

SYLLABUS

(According to NEP-2020)

For

MA (Electronic Media)

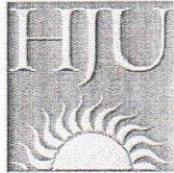
(2 Year Program)

(Session – 2023-25)

(With effect from July 2023)

राष्ट्रीय शिक्षा नीति-2020
के अनुकूल तैयार पाठ्यक्रम
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Department of Electronic Media



**Haridev Joshi University of Journalism and Mass Communication
Jaipur**

MA (Electronic Media) 2023-25

Garimola

Department of Electronic Media

Syllabus 2023-25

(According to NEP-2020)

About the Department:

Electronic media has carved out a niche as a medium of mass communication. The fast pace of the broadcasting sector, the increasing number of television channels, and the proliferation of FM channels have created new job prospects in this field. Keeping this in mind, the department introduces the students to all aspects of radio and television in accordance with the needs of the broadcast sector, with the goal of preparing media professionals who can play an important role in this rapidly expanding industry.

The department of electronic media aims to give students a comprehensive understanding of electronic media through teaching and training. Along with strong theoretical foundations, there is an emphasis on practical learning. Seminars and special lectures are held from time to time by experienced media academicians as well as media professionals and industry experts from the broadcasting sector.

The electronic media department has well-equipped video cameras to train students in news reporting and television production. Additionally, students can learn photojournalism and visual storytelling with digital still cameras. The department also plans to develop a state-of-the-art computer lab to train students on audio and video editing software. Workshops are also organized from time to time through which students get practical hands-on exposure and knowledge of writing for various media, news reporting, photography, documentary film making, video editing, audio editing, light direction and short film production for different formats of electronic media.

A film club is also to be established in the department to introduce the students to feature films and short films by eminent and notable filmmakers from India and abroad so that the nuances of film making can be taught. Extra-curricular activities and cultural events are organised on a

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regular basis to ensure the holistic development of students. Students are encouraged to participate in performing arts, poster making, quizzes, painting competitions, and other events in the university to develop their creativity as well as to provide a platform to showcase the talents of the students. University activities, special lectures, seminars, and cultural programmes are preserved in digital format (photographs and video recordings) by the students of the department as a part of practical learning.

In the coming years, the department is planning to set up a state-of-the-art studio and community radio station so that students can also gain practical knowledge of working in the domain of television and radio broadcasting. Students are encouraged to do internships in television news channels, radio, FM, and production houses to enhance their practical skills and professional ethics and prepare them for the industry.

After receiving an education and practical training from this department, students can pursue careers as television journalists, camerapersons, directors, scriptwriters, anchors, video jockeys, radio jockeys, video editors, light directors, photojournalists, and news reporters, among other media-related fields.

Admission and other general provisions

As per admission policy of the university.

Eligibility Conditions

1. Graduate in any discipline with minimum 48 percent. (Relaxation as per admission policy of the University).

2. **Lateral Entry-** Lateral entry in MA (EM) II year will be allowed to the following candidates:

a. Those candidates who have secured PG Diploma in Mass Communication/Journalism from recognized programmes/ institutions. The equivalence committee will recommend such programmes/institutions.

b. Those candidates who have passed four-year BA Honours in Media Studies from HJU and have also earned 12 additional DCC credits along with 48 DCC credits from the discipline of Electronic Media.

Medium of instruction of the program

English and Hindi

Program Fees

As per university rules

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Mobility option and credits transfers

Yes

Credits

Minimum 80 credits required in 4 semesters for obtaining the degree of PG.

Duration of the program

2 years minimum

Program Structure

The Academic Session 2023-24 and subsequent sessions thereafter in any of the Academic Programs of the University leading to an award of the Certificate/ Diploma/ Bachelor degree / Post Graduate Diploma/ Master degree shall be based on

- (a) Choice Based Credit System, (b) Semester System, (c) Multiple Entry and Exit,
- (d) Grading System, (e) Continuous Assessment (CA) and End of Semester Evaluation (EoSE), in to as well as for each of the educational component of an Academic Program called a course.

Course registration

As per the provisions of the university.

Examination Scheme and Grading

1. In any of the Academic Programs of the University leading to an award of the Certificate/ Diploma/Bachelor degree / Post Graduate Diploma/ Master degree shall be based on (a) Choice Based Credit System, (b) Semester System, (c) Multiple Entry and Exit, (d) Grading System, (e) Internal Assessment/Continuous Assessment (IA/CA) and External Assessment/End of Semester Evaluation (EA/EoSE), in total as well as for each of the educational component of an Academic Program called a course.
2. To pass a course, a candidate shall have to score 40% marks in its each component i.e. IA/CA, EA/EoSE etc.
3. In each course 70% weightage is given to EA/EoSE and 30% weightage to IA/CA.
4. **Award of MA Degree:**
 - (a) To pass One Year MA (Level 6.5) after 4 Year bachelor (Hons.) degree, a student is required to earn 40 credits including 20 credits of DCC (compulsory) course.
 - (b) To pass Two Year MA (Level 6.5) after 3 Year bachelor degree, a student is required to earn 80 credits including 40 credits of DCC (compulsory) course.
5. If a student earns course credit from any other institution or MOOC portal, then
 - (a) it has to be in equivalence with the course being run by the University.
 - (b) the credit value shall be in accordance with University's credit framework.
 - (c) Such credits shall be added in the respective Semester, only when concerned grade sheet is presented to University within 10 days of the final course (paper) of that EA/EoSE. Otherwise said credits shall be added in the subsequent Semester.

Pre-requisites for III Semester (II Academic Year)

Promotion in MA Program: In MA (Two Year) Program after three-year Bachelor Degree, to get promoted to the III Semester, that is at the end of first academic year to Level-6.5, a student is required to earn 40 credits including 20 credits of Discipline Centric Core (Compulsory) courses in chosen discipline

Grading: Ten Point Scale for Letter Grades and for non-letter grade courses Satisfactory or Unsatisfactory shall be indicated. Letter Grades shall be counted for the computation of SGPA/CGPA. However, for Add-On courses, non-counting of letter grade sin SGPA/CGPA may be permitted.

Letter Grade		Grad Point	Marks Range	SGPA/CGPA
O	Outstanding	10	90%-100%	9.5to10.00
A+	Excellent	9	80%-89.99%	8.50to9.49
A	Very good	8	70%-79.99%	7.50to8.49
B+	Good	7	60%-69.99%	6.50to7.49
B	Above average	6	50%-59.99%	5.50to6.49
C	Average	5	45%-49.99%	4.50to5.49
P	Below Average/Pass	4	40%-44.99%	4.00to4.49
F	Fail	0	<40%	
U	Unfair Means	0		
W	Withdrawn	0		
X	Absent	0	Absent	

Computation of SGPA and CGPA

- To determine the grade, marks obtained both in EA/EoSE as well as Internal Assessment/Continuous Assessment (IA/CA) shall be considered.
- The percentage of marks will be converted into whole number. When the percentage is in fraction, is greater than or equal to 0.50 is considered as 1 (one). For example, if percentage is 69.45 than it will be considered as 69, but if the percentage is 69.50, it will be considered as 70.
- Semester Grade Point Average (SGPA) indicates the performance of a student in a given Semester. SGPA is based on the total credit points earned by the student in all the courses and the total number of credits assigned to each course in a Semester.
- Grade will be awarded according to the method given below:

Credit Point earned for the Course = No. of Credits Assigned to the Course X Grade point secured for the Course

SGPA (Semester Grade Point Average) = Total credit points earned by a student in a Semester / Total credit assigned for that Semester

CGPA (Cumulative Grade Point Average) = The total number of credit Points earned in all Semesters / the total number of credits assigned in all the Semesters

SGPA and CGPA shall be rounded off to 2 decimal points.

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For Example:

Course	Credit	% Obtained by Student	Grade	Grade Point	Credit assigned X Grade Point = Credit points earned
MA-JMC (EM) 101	6	74	A	8	6X8=48
MA-JMC (EM) 102	6	58	B	6	6X6=36
MA-JMC (EM) 103	6	67	B+	7	6X7=42
MA-JMC (EM) 104	6	70	A	8	6X8=48
	24				174

Semesters	Total Credit	Credit points earned in the Semester
Semester I	24	174
Semester II	24	156
Semester III	24	162
Semester IV	24	144
	96	636

$$\text{SGPA} = 174/24 = 7.25$$

$$\text{CGPA} = 636/96 = 6.62$$

There will be no supplementary/ due paper/ special examination for any course. The candidates can improve performance in the respective subsequent (even/odd) EA/EoSE and performance in the next appearance will over write earlier performance. Student will have to prepare on his own for improvement. Chance of improvement in IA/CA will not be permitted.

Conversion of CGPA to Percentage:

To convert CGPA to percentage the CGPA be multiplied by Ten. Thus, CGPA of 6.62 will get converted to 66.2%. Because of the grading system, the percentage calculated on the basis of conversion may be different then percentage calculated by the consideration of actual marks obtained in courses. The percentage based on CGPA conversion shall be mentioned in the final cumulative grade sheet and shall be treated as final and valid value of percentage for all purpose.

MA (Electronic Media)
 Credit Distribution for Academic Session 2023-25
 (According to National Education Policy 2020)

SEMESTER	Discipline Centric Core (DCC)	Discipline Specific Elective (DSE)	Generic Elective Course (GEC)	Dissertation/Project/Field Study/On Job Experience/ Community Engagement Experience/SEM/ Research Credit Course	Total Credits
I	Introduction to Journalism and Mass Communication (6 Credits)	Contemporary India (6 Credits) OR	Environment and Climate Change (6 Credits) OR Photography (6 Credits)	Field Study (2 Credits)	30 Credits
	News Concepts and Reporting (6 Credits)	Media Organisation (6 Credits)	MOOC – Society and Media (4 Credits)		
II	Television Journalism (6 Credits)	Computer Applications and Multimedia Skills (6 Credits) OR	Event Management (6 Credits) OR	Project (4 Credits)	28 Credits
	Radio Journalism and Production (6 Credits)	Understanding Digital Communication (6 Credits)	Intercultural Studies (6 Credits)		
III	Television Production (6 Credits)	Creative Writing (6 Credits) OR	Film Appreciation (6 Credits) OR Script Writing (6 Credits)	Internship (2 Credits)	30 Credits
	Communication Research (6 Credits)	Public Relations and Advertising (6 Credits)	MOOC- Intellectual Property (4 Credits)		
IV	Media Ethics, Morality and Law (6 Credits)	Data Journalism (6 Credits) OR	Contemporary Rajasthan (6 Credits) OR	Dissertation/Project- Documentary (4 Credits)	28 Credits
	New Media and Web Journalism (6 Credits)	Elections and Media (6 Credits)	Social Justice, Human Rights and Civil Liberties. (6 Credits)		

MOOC- Candidates may earn required credits from MOOC courses in Ist and IIIrd semesters at his/her own expense. Students will be encouraged to do those courses as recognized and recommended by the BOS. 1. Society and Media - and 2. Intellectual Property.

Lateral Entry- Lateral entry in 2 Year Post Graduate program will be allowed to those candidates who have secured PG Diploma in Mass Communication/Journalism from recognized institutions. The equivalence committee will recommend such programs/institutions.

1. Power to Relax and Amendments:

Program

- i. Name of the Program: MA (Electronic Media)
- ii. About the program:

It is a postgraduate degree program that caters to the needs of rapidly changing electronic media industry in the current era. The goal of the department is to provide intensive teaching and training in every field from news compilation to effective presentation in television and radio program production. Spread over four semesters, the program focuses on different dimensions of the constantly changing television medium and acquaints students with the current trends in the broadcasting industry.

This program will provide proficiency in television and radio reporting, script writing, anchoring, and production through theoretical and conceptual knowledge and practical aspects of journalism to the students. They will learn about the key aspects of electronic media journalism, such as the creation of news stories, feature writing, and the production of documentaries and short films. Keeping in mind the existing needs of the media industry, the curriculum has been kept learner-centric with emphasis on hands-on learning. The department is well-equipped with professional video cameras. The perfect synthesis of textual and practical learning, along with creativity, will make students skilled as well as industry-ready media professionals. After completion of the two-year program, multiple career opportunities will be available for our students in the field of electronic media. They can aspire to make a bright future in radio and television journalism.

i. **Key Terms**

- DSC-Discipline Specific Course
- DEC-Discipline Elective Course
- GEC-Generic Elective Course
- SGPA-Semester Grade Point Average
- CGPA- Cumulative Grade Point Average
- IOJ- On Job Experience
- DPR-Dissertation/Project Report/ Field Study
- MOOC- Massive Open Online Course

Program Objectives

1. To impart in depth knowledge about journalism and mass communication.
2. Provide training to students with special emphasis on Radio and Television news and programme production.
3. To nurture the creative as well as technical skills of students.
4. Create competent media persons who can work efficiently in the media industry.
5. To polish the language, writing and presentation skills of students.

Program Outcomes

1. To build strong theoretical foundations in journalism and mass communication.
2. To provide training in the tools and techniques of mass media.
3. To expose students to the various practical aspects of broadcasting.
4. To improve their communication skills and develop leadership qualities in students.
5. To enhance the writing, reporting and creative skills of students.

Program Specific Outcomes (PSO)

1. Students will graduate as industry-ready and competent media professionals with strong foundations in radio and television broadcasting.
2. Learners will develop proficiency in language and communication skills.
3. Students will demonstrate the usage of media equipment, tools and techniques to communicate effectively with the masses.
4. Students will understand the significance of audio and video production in the professional and cultural context.

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5. Learners will exhibit the ability to do teamwork and develop leadership qualities to contribute in the media industry.

V. **Teaching Learning Approach**

1. Lecture
2. Demonstration
3. Readings/written assignments
4. Group discussions/tutorial
5. Project work
6. Dissertation
7. Field Projects

VI. Assessment:

VII. Semester wise Structure

Program Structure

S. No.	Course Code	Course Title	Category Code/Type	Total Credit	Theory (Mark)	Practical (Mark)	Internal Mark	Total Marks
I Semester	MEC9101T	Introduction to Journalism and Mass Communication	DCC	6	70	--	30	100
	MEC9102T	News Concepts and Reporting	DCC	6	70	--	30	100
	MEE9101T	Contemporary India OR	DSE	6	70	--	30	100
	MEE9102T	Media Organisation	DSE	6	70	--	30	100
	GEC9101T	Environment and Climate Change OR	GEC	6	70	--	30	100
	GEC9102T	Photography (6 Credits)	GEC	6	70	--	30	100
	--	MOOC: Society and Media	GEC	4	--	--	--	100
	DPR9101P	Field Study	DPR	2	70	--	30	100
II Semester	MEC9201T	Television Journalism	DCC	6	70	--	30	100
	MEC9202T	Radio Journalism and Production	DCC	6	70	--	30	100
	MEE9201T	Computer Applications and Multimedia Skills OR	DSE	6	70	--	30	100
	MEE9202T	Understanding Digital Communication	DSE	6	70	--	30	100
	GEC9201T	Event Management OR	GEC	6	70	--	30	100
	GEC9202T	Intercultural Studies	GEC	6	70	--	30	100
	DPR9201P	Project	DPR	4	70	--	30	100
I - I	MEC9301T	Television Production	DCC	6	70	--	30	100

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IV Semester	MEC93 02T	Communication Research	DCC	6	70	--	30	100
	MEE93 01T	Creative Writing OR	DSE	6	70	--	30	100
	MEE93 02T	Public Relations and Advertising	DSE	6	70	--	30	100
	GEC930 1T	Film Appreciation OR	GEC	6	70	--	30	100
	GEC930 2T	Script Writing	GEC	6	70	--	30	100
	--	MOOC: Intellectual Property	GEC	4	--	--	--	100
	IOJ9301 P	OJE/Internship (IOJ)	DPR	2	70	--	30	100
	MEC94 01T	Media Ethics, Morality and Laws	DCC	6	70	--	30	100
	MEC94 02T	New Media and Web Journalism	DCC	6	70	--	30	100
	MEE94 01T	Data Journalism OR	DSE	6	70	--	30	100
	MEE94 02T	Elections and Media	DSE	6	70	--	30	100
	GEC940 1T	Contemporary Rajasthan OR	GEC	6	70	--	30	100
	GEC940 2T	Social Justice, Human Rights and Civil Liberties	GEC	6	70	--	30	100
DPR940 1P	Dissertation/ Project- Documentary	DPR	4	70	--	30	100	

Program Structure (Total Credits)

MA (Electronic Media) Total Credits =116					
Course/Sem	Sem I	Sem II	Sem III	Sem IV	Total
	Credits	Credits	Credits	Credits	
Discipline Centric Core (DCC)	12	12	12	12	48
Discipline Elective Courses (DEC)	6	6	6	6	24
Generic Elective Courses (GEC)	10	6	10	6	32
Dissertation/Project/Field Study/On Job Experience/ Community Engagement Experience/SEM/ Research Credit Course	2	4	2	4	12

VIII. Post Graduate Attributes

- | | |
|--|-------------------------------|
| 1. Disciplinary Knowledge; | 2. Communication Skills; |
| 3. Critical thinking; | 4. Problem Solving; |
| 5. Analytical Reasoning; | 6. Research related skills; |
| 7. Cooperation/Teamwork; | 8. Scientific Reasoning; |
| 9. Reflective thinking; | 10. |
| Information/Digital literacy; | |
| 11. Self-directed learning; | 12. Multicultural Competence; |
| 13. Moral and ethical awareness/reasoning; | |
| 14. Leadership readiness/qualities; | 15. Lifelong learning. |

IX. Learning Outcome Index

Program Outcomes and Program Specific Outcomes

Program Mapping																
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	
CO1	3	3	2	1	1	3	2	-	2	3	2	3	2	3	3	
CO2	2	3	2	3	3	2	2	-	2	3	3	3	2	2	3	
CO3	3	3	3	2	3	2	3	-	2	3	2	3	3	2	2	
CO4	3	2	2	3	2	3	2	-	3	2	2	2	2	1	1	
CO5	2	2	3	3	3	1	3	-	1	3	2	2	2	3	2	

3- High, 2-Significant, 1-Low

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Syllabus

Course Code: MEC9101T
Credits:6

L	T	P
4	1	1

Introduction to Journalism and Mass Communication

Course Objective:

1. To impart knowledge of theoretical concepts of mass communication.
2. To create an understanding about the normative theories of media.
3. To make students aware about role of journalism in the society.
4. To teach them about types of journalism.
5. To apprise students about the practice of journalism.

Course Outcomes:

1. Students will develop a theoretical understanding of mass communication.
2. Students will be able to understand normative theories.
3. Learners will understand the relationship between journalism and society.
4. Students will develop an understanding about different types of journalism.
5. Students will get acquainted with various aspects of journalism.

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

3- High, 2- Significant, 1- Low

UNIT- I	Introduction to Communication
	Communication – Definition, Concept and Process ; Types of Communication ; Mass Communication: Definition, Functions, Mass Media and its Effects on Audience, Merits and Demerits of Different Media ; Models of Mass Communication: Aristotle Model, Laswell Model, Shannon and Weaver Model, Osgood Model.
UNIT- II	Mass Media Theories
	Normative Theories- Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, Democratic Participant Media Theory; One-step ,

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	Two-step and Multi Step Flow of Information. Propaganda, Persuasion ; Dependency Theory, Cultivation Theory, Agenda Setting Theory, Uses and Gratification Theory, Hypodermic Needle Theory, Limited Effects Theory.
UNIT- III	Journalism: Concept, Objective and Functions
	Concept and Role of Journalism in Society; History of Journalism; Role of Journalism in Freedom Struggle; Journalism and Democracy: Concept of Fourth Estate; Importance of Critical Thinking in Journalism; Contemporary Issues and Debates: Mission, Profession and Business; Editorial Integrity, Fake news, Alternative Facts, Post-Truth Era.
UNIT- IV	Types of Journalism
	Investigative Journalism; Data Journalism; Rural Journalism; Alternative Journalism; Advocacy Journalism; Development Journalism; Yellow Journalism; Citizen Journalism

PRACTICAL/ ASSIGNMENT: Writing and analysing news reports.

Suggested Readings:

1. Mass Communication Theory: An Introduction, Denis Mc Quail, Sage, London.
2. Theories of Communication, M.L. DE Fleur, and S. Ball-Rokeach, Longman, New York.
3. Mass Communication in India, Keval J. Kumar, Jaico, Mumbai.
4. Communication Theories: Origin, Methods, Uses, Wemer, Severin J. and Tankard W. James, Longman, London.
5. भारत में जनसंचार, केवल जे कुमार, जैको, मुंबई
6. जनसंचार: सिद्धांत और व्यवहार, जे. वीविला नीलम, मध्यप्रदेश हिन्दी ग्रंथ अकादमी, भोपाल (अनुवादक—शशिकांतशुक्ल)
7. संचार के सिद्धांत, आरमंडमेतलार्त, औरमिशेल, ग्रंथशिल्पी, नईदिल्ली (अनुवादक—वंदनामिश्र)
8. संप्रेषण: प्रतिरूप एवं सिद्धान्त, श्रीकान्त सिंह, भारती पब्लिशर्स एण्ड डिस्ट्रीब्यूटर्स, फैजाबाद

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks.

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words. In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

- Continuous Assessment (CA): 30 Marks

(20 Marks for midterm written exam and 10 marks for presentation/assignment/quiz/case study)

(Students have to answer 2 questions out of 4 in midterm exam)

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News Concepts and Reporting

Course Code: MEC9102T
Credits: 6

L	T	P
4	1	1

Course Objectives:

1. To teach news writing skills to the students.
2. To make them understand various concepts of news and reporting.
3. To make students aware about different styles of writing news.
4. To acquaint students with the art of interviewing.
5. To acquaint students with the principles and skills of reporting in the field.

Learning Outcomes:

1. They will gain conceptual knowledge of news and reporting.
2. Students will learn the skills of writing news.
3. They will understand the techniques of creating different types news.
4. Students will demonstrate the skills of interviewing through practical exposure.
5. Students will develop an understanding of field reporting.

	Course mapping														
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	3	1	1	2	1	-	3	2	2	1	1	1	2
CO2	3	2	3	2	1	3	2	-	3	3	2	1	1	1	2
CO3	3	3	2	2	1	2	2	-	2	2	3	2	1	2	1
CO4	3	3	3	3	2	3	3	-	2	2	1	2	2	2	1
CO5	3	2	2	2	2	2	1	-	2	1	2	1	1	2	1

3- High, 2- Significant, 1- Low

UNIT- I	News Gathering
	Meaning, Definition and Concept of News, Sources of News gathering, News Value, Type of News – Hard and Soft News, Role and Importance of Sources, Different types of Sources, Examining and testing News Value, Changing Concept of News: Factors and Issues
UNIT- II	Different Types of News Reports
	Factual and Routine News ; Analytical, Interpretative and Descriptive News ; Investigative News and Research based or in-depth news ; Risks of Reporting ; Qualities of a Good Reporter; Responsibilities and Rights ; Categories of Reporter-Stringer, Reporter, City Reporter, Special correspondent ; Types of Reporting: Political, Crime, Parliamentary, Education, Agriculture ; Environment, Science, Sports, Investigation, Court & Development News; Gender Sensitive Reporting etc. ; Specialized Reporting.

UNIT- III	News Writing Process
	Principles of News Writing, News flow, Newsroom, Follow Up of Stories; Concept of Credibility in News Reporting ; Structure of News: Five Ws and One H ; Selection of Information, Writing Intro/Lead, Body ; Different types of Intro/Lead ; Organising the News Story: Angle, Attribution, Quote, Background and Context; Checking Facts: Ensuring Accuracy, Objectivity and Balance in News Story ; Writing for Magazines and Journals ; Writing for News Agency, Writing Features: Definitions, Scope, Types of Features, News features, Human Interest ; Citizen journalism.
UNIT- IV	Different Styles of News Writing
	Inverted pyramid style: Concept, Development, Writing Process, Merits and Demerits; Feature Style: Concept, Development, writing process, Merits and Demerits; Sand Clock Style: Concept, Development, Writing Process, Merits and Demerits; Interviews: Definition, Types & Preparation of Interviews, Qualities of Good Interviews; Press Release, Press Conference, Press briefing, Meet the Press.

PRACTICALS/ ASSIGNMENTS: Writing News in Different Styles, Headline Writing, Planning Interviews.

Suggested Readings:

- The Journalist's Handbook, M.V Kamath, Vikas Publishing House, New Delhi.
 A Manual for News Agency Reporters, Indian Institute of Mass Communication, New Delhi,
 Handbook of Journalism and Mass Communication, Vir Bala Aggarwal, V.S Gupta Concept Publishing Co., New Delhi.
 Mass Communication and Journalism in India D.S. Mehta, Allied Publications Pvt. Ltd., Bombay.
 Mass Communication in India, Keval J. Kumar, Jaico, Mumbai.
 वेब पत्रकारिता, श्याम माथुर, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर 2010
 स्मार्ट रिपोर्टर; शैलेश और ब्रजमोहन; वाणी प्रकाशन
 संवाद और संवाददाता राजेंद्र हरियाणा ग्रंथ अकादमी चंडीगढ़
 समाचार संकलन और लेखन, डॉ. नंदकिशोर त्रिखा, उत्तर प्रदेश हिन्दी संस्थान लखनऊ
 समाचार परीक्षण, डॉ. रमेश अग्रवाल, राजस्थान हिन्दी ग्रंथ अकादमी जयपुर

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks.
 Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words. In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
 (20 Marks for midterm written exam and 10 marks for presentation/assignment/quiz/case study)
 (Students have to answer 2 questions out of 4 in midterm exam)

Contemporary India

Course Code: MEE9101T
Credits:6

L	T	P
4	1	1

Course Objectives:

1. To impart a general understanding of Indian political system and constitution.
2. To provide a basic knowledge of Indian economic system.
3. To improve student's critical thinking about contemporary issues.
4. To make them understand the economic system of India.
5. To make students aware of global and contemporary issues.

Learning Outcomes:

1. Students will be able to understand Indian political system and features of Indian Constitution.
2. They will develop a basic understanding of Indian economic system.
3. Students will think critically about contemporary issues.
4. Students will understand the economic system.
5. Students will be aware of global and contemporary issues.

Course mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	2	3	1	1	1	2	-	1	2	1	3	3	1	3
CO2	3	2	3	1	1	2	2	-	2	2	2	2	2	2	2
CO3	3	2	3	3	1	2	1	-	2	2	2	2	2	2	2
CO4	3	2	2	1	1	1	2	-	1	2	2	2	1	2	2
CO5	3	2	2	1	1	1	1	-	1	2	2	2	-	2	2

3- High, 2- Significant, 1- Low

UNIT-I	Constitution of India
	Indian Constitution; Key Features, Fundamental Rights and Duties; Directive Principles; Democracy and Election System Important Constitutional Amendments, Special Provisions in constitution.
UNIT- II	Indian Economy
	Economic System of India; Privatisation, Liberalisation and Globalisation; Impact of Liberalisation; NITI Aayog, RBI, Understanding Finance Ministry; Poverty, Unemployment and Agrarian Crisis, FDI, PPP Mode and Disinvestment.

UNIT- III	Contemporary Issues
	Nationalism & Patriotism, Secularism & Communalism; Criminalisation and Corporatisation of Politics; Caste, Religion and Language based Polarisation; Freedom and Autonomy of Media; Women Empowerment and Gender Issues; Uniform Civil Code.
UNIT- IV	Global Context
	Insurgencies and Terrorism; Global Economic Order and its Impact, Basics of Indian Foreign Policies; Relations with Neighbours; UN, SAARC, BRICS, QUAD, G-20, Global Warming and Climate Crisis: Impact and Accountability, SDGs, Covid-Response and Recovery, Growing Humanitarian Crisis and Conflicts.

PRACTICALS/ ASSIGNMENTS:

- Students will be asked to give presentations on current affairs and organise group discussions on contemporary topics.
- Writing and discussing articles on contemporary issues.

Suggested Readings:

- 1 Introduction to the Constitution of India, D.D.Basu, Prentice Hall of India, New Delhi
- 2 India after Gandhi, Ramchandra Guha, Picador India, New Delhi
- 3 India since Independence, Bipan Chandra, M. Mukherjee, A. Mukherjee, Penguin, New Delhi
- 4 Indian Economy, Datt and Sundaram, S. Chand, New Delhi
- 5 The Making and Working of Indian Constitution, S.K.Chaube, NBT, New Delhi.
- 6 भारतीय संविधान, सुभाष कश्यप, एन.सी.ई.आर.टी., नईदिल्ली
- 7 रामचन्द्रगुहा, भारत गांधी के बाद, पेंगुइनबुक्स, नईदिल्ली
- 8 आजादी के बाद का भारत, बिपिनचन्द्र, मृदुला मुखर्जी, और आदित्य मुखर्जी, दिल्ली विश्वविद्यालय, दिल्ली।

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks.

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words. In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for presentation/assignment/quiz/case study)

(Students have to answer 2 questions out of 4 in midterm exam)

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Media Organisation

Course Code: MEE9102T

Credits:6

L	T	P
5	1	-

Course Objectives

- 1 To teach the ownership patterns in media industry.
- 2 To explain the organisational structure of print, TV, radio and online media.
- 3 To make them aware about impact of economic reforms on media.
- 4 To explain the structure of public service broadcasting in India.
- 5 To apprise students about the ownership patterns of new media in India.

Learning Outcomes

- 1 Students will come to know about the ownership patterns of media industry in India.
- 2 They will understand the organisational structure of print, radio, tv and online media.
- 3 They will be aware of the impact of economic reforms on media.
- 4 They will comprehend the structure of public service broadcasting in India.
- 5 Students will learn about the ownership patterns and revenue model of new media.

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

3- High, 2- Significant, 1- Low

UNIT- I	Understanding Media Business
	Media Economics, Ownership and Control Types of ownership, Effects of Ownership Patterns of Media Ownership in India Since Independence: Public and Private Sector, Impact of Economic Reforms on Media Cross Media Ownership Vertical and Horizontal Concentration Merger and Acquisition Company Laws Management Practices in Online Media
UNIT- II	Media Organisation
	Starting and Running a Media Organisation, Various Departments and Positions, Prevalent practices in Print, TV, Radio and New Media Structure of Newsroom Roles and Responsibilities Working Journalists: Issues and Challenges

UNIT- III	Financial Management
	Revenue Model of Traditional Media Revenue Model of News Websites: Subscription, Advertisement, Donation, Events, Mixed Model Branding and Crossed Promotion Paid, Earned and Linked Content SEO, Strike Rate Strategize, Measure and Report the Results from Digital Campaigns.
UNIT- IV	New Media Management
	Starting a Website Entrepreneurship and Innovation Domain Name and Server Starting and Managing a Blog Social Media Managers, Google Ads and Facebook, Crowd Sourcing Management Dynamics of You Tube Channels Podcasting; Success Stories

PRACTICALS/ ASSIGNMENTS: Seminar presentation and written assignment on any issue related to media ownership.

Suggested Readings:

- 1 Newspaper Organization and Management; Williams Herbert Lee, The IOWA State University Press, US
- 2 India's Newspaper Revolution: Capitalism, Politics and Indian-Language Press, 1977-1999; Robin Jeffrey, Hurst & Company, London
- 3 TV News Channels in India: Business, Content and Regulations; P N Vasanti, Prabhakar Kumar, Academic Foundation
- 4 An Introduction to Media Management; Anuradha Mishra, Singhal Law Publisher, New Delhi
- 5 Indian Media Business; Vanita Kohli Khandekar, Sage India, New Delhi
- 6 भारतीय मीडिया व्यवसाय, वनिता कोहली खांडेकर, सेज इंडिया, नई दिल्ली
- 7 समाचारपत्र प्रबंधन, गुलाब कोठारी, राजकमल प्रकाशन, नई दिल्ली
- 8 आकाशवाणी एवं दूरदर्शन, ओम प्रकाश जमलोकी, अरावली बुक्स इंटरनेशनल, नई दिल्ली
- 9 न्यू मीडिया; शालिनी जोशी और शिव प्रसाद जोशी, पेंगुइन प्रकाशन

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks.

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words. In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

- Continuous Assessment (CA): 30 Marks

(20 Marks for midterm written exam and 10 marks for presentation/assignment/quiz/case study)

(Students have to answer 2 questions out of 4 in midterm exam)

551

Environment and Climate Change

Course Code: GEC9101T

Credits: 6

L	T	P
4	1	1

Course Objectives

1. To understand the importance of environmental journalism in raising awareness and promoting sustainable practices.
2. To develop critical thinking and analytical skills in evaluating environmental issues.
3. To acquire knowledge of environmental science and policy to effectively report on complex environmental topics.
4. To develop storytelling techniques and multimedia skills for engaging students in environmental reporting.
5. To understand the ethical responsibilities of environmental journalists and the impact of media coverage on public perception and policy-making.

Course Outcomes

1. Students will understand the importance of environmental journalism in raising awareness and promoting sustainable practices.
2. Students shall develop critical thinking and analytical skills in evaluating environmental issues.
3. Students shall acquire knowledge of environmental science and policy to effectively report on complex environmental topics.
4. Students will learn storytelling techniques and multimedia skills for doing environmental reporting.
5. Students will get to understand the impact of media coverage on public perception and policy-making.

Course mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	2	2	1	--	-	-	1	1	1	--	1	--	3
CO2	--	--	3	2	2	2	1	-	2	1	1	--	1	--	3
CO3	3	2	--	1	2	3	-	-	2	-	2	--	1	2	2
CO4	--	--	3	2	1	1	-	-	2	-	3	--	1	2	1
CO5	3	--	--	3	3	1	-	-	3	-	1	--	-	1	1

3- High, 2- Significant, 1- Low

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UNIT- I	Introduction to Environmental Science
	Basics of Environmental Science and Key Environmental Concepts, Understanding Environmental Policy and Regulations, Interdisciplinary Approaches in Environmental Reporting, Accessing and Interpreting Scientific Research for Journalistic Purposes, Defining Environmental Journalism and Its Role in Society, Historical Overview and Milestones in Environmental Reporting, Environmental Challenges and The Journalist's Role in Addressing Them, Ethical Considerations in Environmental Journalism.
UNIT- II	Climate Science and Terminology
	Understanding Climate Change and Its Impacts, Key Scientific Concepts and Terminology, Interpreting Climate Data and Reports, Reporting on Climate Change Impacts, Covering the Impacts of Climate Change on Communities, Ecosystems and Economies, Adaptation and Mitigation Strategies, Human Stories of Climate Change.
UNIT- III	Environment Communication
	Highlighting Successful Environmental Initiatives and Innovations, Engaging Audiences in Sustainable Lifestyle Choices, Traditional Live Style and Environment, Natural Calamities in Himalaya, Traditional Water Conservation System and Recent Water Crisis in Rajasthan; Concepts Of Gocharand Oran, Balancing The Need for Urgency with Accuracy in Environmental Reporting. Reporting On Sustainable Development and Clean Technologies.
UNIT- IV	Debating Climate change
	Industrialisation and Climate Change; Green House Gases and Global Warming; Impact of Climate Change on Earth—Glacier Melting, Ocean and Rivers; United Nations Framework Convention on Climate Change—UNFCCC; Kyoto Protocol, Paris Agreement. Communicating Climate Change to Diverse Audiences. Covering International Climate Negotiations and Agreements

lka

PRACTICALS/ ASSIGNMENTS:

- Practical assignments and field visits to environmental sites.
- Investigative reporting projects on local environmental issues.

Suggested Readings

- 1 The Great Derangement: Climate Change and the Unthinkable, Amitava Ghosh, Penguin Books Limited, New Delhi
- 2 Science Communication and Development through Media, J.V. Vilanilam, Sage Publication, Delhi.
- 3 Churning the Earth: The Making of Global India, Aseem Srivastava, and Ashish Kothari Penguin India, New Delhi
- 4 The Politics of Climate change and Global Crisis, Mortgaging our Future, Bidwai, Prafull, Orient Blackswan, New Delhi
- 5 भूमि, जल, वन और पर्यावरण, अनुपम मिश्र, , शिल्पायन, नई दिल्ली।
- 6 जीवन संपदा और पर्यावरण, अनुपम मिश्र, , शिल्पायन, नई दिल्ली।
- 7 आज भी खरे हैं तालाब, अनुपम मिश्र, , गांधी शांति प्रतिष्ठान, नई दिल्ली।
- 8 प्राचीन भारत के महान वैज्ञानिक, गुणाकर मुले, ज्ञान विज्ञान प्रकाशन, नई दिल्ली।
- 9 विज्ञान संचार, डॉ. मनोज कुमार पटेरिया तक्षशिला प्रकाशन नई दिल्ली

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks.
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words. In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for presentation/assignment/quiz/case study)
(Students have to answer 2 questions out of 4 in midterm exam)

554

Photography

Course Code: GEC9102T
Credits:6

L	T	P
3	2	1

Course Objectives:

1. To familiarise students with the fundamental concepts of photography.
2. To introduce students to the creative aspects of photography.
3. To train students about various tools and techniques used in photography.
4. To provide in depth knowledge of practical photography.
5. To apprise students about skills of photo journalism.

Course Outcomes:

1. Students will learn the essential concepts of photography.
2. Learners will develop an understanding about the importance of creative approach in photography.
3. Students will demonstrate the use of digital still camera.
4. Students will gain practical knowledge of the subject.
5. Students will learn skills of photo journalism.

Course Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	-	-	-	-	-	-	-	2	2	-	-	-	-	1
CO2	-	-	2	-	-	-	-	-	2	1	2	3	-	-	1
CO3	3	-	-	3	3	-	2	-	-	3	3	1	-	-	-
CO4	2	2	-	3	3	-	3	-	-	-	2	1	-	-	-
CO5	2	1	2	-	1	2	-	-	1	3	2	-	2	2	-

3- High, 2- Significant, 1- Low

UNIT- I	Fundamentals of Photography
	History of Photography: Camera Obscura to Calotype (Talbotype) to The Daguerreotype Process; Types of Photographic Cameras and Their Structure: Box Camera, Polaroid Camera, TLR, SLR, DSLR. Growth Of Photography in India, Eminent Photographers and Their Works. Types Of Photography- Sports, News, Wildlife, Candid, Street, Travel, Nature, Conflict, Product and Advertising Photography.

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UNIT- II	Tools and Techniques of Photography
	Parts and Functions of Camera: Viewfinder, Shutter Speed, Aperture, ISO, Flash, Mode Dial (Shooting Modes in Digital Camera), White Balance, Focal Length, Tripod Etc. Camera Movements- Panning, Tilting; Basic Rules of Composition- Rule of The Thirds, Shapes, Lines and Perspective; Types of Lenses- Wide Angle Lens, Zoom Lens, Telephoto Lens, Macro Lens, Fish-Eye Lens; Camera Shots and Angles.
UNIT- III	Creative Aspects of Photography
	Importance Of Lighting, Understanding the Exposure Triangle, Time Lapse Photography, Frame Within Frame, Brenizer Method, Motion Blur, Shadow Play, Silhouettes, Understanding the Relationship Between Aperture and Depth of Field, Selective Focusing, Double Exposure, Filters and Effects.
UNIT- IV	Introduction to Photo Journalism
	Development of Photo Journalism in India, Planning for News Photography, Photo Feature/Photo Essay, Writing Photo Captions, Photo Editing Techniques- Cropping, Color Correction, Contrast, Compression, Resizing; Basics of Photoshop, Essential Qualities of a Photo Journalist, Ethics in Photo Journalism.

Suggested Readings:

- The Digital Photography Book, Scott Kelby, Peachpit Press
Photo Journalism: The professional's approach; Kenneth Kobre; Focal Press
Unframe: Discovering image practices in South Asia, Rahaa Allana; Harper Collins
My Land and its People; Raghu Rai; Vadehra Art Gallery
The Photographer's Eye: Composition and design for better digital photos; Michael Freeman; Focal Press
Learning to see creatively: Design, color and composition in photography; Bryan Peterson; Amphoto Books
प्रायोगिक फोटोग्राफी; ओ पी शर्मा, हिन्द पॉकेट बुक, नई दिल्ली
फोटो पत्रकारिता के मूल तत्व; शशिप्रभा वर्मा, कनिष्का पब्लिशर्स, नई दिल्ली
फोटो पत्रकारिता; नवल जायसवाल, सामयिक प्रकाशन, नई दिल्ली
डिजिटल फोटोग्राफी एक परिचय रायज हसन, ; ईएन प्रकाशन

556
फोटोग्राफी तकनीक एवं प्रयोग; नरेंद्र यादव, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर

Magazines:

Better Photography
National Geographic

Practicals/ Assignments:

- Students will do still photography on the following themes: Sports, News, Wildlife, Candid, Street, Travel, Nature, Conflict, Product and Advertising Photography.
- Students will create a photo feature with photo captions.

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks.
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words. In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for presentation/assignment/quiz/case study)
(Students have to answer 2 questions out of 4 in midterm exam)

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557

Course Code: GEC9103T
Credits: 4

L	T	P

MOOC

Society and Media

(Syllabus of this course is designed by CEC, New Delhi)

557

Course Code: DPR9101P
Credits: 2

L	T	P
-	1	1

Field Study

Course Objectives

1. To make students understand the concept and practical aspects of field study.
2. To familiarize students with the process of field research.
3. To develop the research acumen of the students.
4. To apprise them of the tools and techniques used for field study.
5. To encourage students to do a field study in their area of interest.

Course Outcome

1. Students will gain conceptual as well as practical knowledge of field study.
2. Students will learn the process of field research.
3. It will develop the research acumen of the students.
4. Students will understand the tools and techniques used for field study.
5. Students will be able to do a field study in their area of interest

Course mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	3	3	3	3	2	-	2	1	3	2	3	-	3
CO2	3	3	3	3	3	3	2	-	2	1	3	2	3	-	3
CO3	3	2	3	3	3	3	2	-	3	3	3	2	3	-	3
CO4	3	2	3	3	3	3	2	-	3	3	3	2	3	2	3
CO5	3	2	3	3	3	3	2	-	3	3	3	2	3	2	3

3- High, 2- Significant, 1- Low

In field study, students will undertake field research work. The field study can be undertaken on any topic related to their academic program. They will do this work under the guidance of a teacher of the university.

A list of suggested activities/topics under this course is as follows:

- ✓ Create a photo essay on any topic.
- ✓ Study of the role of Journalism in society.
- ✓ Study of the socio-economic effects of media.
- ✓ Study the of functioning of various TV news channels.
- ✓ Study the significance of environment and sustainability.
- ✓ Students will write a report of at least 2000 words on any field work related to Journalism/Mass Communication.

Examination Scheme: 50 Marks for field work, 20 marks for report preparation and 30 marks for presentation.

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559

Television Journalism

Course Code: MEC9201T

Credits:6

L	T	P
3	2	1

Course Objectives:

1. To develop an understanding about television as a medium of mass communication.
2. To teach the fundamental concepts of broadcast Journalism.
3. To provide training in techniques of reporting.
4. To apprise students about the skills of writing for television.
5. To make student understand the structure of the newsroom.

Learning Outcomes:

1. Students will understand the characteristics of television medium.
2. Students will learn to write and report news for television.
3. Students will gain practical knowledge of the subject.
4. Students will develop the skills to compile a television news package.
5. Students will comprehend the working of a newsroom.

Course Mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	2	1	1	1	2	-	1	3	2	2	2	2	2
CO2	3	3	2	2	2	2	1	-	2	3	1	1	1	2	2
CO3	3	3	1	1	2	2	3	-	2	2	2	2	2	2	2
CO4	2	2	2	2	2	3	3	-	3	3	3	1	2	3	2
CO5	2	2	1	1	-	-	3	-	1	3	2	1	-	1	1

1- High, 2-Significant, 1-Low

UNIT- I	Understanding the Medium and Working of the Newsroom
	Strengths and Weaknesses of TV as a News Medium; History of TV in India -SITE, Doordarshan Era and Private Channels. Transmission- Terrestrial, Cable and Satellite; Public Service and Commercial TV Broadcasting; The TV Newsroom-Input, Output, Assignment Desks; Functionaries and their Roles in a Newsroom -

	Reporters, Copy Editors, Input Editors, Output Editors, News Producers, Cameraperson, Video Editors, Graphic Artists; Backroom Researchers, Archives People.
UNIT- II	TV News Reporting and Skills
	News Values, Sources of News, News Agencies; Breaking news : Role of News Desk, Types: Political Breaking News, Natural Calamities etc; The LIVE Report- Phonos, Stand Ups, OBs, Walkabouts; Compilation of a Bulletin- Run downs, leads, teasers, live feed; The Anchor's Role and Skills : News Sense , Screen Presence, Alert Mind, Interview Skills, Ad-Libbing; Reporting Skills: Spotting and Visualizing Stories, Gathering Information, Cultivating Sources, Developing and Designing a Story, Understanding Deadlines ; Presentation Skills: Voice-Over, Voice Modulation, Body Language; Piece-to-Camera (P to Cs) ; Interview Skills : Significance of Sound-bytes, Vox Pops, Door-Steppers.
UNIT- III	Writing/Scripting, Editing and Presenting TV News
	Thinking Audio and Video; Writing for Pictures, Conversational Style: Words, Visuals and Writing in Aural Style; Elements and Formats of News Script; Preventing Information Overload and Permitting Visuals to Breathe: The Significance of Silence and Natural Sounds; News Features, Anchor Leads, Voice Over Scripts. Basics of Editing– Dos and Don'ts, Pre-Roll, Post-Roll; Structure of a News Bulletin: Headlines, Individual stories.
UNIT- IV	Mobile Journalism
	MoJo- Concept, Meaning and Purpose; Basic Equipment for MoJo: Smart Phone; Video Editing Apps; Tripod, Microphone, Light, Battery Backup etc; MoJo Techniques: Composing Different Types of Shots; Voice Over; Audio-Video Editing; Webcasting. Global Influence of MoJo; Challenges: Limitations of Smart Phone; Quality of Video; Issue of Internet Connectivity; Reporting in Difficult Situations; Ethical Concerns. Growth of MoJo in India.

Practicals /Assignments:

- Students will be given practical training in news reporting and writing.
- Students will record Piece to Camera, Voice Over etc.
- The teacher will apprise the students about the structure of a TV News bulletin.

- Students will be taught how to create a Television News Package (Anchor Link, Script, Sound Byte, Editing etc.)
- Students will receive hands-on experience in TV Anchoring, Interviewing, and Presentation Skills.
- Students will learn the fundamentals of news editing for the audio-visual medium.
- Students will be taught to write feature stories, hard news and soft news.
- Students will gain knowledge of Mobile Journalism (MoJo) techniques.

Suggested Readings:

- 1 Reporting for TV, C.D. Lewis, Columbia University Press
- 2 India on Television, Nalin Mehta, Harper Collins, Delhi
- 3 Television and Popular Culture in India, A Mitra, Sage Publications, London.
- 4 Before the Headlines, Chandrakant P. Singh, Macmillan India Ltd
- 5 Television and Social Change in Rural India, Kirk Johnson, Sage Publications, Delhi
- 6 भारत में जनसंचार और प्रसारण मीडिया, मधुकर लेले , राधाकृष्ण प्रकाशन नई दिल्ली
- 7 इलेक्ट्रॉनिक मीडिया, रमेश जैन, यूनिवर्सिटी बुक हाउस, जयपुर
- 8 इलेक्ट्रॉनिक युग में पत्रकारिता का बदलता स्वरूप, मिनाक्षी वशिष्ठ, राजस्थान हिंदी ग्रन्थ अकादमी , जयपुर
- 9 टेलीविजन और अपराध रिपोर्टिंग, वर्तिका नन्दा, , राजकमल प्रकाशन
- 10 खबरें विस्तार से, डॉ. श्याम कश्यप और मुकेश कुमार, राजकमल प्रकाशन

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks.

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words. In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for presentation/assignment/quiz/case study)

(Students have to answer 2 questions out of 4 in midterm exam)

Radio Journalism and Production

Course Code: MEC9202T
Credits:6

L	T	P
3	2	1

Course Objectives:

- 1.To teach the history of radio in India.
- 2.To develop skills of writing news for various formats of radio.
- 3.To apprise students about the technical aspects of radio.
- 4.To impart in-depth practical knowledge in radio journalism and programming.
- 5.To teach about effective presentation skills on radio.

Learning Outcomes:

- 1.Students will learn about the evolution and growth of radio.
- 2.Learner will develop the ability to write for different radio formats.
- 3.Students will learn to operate radio equipment and will be able work efficiently with them.
- 4.Students will create radio news and programmes.
- 5.Students will learn voice modulation skills for radio.

Course Mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	1	1	1	2	-	-	-	2	3	3	1	-	-	2
CO2	3	2	3	2	2	1	1	-	1	2	1	2	2	2	2
CO3	3	3	3	3	1	1	1	-	2	3	2	2	2	2	2
CO4	2	3	2	3	3	3	3	-	1	3	1	1	1	1	3
CO5	2	3	1	3	1	1	3	-	1	3	1	2	1	1	2

3- High, 2-Significant, 1-Low

UNIT- I	Introduction to Radio
	History and Development of Radio as a Medium of Mass Communication – Growth of Radio in India- Historic Moments of Radio Broadcast; Organizational Setup of All India Radio (AIR); New Trends in Indian Broadcasting; FM Radio; State and Private Initiatives, Amateur Radio
UNIT- II	Radio Programming and Writing
	Conversational Writing – Write like you talk; Essentials of writing for Radio

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	- Writing for the Ear; Feature Writing for Radio; Practicing Scriptwriting for Radio; News Writing; Preparation of News Bulletin; Announcements; Planning and Writing for Different Radio Programme Formats: Talk, Play, Radio Magazine, Feature, Commentary, Interviews, Documentary, Docudrama, Phone-in and Space Bridging.
UNIT- III	Production and Presentation
	Microphones: Types and Use; Radio Studio Set Up; Various Equipment-Working and Use. Presentation Skills: Pronunciation, Enunciation and Modulation; Moderating Skills for Radio Discussion Programmes; Recording, Sound Effects, Music, Mixing and Editing; Handling Interactive Live Transmission.
UNIT- IV	Radio Transmission
	Radio as Tool of Development, FM and AM; Internet Radio; Satellite Radio; Community Radio: Concept, Importance and Success Stories. How to Start a Community Radio. Popular Radio Programmes and presenters of India - Ameen Sayani, Sushil Doshi, Jasdev Singh, Ramanuj Prashad Singh, Vinod Kashyap, Sushil Jveri, Baldev Anand Sagar, Devaki Nandan Pandey and Melville De Mellow; Introduction to International Radio; Podcasting.

Practicals/Assignments:

- Students will practice writing for radio.
- Students will be given practical training on 'Voice Modulation Skills for Radio'.
- Students will learn how to produce a radio news bulletin (Anchor Link, Script, Sound Byte, etc.)
- Students will give a presentation/assignment on the distinctions between AM, FM & Community Radio.

Suggested Readings:

- 1 Handbook of Television and Radio Broadcasting, Ved Prakash Gandhi, Kanishka Publishers, New Delhi
- 2 Broadcast Journalism, Alexander, Ray and Stewart, Peter Routledge, New York and London
- 3 Radio Journalism in India, Vartika, Nanda, Kanishka Publishers, New Delhi
- 4 Radio Production, McLeish, Robert and Link Jeff, Focal Press, New York and London
- 5 लोक आकाशवाणी की आवाज़ का जादूगर उद्धघोषक, आलोक सक्सेना, कनिष्क पब्लिशर्स
- 6 इलेक्ट्रॉनिक युग में पत्रकारिता का बदलता स्वरूप, मीनाक्षी वशिष्ठ हिन्दी ग्रंथ अकादमी

- 7 सूचना और प्रसारण मंत्रालय, नवनीत मिश्र, वाणी आकाशवाणी, भारत सरकार, नई दिल्ली
- 8 आकाशवाणी एवं दूरदर्शन, ओमप्रकाश जमालोकी, अरावली बुक्स इंटरनेशनल, नई दिल्ली

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks.

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words. In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

- Continuous Assessment (CA): 30 Marks

(20 Marks for midterm written exam and 10 marks for presentation/assignment/quiz/case study)

(Students have to answer 2 questions out of 4 in midterm exam)

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Computer Applications & Multimedia Skills

Course Code: MEE9201T

Credits:6

L	T	P
3	2	1

Course Objectives:

1. To familiarize students with the fundamental concepts of computer.
2. To make students proficient with MS Word and Excel.
3. To teach the skills required to work with MS Power Point.
4. To apprise them about various tools and techniques of Photoshop.
5. To give practical exposure in computer operations.

Learning Outcomes:

1. Students will be well versed with basic computer operations.
2. Learner will develop the ability to work with MS Word and MS Excel.
3. Students will learn to create power point presentations.
4. Students will develop skills to work with Adobe Photoshop.
5. Students will do comprehensive practical work related to the use of computers in media.

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

3- High, 2- Significant, 1- Low

UNIT- I	Computer Basics
	Basic Components of Computers; Input/ Output Devices and other Peripherals; Introduction to Hardware and Software; Introduction to Operating Systems: Linux, Mac OS, Windows, Functions and Feature of Operating System; Process Management; Memory Management; File Management; Device Management Security; Command Interpretation; Multiprogramming; Multitasking; Multiprocessing; Time-Sharing
UNIT- II	Introduction to MS Office
	Microsoft Word: Components of MS Word, Features: Table, Font, Paragraph, Inserting Picture & Charts, Design, References, Mail Merge; Shortcut Keys of MS Word, Introduction to Microsoft PowerPoint: Components of MS PowerPoint:

	Preparing Slides/Presentation, Transition, Design and Layout; Microsoft Outlook: Features of Outlook, Uses of Scanner & Printer.
UNIT- III	Digital Graphics - Adobe Photoshop and CorelDraw
	Adobe Photoshop Software, Pixels, Resolution, Colour Modes and Models, Use of Tools, Palettes and Panels, Use of Layers and Filters, Exporting to Various File Formats and Saving in different File Formats; Corel Draw: Introduction, Use of Tools, Palettes and Panels, Exporting to Various File Formats and Saving in different File Formats
UNIT- IV	Multimedia and World Wide Web
	Fundamentals of Multimedia: Elements, Applications, Hardware, Software, Tools used in Multimedia, File formats and Compression Techniques, Introduction of Text Style, Fonts and Types, Hyper Text; Brief History and Services of Internet (E-mail, Video Conferencing, Internet Telephony, Chatting, Blogs); Internet Protocols (FTTP, HTTP, TCP/IP); Web Portals; E-papers.

Suggested Readings:

- 1 Fundamentals of Computer; Reema Thareja, Oxford University Press
- 2 Step by Step Computer Applications; John, Gill Education
- 3 Computer Fundamentals; Pradeep Kumar Sinha & Priti Sinha, BPB Publication
- 4 Learning Computer Fundamentals, MS Office and Internet & Web Tech; Dinesh Maida Sani, Firewall Media

PRACTICALS/ ASSIGNMENTS:

- Students will create their resume and portfolio.
- Practical exercise on Power Point and Excel.
- Practice with Photoshop: Photo correction, Resizing, Cropping, Layering, Burning and Dodging.

Suggested Readings:

1. Step by Step Computer Applications- John Roche, Gill & Macmillan
2. Basics of Computer- Muhammad Umar, Create Space Independent Publishing Platform
3. Learning Computer Fundamentals, MS Office and Internet & Web Tech.- Dinesh Maldasani, Firewall Media
4. Adobe Photoshop CC Classroom in a Book - Andrew Faulkner, Conrad Chavez, The official training workbook from Adobe
5. कम्प्युटर फंडामेंटल्स , प्रदीप के सिन्हा, प्रीती सिन्हा , बीपीबी पब्लिकेशन्स , नई दिल्ली
6. आई टी टूल्स एवं एप्लिकेशन्स, सतीश जैन , शशांक जैन डॉ. मधुलिका जैन, बीपीबी पब्लिकेशन्स , नई दिल्ली
7. एडोब फोटोशॉप 7 , बीपीबी एडिटोरियल बोर्ड, , बीपीबी पब्लिकेशन्स , नई दिल्ली



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Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks.

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words. In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

- Continuous Assessment (CA): 30 Marks

(20 Marks for midterm written exam and 10 marks for presentation/assignment/quiz/case study)

(Students have to answer 2 questions out of 4 in midterm exam)

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Understanding Digital Communication

Course Code: MEE9202T
Credits: 6

L	T	P
3	2	1

Course Objectives:

- 1 To teach the fundamental concepts of digital media and communication .
- 2 To impart knowledge about Digital Programs.
- 3 To develop an understanding about the digital culture and discourse.
- 4 To make them aware about New Media and Convergence.
- 5 To apprise them about artificial intelligence.

Learning Outcomes:

- 1 Students will be able to understand the dynamics of digital communication and New Media.
- 2 Students will gain knowledge about Cyber Culture.
- 3 Students will learn about Digital India Programme.
- 4 Students will understand the significance of convergence and technology.
- 5 Learners will gain conceptual knowledge of artificial intelligence.

Course Mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	2	2	2	1	1	1	-	2	3	2	1	1	1	3
CO2	2	2	2	2	2	1	2	-	1	3	2	2	2	1	3
CO3	2	2	2	1	1	2	2	-	1	3	3	2	2	1	3
CO4	3	2	2	1	1	2	1	-	1	3	3	3	3	2	3
CO5	3	2	2	3	1	1	1	-	1	3	3	3	3	1	2

3- High, 2-Significant, 1-Low

UNIT-I	Introduction to Digital Media
	Digital Media: Definition, Concepts and Key Words, Evolution of Digital Media, Elements of Digital Communication, Advantages of Digital Communication, Various Digital Platforms, Semantic Web, Artificial Intelligence and Machine Learning
UNIT- II	New Media
	New Media Features, Difference between Old and New Media, New Media and Journalism, Fragmentation and Convergence, Social Media Communication and News
UNIT- III	Digital Culture
	Mobile Media, Digital Media and Everyday Life, The Changing Experience of Time and Space, Cyber Culture and Cybernetics, Media Globalisation, Neo-



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	liberalism and the Internet
UNIT- IV	Digital Media in India
	Digital India: Concept, Initiative and Programme, Digital Literacy, NDLM, Internet Access and Availability: Scope and Challenges, Digital Empowerment, Net Neutrality, Internet Censorship; Challenge of Fake News; Digital Threats and Regulations.

PRACTICAL/ ASSIGNMENT:

- Students will prepare a Power Point Presentation on Digital Initiatives.
- They will be asked to write essays on Digital Culture and debates associated to it.

Suggested Readings:

- 1 India Connected; Sunetra Sen Narayan and Shalini Narayan (Ed.), Sage India
- 2 The Big Connect; Shaili Chopra, Penguin India, Gurgaon
- 3 India Social: How Social Media is leading the Charge and Changing India; AnkitLal , Hachette India
- 4 Understanding New Media; Eugenia Siapera, Sage, London.
- 5 The Routledge Companion to Mobile Media; Gerard Goggin and Larissa Hjorth(Ed.), Routledge, New York
- 6 नयामीडिया:अध्ययनऔरअभ्यास; शालिनीजोशीवशिवप्रसादजोशी, पेंगुइनबुक्स, गुडगांव
- 7 नयामीडियाऔरनयेमुद्दे;सुधीशपचौरी, वाणीप्रकाशन,नईदिल्ली
- 8 भूमंडलीकरण: ब्रांडसंस्कृतिऔरराष्ट्र; प्रभाखेतान, सामयिकप्रकाशन
- 9 फेसबुककाअसलीचेहरा;सिरिलसैमऔरपरंजयगुहाठाकुरता,ऑर्थर्सअपफ्रंट, नईदिल्ली

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks.
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words. In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for presentation/assignment/quiz/case study)
(Students have to answer 2 questions out of 4 in midterm exam)

2/2

Event Management

Course Code: GEC9201T

Credits: 6

L	T	P
4	1	1

Course Objectives

1. To introduce the concept of event management to students.
2. To teach them about various aspects of event concept and planning.
3. To develop their understanding about event sponsorship and event logistics.
4. To acquaint them with event marketing strategy and its execution.
5. To teach students about event monitoring and evaluation .

Course Outcomes

1. Students will understand the concept of event management.
2. They will understand the various aspects of planning and will be able to plan an event.
3. They will understand the concept of sponsorship and event logistics.
4. Students will be able to prepare a marketing strategy for an event.
5. Students will learn about event monitoring and evaluation.

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

3- High, 2- Significant, 1- Low

UNIT- I	Introduction
	Concept of Event Management, Size& Types of Events Key Elements of Event: Event Infrastructure, Target Audience, Organisers, Venue and Media, 5 Cs of Event Management
UNIT- II	Event Planning
	Setting Objectives, Budget Determination, Event Concept, Event Proposal, Organizing Tasks and Planning Schedule , Planning Tools
UNIT- III	Event Marketing and Execution
	Event Marketing, Sponsorship (Types and Proposal) Celebrities and Events, Event Logistics , Venue Arrangements: Catering/Food,

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	Accommodation, Sound, Light and Decoration, Stage Arrangements
UNIT- IV	Event Monitoring & Evaluation
	Team Management, Event Manager (Role and Skills), Safety Measures and Emergency Planning, Establishing Policies, Code of Ethics, Post -Event Evaluation.

PRACTICAL/ ASSIGNMENT:

- Prepare an event proposal or a marketing strategy for an event.

Suggested Readings:

1. Event Management & Public Relations ; Savita Mohan, Enkay Publishing House, New Delhi
2. Event Management Principles and Methods ;Kaushalendra Saran Singh, Kanishka Publication, New Delhi.
3. Event Management ; PC Harichandan, Global Vision Publishing House, New Delhi
4. Successful Event Management: A Practical Handbook; Anton Shone & Bryn Parry, Cengage Learning India, New Delhi
5. Event Marketing & Management; G.S. Sanjaya & S.V Saggere ,Vikas Publishing House Pvt. Ltd., Noida
6. Event Management ; L.V.D Wagem, Prentice Hall
7. Event Planning; J. Allen, John W. & Sons .

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks.
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words. In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for presentation/assignment/quiz/case study)
(Students have to answer 2 questions out of 4 in midterm exam)

Intercultural Studies

Course Code: GEC9202T
Credits: 6

L	T	P
5	1	-

Course Objectives

1. To understand and engage in the theories, practices, and field of intercultural communication.
2. To develop skills to research, observe, and analyse intercultural communication in everyday life and media discourse.
3. To learn how to engage in aware, reflexive, and responsible discussion with others who are culturally different from you.
4. To identify and understand various benefits and challenges involved in competent and socially just intercultural communication.
5. To develop cultural sensitivity and awareness.

Course Outcome

1. Students will become more culturally sensitive and aware.
2. Students will be able to analyse media content in the context of intercultural communication.
3. They will make sense of everyday cultural exchanges and will analyse the content of popular media.
4. Students will understand the politics of culture, power and the Image.
5. Students will know about the Co-cultures and Cross-culture phenomenon.

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

3- High, 2- Significant, 1- Low

UNIT- I	Intercultural Studies
	Intercultural Studies, Role of Stuart Hall in popularizing intercultural Studies, Popular Culture, Cultural Imperialism, Cultural Appropriation, Migration, Cultural Barriers, Socio-Cultural Adjustments, Culture and Language, Ethno-Centrism, Cultural Conflict, The Culture Industry, Frankfurt School
UNIT-II	Cross-Cultures
	Co-Cultures, Cross-culture, International Negotiations from a cross-cultural perspective, Interfaith dialogue, Bridging culture through media, Intercultural marriage, Cultural effects of colonization, Cross-cultural issues in a global working environment, The Culture Shock Phenomenon
UNIT-III	Identity
	Identity and Sub-Groups, Context and Power, Communication and Culture, Media Literacy, Evolution of Media, Mass media in socialization, Media Content and the real



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	world, Hegemony as a tool of Ideology
UNIT-IV	Politics and Culture
	The Politics of Culture, Culture and Power, Culture and the Image, Culture and TV, Media as Text, Approaches to Media Analysis, Marxist, Semiotics, Sociology, Psychoanalysis, Media and Realism (Class, Caste, Gender, Race, Age)

Suggested Practicals:

Analysis of regional media: Language, content, symbolism.
Translation of reports and media content.

Suggested Readings:

1. Intercultural Communication in Context, Judith Martin and Thomas Nakayama, McGraw-Hill Education, New York
2. Politics, Policy and Culture (Political Cultures), Dennis J Coyle, Richard J Ellis, Westview Press, Colorado
3. Communication and Culture, Tony Schirato and Susan Yell, Sage Publication, New York
4. Cultural Studies 1983: A Theoretical History, Stuart Hall, Duke University Press
5. The culture industry: selected essays on mass culture, Theodor W. Adorno

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks.
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words. In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for presentation/assignment/quiz/case study)
(Students have to answer 2 questions out of 4 in midterm exam)

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Project

Course Code: DPR9201P
Credits: 4

L	T	P
--	1	3

Course Objectives:

1. To enhance the conceptual and creative skills of the students.
2. To make students understand the practical aspects of project work.
3. To improve the analytical skills of the students.
4. To make them understand the nuances of the preparation of project reports.
5. To encourage students to do a project on any topic of their interest.

Course Outcomes

1. It will enhance the conceptual and creative skills of the students.
2. Students will understand the practical aspects of project work.
3. It will improve the analytical skills of the students.
4. They will understand the nuances of the preparation of project reports.
5. They will be able to do a project on any topic of their interest.

Course mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	2	3	3	3	2	-	3	2	3	1	3	1	3
CO2	3	3	2	3	3	3	2	-	3	2	3	1	3	1	3
CO3	3	3	2	3	3	3	2	-	3	2	3	1	2	1	3
CO4	3	3	2	3	3	3	3	-	2	3	3	1	2	1	3
CO5	3	3	2	3	3	3	3	-	2	3	3	3	2	3	3

3- High, 2- Significant, 1- Low

A student will have to prepare a project on any given topic related to the courses that are taught in second semester. The student will present a project report that will entail his/her learnings, observations /practical work and analysis. Here it is pertinent to mention that the aforementioned study will be undertaken by the student at his/her own expense. The Project report prepared may be either hand written or typed. The choice of the institution where the study is to be undertaken will be with the permission of the Department. Students will be given assignment for project work. They have to submit the project as a part of the internal and external exam.

A list of suggested activities/topics under this course is as follows:

- ✓ Analyse any news event/breaking from different news angles.
- ✓ Analyse news reports/stories published in newspaper.
- ✓ Study the application of creative concepts learned during the semester.
- ✓ Prepare a project on various beats types of journalism.
- ✓ Make a project on ethical issue in media.
- ✓ Create an audio-visual news report.
- ✓ Create a project on a topic related to journalism and mass communication.
- ✓ Students will analyse media content in the cultural context.

Examination Scheme: 70 marks for work and 30 marks for presentation.

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Television Production

Course Code: MEC9301T
Credits:6

L	T	P
3	2	1

Course Objectives:

1. To teach the fundamental concepts of television production.
2. To develop an understanding about ideation, visualisation and composition.
3. To provide training in the techniques of production and videography.
4. To impart in-depth knowledge about the practices of audio-visual production.
5. To develop their skills in technical and creative aspects of video editing.

Learning Outcomes:

1. Students will learn the essential concepts of television production.
2. Student will demonstrate the use of video camera and other equipment.
3. Students will develop the ability to ideate and produce fiction as well as non-fiction television programmes.
4. Student will learn the techniques to edit videos creatively and aesthetically.
5. Learners will do practical exercises which will enhance their knowledge about the subject.

Course Mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	2	1	1	2	-	1	-	1	2	2	1	2	2	2
CO2	3	3	2	2	2	1	2	-	1	3	2	2	2	2	2
CO3	3	3	1	1	1	3	3	-	2	3	2	3	2	3	3
CO4	2	2	3	3	3	1	2	-	3	2	2	2	2	2	2
CO5	3	3	1	1	1	2	3	-	3	3	3	3	1	3	3

3- High, 2-Significant, 1-Low

UNIT- I	Fundamentals of Production
	Television programme formats-Fiction, Non-fiction and Documentary. Differentiation of Infotainment, Edutainment, Entertainment and Lifestyle genres. Types of Video camera; Parts and Functions of Camera: Aspect ratio, Camera Features and their effects, Focus, Composition, optical zoom, digital



	zooms, Focal length, types of lenses, Depth of Field, filters, white balance, colour temperature; ENG and EFP Camera; Camera mounting: tripod, dollies, cranes and jibs, track and trolley, Steadicam; Video Tapes formats and other storages System.
UNIT- II	Process of Television Production I
	<p>From Idea to Script- Research, Idea generation, Concept, treatment and synopsis writing for television; Story boarding and Script writing formats;</p> <p>Production team members and their responsibilities: executive producer, director/producer, script writer, production assistant, production manager, camera person, floor manager set designer, lighting director, make -up artist, costume designer, choreographer, properties managers, audio engineer, electrical engineer, music director, graphics engineer, video editor, artists.</p>
UNIT- III	Process of Television Production II
	<p>Direction- Understanding TV culture and, Semiotics. Director's role in Television Production, understanding space and time, Ideology, Stylistic and setting and Mis-en- scene.</p> <p>Equipment for television production- CCU, Vision mixer, audio console, recorders, types of microphones; talk-back system, CG generator, cables & connectors, Single and multi-camera set-up; Set design for studio and outdoor shoot-Virtual studio. Cues and commands for video production</p>
UNIT- IV	Post Production Techniques
	<p>Post Production: Importance of Editing, Process and grammar of video Editing, Functions and features of non-linear editing work station.</p> <p>Types: Linear, Non-Linear Editing; Video editing process: Transferring raw content, Editing on Timeline, Transitions- Cut, Dissolve, Fade-in, Fade-out, Wipe etc.; Visual effects, music and Sound effects, maintaining continuity, credit roll, rendering and exporting video; Aesthetics in audio-video editing; Major video editing software.</p>

Practicals/Assignments:

1. Students will gain practical in-depth knowledge in various aspects of Television Production.
2. The teacher will apprise the students about the Process and Stages of Television Production (Pre-Production, Production and Post Production).
3. Students will undergo intensive hands-on training in various aspects and features of video cameras. (Camera Types, Camera Techniques: Focus, Zoom, Shutter, Aperture, White Balance, Depth of Field, and so on)
4. Students will learn to use and operate the video camera for creating news, documentary, fiction etc.
5. The teacher will inculcate knowledge of script writing among students.
6. Students will be taught about various composition techniques which are used while shooting a programme (180-degree Rule, avoiding Jump Cuts and maintaining Continuity, Rule of Thirds, Different Types of Shots, Camera Movements etc.)
7. Students will gain exposure about the technical know-how of a Television Studio Setup.
8. Students will be given practical training of post-production and video editing for audio-visual medium.
9. Students will work as members of production crew (Director, Producer, Cameraperson, Video Editor, Floor Manager Production Assistant etc.) in their practical productions.

Suggested Readings:

- 1 Gerald Millerson, The Technique of Television Production, Focal Press, UK
- 2 Herbert Zettl, Television Production Handbook, Thompson Wadsworth Pub
- 3 Vasuki Belavadi, Video Production, Oxford Publication 2010
- 4 वीडियो प्रॉडक्शन, परमवीर सिंह, कल्पना प्रकाशन, नई दिल्ली
- 5 पटकथा लेखन, असगर वजाहत, राजकमल प्रकाशन, नई दिल्ली
- 6 वीडियो प्रॉडक्शन : प्रक्रिया एवं सिद्धान्त, गोपाल सिंह, अनामिका पब्लिकेशन्स, नई दिल्ली

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks.
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words. In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for presentation/assignment/quiz/case study)
(Students have to answer 2 questions out of 4 in midterm exam)

Course Code: MEC9302T
Credits: 6

L	T	P
4	1	1

Communication Research

Course Objectives:

1. To understand the concepts of communication research.
2. To gain an understanding about various methods and tools of media research.
3. To familiarize students with the process of research.
4. To familiarize students with process of data gathering and interpretation.
5. To familiarize students with research as a tool of journalism

Course Outcomes:

1. Students will gain conceptual knowledge of communication research.
2. Students will learn about various methods of media research.
3. Students will understand the process of research.
4. Students will learn the process of data gathering and interpretation.
5. Students will know the importance of research in Journalism.

PEO	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	2	2	3	1	3	2	-	3	2	2	2	3	2	3
CO2	3	2	3	2	2	3	2	-	3	3	2	1	2	2	2
CO3	3	3	2	2	1	1	1	-	2	1	1	3	1	1	2
CO4	2	2	1	2	1	2	2	-	1	2	2	2	2	1	2
CO5	2	3	1	1	1	2	2	-	1	2	1	1	2	1	3

UNIT-I	Key Concepts in Research Meaning, Concept, Definitions of Research, Importance and Characteristics of Research; Types- Basic Research, Applied Research, Action Research, Quantitative and Qualitative Research; Universals of Research: Data, Concepts, Constructs, Variables; Types of Variables; Electronic Media Research, Media Effects Research; Research as A Tool of News Reporting in Journalism; Ethics in Research.
UNIT- II	Research Process Steps In Research Process; Arriving at A Research Problem; An Idea/Topic; Concretising the Idea and Finalizing Research Problem; Considerations in Problem Selection: Interest, Relevance, Significance, And Cost and Time Factors; Review of Literature; Formulating Study Objectives, Research Questions; Hypothesis- Research Hypothesis and Null Hypothesis/ Alternative Hypothesis; Research Proposal.
UNIT- III	Research Methods- I Methods In Research- Survey Method, Content Analysis Method, Case Study Method, Observation Method, Interview Method, Selecting A Research Design, Types of Research Design: Exploratory or Formulative Studies, Descriptive

	Studies, Diagnostic Studies, Experimental Studies, Features of a Good Research Design.
UNIT- IV	Research Methods- II
	Sampling- Meaning, Population and Sample Size, Sampling Methods: Probability and Non-Probability Probability Sampling Procedures – Simple Random Sampling, Stratified Random Sampling, Cluster Sampling, Systematic Sampling; Non-Probability Sampling Methods: Convenience/Accidental Sample, Quota Sampling, Snowball Sampling, Characteristics of Samples; Sample Size Adequacy; Sampling Error, Statistical Methods: Measure of Central Tendency/Averages: Arithmetic Mean, Median Mode.

Practical/Assignments:

- Preparation of a Synopsis.
- Students will prepare a news report using primary and secondary data.
- Ideation of research topic.

Suggested readings:

- 1 Research methods, Ram Ahuja, Rawat Publications, Jaipur
- 2 Introducing Communication Research, Donald Treadwell, Sage Publications, USA
- 3 Quantitative Research in Communication, Allen Mike, Sage Publications, USA
- 4 Research methodology, C. R. Kothari, New Age International (P) Ltd., New Delhi
- 5 Advertising and Public Relations Research; Jugenheimer; Kelly; Hudson; Bradley; ME Sharpe
- 5 अनुसंधान परिचय, डॉ. पारसनाथ राय और डॉ. सी.पी. राय, लक्ष्मीनारायण अग्रवाल, आगरा
- 6 सामाजिक अनुसंधान, राम आहूजा, रावत प्रकाशन, जयपुर

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks.

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words. In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

- Continuous Assessment (CA): 30 Marks

(20 Marks for midterm written exam and 10 marks for presentation/assignment/quiz/case study)

(Students have to answer 2 questions out of 4 in midterm exam)

Creative Writing

Course Code: MEE9301T

Credits:6

L	T	P
3	2	1

Course Objective

1. To teach the concepts of creative writing.
2. The make students learn the difference between creative and non-creative writing is that between informing and revealing.
3. To develop an aptitude for creative writing.
4. To impart the skills required to do proof reading and editing.
5. To teach the art of writing short story or poem.

Course Outcomes

1. Students will learn the fundamental concepts of creative writing.
2. They will understand the distinction between creative and non-creative writing.
3. Students will do creative writing.
4. They will understand role of observation and imagination in creative writing.
5. They will learn to cultivate and develop short story or a poem.

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

Basics of Writing

Unit-I Introduction, Growth and Importance of Writing, Types of Writing and Their Functions, The Substance of Writing: Content, Form, Structure, Style, Some Tips to An Aspiring Writer, Read in Order to Write, Allow Your Experience to Ripen, Write About Your Experience Differently, Start with Your Diary, Visualisation, Outline and Design; Some Do's and Don'ts.
Directness, Clarity: Keep Your Reader in Mind; Relation Between Language and Clarity, Authenticity and Credibility.

Creativity in Writing

Unit-II Origins of the creative impulse, Genuineness of the creative impulse, the creative impulse as distinct from political and social motivation, Preparation for writing: Marshalling of relevant facts concerning locale, atmosphere and characters,

Combining experience, observation and imagination; Additional criteria for selection of themes: Themes for short stories, Themes for poetry

The importance of opening: False starts, Different genres and conventions, The opening as a unit of composition; Planned narratives and openings: The opening in the novel, The opening paragraph or paragraphs; The opening and the short story: Different types and targets, General hints and suggestions, The narrative modes.

The meaning of climax: an illustrative story: The story moves towards its climax, Resolution of the crisis.

Language and Writing

Unit- III Choice of a Situation: Grouping of Experience; Happy or Unhappy, Other Possible Classifications, Readability-A Writer's Ultimate Goal, Make Your Beginning Interesting, Ambiguity and Suspense, Minutiae and Readability, The Importance of Sustaining the Reader's Interest, Language and Readability, How to Conclude: Closed Ending, Open Ending.

Proof Reading and Copy Editing

Unit- IV Proof-reading: The necessity for proof-reading, Methodology: Meet the deadlines, Proof correction symbols, Editing: The word and its meaning, Kinds of editing: Copy editing-its historical background, General editing. Notes and footnotes, Methodology: Preparing a note about a book, preparing a note for periodicals and composite books, Preparing a note for unpublished documents. Notes acknowledging permission, Special typing for footnotes, Be consistent in footnotes.

Suggested Readings:

Beach, J.W. Twentieth Century Novel: Studies in Technique. Ludhiana: Lyall Book Depot, 1965. .

Greene, Ellin and Wge Shannon. Storytelling: A Selected Annotated Bibliography. Garland Publications, Garland Reference Library of Social Sciences, 1986.

Hopper, Vincent F. and Cedric Gale. Essentials of writing. 3rd ed. (LC 6 1-8 198), Baron Pubs., 1983.

Jackson, Donald. The Story of Writing (1ISBN 0-8008-0172-5) Pentalic, Taplinger, 1981.

Lyman, Edna. What to Tell and How to Tell it. (3rd ed.), rpt. of 191 1 ed., Gale University Press, 197 1.

Maybury, Barry. Writdrs Workship: Techniques in Creative Writing, Batsford, 1979.

McAUister, Constance. Creative Writing Activities (Nos. 2-6), (ISBN 0-87534-1716-4), 1980.

Quigley, Pat. Creative Writing 1: A Handbook of Techniques for Effective, Writing, Vol. 11. (ISBN 0-93910-40-8), Potentials Development, 1983.

Robinson, Mable L. Creative Writing: The Story Form. ed. Helen Hull, 1978 rpt. of 1932 ed., Arden Library.

Whitney. Guide to Fiction Writing, London: Popular Press, no date listed.

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks.

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words. In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

- Continuous Assessment (CA): 30 Marks

(20 Marks for midterm written exam and 10 marks for presentation/assignment/quiz/case study)
(Students have to answer 2 questions out of 4 in midterm exam)

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Public Relations and Advertising

Course Code: MEE9302T
Credits:6

L	T	P
3	2	1

Course Objectives:

- 1 To apprise students of the various models and functions of Public Relations.
- 2 To apprise them of ethical aspects of Advertising and Public Relations.
- 3 To teach them the various aspects of Corporate Communication.
4. To teach students different tools of public relations.
5. To acquaint students with digital marketing practice.

Course Outcomes:

- 1 It will develop students' practical knowledge of external and internal tools of public relations.
- 2 They will understand the various aspects of corporate communication.
- 3 They will understand the ethical aspects of Advertising and Public Relations.
4. They will understand different tools of public relations
5. Students will understand digital marketing practice.

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

3- High, 2- Significant, 1- Low

Unit-I	Introduction To Public Relations
	Historical Evolution, Definition, Nature, Concept and Scope, Image Building and Crisis Management Publicity, Propaganda and Public Opinion PR Process Public Relations Officer: Qualifications and Responsibilities PRSI, IPRA and PRCAI: Code of Ethics for PR
Unit- II	Corporate Communication and Tools Of PR
	Corporate Communication: Definition, Need, Nature and Scope. Strategies Of Corporate Communication, Corporate Social Responsibility (CSR) PR Tools And Techniques: Press Conference, Press Briefing, Press Note, Press Tours,



	House Journal, Open House, Media Relations Structure And Role of PR Agencies.
Unit- III	Digital PR
	Digital Communication: Digital PR, Digital Journalism, Digital Advertising and Digital Marketing SEO (On Page, Off Page and Keyword Planning) Social Media and PR, Blogger, You Tuber,
Unit- IV	Advertising
	-Advertising: Definition, Nature and Scope, Advertising for Print, TV, Radio, Outdoor and Digital Media -Advertising Agencies: Structure and Functions - Advertising Ethics: Ascii and Code of Ethics

Suggested Readings

- 1 Corporate Communication: Principles and Practice; Jaishri Jethwaney, Oxford University Press.
- 2 विज्ञापन एवं जनसंपर्क, जयश्री जेठवानी, सागर प्रकाशन, नई दिल्ली
- 4 Public Relations: Principles and Practices; Iqbal Singh Sachdeva, Oxford University Press
- 5 Effective Public Relations; Centre, Cutlip & Broom, Pearson Education, Singapore
- 6 Public Relations and the Social Web; Robert Brown, Kogan Page India, New Delhi
- 7 जनसंपर्क की व्यावहारिक मार्गदर्शिका, रवि मोहन, वाणी प्रकाशन, नई दिल्ली
- 8 Foundations of Advertising Theory and Practice; Chunawala and Sethia, Himalya Publishing House.
- 9 Advertising Law and Ethics; P.B. Sawant and Bandopadhyay, Universal Law Publishing Company
- 10 Advertising Principles and Practice; William Wells, John Burnett and Sandra Moriarty, Pearson Education

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks.
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words. In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for presentation /assignment/ quiz / case study)
(Students have to answer 2 questions out of 4 in midterm exam)

587

Script Writing

Course Code: GEC9302T
Credits: 6

L	T	P
3	2	1

Course Objective:

1. Outline the purpose or focus of a typical script for an audio video program.
2. Distinguish between the various formats of programmes.
3. Explain the purposes of the formats.
4. Trace the various stages of development (in the process of writing a script).
5. Develop your own script for a specific purpose.

Course Outcomes:

1. Students will learn typical script writing for an audio video program.
2. They will understand distinguishing between the various formats of program.
3. They will learn the purposes of the script formats.
4. It will help students trace the various stages of development of script.
5. They will learn developing their own script for a specific purpose.

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

Unit- I	Introduction to Script Writing Proposals, Synopsis, Treatment, Step-Outline, Loglines and Outliner; Spec Scripts. Characterization, Character Designing: Personality, Goal, Conflict- Internal and External, Motivation, Reluctant Hero, Iron Will, Underdog, and Imperfections.
Unit-II	Characters and Script Character's Arc- Change and Transformation, Audience Identification and Voyeurism, Types of Characters, Key Flaws, Secondary Characters.
Unit- III	Structure of Storytelling Narrative Structure, Plot, Time and Space, Three Act Structure, Conflict and Drama in Narrative, Plot and Sub Plot.
Unit- IV	Script Design Non-Linear Structures and Multiple Narratives. Script Design, Script Formatting, Shooting Script, Script Elements, Writing Dialogues, Point-of-

	View; Use of Sound in Script.
Suggested Readings:	
	• Adventures In the Screen Trade by William Goldman, Grand Central Publishing (March 10,1989)
	• Four Screenplays with Essays: Marathon Man, Butch Cassidy and The Sundance Kid, Applause Books (May 1,2000)
	• 500 Ways to Beat the Hollywood Script Reader by Jennifer M. Lerch, Fireside Books, 1999.

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks.

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words. In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for presentation /assignment/
quiz / case study)

(Students have to answer 2 questions out of 4 in midterm exam)

589

Course Code:
Credits: 4

MOOC
Intellectual Property
(Syllabus of this course is designed by CEC, New Delhi)

589

On Job Experience /Internship

Course Code: IOJ9301P
Credits: 2

L	T	P
--	--	2

Course Objective

1. To get a hands-on learning experience in media or advertising/public relations agency.
2. To understand the nuances of advertising /PR/media industry.
3. To understand the work environment of organizations.
4. To enhance the professional skills of the students.
5. To build industry- specific professional associations.

Course Outcome

1. Students will get a hands-on learning experience in media or advertising/public relations agency.
2. Students will understand the basic nuances of the advertising /PR/media industry.
3. Students will understand the work environment of the organization.
4. It will enhance the professional skills of the students.
5. Students will build industry-specific professional associations to achieve their career goals.

Course mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	2	2	3	2	3	1	3	2	3	3	2	2	3
CO2	3	3	2	2	3	3	3	1	3	2	3	3	2	2	3
CO3	3	3	2	2	3	2	3	-	3	2	3	3	2	2	3
CO4	3	3	2	2	3	3	3	-	3	2	3	3	2	2	3
CO5	3	3	2	2	3	2	3	-	3	3	3	3	2	2	3

3- High, 2- Significant, 1- Low

Under this course Internship or On-Job Experience will be taken as per the scheme of the Academic Program after approval by the University. For this, the students are expected to participate in a professional employment-related activity or work experience, or cooperative education activity with a media organization. They will do internship or on-job experience under the supervision of an employee of that organisation. This will help them in understanding actual work situation and will enhance practical side of their learning. Students can be associated in any media organisation including advertising or PR agency and work there after classes. It will be mandatory for the students to submit a certificate of 90 hours of working as an Intern or On-Job Experience to the department of media organisation and public relations.

Examination Scheme: 70 Marks for work and 30 marks for presentation

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591

Media Ethics, Morality and Law

Course Code: MEC9401T
Credits:6

L	T	P
3	2	1

Course Objectives:

1. To make students aware about media ethics.
2. To improve their understanding about the need for free press.
3. Students will learn about different media organizations.
4. To acquaint students with policies and innovations of social and new multimedia.
5. To introduce students with history of press laws in India.

Learning Outcomes:

1. They will know the free press and constitutional role.
2. This will enhance their understanding about free press.
3. They will learn different media organizations.
4. Students will learn policies and innovations of social and new multimedia.
5. Students will learn history of press laws in India.

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

3-High, 2- Significant, 1- Low

UNIT- I	Constitutional Framework and the Media
	Freedom of Speech and Expression, importance of Article 19; Free Press and Independent Media – Supreme Court Cases on Article 19; History of Press Laws in India; Laws on Morality, obscenity and censorship - Impact on Media.
UNIT-II	Media Ethics – Evolution and Principles
	Defining Ethics; Evolution of Journalistic Ethics; Fundamental Values of Truth, Fairness and Objectivity; Parliamentary Code for Journalists and Ethics of Covering State Assemblies; Ethics for New Media and Cyber Journalism. Cyber Laws; Editorial Ethics; Editorial, Advertorial and Paid News Crisis New Trends, Policies and Innovations of Social and New Multimedia, social media,



	Intermediary Guidelines-2021.
UNIT-III	Laws and Bodies related to Media
	Copyright Act; Books and Newspapers Registration Act; Working Journalists Act; Cable TV Network Regulation Act; AIR and DD broadcast code; Information Technology Act, 2000, Indian Telegraphs Act 1885; Cinematographic Act, 1952, Cable Television Network (Regulations) Act 1995; Press Council of India; Prasar Bharti (Indian Broadcasting Corporation) Act, 1990; Contempt of Court and the Judiciary; Defamation; Editors Guild of India, Code of Conduct of EGI, INS, NBA.
UNIT-IV	Recent Ethical Challenges for Media
	Official Secrets Act; Right to Privacy; Sting Journalism, Trial by Media- Case Studies; Corporate Control, PR Influence and Undeclared Censorship; Law of Sedition, Fake News and Fact-Checking, Gender Discourse.

PRACTICALS/ ASSIGNMENTS: Case Study of ethical challenge of media.

Suggested Readings

1. The Constitution of India, M.C.J. Kagzi, Metropolitan Book Co., Delhi.
2. Law of Press Censorship in India, Soli J. Sorabji, H.M. Tripathi Pvt. Ltd., Bombay.
3. Indian Press Laws, Baddepudi Radhakrishna Murti, Indian Law House, Guntur.
4. Freedom of the Press in India, A.G. Noorani (Ed.), Nachiketa Publications Ltd., Bombay.
5. हमारा लोकतंत्र और जानने का अधिकार, अरुणपाण्डेय, वाणी प्रकाशन, नई दिल्ली।
6. प्रेसविधि, डॉ. नन्दकिशोरत्रिखा, विश्वविद्यालय प्रकाशन, वाराणसी।
7. सूचना का अधिकार, नंदिनी सहाय और विष्णु राज गढ़िया, मिक्की, नई दिल्ली।
8. मीडिया कानून और आचार संहिता, शालिनी जोशी, सेज पब्लिकेशन्स प्राइवेट इण्डिया लिमिटेड, नई दिल्ली।

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks.
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words. In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for presentation /assignment/ quiz / case study)
(Students have to answer 2 questions out of 4 in midterm exam)

New Media and Web Journalism

Course Code: MEC9402T
Credits:6

L	T	P
3	2	1

Course Objectives:

1. To develop understanding about new media and its components.
2. To inculcate the technical skills required for new media writing.
3. To acquire the skills to cope up with the technological challenges and create content for New Media.
4. To understand the significance of multimedia technology.
5. To apprise students about ethical concerns of web media.

Learning Outcomes:

1. Student will learn the working of new media and its characteristics.
2. Learner will be able to write for various platforms of new media.
3. Student will develop the skills to work technically and aesthetically for the new media and create high quality news pieces.
4. Students will understand the need and relevance of multimedia.
5. Students will become aware about ethical issues and concerns related to digital journalism.

Course Mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	2	2	2	1	1	2	-	1	3	-	2	-	2	3
CO2	3	3	2	3	2	2	2	-	1	2	3	3	2	2	3
CO3	3	3	2	2	3	1	3	-	3	2	2	2	1	1	3
CO4	1	2	1	1	1	2	3	-	1	3	2	2	1	1	3
CO5	3	1	1	1	1	1	2	-	1	3	1	2	2	1	3

3- High, 2-Significant, 1-Low

UNIT- I	Concept of New Media
	Brief History and Services of Internet, Meaning, Definitions and Characteristics of New Media; Important News and Social Networking Sites, Blogging and Micro-Blogging; Evolution, Growth and Impact of social media; Digital Literacy and Ethical Issues, Difference Between Online & social media.
UNIT- II	Writing for Digital Media
	Writing News Stories, Features and Articles with Visual and Graphics on the Websites; Interview and Chats on the Web as News Source; Writing for Blogs; Online Versions (E- Papers, Magazine, Web Series,



	Netflix and Amazon Prime.
UNIT- III	Basics of Digital Journalism
	Digital Journalism- Concept, Practices and Principles; Importance of Digital Media; News Production, Structure and Functioning of Digital Newsroom. Website Creation, Hyper Linking Online News Gathering; Web Production Team Members and Their Responsibilities; Ethics of Web Journalism.
UNIT- IV	Digital Platforms and Tools
	Different Platforms: Knowledge based platforms, Media Sharing Platforms, Social Service Based Platforms, Social Media Sites. Mobile Apps, Social Media Presence and Analytics, Content Creation etc.

Suggested Readings:

- 1 RC Ramanujan, Multimedia Journalism, AphPublication, 2009
- 2 Rajiv Saxena, Computer Application for Journalism, Centurn Press
- 3 Mike Word, Journalism Online, Elsevier India, 2002
- 4 इलेक्ट्रॉनिक मीडिया एवं साइबर पत्रकारिता, राकेश कुमार ,श्रीनटराजप्रकाशन ,नई दिल्ली, 200
- 5 वेब पत्रकारिता, श्याम माथुर, श्यामप्रकाशन 2011

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks.

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words. In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for presentation /assignment/ quiz / case study)

(Students have to answer 2 questions out of 4 in midterm exam)

595

Data Journalism

Course Code: MEE9401T

Credits: 6

L	T	P
3	2	1

Course Objectives

1. To introduce students to the recent trend in news media-Data Journalism
2. To teach them about the art of storytelling with the use of data
3. To apprise students about the role of digital technology in data driven news rooms
4. To make them aware about the future scope of Data Journalism
5. To develop an understanding about new ways of data presentation and data processing

Learning Outcomes

1. Students will gain knowledge about the concept and practice of Data Journalism.
2. Students will create data driven stories.
3. Students will understand the changing structure of newsroom in contemporary times.
4. Learners will understand the significance of Data Journalism.
5. Students will demonstrate the use of data visualization tools and techniques.

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

3- High, 2- Significant, 1- Low

UNIT- I	Introduction to Data Journalism
	Concept, Meaning, Evolution and Growth of Data Journalism, Sector Specific Data- Health& Wellness, Crime, Development, Education, Economy, Audience etc. Significance of Data Journalism, Changing workflow of News Rooms: Role of Digital Technology and data driven newsrooms.
UNIT- II	From Data to Story
	Finding the Story in Data- News Angle, Contextualizing the Data and Importance of Critical Thinking; Data sources - Surveys, Reports, Census, Newspaper/ News

2/20

	Website, Library, Online platforms and social media. Processing the data: Data Scraping, Data Cleaning, organising and analyzing the data. Techniques of Data Presentation- Word Cloud, Flow Chart, Pie Chart, Tables, Line Graphs, Histogram, Maps, Scatter Plots etc.
UNIT- III	Data Visualisation
	Understanding the Importance of Visuals – Presentation Style and Form. Techniques of Visualization: Graphics, Animations, Videos, Info graphics, Use of Multimedia. Online tools for data processing: MS Excel, Spreadsheets, Data Wrapper, Piktochart etc.
UNIT- IV	Future Prospects and Scope of Data Journalism
	Challenges for Data Journalism: Access to Quality Data, Constraints of a traditional newsrooms; Importance of Data Literacy in the digital age, Understanding Big Data and Machine Learning, Ethical issue of Data Privacy and Surveillance.

Practical: Students will use data visualization tools to create news stories from data.

Suggested Readings:

1. Impactful Data Visualisation; Kavitha Ranganathan; Penguin Books.
2. The Data Journalism Handbook: Towards a Critical Data Practice; Liliana Bounegru, Jonathan Gray; Amsterdam University Press.
3. Data + Journalism: A Story Driven Approach to Learning Data Reporting; Mike, Samantha Sunne; Routledge
4. The Data Journalism Handbook; Bonegru, L., Chambers, L., and Grey, J.; USA: O' Reily Press.
5. Ethics for Digital Journalists: Emerging Best Practices, (1St ed.); Craig, D., and L. Zion; Routledge, 2015

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks.

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words. In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for presentation /assignment/ quiz / case study)

(Students have to answer 2 questions out of 4 in midterm exam)

Elections & Media

Course Code: MEE9402T

Credits: 6

L	T	P
4	1	1

Course Objectives

1. The course will introduce students to the provision and process of elections.
2. To explain political communication, election campaign and usage of digital media.
3. To let students know demography, caste, community and other dynamics of election.
4. To provide information about the contemporary campaign practices.
5. To develop critical understanding of media's role in elections.

Learning Outcomes

1. Students will understand the institutional framework of elections.
2. Students will know various factors influencing elections.
3. Students will be able to understand the dynamics of elections.
4. They will develop critical understanding of relation between media and elections.
5. They will develop research and planning skills.

Course Mapping

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

3-High, 2- Significant, 1- Low

UNIT- I	Studying Elections
	<p>Election Commission, Representation of People's Act, Institutions for which elections are held: Lok Sabha, Vidhan Sabha, Panchayats and Urban local bodies. Indirect elections for Rajya Sabha and Vidhan Parishads.</p> <p>Political Parties: Organisational Structure, National & State Parties, Manifesto: Preparation, Promises.</p> <p>Financing election: Sources and Donations, Elections Bonds</p>



	Candidate: factors and facts. Contesting as an independent candidate. Model code of conduct, MCMC, Political Alliance and Coalition
	Understanding Campaign Strategies
UNIT- II	Shaping & Moulding Public Opinion on Media Platforms: Branding of Candidate, Party, Election Advertising Planning Road Shows & Rallies Planned Interviews and Panel Discussions, Canvassing Social Media promotion: Engagement with workers and voters Social Media platforms and IT Cells of Parties and individuals. Issues and Practices in Election Campaigning Key factors in Winning Elections.
UNIT- III	Media Tactics
	PR Practices, Promotional Material, Novelty Goods, Digital Tools to reach out to the people, Networks and Groups Role of Social Media Influencers, Communication to earn trust and Confidence: Managing social media Pages, Posts and Tweets, Coping with crisis situations
UNIT- IV	Analysis of Elections and Balloting
	Psephology: Concept & Practice Importance of Research Exit Polls and Surveys Observing constituencies Sampling techniques Field work, Data Collection and Analysis Making estimates of votes—Vote forecast, Predictions Statistics related to Elections Scope

PRACTICALS/ ASSIGNMENTS:

1. Carrying out a survey, analysing data and making a projection through a set of data.
2. Filing a mock election petition
3. Comparing manifestos of different parties
4. Chalking out an election campaign pitch based on surveys to influence voters and the target group along with estimates of the budget.
5. Chalking out a campaign to raise funds for a candidate.

Suggested Readings:

1. Surveys of previous election
2. Books by Lokniti on analysis of elections
3. Articles by scholars of psephology, reports of Election Watch, Studies of Association for Democratic Rights, Ujwal Kumar Singh and Anupma Roy on Election Commission
4. Measuring voting behaviour in India, Sanjay Kumar and Praveen Rai, Sage, New Delhi

5. Electoral politics in India, Suhas Palshukar, Sanjay Kumar, Sanjay Lodha, Routledge India
6. An Undocumented Wonder: The Great Indian Election, S Y Quraishi
7. Political Research, Methods and Practical Skills, Sandra Halperin & Oliver Heath., OUP
8. Reports of ADR, CSDS & UNESCO
9. The Election that Changed India: Rajdeep Sardesai, Penguin, 2015
10. Elections in India: Everything you need to know, Robin Age, Harper Collins

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks.

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words. In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

- Continuous Assessment (CA): 30 Marks

(20 Marks for midterm written exam and 10 marks for presentation /assignment/ quiz / case study)

(Students have to answer 2 questions out of 4 in midterm exam)

Contemporary Rajasthan

Course Code: GEC9401T
Credits:6

L	T	P
4	2	-

Course Objectives:

1. To introduce the students to the state of Rajasthan.
2. To make them aware of social, political, economic and cultural activities of Rajasthan.
3. To teach them about the development indices of Rajasthan.
4. To make them understand the potential of Rajasthan.
5. To apprise them of the scope and challenges.

Learning Outcomes:

1. The students would know about cultural, historical, demographic, social, political, geographical and economic contribution of the state.
2. The students will understand the social, political, economic and cultural activities of Rajasthan.
3. Students will learn about the development indices of Rajasthan.
4. The student will understand the potential of Rajasthan.
5. They will be apprised of the scope and challenges.

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

3- High, 2- Significant, 1- Low

Unit I	Overview of Rajasthan
	Brief Introduction to society, culture, history, economy, politics, geography and demography.
Unit II	Development in Rajasthan
	Progress of Rajasthan on all 17 Sustainable Development Goals; ranking in Human Development Index; ranking in happiness index; ranking in Ease of Business Index, ranking in corruption index, status of equality index
Unit III	Potential of Rajasthan
	Bio diversity, cultural diversity, tourism, minerals, diversified agriculture, NCR and port proximity, road and rail networks, internet penetration, cross-border trade possibility and strategic advantage
Unit IV	Future of Rajasthan
	Availability of water resources; boosting healthcare and quality education; social, political and economic development institutions, attracting foreign investment, high skill capabilities, improving governance ensuring transparency, efficiency, service guarantees, development of rural and small-scale industries, Top industrialists from Rajasthan, Scope and Challenges



Practical Assignments:

1. Carrying out surveys to capture demographic dynamics, changes in politics, society and culture.
2. Preparing news and feature reports on the related issues.
3. Working with institutions related to development.
4. Attending conferences and seminars related to contemporary Rajasthan.
5. Organising brainstorming sessions on future of Rajasthan or participating in such other programmes.

Suggested Readings:

1. Rajasthan economic survey, statistical abstract and budget, CAG reports, Vidhan Sabha proceedings, NITI Ayog documents, Central government reports.
2. Reports of financial institutions and research bodies on Rajasthan.
3. SDG reports from the UN.
4. Newspaper and magazine website and archives.
5. Reports of business bodies on Rajasthan, Reports of consulting organisations like Deloitte, KPMG, PWC, E&Y.
6. Contemporary Rajasthan: Dr LR Bhatia
7. Sujas, DIPR, Jaipur

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks.

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words. In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

- Continuous Assessment (CA): 30 Marks

(20 Marks for midterm written exam and 10 marks for presentation /assignment/ quiz / case study)

(Students have to answer 2 questions out of 4 in midterm exam)

Social Justice, Human Rights and Civil Liberties

Course Code: GEC9402T
Credits: 6

L	T	P
5	1	-

Course Objectives

1. To develop understanding of history of human rights to relate it with the current times.
2. To inculcate the basic postulates of universal declaration of human rights.
3. To acquire the knowledge about international conventions and their implications.
4. To make student understand civil liberties as a journalist to comprehend and write issues in the correct perspective.
5. To develop understanding of history of human rights to relate it with the current times.

Course Outcome

1. Student will learn the basics of human rights and their history.
2. Learner will develop understanding of international conventions and international organisations.
3. Student will develop the skills to analyse the human rights crisis situations.
4. Student will learn to comprehend the universal code for human rights.
5. Students will develop understanding about various civil liberties organizations across the globe.

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

3- High, 2- Significant, 1- Low

UNIT- I	Conceptual Understanding of Social Justice
	Concept and Meaning of Social Justice, Affirmative Actions, Constitutional Provisions, Protective Discrimination.
UNIT- II	Human Rights; History and Evolution
	Concepts And Evolution of Human Rights; Magna Carta, Bill of Rights, UDHR 1948, ICCPR -1966, UN Conventions on Economic, Social and Cultural Rights. Environmental Rights-1966.
UNIT- III	International Conventions
	International Conventions on Inhuman Acts—Genocide, Apartheid, Torture and Other Cruel Inhuman or Degrading Treatment of Punishment; Slavery- Slave Trade- Forced-

[Handwritten Signature]

	Bonded or Compulsory Labour; Traffic in Person-Drugs-Arms and Prostitution; Elimination of Racial Discrimination; Abolition of Death Penalty; Right to Adequate Food, Education, Information, Employment Guarantee, Health and Hygienic, Domestic Violence, Rights of Accused and Suspected Person. Rights of LGBTQIA+
UNIT- IV	Civil Liberties Organisations
	International Human and Civil Rights Organizations—Amnesty International, American Civil Liberties Union (ACLU), PUCL, APCLC, HRF, PUDR, CPDR. Women, Children Rights and Child Labour and Abuse; Rights of The Migrant Workers, Refugees, Stateless and Helpless Persons; Prisoners of War (Pows), Persons with Disability, Indigenous Tribal People, Older People, War Affected Persons; Human Rights Commissions in India—NHRC, SHRC, Human Rights Court in Districts; Police Atrocities: Violation of Human Rights and Their Remedies.

Suggested Readings:

1. Gopala Bhargava: Human Rights Concern of the Future; New Delhi, Gyan books, 2001.
2. H.O. Aggarwal: International Law & Human rights; Allahabad, Central Law Publications, 2000.
3. NJ Wheeler and Timothy Dunne: Human Rights in Global Politics; London, Oxford University Press, 1999.
4. Kagzi, M.C.J., The Constitution of India. Metropolitan Book Co., Delhi.
5. Sorabji, Soli J., Law of Press Censorship in India. H.M. Tripathi Pvt. Ltd., Bombay.
6. Radhakrishna murti, Baddepudi., Indian Press Laws. Indian Law House, Guntur.
7. Noorani, A.G. (Ed.), Freedom of the Press in India. Nachiketa Publications Ltd., Bombay.
8. हमारा लोकतन्त्र और जानने का अधिकार, अरुण पाण्डेय, वाणी प्रकाशन नई दिल्ली
9. प्रेस विधि, डॉ. नन्द किशोर त्रिखा, विश्वविद्यालय प्रकाशन, वाराणसी
10. सूचना का अधिकार, नंदिनी सहाय और विष्णु राजगढ़िया मिक्की, नई दिल्ली

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks.

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words. In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

- Continuous Assessment (CA): 30 Marks

(20 Marks for midterm written exam and 10 marks for presentation /assignment/ quiz / case study)

(Students have to answer 2 questions out of 4 in midterm exam)

Dissertation/Project- Documentary

Course Code: DPR9401P
Credits: 4

L	T	P
-	-	4

Course Objectives

1. To develop the research aptitude of the students.
2. To encourage students to undertake the dissertation work.
3. To teach them the skills required for making documentary film.
4. To develop their practical understanding of qualitative and quantitative research work.
5. To acquaint them with the technical and creative aspects of shooting a documentary film.

Course Outcome

1. It will develop the research aptitude of the students.
2. It will encourage students to undertake the dissertation work.
3. They will learn how to create a documentary film.
4. It will develop their practical understanding of qualitative and quantitative research work.
5. It will acquaint them with the technical and creative aspects of shooting documentary film.

		Course mapping														
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	
CO1	3	2	2	2	-	1	2	-	2	3	2	2	3	2	3	
CO2	2	2	2	2	3	1	2	-	2	2	2	2	3	2	3	
CO3	2	3	2	3	3	1	1	-	2	3	3	3	2	2	3	
CO4	2	3	2	3	2	3	1	-	2	2	3	3	2	3	3	
CO5	2	3	2	3	2	3	1	-	2	3	2	3	2	3	3	

3- High, 2- Significant, 1- Low

GUIDELINES FOR DISSERTATION

Structure of the Dissertation

- Cover Page
- Title Page
- Declaration (by the student on originality)
- Certificate (by the Supervisor/s)
- Table of Contents
- Acknowledgement
- List of Abbreviation/Acronyms
- Preface

(Give Roman Page No. from Title page to Preface)

The dissertation should be divided into several sections/chapters relating to:

1. Introduction



605

- Statement of the Problem
 - Rationale
 - Theoretical Connection
 - Objectives
 - Research Questions
 - Hypothesis (optional)
 - Scope and Limitations
2. Review of Literature
 3. Methodology
 4. Chapters Based on Objectives
 5. Major Outcomes
 6. Conclusion & Recommendations
- Bibliography
Appendices

Formalities of Submission

Each student will carry out a dissertation during the course and he/she will have to submit research synopsis/proposal within 3 months from the date of admission in the respective semester. Topic of the research project will be selected in consultation with the teachers and a supervisor will be allocated to each student by the Head of the department. Copy of the approval of the topic by the head with the name of the supervisor, copy of the approval of the synopsis signed by the supervisor will have to be attached in the dissertation.

Dissertation will be computer typed in Hindi or English. The word limit for the body of the dissertation (excluding the title page, preface, table of contents, declaration of originality (by student), certificate by supervisor/s, acknowledgement, list of abbreviation/acronyms, abbreviations, bibliography, etc.) shall be 20,000 to 25,000 words (approximately 80-100 pages). Dissertation shall be typed in Times New Roman, Font size 12 / Kokila, Font size 16/ Mangal Font size 10, and printed in 1.5-line space on single side of the A-4 size paper with 1 inch margin on all sides.

One copy each of the code book and questionnaire (if used) will also be the part of the dissertation. All the questionnaires, computer listing of data and computer-generated tables and other rough work will be presented at the time of viva voce examination. Any mistakes in the dissertation will be that of the student and will not be attributed to the computer operator or anybody else. A student shall not be allowed to submit the dissertation without duly signed forwarding certificate by the faculty supervisors/s. A student will have to submit three copies of the dissertation in hard bound (spiral bund will not be accepted) to the Academic Section and one copy to his/her supervisor/s.

During the viva voce examination each student will make a short presentation (not more than 15 minutes) of her or his work preferably with the help of power point.

Examination Scheme: 50 Marks Dissertation, 20 Marks Presentation and 30 Marks Viva-voce.

OR

Project- Documentary: Each student will create a documentary film of 8-12 minutes duration on a theme of their choice. He/she will have to submit the proposal within 3 months from the date of admission in the respective semester. The proposal can be written in Hindi or English. Topic of the documentary will be selected in consultation with the teachers and a supervisor will be allocated to each student by the Head of the department. Copy of the approval of the topic by the head with the name of the supervisor, copy of the approval of the proposal signed by the supervisor will have to be attached in the final submission.

The written proposal for documentary should include the following elements:

1. Topic/Title of the Documentary Film.
2. Synopsis
3. Research
4. Treatment
5. Storyboard
6. Shooting Script
7. Production Plan
8. Budget

Examination Scheme: 50 Marks: Documentary Film, 20 Marks: Proposal / File and 30 Marks Viva-voce.