing For Electronic Media

Course Objectives

1. To understand the basic principles of script writing.
2. To develop an understanding on the script writing for radio.
3. To develop an understanding on the writing for television.
4. To develop an understanding on the script writing for web.
5. To understand the nuances for professional script writing.

Learning Outcomes

1. Students would get to basics of script writing.
2. Students would learn how to write script for the Radio and how they would be able to make a career in this field.
3. Knowing script writing for the Television would better prepare them for career as a Script writer.
4. Web Journalism is a lucrative filed and changes in this field very fast so understand of writing and changes happening in this area would place them well ahead.
5. Understanding the nuances of professional script writing would provide them job avenues in Film and TV industry.

Unit-1	**Basic Principles of Writing**	**L**	**T**	**P**
1.1	Nature of Spoken and Written Language, Difference and Similarities in Spoken and Written Language, Characteristics of Spoken and Written Languages.	2	1	1

1.2	Writing for Media, Basic Elements of Writing, Basic Principles of Media Writing, Points for Effective Media Writing.	2	0	1
1.3	Concepts of Content and Formats, Concept of Script. Why Script is Important, Combination of Words with Visuals and Sound, Functional Research in Script Writing.	2	1	1
1.4	Script Preparation, Script Techniques. Types of Scripts & Treatment.	2	1	1
1.5	Changing Trends in Media Script Writing.	2	0	1
Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-2	**Script Writing for Radio**	**L**	**T**	**P**
2.1	Radio Medium of Listening, Format of Radio News, Types of Radio News, Characteristics of Radio News, Writing Headlines and Intro.	1	1	2
2.2	Radio Feature: Format of Radio Feature, Elements of Radio Feature, Important Parts of Radio Feature, Process of Radio Feature Writing.	1	1	2
2.3	Radio Talk Show Format: Elements of Radio Talk, Types of Radio Talk, Process of Radio Talk Show Script Writing, Organizing Talk Shows.	1	1	1
2.4	Radio Interview: Formats of Radio Interview, Main Points of Radio Interview, Types of Radio Interview, Process of Radio Interview.	1	1	1
2.5	Radio Script Writing for different Genres: Documentary, Drama, Live Documentary, Advertisement, Writing for Youth, Children, Women and Farmers Drama, and Music.	1	1	2
Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit -3	**Script Writing for Television**	**L**	**T**	**P**
3.1	Television: Medium of Audio and Visual, Elements of Television Writing, Types of Television Writing, Characteristics of Television Writing, Process of Television Writing, PTG format for television, Donald format for television, Formats of News Writing, Writing	1	1	2

	Headlines.			
3.2	Meaning of Anchor Link, Anchor link writing, Types of Anchor Link, Types of TV Script-Package Script, Live Broadcast Multi Camera Writing, Writing for Single Camera Shooting, Teaser and Slug Writing, Rules of TV Script and Important points.	1	1	2
3.3	Formats of Television Interview, Process of Television Interview, Main Points of Television Interview, Types of Television Interview.	1	1	1
3.4	Current Affairs Programme Formats, Drama, Music and Development Programmes.	1	1	1
3.5	Meaning and Importance of Story Boarding, Preparing Story Boarding and Its Software.	1	1	2
Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-4	**Script Writing for Web**	**L**	**T**	**P**
4.1	Web Journalism and its Social Concerns, Web Journalism An Ocean of Knowledge.	1	1	2
4.2	Elements of Web News, Features of Web News Writing, Types of Web News, Writing Headlines and Intros.	1	0	2
4.3	Writing For Blogs, Social Media, Travelogue, Pod Casting, Web Streaming, Citizen Journalism.	1	0	2
4.4	Search Engine Optimisation (SEO), Types of SEO, Google Analytics, Google Adwords, Adsense, Digital Marketing.	1	1	1
4.5	Future & Present of Web Media, New Possibilities in Web Media, Internet and Youth, Magic of Unicode, Emerging Trends in Web Journalism.	2	1	2
Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-5	**Professional Script Writing**	**L**	**T**	**P**
5.1	Screenplay, Elements of Screenplay, Principles of Screenplay Writing, Adaptations.	1	1	1
5.2	Documentary, Documentary Writing , Characteristics of Documentary Writing, Types of Documentary, Formats	2	1	2

	of Documentary Script Writing, Stages of Documentary Script Writing, Writing Commercial Advertisements, Professional Writing for other formats.			
5.3	Film Screenplay Writing, Elements of Story, Visual Outlines, Complete Dialogue Writing, Complete Screenplay Writing.	2	1	2
5.4	Government Film Organizations, Copy Write Act, Plagiarism Issue in Writing.	2	1	0
5.5	Famous TV Script Writers of India and Their Writing Style.	2	1	0
Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

Practical/Projects/Assignments:

- Write a script for TV advertisements.
- Write a script for Radio advertisements.

Suggested Readings:

- Dr ,Singh. .(2010) .Deenakar आधुनिकमीडियालेखन Mohit Publications :New Delhi .
- .(2006) .Sanjay ,Gourइलेक्ट्रॉनिकमीडिया.Book Enclave :Jaipur .
- Dr ,Arora. .(2009) .Harish इलेक्ट्रॉनिकमीडियालेखन:New Delhi . KK Publications.
- David, J. (2007). Radio Broadcasting Journalism in India. New Delhi: Cyber Tech Publications.
- Gandhi, Prakash, Ved. (2009). Handbook of Television and Radio Broadcast. New Delhi: Kanishka Publishers, Distributers.
- Singh.,Dr.Ajay Kumar. (2012).मीडियाकीबदलतीभाषा. Allahabad: Lokbharti Prakashan.
- Bhanavat, Sanjeev. (2005). इलेक्ट्रॉनिकमीडिया. Jaipur: Jansanchar Kendra, Rajasthan University.
- Vikram, S., & Suman Hansraj. (2010). वेबपत्रकारिता .New Delhi: Shri Natraj Prakashan.
- Singh, Dr.Devrat. (2014). Television Production. Bhopal: MCNUJC.
- Dr ,Singh. .(2009) .K.A रेडियोजर्नलिज्म,परिचयएवंप्रस्तुति.:New Delhi University Publication.
- Pande, Navodita. (2012). TV Journalism An Introduction to Practices. New Delhi: APH Publishing Cooperation.
- .Asgar ,Wajahat(2011). पटकथालेखन .New Delhi:Rajkamal Prakashan
- Joshi, Manohar Shyam. .(2006)कथात्मकलेखन ,पटकथालेखन :New Delhi.Rajkamal Prakashan.

E-Resource:

- https://www.oreilly.com/library/view/broadcast-journalism-5th/9780240515717/40_Chapter_27.xhtml
- https://radio.co/radio-university/writing-radio-scripts
- https://www.wikihow.com/Write-a-Screenplay
- https://www.jimdo.com/blog/11-golden-rules-of-writing-website-content/
- https://m.wikihow.com/Write-Movie-Scripts

Television Program Production

Course Objectives

1. Students will gain hands-on technical experience with film and video equipment and production techniques.
2. Students will learn about job opportunities in the television industry and knowledge of history of television.
3. Students will learn to critically view television and media works and acquire technical knowledge needed for audio visual content production.
4. Students will be able to run the work flow of shooting/recording, editing, broadcasting, multi-camera productions and studio environment.
5. Students will be able to work in different stages of program production and formats and able to develop and apply a program idea and to work as a team..

Learning Outcomes

1. Execute lighting and shot continuity within a scene.
2. Organize video for non-linear editing process, apply television crew techniques and serve as crew members in professional television studio settings.
3. Use advanced camera operation skills and work collaboratively with others.
4. Plan, produce and direct television programs using the traditional television studio live-on-tape approach.
5. Critique studio television production values with a newly acquired depth of understanding.

Unit-1	Introduction to TV Production	L	T	P
1.1	Visualization and different approaches: TV, Films, Documentaries and Advertising (AD) films.	1	0	1
1.2	Television Production: Definition & Scope Growth & Development of Television in India.	1	0	1
1.3	Differentiation of Infotainment, Edutainment,	1	0	1

	Entertainment. Lifestyle Genres. Formats (Fiction, Non-Fiction) and Genres (Horror, Mythology, Comedy, Daily Soap). Telecast Patterns, Audience Viewership Performance.			
1.4	Video Production Process: Pre Production, Production, Post Production.	1	0	1
1.5	Cast and Crew: Producer, Director, Associate. Stage or Floor Manager, Cameraman, Tele Prompter, Lighting Director, Audio Operator, Technical Director, Graphics Artist etc.	1	0	0
Teaching Method: Class Room Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-2	**Scripting & Direction**	**L**	**T**	**P**
2.1	Research, Ideation and Conceptualization, Understanding The IV Act Structure for TV, Elements of a TV Program.	1	0	1
2.2	Dialogue Writing and Script Formats: Storyboard, Screenplay, Camera Script.	1	0	1
2.3	Selection of Cast, Costumes, Locations, Set Design, Makeup etc.	1	0	1
2.4	Direction for Television: Understanding Television Culture & Semiotics. Director's Role in Television Gender Sensitization & Role and Impression of Women.	1	0	0
2.5	Direction for Television: Understanding Space & Time, Ideology, Aesthetics, Stylistics & Setting. Construction: mise-en-scene & technical codes.	1	0	1
Teaching Method: Class Room Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit -3	**Television Programme Formats and Genres**	**L**	**T**	**P**
3.1	Television Programme: Education, Information, Entertainment and Infotainment. New trends of Programme Formats.	1	0	1
3.2	Fiction Vs Nonfiction: Fiction: Realistic, Historical, Science, Mystery, Fantasy, Fairytale, Folklore (Fable, Folktale, Myth, Legend). Non Fiction: Biography, Reference, Autobiography, Informational, Newspaper.	1	0	1
3.3	Fiction: Education, Music Show, Animation, Infotainment Sitcom, Mythology, Religious Programmes Family Show, Crime Show, Science, Soap Opera, Thriller, Horror etc.	1	0	1
3.4	Non Fiction: Interview, Documentary, Travelogue Arts and Culture, Adventure, News, Historical, Comedy Talk show, Education, Weather, Game show, Reality show, Talent Hunt Shows, Shopping, Business, Sports, Nature etc.	1	0	0
3.5	TV Documentaries or Features/ Factual Television : Expository Documentaries, Observational Documentaries, Participatory Documentaries, Reflexive Documentaries, Performative Documentaries	1	0	1
Teaching Method: Class Room Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc..				
Unit-4	**Television Technology**	**L**	**T**	**P**

4.1	Television Display Technology: CRT, Plasma, LCD, LED, 3D Television.	1	1	1
4.2	Television Standards: NTSC, PAL, SECAM, HDTV, ATSC.	1	0	0
4.3	Interactive Television, IPTV, Process of webcasting, VOD (Video on Demand).	1	0	1
4.4	Distribution Technology – Cable television, DTH, CAS, STB, Plug-in.	1	0	1
4.5	Aspect Ratio(1:1, 4:3, 16:9, 1:85:1, 2:35:1) Letter box, Anamorphic, Pillar box.	1	0	1
Teaching Method: Class Room Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-5	**Video Editing for Television**	**L**	**T**	**P**
5.1	Video Editing Principles and aesthetics: Continuity, Rule of 180 degree etc.	1	1	1
5.2	Editing Equipments: Vision Mixer, Monitor, Cable, Connector etc.	1	0	0
5.3	Introduction to Video Editing Software's (Avid, Premiere, Final Cut Pro).	1	0	1
5.4	Editing Technique (Insert, Time lapsing, other), Basic Transitions & effects: Cut, Fade, Dissolve, Wipe	1	0	1
5.5	Television graphics & titling and specials effects	1	0	0
Teaching Method: Class Room Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

Practical/Projects/Assignments:

- Write a script for minimum one episode of any fiction programme.
- Conduct a research of any nonfiction programme and write a script.
- Examine and study the various control and parts of a video camera.
- Videograph an object with wide angle lens, zoom lens, fisheye lens & studying their effect with respect to angle of view & perspective.
- Record various ambience and sound.
- Create 1 TV Ad, 1 PSA each of 1 min duration using advance editing techniques.

Suggested Readings:

- Millarson, Gilard, 2003. Television Production, Focal Press.
- Belavadi, Vasuki. 2008. Video Production. New Delhi. Oxford Publication.
- Millerson, Gilard & Owens, Jim. 2008. Video Production Handbook. Newyork. Focal Press.
- Economics of Culture Industry: Television in India, KV Joseph, Shipra Publications, New Delhi, 2010
- Television in India: Many Faces, Mira K. Desai, Authors Press, Delhi, 2010
- India on Television: How Satellite News Channels Have Changed the Way We Think and Act, Nalin Mehta, Harper-Collins, New Delhi, 2008
- Television Production Handbook, Herbert Zettl, Wadsworth, Belmont, 2003
- Shooting TV News: Views from Behind the Lens, Rich Underwood, Focal Press, Oxford, 2007
- Nonlinear Editing: Storytelling, Aesthetics and Craft, Bryce Button, CMP Books, Berkley, 2002
- Video Editing: A Post Production Primer, Steven E. Browne, Focal Press, Amsterdom, 2002.

- How Video Works: From Analog to High Definition, Focal Press, Oxford, 2007
- The Economic Regulation of Broadcasting Markets: Evolving Technology and Challenges for Policy, Ed. Paul Seabright and Jurgen Von Hagen, Cambridge, 2007

e-Resource:

- www.cableandsatellite.com
- www.adi-media.com
- www.cable-quest.in
- https://www.docs.sony.com/release/DSCW90_handbook.pdf
- https://www.cia.gov/library/readingroom/docs/CIA-RDP70B00198R000700010007-2.pdf
- https://www.indianmediastudies.com/scriptwriting-for-television/

Academic Writing

COURSE OBJECTIVES

1. Initiate students to the academic writing process
2. Acquaint students with the conventions of academic writing
3. Introduce students to critical thinking

COURSE OUTCOMES

1. Be familiar with the conventions of academic writing
2. Be trained in critical thinking practices
3. Be proficient in independent academic writing Course Content:

Unit-1	**Introduction to Academic Writing**	**L**	**T**	**P**
1.1	Factors Influencing Effective Writing : Mechanics of Writing, Purpose of writing, Audience/reader, Organization- Cohesion and Coherence	2	1	1
1.2	b) Features of Academic Writing : Introduction, Complexity, Formality, Precision, Objectivity,	2	0	1
1.3	Explicitness, Accuracy and Appropriacy, Relevance, Hedging	2	1	0
1.4	c) Academic Writing Forms: Paragraph Development, Précis Writing, Building Argument,	2	1	1
1.5	Making Counter Argument, Managing tone and tenor	2	1	1
Teaching Method: Class Room Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

Unit-2	Academic Skills	L	T	P
2.1	Study Skills and Academic Skills: Note Taking, Note Making, Information Transfer and Reference Skills,	2	1	2
2.2	Paraphrasing (Change of parts of speech, word order, synonyms, using passive form), Summarizing (Steps in summarizing)	2	0	1
2.3	b) Essay and Report Writing: Descriptive Writing, Narrative Writing; General Reports, Feasibility reports,	2	1	0
2.4	Progress reports, Evaluation reports, Writing for Media	2	1	1
2.5	c) Writing Book Reviews and Film Reviews	2	1	1
Teaching Method: Class Room Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit -3	**Process of Academic Writing**	**L**	**T**	**P**
3.1	Process of Academic Writing	2	1	1
3.2	Pre-Drafting – Research and Brainstorm	2	1	1
3.3	Drafting – Headings, Sub-headings and Development of the Idea	2	1	1
3.4	Revising – Making Changes, Correcting and Rewriting	2	0	0
3.5	Editing – Removing Errors, Proof Readings, Polishing	2	1	1
Teaching Method: Class Room Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-4	**Types of Academic Writing**	**L**	**T**	**P**
4.1	Descriptive	2	1	1
4.2	Analytical	2	0	1
4.3	Persuasive	2	0	1
4.4	Critical	2	1	1
4.5	Critical Thinking: •Analysis • Evaluation • Synthesis	2	0	1
Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-5	**Academic Referencing**	**L**	**T**	**P**
5.1	Bibliography	2	0	1

5.2	Referencing	2	1	1
5.3	Citation	2	1	0
5.4	APA Styles	1	1	0
5.5	Plagiarism	2	2	2
Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

Practical/Projects/Assignments:

- Write a research paper.
- Conduct a research of any issues.

Suggested Readings:

- Graff, Gerald and Cathy Birkenstein. They Say/I Say: The Moves That Matter in Academic Writing. Norton, 2009.
- Gupta, Renu. A Course in Academic Writing. Orient BlackSwan, 2010.
- Hamp-Lyons, Liz and Ben Heasley. Study writing: A Course in Writing Skills for Academic Purposes. Cambridge UP, 2006.
- Leki, Ilona. Academic Writing: Exploring Processes and Strategies. Cambridge UP, 2nd edn, 1998.

Dissertation/Project

* Guidelines for Project/ Internship/ Dissertation/ Thesis will be communicated separately.

SEMESTER 7

Option 2 (Research)

Fundamental of Research

Course Objectives

1. To impart the knowledge about basic concepts of Research.
2. To make them understand the need and role of Research.
3. To recognize and analyze the problems in Society.
4. To learn about the various types of Research and Research Designs.
5. To impart the knowledge of ethical practices in Research.

Learning Outcomes

1. Students will be able to understand basics of Communication Research.
2. Students will able to apply the theoretical knowledge of Research.
3. Students will be able to recognize and analyze the problems in Society.
4. Students will understand various tools of Research.
5. Students will be able to know the ethics in Research.

Unit-1	**Concept of Research**	L	T	P
1.1	Research: Meaning and Nature	3	1	1
1.2	Areas of Communication Research	4	0	2
1.3	Steps of Research Process	3	1	1
1.4	Types of Research	4	0	1
1.5	Research Approaches	4	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

Unit-2	**Research Design & Methodology**	L	T	P
2.1	Literature Review	2	1	1
2.2	Hypotheses and Research questions	2	0	2
2.3	Research Design and its Types	2	1	1
2.4	Data Collection sources : Primary and Secondary	2	0	1
2.5	Sampling - Meaning and Types	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-3	**Tools for Data Collection**	L	T	P
3.1	Questionnaire and Schedule	2	1	1
3.2	Observation Method	2	0	2
3.3	Interview Method	2	1	1
3.4	Case Study	2	0	1
3.5	Content Analysis	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-4	Role of statistics and computer in Research	L	T	P
4.1	Role of Statistics and Computer in Research	2	1	1
4.2	Tabulation and Classification of Data	2	0	2
4.3	Mean, Median, Mode	2	0	1
4.4	Data Analysis and Interpretation	2	0	1
4.5	Graphical Presentation	2	0	0
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-5	**Research Report Writing**	L	T	P
5.1	Planning, Preparing, Designing & Presenting a Research Proposal	2	1	1
5.2	Report Writing	2	0	1
5.3	Writing Executive Summary	2	1	1

5.4	Preparation of Bibliography	2	1	1
5.5	Research Report Writing	2	0	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

Practical/Projects/Assignments:

3. Preparing one research project on current relevant topic.
4. Any assignment given by the concerned faculty.

References for Reading:

- An Introduction to Qualitative Research by Uwe Flick.London:Sage Publications.
- Research by F.N.Kerlinger. Delhi:Surjeet Publications.
- Mass Media Research: An Introduction by Roger D.Wimmer& JosephR.Dominick .USA: Wadsworth Publishing Company.
- Media Metrics: An Introduction to Quantitative Research in Mass Communication by Manoj Dayal .Delhi:Sage Publications.
- Research Methodologyby PrasantSarangi. Delhi:Taxman Publication.

E- Resources:

- https://www.masterincommunications.com/features/guide-to-c0mmunication-research-methodologies
- https://Mass-Media-Research-Roger-Wimmer/dp/143908274X
- https://www.questia.com/read/104796118/theory-and-research-in-mass-communication-contexts
- https://us.sagepub.com/en-us/nam/introducing-communication-research/book244431

Data Analysis

Course Objectives

1. Understand concepts of research and its methodologies.
2. Develop an understanding of professional ethical principles and work ethically.
3. Encouraging students to think independently for the development of skills required for research.
4. Compare and contrast quantitative and qualitative research.
5. Describe the diverse marketplaces and demonstrate how research can bring deeper understanding and meaning to diverse groups.

Learning Outcomes

1. Identify need of data interpretation
2. Perform data processing
3. Analyzing Data
4. Data Collection &Reduction
5. Students capable of data analysis

Unit-1	**Analysis of Data**	**L**	**T**	**P**
1.1	Interpretation of Data : Meaning & Definition	2	0	0
1.2	Need for Interpretation	2	1	1
1.3	Process, Precaution of Interpretation	2	1	1
1.4	Unit of Coding, Coding Pattern, Pre coding	2	1	1
1.5	Significance of Data Interpretation	2	1	1

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-2	**Data Processing**	**L**	**T**	**P**
2.1	Coding and Classification of Data	2	1	1
2.2	Tabulation of Data	2	0	1
2.3	Univariate Analysis	2	0	1
2.4	Bivariate Analysis	2	1	1
2.5	Multivariate Analysis	2	1	1
Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit -3	**Descriptive Statistics through SPSS**	**L**	**T**	**P**
3.1	Need of Diagrammatic Presentation	2	1	1
3.2	Management of Micro and Meta Data	2	1	1
3.3	Line Graphs · Bar Graphs · Histograms · Line Plot · Stem and Leaf Plot · Box and Whisker Plot · Pie Chart.	2	0	1
3.4	Other methods: Focus group study, feedback – feed forward, impact study, effect study, case study.	2	0	1
3.5	Types of Data: Primary and Secondary data, Data collection tools: (Observation, Interview, Questionnaire and schedules). Reliability and Validity of tools: concepts and its types. Data Analysis, Inverted Parameter.	2	1	1
Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-4	**Data Analysis Software**	**L**	**T**	**P**
4.1	SPSS: Introduction, Overview and features	2	0	1
4.2	SPSS: Environment, Menu, Options	2	1	1
4.3	Data entry, data editing and data manipulation in SPSS	2	0	1
4.4	Atlas TI: Introduction, Overview and features	2	1	1
4.5	Uses of Data Analysis Software, Open Source option	2	1	1

Teaching Method: Class Room Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-5	**Analyzing & Interpretation**	**L**	**T**	**P**
5.1	Frequency analysis	2	1	1
5.2	Calculation of Mean, Median and Mode	1	1	2
5.3	Transformation of data and saving of data	1	1	2
5.4	Data Reduction	2	1	2
5.5	Interpretation	1	0	0
Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

Practical/Projects/Assignments:

The course will require the students to participate in practical research, attend workshops and make presentations. In nutshell students will;

1. Prepare a schedule on any topic assigned by the teacher
2. Perform literature review
3. Conduct interviews
4. Collect Data from 30 students
5. On the basis of collection of data interpret and analyze data.
6. Make code book of the questionnaire.
7. Prepare Report of your research study.

Suggested Readings:

1. Berger, A. A. (2000). Media and Communication Research Methods: An introduction to qualitative and quantitative approaches: California: Sage Publications and Thousand Oaks.
2. Kothari, C. R. (1990). Research Methodology: Methods and Techniques: New Delhi:New Age International (P) Limited .
3. Kumar, Ranjit.(2009). Research Methodology, A step by step guide for Beginners: Australia: Pearson Education.
4. Wimmer , R.D. and Dominick, J.R. (2005).Mass Media Research: London: Wadsworth Publishing .
5. Mukherjee,N.R& Agarwal, B. (2016). Samajik Anusandhan ki pradhtiya :Agra: SBPD Publication.
6. Kumar, Ranjit.(2017). Sodh Karya Pranali: New Delhi: Sage Publication.

e-Resource :

1. http://shodhganga.inflibnet.ac.in/
2. https://journals.sagepub.com
3. www.indianjournals.com

Media Language, Style & Structure

Course Objectives

1. To introduce students with the importance and growth of language.
2. To introduce students with the structure and style of language.
3. To develop an understanding about the difference between the languages for writing, audio and visuals.
4. To introduce students with the changes taking place in media language.
5. To develop an understanding about translation and Paraphrase.

Learning Outcomes

1. Enhancement in understanding about the growth and changes taking place in language.
2. Students get practical knowledge and understanding about the media language – structure and style
3. Students get knowledge about the words and phrases used for specialized news.
4. Efficiency enhancement through media friendly paraphrasing.
5. Development of writing capacity for print, electronic and new media.

Unit-1	**Understanding of Media Language**	**L**	**T**	**P**
1.1	Importance of language in communicating, Growth and development of language.	1	0	0
1.2	Growth of media language: From print to online, Changes taken place in structure and style of language, New trends in media language .	2	1	1
1.3	Basics of grammar in English and Hindi ,Selection and	2	1	1

	use of phrases and words.			
1.4	Characteristics of writing for newspaper and magazines, Language for writing: word and sentence making, Headline writing (practice).	2	1	1
1.5	The language of journalism- concrete, specific, active, clear, democratic, non-sexist, non-racist, non-violent, inclusive, variable, common language.	2	1	2
Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-2	**Language For Audio-Visual**	**L**	**T**	**P**
2.1	Concept of audio-visual language, Basic difference between written and spoken language.	2	1	1
2.2	Basic characteristics of writing for radio.	1	1	1
2.3	Basic characteristics of writing for TV.	1	1	1
2.4	Use of other language words and its limitations in Hindi media.	2	0	1
2.5	Creative writing for photo feature, Caption writing, Cartoon and its language.	2	1	2
Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
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.	2	0	2
3.2	Translate (Paraphrase) at least 5 different news (English to Hindi) .	1	1	2
3.3	Translate (Paraphrase) at least 5 different news (Hindi to English) .	1	1	2
3.4	Translate (Paraphrase) at least 2 different Article (English to Hindi and Hindi to English).	1	1	2
3.5	Preparing a glossary of 20 phrases in Hindi and English, generally used for the same expression.	1	0	1
Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-4	**Translating Journalistic Content1 :**	**L**	**T**	**P**

4.1	Preparing a glossary of 50 words in Hindi-English from Business page.	1	0	2
4.2	Preparing a glossary of 25-25 Hindi-English words used in political news .	1	0	2
4.3	Translating at least 5 different news items from Business pages (Hindi-English).	1	1	2
4.4	Translating at least 5 Political news items(Hindi-English).	1	1	2
4.5	Translating at least one political and one business article (Hindi-English).	1	1	2
Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-5	**Translating Journalistic Content2 :**	**L**	**T**	**P**
5.1	Preparing a glossary of 25-25 words (Hindi-English) from Sports page.	1	0	2
5.2	Translating at least 5 different news items on five different sports (Hindi-English).	1	0	2
5.3	Translating a column article of renowned person on sport (at least 2 in both languages).	1	1	2
5.4	Translating at least 5 Science news items (Hindi-English).	1	1	2
5.5	Translating at least 5 International news items (Hindi-English).	1	1	2
Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

Practical/Projects/Assignments:

1. विशेषक्षेत्रोंकेसमाचारोंमेंउपयोगहोनेवालेशब्दोंकीसूची
2. हिंदी-अंग्रेजीमुहावरोंकीसूची
3. समाचारोंकाअनुवाद
4. आलेखएवंविशेषपत्रकारिताकीसामग्रीकाअनुवाद
5. समाचारशीर्षकऔरफोटोकैप्शनलेखनकाअभ्यास

Suggested Readings :

1. Usha Raman, (2010). Writing For The Media, Oxford University Press-New Delhi
2. Simeon Lindstrom (2015). Creative writing – From Think to Ink, CreateSpace Independent Publishing Platform, Canada.

3. Robert L. Hilliard (2010). Writing for Television, Radio, and New Media, Wadsworth Publishing Company Inc, USA.
4. द्विवेदीअनुपम (2014), हिन्दीव्याकरण, रीतूपब्लिकेशन, जयपुर
5. Prasad, S. (1993). Editors on Editing/HY, National Book Trust
6. वर्णवालहरीश (2012), टेलीविजनकीभाषा,राधाकृष्णनप्रकाशन
7. सिंहडॉ. अजयकुमार (2012), मीडियाकीबदलतीभाषा
8. जितेन्द्रगुप्ता, प्रियदर्शन, अरुणप्रकाश (2009), पत्रकारितामेंअनुवाद, राजकमलप्रकाशन, दिल्ली

e-Resource :

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

Formative Research

Course Objectives

1. Understand concepts of formative research and its methodologies.
2. Develop an understanding of professional ethical principles and work ethically.
3. Encouraging students to think independently for the development of skills required for formative research.
4. To develop critical thinking about media and its processes research.
5. Describe the diverse marketplaces and demonstrate how formative research can bring deeper understanding and meaning to diverse groups.

LEARNING OUTCOMES

1. Perform literature reviews using print and online databases.
2. Training in media research writing leading to publication.
3. Students capable of designing and conducting minor research projects.
4. Demonstrate knowledge of research literacy.
5. Increase familiarity with collaborative techniques to develop successful work outcomes.

Unit-1	**Formative Research: What, Why and How**	**L**	**T**	**P**
1.1	Influencing Behavior Change	2	0	0
1.2	Target Audience, Content	2	1	1
1.3	Community	2	1	1
1.4	Context, Footage, Visuals, Narration and Interviews	2	1	1

1.5	Application of Formative Research	2	1	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-2	**Audience Research**	**L**	**T**	**P**
2.1	Age, Sex, Education	2	1	1
2.2	Social System, Culture	2	0	1
2.3	Geographical Region	2	0	1
2.4	Languages, Hobbies	2	1	1
2.5	Likes & Dislikes	2	1	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit -3	**Methods of Formative Research**	**L**	**T**	**P**
3.1	Qualitative Research: Social Mapping, Observations	2	1	1
3.2	Quantitative Research: Surveys, Questionnaires, Oral Histories, Documents and Records	2	1	1
3.3	Focus Group Discussions (FGDs)	2	0	1
3.4	In-Depth Interviews (IDIs)	2	0	1
3.5	Pilot study, Case Study, feedback & feed forward studies	2	1	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-4	**Source of Data**	**L**	**T**	**P**
4.1	Primary Data	2	0	1
4.2	Secondary Data	2	1	1
4.3	Newspapers, Stamps, Diaries, Maps	2	0	1
4.4	Handbills, Directories, Paintings, Government Statistical Publications	2	1	1
4.5	Gramophone Records, Photographs, Computer files, Tapes etc	2	1	1
Teaching Method: Classroom Lectures, Video Demonstration, Practical Exercises, Case				

Study, Group Discussions, Assignments etc.				
Unit-5	**Formative Research for Medium**	**L**	**T**	**P**
5.1	Print Media	2	1	1
5.2	TV Medium	1	1	2
5.3	Radio Medium	1	1	2
5.4	Digital Media	2	1	2
5.5	Social Media	1	0	0
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

Practical/Projects/Assignments:

1. Conduct a formative research for Print medium.
2. Conduct a formative research for TV medium.
3. Conduct a formative research for Radio medium.
4. Conduct a formative research for Digital medium.
5. Conduct a formative research for Social medium.

Suggested Readings:

- Berger, A. A. (2000). Media and Communication Research Methods: An introduction to qualitative and quantitative approaches: California: Sage Publications and Thousand Oaks.
- Kothari, C. R. (1990). Research Methodology: Methods and Techniques: New Delhi: New Age International (P) Limited.

e-Resource :

- http://shodhganga.inflibnet.ac.in/
- https://journals.sagepub.com
- www.indianjournals.com
- https://www.gfmer.ch/SRH-Course-2010/Geneva-Workshop/pdf/Formative-research-Corey-2011.pdf
- https://www.thecompassforsbc.org/how-to-guides/how-conduct-qualitative-formative-research
- https://sapioresearch.com/tutorials/audience-understanding-research
- https://prasarbharati.gov.in/audience-research/
- https://blog.hootsuite.com/target-market/

Project

* Guidelines for Project/ Internship/ Dissertation/ Thesis will be communicated separately.

SEMESTER 8

Option 2 (Research)

Communication Theories

Course Objectives

1. To understand concept of mass communication and be acquaint with its various components.
2. To critically understand the models and theories of Mass Communication.
3. To explore how mass communication can be effectively used for Societal Action.

Learning Outcomes

1. Differentiate between various kinds of Communication and perform as an effective Communicator.
2. Capable of applying analytical and critical thinking to explore the working of Media Industry.
3. Able to Plan and execute effective communication strategies that connect to the target audiences.

Unit-1	**Understanding Communication**	**L**	**T**	**P**
1.1	Defining Communication, Scope, Importance, Need, Functions, Elements and Process of Communication.	1	0	0
1.2	Levels of Communication: Intrapersonal (Concept of Self and others, Johari Window), Interpersonal (Dyadic Communication and theories) and Group Communication (types of groups and their styles), Mass Communication (Media and their functions), Interactive Communication	2	1	1

	(Digital, Social, Mobile).			
1.3	Verbal (Oral and Written) and Non-verbal Communication (Body language, Sign language): Types, Importance and uses; Semiotics and Semantics.	2	1	1
1.4	Barriers to Communication (Physical, Mechanical, Psychological); Effective Communication:7 Cs of Communication.	2	1	1
1.5	Visual Communication: Concepts and Processes; Visual literacy and perception.	2	1	2
Teaching Method: Classroom Lectures, Demonstration, Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-2	**Models of Communication**	**L**	**T**	**P**
2.1	Aristotle's model, Lasswell's Model, Berlo's SMCR Model	1	0	0
2.2	Shannon-Weaver Mathematical Model, Westley and MacLean's Conceptual Model.	2	1	1
2.3	Wilbur Schramm's Interactive Model.	2	1	1
2.4	Newcomb's Model of Communication, George Gerbner's Model.	2	1	1
2.5	Dance's Helical Model, Spiral of Silence Model and Ecological Models.	2	1	2
Teaching Method: Classroom Lectures, Demonstration, Exercises, Case Study, Group Discussions, Assignments etc.				
Unit -3	**Communication Theories**	**L**	**T**	**P**
3.1	Mass Society theory; Media Effects: Hypodermic Needle, Two-Step/Multi Step Flow Theory, Diffusion of Innovation, Gatekeeping.	1	0	0
3.2	Sociological Communication Theories: Agenda Setting, Use and gratification, Dependency Theory, Cultivation Theory, knowledge -gap theory.	2	1	1
3.3	Behavioral Theories: Individual Difference Theory: Selective Exposure, Selective Perception & Selective Retention, Balance theory and Cognitive Dissonance theory.	2	1	1
3.4	Normative Theories of Press: Authoritarian, libertarian, socialist, communitarian, social responsibility, development media theory, democratic -participant theory.	2	1	1
3.5	Critical and Cultural Theories : Media Hegemony; Structuralism; Cultural theory; Post Modernism; Feminist Media Theory; Frankfurt School.	2	1	2
Teaching Method: Classroom Lectures, Demonstration, Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-4	**Communication Theories**	**L**	**T**	**P**
4.1	Social Learning and Persuasion theories: Social learning	1	0	0

	theory, Attitude theory, Reasoned Action theory, ELM theory.			
4.2	Indian Communication Theories: Concept and Process (Sahridaya and Sadharanikaran).	2	1	1
4.3	New Media theories: Interactivity, digitization and convergence, online media and network society: their application, uses and limitations.	2	1	1
4.4	Audience: Concept and Characteristics; Audience as Public, as market; Media effects and Audience; Media Content and Audience.	2	1	1
4.5	Audience types: Rural, Urban, local, regional national, international/global; Gender classification; Audience structure and formation.	2	1	2
Teaching Method: Classroom Lectures, Demonstration, Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-5	**International Communication**	**L**	**T**	**P**
5.1	International Communication Theories: Propaganda, Public Sphere and Opinion: Manufacturing Consent/ Propaganda model (Chomsky& Herman).	1	0	0
5.2	Asian Perspective of Communication: Wimal Dissanayake, Bhattnayak, Chen and Miike.	2	1	1
5.3	Media Imperialism, Mass Communication and Modernization, globalization.	2	1	1
5.4	Mass Media and popular culture, Media Convergence and effects, issues, challenges and trends in developing nations.	2	1	1
5.5	New World Information and Communication Order(NWICO), MacBride Commission Report.	2	1	2
Teaching Method: Classroom Lectures, Demonstration, Exercises, Case Study, Group Discussions, Assignments etc.				

Practical/Projects/Assignments:

- Prepare a Speech on any current Social/Political/Economic/Technological issue, present it individually.(2nd month of Semester)
- Write an essay/article on Impact of Media on Audience (800-1000 words, 3rd month of semester)
- Presentation through PPT on any Media House comprising of details related to its business, speciality/genre, contributors, acclamations and associations.(4th month of Semester)
- Media Industry Visit(5th month of Semester)

Books Recommended:

- McQuail, Denis (2010). McQuail's Mass Communication Theory. Thousand Oaks, United States: Sage.
- Werner, Severin J. and Tankard W. James, Communication Theories. Origin, Methods, Uses. London: Longman.

- Kumar. J. Keval, Mass Communication in India. Mumbai, India: Jaico Publishing house (New Ed.)
- Rogers M. Everett.(1997). A History of Communication Study. New York: Free Press.
- Littlejohn, W. Stephen (1989).Theories of Human Communication.3rd ed., California:Belmont.
- Vivian, J. (2011).The Media of Mass Communication. India:Prentice Hall.
- Wilbur Schramm and Donald F. Roberts (ed) (1971). The process and Effects of Communication. Chicago: University of Illinois Press
- Williams, K.(2003). Understanding Media Theory. London: Bloomsbury Academic.
- Vilanilam,J.V (2002). Mass Communication:Theory and Practice. Bhopal, India: MCNUJC.
- Melvin L. De fleur and Sandra Ball Rokeach (1989). Theories of Mass Communication. New York :Pearson.
- Melvin L. De fleur and Evelette Dennis (1988). Understanding Mass Communication.Boston, USA: Houghton Mifflin.
- Wilbur Schramm (1973). Men, Messages and Media. New York, USA:Harper& Row.

E-Resources :

- Communication Theory: http://communicationtheory.org
- Mass Communication Theory: https://masscommtheory.com/
- Global Media and Communication: https://journals.sagepub.com/home/gmc.

Content Analysis

COURSE OBJECTIVES

1. To understand the process of content analysis method.
2. To understand tools and techniques of content analysis method.
3. To learn the essence of analyzing textual, audio and video contents.
4. To provide theoretical knowledge and applied know how of Content Analysis method.
5. To orient students in depth towards the concepts Content Analysis method.

LEARNING OUTCOMES

1. Understand nature and basic concepts of Content Analysis method.
2. Development of critical thinking with respect to Content Analysis method.
3. Development of research approaches to Content Analysis method.
4. Better analytical and exploratory skills.
5. Inculcation of lifelong learning.

Unit-1	**Introduction to Content Analysis**	**L**	**T**	**P**
1.1	Meaning & Definition	2	0	0
1.2	Scope of Content Analysis	2	1	1
1.3	Process of Content Analysis	2	1	1
1.4	Advantages	2	1	1

1.5	Limitations	2	1	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-2	**Types of Content Analysis**	**L**	**T**	**P**
2.1	Qualitative Content Analysis	2	1	1
2.2	Quantitative content analysis	2	0	1
2.3	Unit of Analysis	2	0	1
2.4	Types	2	1	1
2.5	Coding	2	1	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit -3	**Sampling**	**L**	**T**	**P**
3.1	Sampling	2	1	1
3.2	Types	2	1	1
3.3	Sample Size	2	0	1
3.4	Variables	2	0	1
3.5	Analytical Techniques – Text Driven, Problem Driven	2	1	1
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-4	**Media Content Analysis**	**L**	**T**	**P**
4.1	Uses and Scope	2	0	1
4.2	Print Content Analysis	2	1	1
4.3	Audio Content Analysis	2	0	1
4.4	Video Content Analysis	2	1	1
4.5	Social Media Platforms Content Analysis	2	1	1
Teaching Method: Classroom Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-5	**Coding & Portfolio**	**L**	**T**	**P**

5.1	Coding	2	1	1
5.2	Data sheet, Tabulation	1	1	2
5.3	Interpretation	1	1	2
5.4	Portfolio – Print, Audio	2	1	2
5.5	Portfolio – Video , Social Media	1	0	0
Teaching Method: Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

Practical/Projects/Assignments:

- Conduct a Content Analysis for Print medium.
- Conduct a Content Analysisfor TV medium.
- Conduct a Content Analysisfor Radio medium.
- Conduct a Content Analysisfor Digital medium.

Suggested Readings:

- Berger, A. A. (2000). Media and Communication Research Methods: An introduction to qualitative and quantitative approaches: California: Sage Publications and Thousand Oaks.
- Kothari, C. R. (1990). Research Methodology: Methods and Techniques: New Delhi: New Age International (P) Limited.

e-Resource :

- http://shodhganga.inflibnet.ac.in/
- https://journals.sagepub.com
- www.indianjournals.com
- https://www.gfmer.ch/SRH-Course-2010/Geneva-Workshop/pdf/Formative-research-Corey-2011.pdf
- https://www.thecompassforsbc.org/how-to-guides/how-conduct-qualitative-formative-research
- https://sapioresearch.com/tutorials/audience-understanding-research
- https://prasarbharati.gov.in/audience-research/
- https://blog.hootsuite.com/target-market/

Television Program Production

Course Objectives

1. Students will gain hands-on technical experience with film and video equipment and production techniques.
2. Students will learn about job opportunities in the television industry and knowledge of history of television.
3. Students will learn to critically view television and media works and acquire technical knowledge needed for audio visual content production.
4. Students will be able to run the work flow of shooting/recording, editing, broadcasting, multi-camera productions and studio environment.
5. Students will be able to work in different stages of program production and formats and able to develop and apply a program idea and to work as a team.

Learning Outcomes

1. Execute lighting and shot continuity within a scene.
2. Organize video for non-linear editing process, apply television crew techniques and serve as crew members in professional television studio settings.
3. Use advanced camera operation skills and work collaboratively with others.
4. Plan, produce and direct television programs using the traditional television studio live-on-tape approach.
5. Critique studio television production values with a newly acquired depth of understanding.

Unit-1	Introduction to TV Production	L	T	P
1.1	Visualization and different approaches: TV, Films, Documentaries and Advertising (AD) films.	1	0	1
1.2	Television Production: Definition & Scope Growth & Development of Television in India.	1	0	1
1.3	Differentiation of Infotainment, Edutainment, Entertainment. Lifestyle Genres. Formats (Fiction, Non-Fiction) and Genres (Horror, Mythology, Comedy, Daily Soap). Telecast Patterns, Audience Viewership Performance.	1	0	1
1.4	Video Production Process: Pre Production, Production, Post Production.	1	0	1
1.5	Cast and Crew: Producer, Director, Associate. Stage or Floor Manager, Cameraman, Tele Prompter, Lighting Director, Audio Operator, Technical Director, Graphics Artist etc.	1	0	0
Teaching Method: Class Room Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-2	**Scripting & Direction**	**L**	**T**	**P**
2.1	Research, Ideation and Conceptualization, Understanding The IV Act Structure for TV, Elements of a TV Program.	1	0	1
2.2	Dialogue Writing and Script Formats: Storyboard, Screenplay, Camera Script.	1	0	1
2.3	Selection of Cast, Costumes, Locations, Set Design, Makeup etc.	1	0	1
2.4	Direction for Television: Understanding Television Culture & Semiotics. Director's Role in Television Gender Sensitization & Role and Impression of Women.	1	0	0
2.5	Direction for Television: Understanding Space & Time, Ideology, Aesthetics, Stylistics & Setting. Construction: mise-en-scene & technical codes.	1	0	1
Teaching Method: Class Room Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit -3	**Television Programme Formats and Genres**	**L**	**T**	**P**
3.1	Television Programme: Education, Information, Entertainment and Infotainment. New trends of	1	0	1

	Programme Formats.			
3.2	Fiction Vs Non fiction: Fiction: Realistic, Historical, Science, Mystery, Fantasy, Fairytale, Folklore (Fable, Folktale, Myth, Legend). Non Fiction: Biography, Reference, Autobiography, Informational, Newspaper.	1	0	1
3.3	Fiction: Education, Music Show, Animation, Infotainment Sitcom, Mythology, Religious Programmes Family Show, Crime Show, Science, Soap Opera, Thriller, Horror etc.	1	0	1
3.4	Non Fiction: Interview, Documentary, Travelogue Arts and Culture, Adventure, News, Historical, Comedy Talk show, Education, Weather, Game show, Reality show, Talent Hunt Shows, Shopping, Business, Sports, Nature etc.	1	0	0
3.5	TV Documentaries or Features/ Factual Television : Expository Documentaries, Observational Documentaries, Participatory Documentaries, Reflexive Documentaries, Performative Documentaries	1	0	1
Teaching Method: Class Room Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc..				
Unit-4	**Television Technology**	**L**	**T**	**P**
4.1	Television Display Technology: CRT, Plasma, LCD, LED, 3D Television.	1	1	1
4.2	Television Standards: NTSC, PAL, SECAM, HDTV, ATSC.	1	0	0
4.3	Interactive Television, IPTV, Process of webcasting, VOD (Video on Demand).	1	0	1
4.4	Distribution Technology – Cable television, DTH, CAS, STB, Plug-in.	1	0	1
4.5	Aspect Ratio (1:1, 4:3, 16:9, 1:85:1, 2:35:1) Letter box, Anamorphic, Pillar box.	1	0	1
Teaching Method: Class Room Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-5	**Video Editing for Television**	**L**	**T**	**P**
5.1	Video Editing Principles and aesthetics: Continuity, Rule of 180 degree etc.	1	1	1

5.2	Editing Equipments: Vision Mixer, Monitor, Cable, Connector etc.	1	0	0
5.3	Introduction to Video Editing Software's (Avid, Premiere, Final Cut Pro).	1	0	1
5.4	Editing Technique (Insert, Time lapsing, other), Basic Transitions & effects: Cut, Fade, Dissolve, Wipe	1	0	1
5.5	Television graphics & titling and specials effects	1	0	0
Teaching Method: Class Room Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

Practical/Projects/Assignments:

- Write a script for minimum one episode of any fiction programme.
- Conduct a research of any nonfiction programme and write a script.
- Examine and study the various control and parts of a video camera.
- Videograph an object with wide angle lens, zoom lens, fisheye lens & studying their effect with respect to angle of view & perspective.
- Record various ambience and sound.
- Create 1 TV Ad, 1 PSA each of 1 min duration using advance editing techniques.

Suggested Readings:

- Millarson, Gilard, 2003. Television Production, Focal Press.
- Belavadi, Vasuki. 2008. Video Production. New Delhi. Oxford Publication.
- Millerson, Gilard & Owens, Jim. 2008. Video Production Handbook. Newyork. Focal Press.
- Economics of Culture Industry: Television in India, KV Joseph, Shipra Publications, New Delhi, 2010
- Television in India: Many Faces, Mira K. Desai, Authors Press, Delhi, 2010
- India on Television: How Satellite News Channels Have Changed the Way We Think and Act, Nalin Mehta, Harper-Collins, New Delhi, 2008
- Television Production Handbook, Herbert Zettl, Wadsworth, Belmont, 2003
- Shooting TV News: Views from Behind the Lens, Rich Underwood, Focal Press, Oxford, 2007
- Nonlinear Editing: Storytelling, Aesthetics and Craft, Bryce Button, CMP Books, Berkley, 2002
- Video Editing: A Post Production Primer, Steven E. Browne, Focal Press, Amsterdom, 2002.
- How Video Works: From Analog to High Definition, Focal Press, Oxford, 2007
- The Economic Regulation of Broadcasting Markets: Evolving Technology and Challenges for Policy, Ed. Paul Seabright and Jurgen Von Hagen, Cambridge, 2007

e-Resource:

- www.cableandsatellite.com
- www.adi-media.com
- www.cable-quest.in
- https://www.docs.sony.com/release/DSCW90_handbook.pdf
- https://www.cia.gov/library/readingroom/docs/CIA-RDP70B00198R000700010007-2.pdf
- https://www.indianmediastudies.com/scriptwriting-for-television/

Academic Writing

COURSE OBJECTIVES

4. Initiate students to the academic writing process
5. Acquaint students with the conventions of academic writing
6. Introduce students to critical thinking

COURSE OUTCOMES

4. Be familiar with the conventions of academic writing
5. Be trained in critical thinking practices
6. Be proficient in independent academic writing Course Content:

Unit-1	**Introduction to Academic Writing**	**L**	**T**	**P**
1.1	Factors Influencing Effective Writing : Mechanics of Writing, Purpose of writing, Audience/reader, Organization- Cohesion and Coherence	2	1	1
1.2	b) Features of Academic Writing : Introduction, Complexity, Formality, Precision, Objectivity,	2	0	1
1.3	Explicitness, Accuracy and Appropriacy, Relevance, Hedging	2	1	0
1.4	c) Academic Writing Forms: Paragraph Development, Précis Writing, Building Argument,	2	1	1

1.5	Making Counter Argument, Managing tone and tenor	2	1	1
Teaching Method: Class Room Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-2	**Academic Skills**	**L**	**T**	**P**
2.1	Study Skills and Academic Skills: Note Taking, Note Making, Information Transfer and Reference Skills,	2	1	2
2.2	Paraphrasing (Change of parts of speech, word order, synonyms, using passive form), Summarizing (Steps in summarizing)	2	0	1
2.3	b) Essay and Report Writing: Descriptive Writing, Narrative Writing; General Reports, Feasibility reports,	2	1	0
2.4	Progress reports, Evaluation reports, Writing for Media	2	1	1
2.5	c) Writing Book Reviews and Film Reviews	2	1	1
Teaching Method: Class Room Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit -3	**Process of Academic Writing**	**L**	**T**	**P**
3.1	Process of Academic Writing	2	1	1
3.2	Pre-Drafting – Research and Brainstorm	2	1	1
3.3	Drafting – Headings, Sub-headings and Development of the Idea	2	1	1
3.4	Revising – Making Changes, Correcting and Rewriting	2	0	0
3.5	Editing – Removing Errors, Proof Readings, Polishing	2	1	1
Teaching Method: Class Room Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-4	**Types of Academic Writing**	**L**	**T**	**P**
4.1	Descriptive	2	1	1
4.2	Analytical	2	0	1
4.3	Persuasive	2	0	1
4.4	Critical	2	1	1
4.5	Critical Thinking: •Analysis • Evaluation • Synthesis	2	0	1
Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study,				

Group Discussions, Assignments etc.				
Unit-5	**Academic Referencing**	**L**	**T**	**P**
5.1	Bibliography	2	0	1
5.2	Referencing	2	1	1
5.3	Citation	2	1	0
5.4	APA Styles	1	1	0
5.5	Plagiarism	2	2	2
Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

Practical/Projects/Assignments:

- Write a research paper.
- Conduct a research of any issues.

Suggested Readings:

- Graff, Gerald and Cathy Birkenstein. They Say/I Say: The Moves That Matter in Academic Writing. Norton, 2009.
- Gupta, Renu. A Course in Academic Writing. Orient BlackSwan, 2010.
- Hamp-Lyons, Liz and Ben Heasley. Study writing: A Course in Writing Skills for Academic Purposes. Cambridge UP, 2006.
- Leki, Ilona. Academic Writing: Exploring Processes and Strategies. Cambridge UP, 2nd edn, 1998.

Thesis

* Guidelines for Project/ Internship/ Dissertation/ Thesis will be communicated separately.

इलेक्ट्रानिक मीडिया

मा.च.रा.प्र. एवं स.वि. वि.
इलेक्ट्रॉनिक मीडिया विभाग
जावक क्र. 371
दिनांक 15/02/2022

B.Sc.(EM) Scheme

Semester –I

Course Code	Course Name	L	T	P	Load	Theory Marks	Internal Marks	Practical Marks	Total Marks
		Credits/Hours							
EMC01	Introduction to Communication	4/4	1/1	-	5/5	80	20	-	100
EMC02	Development of Media	5/5	-	-	5/5	80	20	-	100
ADA01	Social and Emotional Learning	1/1	1/1	-	2/2	30	10	-	40
ADA02	Ethics & Culture	1/1	1/1	-	2/2	30	10	-	40
ADA03	Hindi Bhasha Evam Sahitya	1/1	1/1	-	2/2	30	10	-	40
EMS01	Fundamentals of Computers	-	1/1	1/2	2/3	-	10	30	40

Semester –II

Course Code	Course Name	L	T	P	Load	Theory Marks	Internal Marks	Practical Marks	Total Marks
		Credits/Hours							
EMC03	Basics of Electronic Media Production	3/3	-	2/4	5/7	60	20	20	100
EMC04	Reporting and Editing for Electronic Media	3/3	-	2/4	5/7	60	20	20	100
ADA04	Environmental Science and Sustainable Development	1/1	1/1	-	2/2	30	10	-	40
ADA05	English Language and Literature	1/1	1/1	-	2/2	30	10	-	40
ADA06 (A) OR ADA06 (B) OR ADA06 (C)	Co-Curricular- 1 Parliament: Practice and Procedure- I Bhartiya Sangeet- I Lalit Kala- I	- - -	1/1 1/1 1/1	1/2 1/2 1/2	2/3 2/3 2/3	- - -	10 10 10	30 30 30	40 40 40
EMS02	Introduction to Graphic Designing	-	1/1	1/2	2/3	-	10	30	40

Semester –III

Course Code	Course Name	L	T	P	Load	Theory Marks	Internal Marks	Practical Marks	Total Marks
		Credits/Hours							
EMC05	Introduction to Broadcast Technologies	3/3	-	2/4	5/7	60	20	20	100
EMC06	Introduction to Audiography	3/3	-	2/4	5/7	60	20	20	100
EMC07	Scripting for Electronic Media	3/3	-	2/4	5/7	60	20	20	100
EMG01	Generic Elective :Refer Table Below and Choose any One Subject (5 Credits)								100
ADA07	Innovation and Entrepreneurship	1/1	1/1	-	2/2	30	10	-	40

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एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)
15/02/22

GE - 1

Course Code	Course Name	L	T	P	Load	Theory Marks	Internal Marks	Practical Marks	Total Marks
		Credits/Hours							
CSG01	DTP with PageMaker & Photoshop	3/3	-	2/4	5/7	60	20	20	100
NMG01	Script Writing &Storyboarding	3/3	-	2/4	5/7	60	20	20	100
EMG01	Media Organizations	5/5	-	-	5/5	80	20	-	100
PRG01	Social Media Marketing	2	1	2	5	50	20	30	100
MCG01	Photo Journalism	4/4	0	1/2	5/6	60	20	20	100
JRG01	Entertainment Art & Cultural Journalism	3/3	1/1	1/2	5/6	60	20	20	100
NCG01	NCC-3	Will be Notified Separately							100
NSG01	NSS-3								100

Semester –IV

Course Code	Course Name	L	T	P	Load	Theory Marks	Internal Marks	Practical Marks	Total Marks
		Credits/Hours							
EMC08	Anchoring for Electronic Media	3/3	-	2/4	5/7	60	20	20	100
EMC09	Basics of Visual Communication	3/3	-	2/4	5/7	60	20	20	100
EMC10	Basics of Camera	3/3	-	2/4	5/7	60	20	20	100
*EMG02	Generic Elective :Refer Table Below and Choose any One Subject (5 Credits)								100
ADA08 (A)	Co-Curricular- 2								
OR	Parliament: Practice and	-	1/1	1/2	2/3	-	10	30	40
ADA08 (B)	Procedure- II								
OR	Bhartiya Sangeet- II	-	1/1	1/2	2/3	-	10	30	40
ADA08 (C)	Lalit Kala- II	-	1/1	1/2	2/3	-	10	30	40

GE - 2

Course Code	Course Name	L	T	P	Load	Theory Marks	Internal Marks	Practical Marks	Total Marks
		Credits/Hours							
CSG02	Multimedia With Corel Draw, Premier & Sound Forge/ Audacity	3/3	-	2/4	5/7	60	20	20	100
NMG02	Animation for Gaming using Blender	3/3	-	2/4	5/7	60	20	20	100
EMG02	Media Language and Content	5/5	-	-	5/5	80	20	-	100
PRG02	Search Engine Optimization & Search Engine Marketing	1	1	3	5	50	20	30	100

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एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)

9/12/22

MCG02	Communication skills	4/4	0	1/2	5/6	60	20	20	100
JRG02	Writing for Sports	3/3	1/1	1/2	5/6	60	20	20	100
NCG02	NCC-4	Will be Notified Separately							100
NSG02	NSS-4								100

Semester –V

Course Code	Course Name	L	T	P	Load	Theory Marks	Internal Marks	Practical Marks	Total Marks
		Credits/Hours							
EMC11	Digital Video Editing	3/3	-	2/4	5/7	60	20	20	100
EMC12	Electronic News Production	3/3	-	2/4	5/7	60	20	20	100
EME-1(A)	Corporate Culture & Communication	3/3	-	2/4	5/7	60	20	20	100
	OR								
EME-1(B)	Documentary Production	3/3	-	2/4	5/7	60	20	20	100
*EMG03	Generic Elective :Refer Table Below and Choose any One Subject (5 Credits)								100

GE – 3

Course Code	Course Name	L	T	P	Load	Theory Marks	Internal Marks	Practical Marks	Total Marks
		Credits/Hours							
CSG03	Accounting with Tally	3/3	-	2/4	5/7	60	20	20	100
NMG03	AI and Robotics	5/5	-	-	5/5	80	20	-	100
EMG03	Development Communication	5/5	-	-	5/5	80	20	-	100
PRG03	Creative Communication	2	1	2	5	50	20	30	100
MCG03	Creative Writing	4/4	0	1/2	5/6	60	20	20	100
JRG03	Writing on Social Issues	3/3	1/1	1/2	5/6	60	20	20	100
NCG03	NCC-5	Will be Notified Separately							100
NSG03	NSS-5								100

Semester –VI

Course Code	Course Name	L	T	P	Load	Theory Marks	Internal Marks	Practical Marks	Total Marks
		Credits/Hours							
EMC13	Media Laws and Ethics	5/5	-	-	5/5	80	20	-	100
EMC14	Project Portfolio	-	1/1	4/8	5/9	-	20	80	100
EME-2(A)	Digital Advertising & Public Relations	3/3	-	2/4	5/7	60	20	20	100
EME-2(B)	OR Fiction Production	3/3	-	2/4	5/7	60	20	20	100
*NMG04	Generic Elective :Refer Table Below and Choose any One Subject (5 Credits)								100

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GE - 4

Course Code	Course Name	L	T	P	Load	Theory Marks	Internal Marks	Practical Marks	Total Marks
		Credits/Hours							
CSG04	Social Media Marketing	3/3	0	2/4	5/7	60	20	20	100
NMG04	Augmented and Virtual Reality (AR/VR)	3/3	0	2/4	5/7	60	20	20	100
EMG04	Community Radio	5/5	-	-	5/5	80	20	-	100
PRG04	Event & Experiential Marketing	2	2	1	5	50	20	30	100
MCG04	Art of Anchoring	4/4	0	1/2	5	60	20	20	100
JRG04	Feature Writing	3/3	1/1	1/2	5/6	60	20	20	100
NCG04	NCC-6	Will be Notified Separately							100
NSG04	NSS-6								100

Option I - Bachelor of Science: Electronic Media (Honors)
Only those candidates who have secured minimum CGPA 7.5 in the three years of Bachelor of Science: Electronic Media shall be eligible.

Semester –VII (Option I)

Course Code	Course Name	L	T	P	Load	Theory Marks	Internal Marks	Practical Marks	Total Marks
		Credits/Hours							
EMC15	Fundamental of Research	5/5	-	-	5/5	80	20	-	100
EME03 (A)	Introduction to Socio Economic Polity	5/5	-	-	5/5	80	20	-	100
	OR								
EME03 (B)	Media Language : Style & Structure	5/5	-	-	5/5	80	20	-	100
*EMG05	Generic Elective :Refer Table Below and Choose any One Subject (5 Credits)								100
EMC16	Internship /Project	-	1/1	4/8	5/9	-	20	80	100

GE - 5

Course Code	Course Name	L	T	P	Load	Theory Marks	Internal Marks	Practical Marks	Total Marks
		Credits/Hours							
CSG05	Big Data	4/4	0	1/2	5/6	60	20	20	100
NMG05	Social Media Data Analytics	3/3	0	2/4	5/7	60	20	20	100
EMG05	Formative Research	5/5	-	-	5/5	80	20	-	100
PRG05	Digital PR	1	2	2	4	50	20	30	100
MCG05	Media and Gender Studies	4/4	0	1/2	5	60	20	20	100
JRG05	Crime and Court Reporting	3/3	1/1	1/2	5/6	60	20	20	100

Semester –VIII (Option I)

Course	Course Name	L	T	P	Load	Theory	Internal	Practical	Total

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12/1/22

Code		Credits/Hours				Marks	Marks	Marks	Marks
EMC18	Communication Theories	5/5	-	-	5/5	80	20	-	100
EME04 (A)	Script Writing for Electronic Media	5/5	-	-	5/5	80	20	-	100
EME04 (B)	OR Television Programme Production	5/5	-	-	5/5	80	20	-	100
*EMG06	Generic Elective: Refer Table Below and Choose any One Subject (5 Credits)								100
EMC17	Dissertation/ Project	-	1/1	4/8	5/9	-	20	80	100
Semester Totals		10/10	1/1	4/8	20/19	160	60	80	**400**

GE - 6

Course Code	Course Name	L	T	P	Load	Theory Marks	Internal Marks	Practical Marks	Total Marks
		Credits/Hours							
CSG06	Analysis of Algorithm	4/4	0	1/2	5/6	60	20	20	100
NMG06	Mobile Journalism	3/3	0	2/4	5/7	60	20	20	100
EMG06	Academic Writing	3/3	0	2/4	5/7	60	20	20	100
PRG06	Web Advertising	1	2	2	5	50	20	30	100
MCG06	Media Business Management	4/4	1/1	0	5	80	20	0	100
JRG06	Parliamentary Reporting	3/3	1/1	1/2	5/6	60	20	20	100

Option II - Bachelor of Science: Electronic Media (Research)
Only those candidates who have secured minimum CGPA 7.5 in the three years of Bachelor of Science: Electronic Media shall be eligible. Only those students who wish to pursue for PhD Research degree may continue this option II for 4th year.

Semester –VII (Option II)

Course Code	Course Name	L	T	P	Load	Theory Marks	Internal Marks	Practical Marks	Total Marks
		Credits/Hours							
EMC15	Fundamental of Research	5/5	-	-	5/5	80	20	-	100
EME05 (A)	Data Analysis	5/5	-	-	5/5	80	20	-	100
EME05 (B)	OR Media Language : Style & Structure	5/5	-	-	5/5	80	20	-	100
*EMG05	Generic Elective :Refer Table Below and Choose any One Subject (5 Credits)								100
EMC19	Project	-	1/1	4/8	5/9	-	20	80	100
Semester Totals		**15/15**	**1/1**	**4/8**	**20/19**	**160**	**60**	**80**	**400**

GE - 5

Course Code	Course Name	L	T	P	Load	Theory Marks	Internal Marks	Practical Marks	Total Marks
		Credits/Hours							
CSG05	Big Data	4/4	0	1/2	5/6	60	20	20	100

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9/2/22

NMG05	Social Media Data Analytics	3/3	0	2/4	5/7	60	20	20	100
EMG05	Formative Research	5/5	-	-	5/5	80	20	-	100
PRG05	Digital PR	1	2	2	4	50	20	30	100
MCG05	Media and Gender Studies	4/4	0	1/2	5	60	20	20	100
JRG05	Crime and Court Reporting	3/3	1/1	1/2	5/6	60	20	20	100

Semester –VIII (Option II)

Course Code	Course Name	L	T	P	Load	Theory Marks	Internal Marks	Practical Marks	Total Marks
		Credits/Hours							
EME06 (A)	Content Analysis	3/3	-	2/4	5/7	60	20	20	100
EME06 (B)	OR Television Programme Production	3/3	-	2/4	5/7	60	20	20	100
*EMG06	Generic Elective :Refer Table Below and Choose any One Subject (5 Credits)								100
EMC20	Thesis	-	2/2	8/16	10/18	-	40	160	200
	Semester Totals	**08/08**	**2/2**	**10/20**	**20/30**	**140**	**80**	**180**	**400**

GE - 6

Course Code	Course Name	L	T	P	Load	Theory Marks	Internal Marks	Practical Marks	Total Marks
		Credits/Hours							
CSG06	Analysis of Algorithm	4/4	0	1/2	5/6	60	20	20	100
NMG06	Mobile Journalism	3/3	0	2/4	5/7	60	20	20	100
EMG06	Academic Writing	3/3	0	2/4	5/7	60	20	20	100
PRG06	Web Advertising	1	2	2	5	50	20	30	100
MCG06	Media Business Management	4/4	1/1	0	5	80	20	0	100
JRG06	Parliamentary Reporting	3/3	1/1	1/2	5/6	60	20	20	100

9/2/22

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