

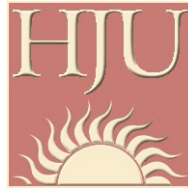
हरिदेव जोशी पत्रकारिता और जनसंचार विश्वविद्यालय, जयपुर

न्यू मीडिया विभाग  
**SYLLABUS**

For

**MA-JMC (Social Media and Online Journalism)**  
**(Effective from July 2022)**

**DEPARTMENT OF NEW MEDIA**



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

**DEPARTMENT OF NEW MEDIA**  
**MA – JMC (Social Media and Online Journalism)**  
**(Effective from July 2022)**

**Programme Objectives**

- The MA-JMC course in Social- Media and Web Journalism aims to teach and train students in the ever growing and dynamic field of Web Journalism and Social Media.
- The course will offer necessary blend of theoretical, conceptual and practical skills to prepare students and scholars for the Convergent Media industry as well as Media Academics.
- The course aims to provide training in Web Journalism, Multi Media skills and Social Media tools
- This course aims to train students in value- based Media Practice.

**Programme Outcomes**

After successful completion of this course students will have-

- In depth knowledge of Web Journalism, Social- Media and Multi Media Skills
- Critical understanding of debates and discourse about Digital Media, Society and Culture
- Working opportunities in the Communication, Promotion and Media Industry

		<b>Core Compulsory (CC)</b>	<b>Core Elective (CE)</b>		<b>Open Elective (OE)</b>
<b>Semester - I</b>	OJ 101	Introduction to journalism and Mass Communication	OJ 104	Understanding Digital Communication	OE-1
	OJ 102	News Concepts and Reporting			Media Economy and Business
	OJ 103	Indian Polity and Contemporary Issues			OR
		<b>Anandam</b>			OE-2
<b>Semester – II</b>	OJ 201	Computer Applications & Multi Media Skills	OJ 204	Media Organisations (Online)	Financial Journalism
	OJ 202	Web Journalism			OR
	OJ 203	Introduction to Social Media			OE-3
		<b>Anandam</b>			Photojournalism
		<b>Anandam</b>			OR
<b>Semester – III</b>	OJ 301	Social Media Tools and platforms	OJ 304	Social Media Advertising and Public Relations	OE-4 Elections & Digital Media
	OJ 302	Communication Research			OR
	OJ 303	Web Design & Development			OE5
		<b>Anandam</b>			Traditional Folk Media and Alternative Media
<b>Semester – IV</b>	OJ 401	Laws and Ethics(Online)	OJ 403	Digital and Social Media Marketing	
	OJ 402	Dissertation Features/Campaign			

		Planning			
		<b>Anandam</b>			

**DEPARTMENT OF NEW MEDIA**  
**MA – JMC (Social Media & Online Journalism)**  
**(Effective from July 2021)**

**2 YEARS (FOUR SEMESTER) POST GRADUATE PROGRAMME – EXAMINATION SCHEME (CBCS PATTERN)**

	<b>Core Compulsory</b>	<b>Theory</b>	<b>Internal</b>	<b>Total</b>	<b>Core Elective</b>	<b>Theory</b>	<b>Internal</b>	<b>Total</b>	<b>Open Elective</b>	<b>Theory</b>	<b>Internal</b>	<b>Total</b>	
<b>SEMSTER - I</b>	OJ 101 Introduction to journalism and Mass Communication	80	20	100	OJ 104 Understanding Digital Communication	80	20	100	OE-1 Media Economy and Business  OR OE-2 Financial Journalism  OR OE-3 Photojournalism  OR OE-4 Elections & Digital Media  OR OE5 Traditional Folk Media and Alternative Media	80	20	100	
	OJ 102 News Concepts and Reporting	80	20	100									
	OJ 103 Indian Polity and Contemporary Issues	80	20	100									
<b>ANANDAM</b>			<b>2Cred it</b>										
<b>SEMSTER- II</b>	OJ 201 Computer Application & Multi Media Skills	80	20	100	OJ 204 Media Organisations (Online)	80	20	100			80	20	100
	OJ 202 Web Journalism	80	20	100									
	OJ 203 Introduction to Social Media	80	20	100									
<b>ANANDAM</b>			<b>2Cred it</b>								80	20	100
<b>SEMSTER - III</b>	OJ 301 Social Media Tools and platforms	80	20	100	OJ 304 Social Media Advertising and Public Relations	80	20	100					
	OJ 302 Communication Research	80	20	100							80	20	100
	OJ 303 Web Design & Development	80	20	100									
<b>ANANDAM</b>			<b>2Cred it</b>										
<b>SEMST ER - IV</b>	OJ 401 Laws and Ethics (Online)	80	20	100	OJ 403 Digital and Social Media Marketing	80	20	100		80	20	100	
	OJ 402 Dissertation	150	200										

	Features/Campaign Planning & Viva										
	<b>ANANDAM</b>										

The internal assessment will be based on assignments/ practical work/ internal exam.

## OJ 101 Introduction to journalism and Mass Communication

		L	T	P
<b>UNIT- I</b>	<b>Introduction to Communication</b>	<b>15</b>	<b>07</b>	
	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’s model, Laswell model, Shannon and Weaver model, Osgood’s model			
<b>UNIT- II</b>	<b>Mass Media Theories</b>	<b>15</b>	<b>08</b>	
	Propaganda, Persuasion; Dependency Theory, Cultivation Theory, Agenda Setting Theory, Uses and Gratification Theory, Hypodermic Needle Theory, Limited Effects Theory Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, Democratic Participant Media Theory; One step , Two step and Multi step flow of information			
<b>UNIT- III</b>	<b>Journalism: Concept, Objective and Functions</b>	<b>15</b>		<b>07</b>
	Concept and Role of Journalism in Society; 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			
<b>UNIT- IV</b>	<b>Types of Journalism</b>	<b>15</b>		<b>08</b>
	Investigative Journalism; Data Journalism; Rural Journalism; Alternative Journalism; Advocacy Journalism; Development Journalism; MoJo; Yellow Journalism; Citizen Journalism			

### PRACTICALS/ ASSIGNMENTS:

Presentations , Writing on contemporary Media Scenario, Case Study

### Suggested Readings:

- 1 Mass Communication Theory: An Introduction, Denis Mc Quail, Sage, London.
- 2 Theories of Communication, M.L. DeFleur, and S. Ball-Rokeach, Longman, New York.
- 3 Mass Communication in India, Keval J. Kumar, Jaico, Mumbai.
- 4 Manufacturing Consent, The Political Economy of the Mass Media, Edward S Herman & Noam Chomsky, Pantheon
- 5 Weaponized lies: How to think critically in the Post Truth Era, Deniel Levitin, Penguin Books, New Delhi
- 6 भारत में जनसंचार, केवल जे कुमार, जैको, मुंबई
- 7 जनसंचार:सिद्धांत और व्यवहार, जे. वी विलानीलम, मध्यप्रदेश हिन्दी ग्रंथ अकादमी, भोपाल (अनुवादक—शशिकांत शुक्ल)
- 8 संचार के सिद्धांत, आरमंड मेटलार्त, और मिशेल, ग्रंथ शिल्पी, नई दिल्ली (अनुवादक – वंदना मिश्र)
- 9 संप्रेषण : प्रतिरूप एवं सिद्धान्त, श्रीकान्त सिंह, भारती पब्लिशर्स एण्ड डिस्ट्रीब्यूटर्स, फैजाबाद

# OJ 102 News Concepts and Reporting

## Course Objectives:

1. To impart skills of news writing to the students
2. To improve understanding of reporting concepts
3. To Make students aware about news gathering process
4. To let students know different types of reporting

## Learning Outcomes:

1. They will know about skills of news writing
2. Students will be able to understand reporting concepts
3. They Will be able to understand the news process
4. Students will be able to write different types of reports
5. They will know about skills of news writing

		L	T	P
<b>UNIT- I</b>	<b>News Gathering Process</b>	<b>15</b>	<b>07</b>	
	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			
<b>UNIT- II</b>	<b>Different Types of News Reports</b>	<b>15</b>	<b>08</b>	
	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, Business, Cultural, Science, Sports, Investigation, Court & Development News; gender sensitive reporting etc. ; Specialized Reporting.			
<b>UNIT- III</b>	<b>Effective Language Skills</b>	<b>15</b>		<b>07</b>
	Syntax, Spelling and Diction, Principles of News Writing, Problems in News Reporting, off the record and on the record, 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 for television,			

	writing for radio, writing for Web ; Writing Features: definitions, Scope, Types of features, News features, Photo Feature, Scientific Feature, Human Interest feature and syndicate feature ; Citizen journalism.			
<b>UNIT- IV</b>	<b>Different Styles of News Writing</b>	<b>15</b>		<b>08</b>
	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, Press Room and Press tours.			

**PRACTICALS/ ASSIGNMENTS:**

Students will be asked to file reports and features and conduct Interviews.

**Suggested Readings:**

- 1 The Journalist's Handbook. M.V. Kamath, Vikas Publishing House, New Delhi.
- 2 A Manual for News Agency Reporters, Indian Institute of Mass Communication, New Delhi,
- 3 Handbook of Journalism and Mass Communication, Veerbala Aggawal, & V.S Gupta., Concept Publishing Co., New Delhi.
- 4 Mass Communication and Journalism in India, D.S., Mehta, Allied Publications Pvt. Ltd., Bombay.
- 5 Silent Coup, Len Colodny, Trine Day
- 5 माथुर, श्याम, वेब पत्रकारिता, राजस्थान हिंदी ग्रन्थ अकादमी, जयपुर, 2010
- 6 राजेन्द्र, संवाद और संवाददाता ,हरियाणा हिन्दी ग्रन्थ अकादमी, चण्डीगढ।
- 7 त्रिखा, डॉ.नन्दकिषोर समाचार संकलन और लेखन, उत्तर प्रदेश हिन्दी संस्थान लखनऊ
- 8 एंकर रिपोर्टर, पुण्य प्रसून वाजपेयी, राजकमल प्रकाशन, नई दिल्ली
- 9 अग्रवाल, डॉ. रमेश, समाचार परीक्षण, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।



# OJ 103 Indian Polity and Contemporary Issues

## 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 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 have a basic understanding of Indian Economic system
- 3 Students will be aware of global and contemporary issues

		L	T	P
<b>UNIT-I</b>	<b>Constitution of India</b>	15	07	
	Indian Constitution; Key Features, Fundamental Rights and Duties; Directive Principles; Democracy and Election System Important Constitutional Amendments			
<b>UNIT- II</b>	<b>Indian Economy</b>	15	08	
	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			
<b>UNIT- III</b>	<b>Contemporary Issues</b>	15		07
	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			
<b>UNIT- IV</b>	<b>Global Context</b>	15		08
	Insurgencies and Terrorism; Global Economic Order and its Impact, Basics of Indian Foreign Policies; Relations with Neighbours; UN, SAARC, BRICS, QUAD Global Warming and Climate Crisis			

PRACTICALS/ ASSIGNMENTS: Students will be asked to give presentations on current affairs and organise group discussions on contemporary topics.

## Suggested Readings:

- 1 Constitution of India: A Handbook for Students; Subhash Kashyap, Vitasta Publishing Pvt. Ltd., New Delhi
- 2 Our Political System; Subhash Kashyap, National Book Trust, New Delhi
- 3 Plutocracy, Cronyism and Populism: Facet of Neo-liberalism in India; Kamal Nayan Kabra, Vitasta Publication, New Delhi
- 4 Trends Of Socio-Economic Changes in India; M.K. Chaudhuri, IAS, Shimla
- 5 The Great Indian Middle Class, Pavan Kumar Varma, Penguin Books, New Delhi
- 6 समकालीन भारत; सवाल और सरोकार; कमल नयन काबरा, प्रकाशन संस्थान, नई दिल्ली
- 7 राष्ट्रवाद, रवीन्द्रनाथ टैगोर, मान्द्रके पब्लिकेशन भोपाल
- 8 भारत का भूमंडलीकरण, अभय कुमार दुबे, वाणी प्रकाशन, नई दिल्ली
- 9 उदारीकरण की राजनीति; राजकिशोर, वाणी प्रकाशन, नई दिल्ली

# SMOJ 104 Understanding Digital Communication

## Course Objectives:

- 1 To provide understanding of digital media and communication
- 2 To impart knowledge about Digital Programs and
- 3 To let students understand Digital Culture and discourse about New Media

## Learning Outcomes:

- 1 Students will be able to understand dynamics of digital communication and New Media
- 2 Students will have a knowledge about Cyber Culture
- 3 Students will learn about Digital India Mission and programs

UNIT-I	Introduction to Digital Media	L	T	P
	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	15	07	
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	15	08	
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-liberalism and the Internet	15		07
UNIT- IV	Digital Media in India			
	Digital India: History, Initiative and Programme, Digital Literacy, NDLM, Internet Access and Availability: Scope and Challenges, Digital Empowerment, Net Neutrality, Internet Censorship	15		08

PRACTICALS/ ASSIGNMENTS: Students will prepare PPT 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 नया मीडिया: अध्ययन और अभ्यास; शालिनी जोशी व शिवप्रसाद जोशी, पेंगुइन बुक्स, गुडगांव
- 7 नया मीडिया और नये मुद्दे; सुधीश पचौरी, वाणी प्रकाशन, नई दिल्ली
- 8 भूमंडलीकरण: ब्रांड संस्कृति और राष्ट्र; प्रभा खेतान, सामयिक प्रकाशन
- 9 फेसबुक का असली चेहरा; सिरिल सैम और परंजय गुहा ठाकुरता, ऑथर्स अपप्रंट, नई दिल्ली

## Anandam

### First Semester : 2 Credits

Awareness and Documentation of Social Issues

Gender sensitisation, Save the girl child, Cruelty against animals

Social Campaign planning

Media Awareness, Positive news stories

Computer skills

घंटे	ग्रेड	घंटे	ग्रेड	घंटे	ग्रेड	घंटे	ग्रेड
> 50	O	46-50	A+	41-45	A	36-40	B
31-55	B	26-30	C	21-25	P	< - 20	F

# OJ 201 Computer Applications & Multimedia Skills

## Course Objective

1. Learn about the major parts of Computer.
2. Understand the theoretical aspect of MS word, Excel, PowerPoint.
4. Student will be able to use MS office, Photoshop.  
4MS Excel and Prepare Power Point Presentation
- 5 Students will be able to use Corel Draw

## Learning Outcomes:

1. Enhance the knowledge of student's fundamentals of computer and its various applications.
2. Explain the functioning of Computer and its various Parts.
3. Use windows operating system and create files and folders.
4. Create page in MS Office software.
5. To develop expertise in Photoshop and Corel Draw.

UNIT- I	Fundamentals of Computers	L	T	P
	Definition, Generation and 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 Mobile Operating Systems, Process Management, Memory Management, File Management, Device Management security, Command interpretation, Multiprogramming, Multitasking, Multiprocessing, Time-Sharing	15	07	
UNIT- II	Introduction to MS Office			
	Microsoft Word-Components of MS Word, features of Microsoft world, shortcut keys of MS World and Descriptions Microsoft Excel- Components of MS Excel, shortcut keys of MS Excel and Descriptions Microsoft PowerPoint- Components of MS PowerPoint, features of PowerPoint, Views Microsoft Outlook, Features of Outlook, Uses of Scanner & Printer	15	08	
UNIT- III	Digital Graphics - Adobe Photoshop			
	Adobe Suit and 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.	07		15
UNIT- IV	Basics of Corel Draw			
	Introduction to Corel Draw CorelDraw: Use of Tools, Palettes and Panels CorelDraw: Exporting to Various File Formats and Saving in different File Formats	07	03	13

**PRACTICALS/ ASSIGNMENTS:**

Students will be asked to make a Chart, bills, PowerPoint Presentation etc.

**Suggested Readings:**

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

## OJ 202 Web Journalism

### Course Objectives:

- 1 To impart training in Web reporting & writing
- 2 To let students learn about convergent journalism
- 3 To provide students a broad idea about various forms of Journalism on Web

### Learning Outcomes:

- 1 Students will be able to report and write for Web Media
- 2 Their presentation skills will be enhanced
- 3 They will have a broad understanding of various forms of Web Journalism

		L	T	P
<b>UNIT- I</b>	News Websites & Journalism			
	News and Internet ; The Virtual Newsroom News Sources for Web ; Social Media and Journalism Web News Reporting and Writing ; Anchoring and Presentation Skills; Online Debates and Discussions Web Journalism- Key Words			
<b>UNIT- II</b>	Alternative Journalism			
	Citizen Journalism, User Generated Content Producers ; Blogging, V log Contemporary Trends ; Mobile Journalism, Data Journalism Issues and Challenges ; Fake News and Misinformation Fact Checking			
<b>UNIT- III</b>	Multimedia and Multi-skilled Journalist			
	Convergent Journalism Broadcast and Multimedia Skills for Journalists Use of Photos, Audio and Video ; Maps and Data, Graphics ; Mash ups ; MoJo			
<b>UNIT- IV</b>	Cultural Journalism			
	Coverage of Literature, Art, Theatre ; Cinema and Music in New Media ; Remediation and Creation of Content Story Telling, Review, Featured Articles and Columns Contemporary Indian and Global Practices Some Important Websites			

### Practical Assignments-

Students will be asked to prepare reports and features.

They will create blog and write blogs

### Suggested Readings:

- 1 Understanding New Media; Eugenia Siapera, Sage, London.
- 2 The Online Journalism Handbook: Skills to survive and Thrive in the Digital Age, Paul Bradshaw, Routledge, London.
- 3 वेब पत्रकारिता : नया मीडिया नए रूझान, शालिनी जोशी व शिवप्रसाद जोशी, राधाकृष्ण प्रकाशन, नई दिल्ली

## Paper 203: Introduction to Social media

### Course Objective:

1. To introduce the concept of Social Media and Social Media Discourse
2. To teach Social Media Evolution
3. To make them familiar with social media debates

### Learning Outcomes:

1. Students will understand the concept of Social Media and debates associated with it.
2. They will learn about various social media platform
3. They will learn about important case studies

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

3-High, 2-Significant, 1-Low

UNIT- I	Evolution of Social Media	L	T	P
	Social Media; Origin and growth Social Networking Sites Network Society Various Platforms: Facebook, Twitter, YouTube, LinkedIn, Instagram Whatsapp; Tumbler, Buzzfeed Social Media and Socialisation	15	07	
<b>UNIT- II</b>	<b>Behavioural aspects of Social Media</b>			
	Social Media and Demographics Social Media Users and their perception Identity and Engagements Benefits and Risks Govt. Sector and Social Media Political Parties and Social Media Activism and Social Media Social Media Trial, Trolls	15	08	
<b>UNIT- III</b>	<b>Social Media and Journalism</b>			
	Impact of Social Media on Journalism Social Media as a News Source Using Social Media platforms in Journalism, Hashtag Participatory Journalism, Contemporary Practices and Challenges	15		07

UNIT- IV	Defining Moments			
	Osama Bin Laden's Raid, Arab Spring, Occupy Wall Street, The Wiki Leaks Files, Delhi Gang Rape, Anna Movement, India Against Corruption, JNU, Me Too, CAA, Covid Pandemic & Lockdown Farmers' Movement	15		08

PRACTICALS/ ASSIGNMENTS: Students will be asked to create social media groups. They will be asked to prepare presentations on Social Media case studies .

#### Suggested Readings:

- 1 Social Media: A Critical Introduction; Christian Fuchs, Sage Publication Ltd., New York
- 2 Digital Media and Society: An Introduction; Adrian Athique ; Polity Press, London
- 3 The WikiLeaks Files; The World According to US Empire; WikiLeaks and Verso Books, London
- 4 How the Internet Happened- From Netscape to the iPhone; Brian Mccullough, Liveright, New York
- 5 नया मीडिया और नये मुद्दे, सुधीश पचौरी, वाणी प्रकाशन, नई दिल्ली
- 6 अन सोशल नेटवर्क, दिलीप मंडल और गीता यादव, राजकमल प्रकाशन, नई दिल्ली
- 7 सोशल मीडिया, स्वर्ण सुमन, हार्पर-कॉलिंस पब्लिशर्स इंडिया
- 8 सोशल मीडिया, योगेश पटेल, पुस्तक महल, नई दिल्ली



## OJ 204 Media Organisation (Online)

### Course Objectives

- 1 To teach the ownership patterns of online media in India.
- 2 To explain the revenue models of news websites.
- 3 To learn Social Media Management.

### Learning Outcomes

- 1 Students will learn the ownership patterns of online media.
- 2 They will understand the revenue models of news websites.
- 3 It will enable them to understand Social Media Management.

		L	T	P
<b>UNIT- I</b>	<b>Ownership Pattern</b>	<b>15</b>	<b>7</b>	
	Management Practices in Online Media Media Convergence Cross Media Ownership Merger and Acquisition			
<b>UNIT- II</b>	<b>Digital Media Organisation</b>	<b>15</b>	<b>8</b>	
	Structure of Digital Media Organisations Various Positions Functions and Responsibilities			
<b>UNIT- III</b>	<b>Financial Management</b>	<b>15</b>	<b>7</b>	<b>1</b>
	Revenue Model of News Websites: Subscription, Advertisement, Donation, Events, Mixed Model Paid, Earned and Linked Content SEO, Strike Rate Strategize, measure and report the results from digital campaigns			
<b>UNIT- IV</b>	<b>Social Media Management</b>	<b>15</b>	<b>6</b>	<b>2</b>
	Starting a Website Domain Name and Server Starting and Managing a Blog Social Media Managers, Google Ads and Facebook, Crowdsourcing Management Dynamics of You Tube Channels			

PRACTICALS/ ASSIGNMENTS: Case Study and Written assignment on any topic related to online media.

### Suggested Readings:

- 1 India Connected: Mapping the Impact of New Media ;Sunetra Sen Naryanan , Sage India, New Delhi
- 2 India's communication revolution: Bullock Cart to Cyber Mart;Evertt M. Rogers and Arvind Singhal, Sage Publication
- 3 The Indian Media Economy (Edited); Ahique Adrian, VibodhParthasarathi and S.V. Srinivas, Oxford University Press
- 4 नया मीडिया अध्ययन और अभ्यास; शालिनीजोशी और शिवप्रसाद जोशी, पेंगुइन प्रकाशन, गुडगांव
- 5 इंडिया कनेक्टेड (अनुवादक -प्रवीण गौतम ); सुनेत्रा सेन और शालिनी नारायणन, सेज भाषा

## Anandam

### Second Semester : 2 Credits

Understanding sustainable development

Environmental Issues—Water conservation, plantation, stop the use of plastics

Waste Management and Garbage Recycling

Poster making and Photography workshops

Media related activities—Positive news stories

घंटे	ग्रेड	घंटे	ग्रेड	घंटे	ग्रेड	घंटे	ग्रेड
> 50	O	46-50	A+	41-45	A	36-40	B
31-55	B	26-30	C	21-25	P	< - 20	F

## OJ 301 Social Media Tools and Platforms

### Course Objectives:

- 1 To make students aware about different applications developed to monitor
- 2 social Media
- 3 Help students understand the working of major social media tools
- 4 Apprise students of the latest concepts of various popular social media platforms
- 5 Explain students about the utility and impact of Social Media
- 6 Enable them to leverage these platforms for content management and marketing

### Learning Outcomes:

- 1 Use Sourcing and Discovery tools
- 2 Use Publishing and Promotion tools
- 3 Use Design tools to make better social media presentations
- 4 Describe how the origin, concept of various Social Media platforms
- 5 Identify different symbols, glossaries, functions and attributes of various Social Media Platforms

UNIT- I	<b>Introduction to Social Media Platforms</b>	L	T	P
	Theories and concepts guiding Social Media Zones of Social Media for Community, Publishing, Entertainment and Commerce Diffusion of Innovation in a wired world Brief introduction of International Social Media Platforms like (Facebook, Twitter, Youtube, Instagram, Linkdin, Pintrest etc.) Brief Introduction of India based Social Media Platforms (Vebbler.com, SPYKK , ApnaTube.com, Infeedia.com) Koo	15	07	
UNIT- II	<b>Major Players</b>			
	Google , Microsoft <b>Facebook</b> - Glossary, Functions, Networking, Engagement, Edge Rank, Newsfeed Pages, Groups and Apps <b>Twitter</b> - <b>Glossary</b> , Verified accounts, Twitter Limits, Handle, Networking, Tweetdeck and Vine, Klout <b>YouTube</b> – <b>Glossary, Subscription</b> Uploading and sharing videos, Playlists and YouTube channels, Policies and reporting tools <b>Instagram</b> – Glossary, Sharing, Networking, Crop and caption photographs Filters and effects, Whatsapp, Telegram, Signal	15	08	

<b>UNIT- III</b>	<b>Social Media Tools</b>			
	Buffer, Hootsuite Design Tools, Canva, Assignment: Student presentation, Digital Analytics, SEO Tools, Top SEO tools Monitoring SEO, Preparing SEO report Creating SEO strategy	15		07
<b>UNIT- IV</b>	<b>Practical sessions on Social Media Platforms</b>			
	Set up Facebook Page for a community Creation of Twitter Handle for a cause Creation of YouTube channel Linkedin Group and Company Page creation Initiate a Q&A on Quora	08		15

**PRACTICALS/ ASSIGNMENTS:** Students will create a Facebook Page for a social cause/ Social Media Group.

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**Suggested Readings:**

- 1 Social Media Explained: Untangling the World's Most Misunderstood Business Trend, Mark W. Schaefer, 2011
- 2 The Art of Social Media, Guy Kawasaki and Peg Fitzpatrick, Penguin
- 3 Social Media Marketing 101: A Beginners Guide to Marketing with Social Media, Todd Haley
- 4 Facebook for Business: Facebook Marketing for Business, Pages and Groups, Robert Smith, 2014
- 6 Social Media Marketing Plan: Integrating Facebook, Twitter And Google+ Into Your 8.Online Business, Liudas Butkus, 2014
- 7 Social Media: Social Media Marketing - Using Facebook, Twitter, Youtube, Instagram and Tumblr To Grow Your Business, Jason Roberts,
- 8 Social media tools - Simple Steps to Win, Insights and Opportunities for Maxing Out Success, Gerard Blokdijk, Complete Publishing, 2015

## OJ 302 Communication Research

### Course Objectives

- 1 To introduce students with the basics of media research.
- 2 Develop a scientific temperament as well as train them to analyze data.
- 3 To provide knowledge about essential market research.

### Learning Outcomes

- 1 Students will become able to design and execute a research plan for digital media.
- 2 Develop their perception on media research.
- 3 Acquire the knowledge about recent trends in research methodology.

		L	T	P
<b>UNIT- I</b>	<b>Concept of Research</b>	<b>15</b>	<b>7</b>	
	Meaning, Scope, Characteristics and importance of research; Classification of research; Process of Research; Elements of Research: Variables, Hypothesis; Data Collection: Primary and Secondary Data; Sampling Techniques: Population, Sample, Types of Sampling, Sample Size and Sampling Error, Characteristics of a Good Sample			
<b>UNIT- II</b>	<b>Research methods</b>	<b>15</b>	<b>8</b>	
	Field observations: participant, non-participant, focus groups, case studies: utility and process; Content Analysis, Survey Research; Longitudinal research: trend analysis, cohort analysis, panel studies; Quantitative and Qualitative Research			
<b>UNIT- III</b>	<b>Planning the Online Survey</b>	<b>15</b>	<b>7</b>	<b>1</b>
	E-mail survey, web page survey; considerations when choosing software and a survey host; guidelines for writing good survey questions; research survey ethics; Sampling Techniques for Internet Surveys; Mapping and Archiving Websites			

<b>UNIT- IV</b>	<b>Data Presentation</b>	<b>15</b>	<b>6</b>	<b>2</b>
	Tabulation and Graphic; Report Writing, Review of Literature, Bibliography; Research Publication and Presentation, Areas of Mass Communication Research: New Media Research, Media Effects Research.			

**PRACTICALS/ ASSIGNMENTS:**

- Prepare a Schedule on any topic assigned by the teacher.
- Perform Literature Review.
- Collect Data from 30 students on any given topic of Research.

**Suggested Readings:**

- 1 Research and development in Digital media, Rae Earnshaw, Springer
- 2 Research methodology, C. R. Kothari, New Age International (P) Ltd., New Delhi
- 3 The Handbook of Online and Social Media Research, Ray Poynter, A John Wiley and Sons, Ltd, Publication, London
- 4 अनुसन्धान परिचय, पारसनाथ राय, लक्ष्मी नारायण अग्रवाल एजुकेशनल पब्लिशर्स, इलाहबाद
- 5 अनुसंधान संदर्शिका, एस. पी. गुप्ता, शारदा पुस्तक भवन, इलाहबाद
- 6 अनुसन्धान विश्लेषण तथा सर्वेक्षण, जी. एल. श्रीवास्तव, शिवंक प्रकाशन, नई दिल्ली

## OJ 303

### Web Design and Development

<b>Course Objectives:</b>	
1.	To train the students in Website Designing
2.	To train the students in Website Development
3.	To impart knowledge about how to upload content
<b>Learning Outcomes</b>	
1.	Students would be able to create and design websites
2.	They will be able to develop websites
3.	Develop the skills of uploading content on website

<b>UNIT-I</b>	<b>Basic Concept</b>	<b>L</b>	<b>T</b>	<b>P</b>
	Deciding Subject and Topic; Aims and Objectives Identifying Target visitors ; Choosing Domain name and Web server ; Creating a layout Designing graphics for the web, web image types	15	5	2
<b>UNIT-II</b>	<b>Designing</b>			
	Basics of Designing ; Website Planning Home Page Layout ; Font Size and Font Face	15	6	2
<b>UNIT-III</b>	<b>Website Development</b>			
	Programming languages-HTML HTML document ; HTML coding Developing Interactive links and Pages Contemporary Practices	15	6	2
<b>UNIT-IV</b>	<b>Tags and Headlines</b>			
	Creating Text, Tables and Lists ; Hyperlinks Images and Multimedia Forms ; Saving the site, working on the web site ; Creating Titles for web pages Headings, Subtitles and Captions	15	4	3

**PRACTICALS/ ASSIGNMENTS:** Students will develop and design web pages will be asked to review designs of various websites

#### SUGGESTED READINGS

1. Web Design: A Beginner's Guide Second Edition, Wendy Willard, Tata Mc Graw Hill
2. New Communication Technologies, Michael M. Mirabito, : Application
3. Visual Communication on the Web, Xtine Burrough, Paul Martin Lester, Routledge, 2012
4. कॉमडेक्स मल्टीमीडिया और वेब डिजाइन किट, विकास गुप्ता, ड्रीमटेक प्रेस

## Paper 304: Social Media Advertising and Public Relations

### Course Objective:

- 1 To introduce the concept of Social Media Advertising and Public Relations.
- 2 To teach online corporate communication strategy
- 3 To make them familiar with popular social media ad platforms and campaigns

### Learning Outcomes:

- 1 Students will understand the concept of Social Media Advertising and Public Relations.
- 2 They will learn about online corporate communication strategy.
- 3 They will plan Ad and PR campaigns for social media platforms.

UNIT- I	Social Media Advertising	L	T	P
	Concept of Advertising, Types of Social Media Advertisements: Photo ad, Video ad, Carousel ad, stories ad, slideshow, messenger ad etc) Popular social media ad platforms, Ad Copywriting, Language and Creativity, Social media advertising strategy, cost and key factors, Social media analytics	15	07	
UNIT- II	Online Corporate Communication			
	Social media landscape, Corporate Identity and Brand Communication, Building corporate community, Crisis communication using social media	15	08	
UNIT- III	Social Media and PR			
	Concept of Public Relations, PR in Digital Era, Digital Publics, Digital Platforms, Benefits of Digital PR Social Media Release (SMR), Social Media Influencers	15		07
UNIT- IV	Campaign Planning			
	Social Media Ad campaign Plan, Message design strategy, PR campaign on social media, Political Advertising, Campaigning, deconstructing famous campaigns,	15		08

**PRACTICALS/ ASSIGNMENTS:** Ad creation for social media platforms, Writing Social Media Release, Design Social Media Campaign.

### Suggested Readings:

- 1 Public Relations and Social Web, Rob Brown, Kogan Page India.
- 2 The Big Connect: Politics in the age of Social Media, Shaili Chopra, Random House India
- 3 Corporate Communication; Jaishri Jethwaney, Oxford University Press
- 4 Ebrands; Phil Carpenter, Harvard Business School,US
- 5 Digital Marketing, Vandana Ahuja, Oxford University Press
- 6 The Zoya Factor, Anuja Chauhan, Harper Collins Publishers India
- 7 नया मीडिया और नये मुद्दे, सुधीश पचौरी, वाणी प्रकाशन, नई दिल्ली
- 8 सोशल मीडिया, योगेश पटेल, पुस्तक महल, नई दिल्ली



Anandam

**Third Semester: 2 Credits**

Healthy food habits: Traditional and Alternative food

Visit to old age home and orphanage

Anti-corruption campaign , Awareness about RTI

Media related activities—Positive news stories

घंटे	ग्रेड	घंटे	ग्रेड	घंटे	ग्रेड	घंटे	ग्रेड
> 50	O	46-50	A+	41-45	A	36-40	B
31-55	B	26-30	C	21-25	P	< - 20	F

## OJ 401 Laws and Ethics (Online)

### Course Objectives:

- 1 To provide a broad knowledge of Press Freedom, Online Laws and Internet Ethics
- 2 To impart information about types of cybercrimes and various legal provisions
- 3 To let students understand about important court cases related to online defamation and Internet suspension

### Learning Outcomes:

- 1 After successful completion of the course students will have conceptual understanding of Laws and Ethics
- 2 Will be able to understand legal provisions to deal with cybercrimes
- 3 Will have knowledge of important court cases

UNIT-I	Constitutional and Legal Provisions	L	T	P
	Freedom of Speech and Expression Freedom of Speech via Internet ; Cyber Laws, IT Act 2000 and Amendments ; Intermediary Guidelines and Digital Media Ethics, Rules 2021 ; Intellectual Property Rights, Copyright Press and Periodicals Registration Bill-2022 Invasion of Privacy, Defamation and Contempt of Court; RTI	15	07	
UNIT- II	Cyber Crime			
	Understanding Cyber Crime; Hacking, Email Spoofing, Email Bombing ; Cyberbullying, Sexting, Cyberstalking, Phishing Internet fraud ; Issues and challenges: Piracy, Plagiarism, Digital Heritage and Right to Forget; Cyber-conflict and Security	15	08	
UNIT- III	Internet Ethics			
	The Internet and the Public Sphere ; Online Media Ethics: Concept and Issues ; Guidelines and Code of Conduct Online Porn and Protection	15		07
UNIT- IV	Important Cases and Issues			
	Internet Suspension, Issue of Message Interception Temporary suspension of Telecom Services Notification, 2017 Tracking Digital Footprint, Pegasus Spyware ; Important court cases related to Internet ; Important court cases related to Internet suspension, freedom of expression and Defamation related to Online content ; Ownership and Control over Information Issue of Social Media Regulation	15		08

PRACTICALS/ ASSIGNMENTS: Students will prepare a presentation on important court cases.

### Suggested Readings:

- 1 Online Journalism Ethics, Traditions and Transitions, Cecillia Friend and Jane B. Singer, Prentice-Hall of India Pvt.Ltd
- 2 भारत में जनसंचार, केवल जे कुमार, जैको पब्लिकेशन्स, नई दिल्ली
- 3 India Misinformed, The true Story, Pratik Sinha, Shaikh and Siddharth
- 4 India Social, How Social Media is leading the charge and Changing India, Ankit Lal, Hachette India, Gurugram
- 5 Journalism through RTI: Information Investigation Impact, Shyam Lal Yadav, Sage Publication India

## **PR 402 Dissertation/ Features/Campaign Planning (200 marks)**

**Dissertation/Features/Campaign=150**

**Viva Voce=50**

To develop research acumen among students they will be asked to prepare dissertation under the supervision of a faculty member or they will do a project in which they will prepare Five Online Features /Five Photo Essays/ Social media campaign on any relevant topic. The Dissertation and produced work should be original and duly certified by the students.

# OJ 403 Digital and Social Media Marketing

## Course Objectives:

- 1 To provide knowledge about Digital Marketing strategies
- 2 To let students, understand the dynamics of Mobile/Digital Advertising
- 3 To train students in developing and promoting social media presence

## Learning Outcomes:

- 1 Students will be able to develop skills in Digital Strategies
- 2 Students will be able to understand the dynamics of Mobile Advertising
- 3 Students will be able to develop and promote social media presence

UNIT-I	Introduction to Digital Strategies	L	T	P
	Understanding Digital and Social Media Marketing Strategy, Tools for Digital and Social Media Marketing, Aligning strategy with Clients, Creating Content and Attaining your Objectives, Digital Media and Elections	15	07	
UNIT- II	Social Media Presence			
	Developing an Effective Digital and Social Media Presence, Brand and Image Building, Politicians and Social Media Owned, Paid and Earned Content, Use of AIDA Model for Content Creation	15	08	
UNIT- III	Digital Tools			
	Search Engine Optimisation, Importance of Search Engines, Business Models of Search Engines, Strategic Keyword Research, Measuring Brand Awareness, Paid Search Marketing	15		07
UNIT- IV	Mobile Advertising			
	Introducing Mobile Marketing, Understanding Mobile Consumer Behaviour, Mobile Advertising and Promotions, M-Commerce, Responsive Mobile Websites and Applications	15		08

PRACTICALS/ ASSIGNMENTS: Students will devise online marketing strategy for any product/service.

## Suggested Readings:

- 1 Digital Marketing; Vandana Ahuja , Oxford University Press, New Delhi
- 2 Marketing 4.0: Moving from Traditional to Digital; Philip Kotler, Hermawan Kartajaya and Iwan Setiawan, John Wiley and Sons, Inc., Hoboken, New Jersey
- 3 When India Votes: The Dynamics of Successful Election Campaigning; Jaishri Jethwaney and

Samir Kapur, Rupa Publication, New Delhi

- 4 Understanding New Media; Eugenia Siapera, Sage, London.
- 5 Indian Media Business; Vanita Kohli Khandekar, Sage India, New Delhi
- 6 भारतीय मीडिया व्यवसाय, वनिता कोहली खांडेकर, सेज इंडिया, नई दिल्ली (अनुवाद)
- 7 सोशलमीडिया, योगेशपटेल, पुस्तकमहल, नई दिल्ली
- 8 जनसंपर्क, विज्ञापन और प्रसारमाध्यम, एनसीपंत, वाणी प्रकाशन, नई दिल्ली

Anandam

**Fourth Semester: 2 Credits**

Engagement with NGOs and Self- help groups

Understanding CSR camps

Promotion of Book reading and art appreciation

Media related activities—Positive news stories

घंटे	ग्रेड	घंटे	ग्रेड	घंटे	ग्रेड	घंटे	ग्रेड
> 50	O	46-50	A+	41-45	A	36-40	B
31-55	B	26-30	C	21-25	P	< - 20	F

## OPEN ELECTIVE PAPERS

### OE1- Media Economy and Business

#### Course Objectives

- 1 To introduce the concept of media economy to the students.
- 2 To teach the various aspects of Indian media business.
- 3 To make them understand the business models of various media such as print, electronic and digital media.

#### Learning Outcomes

- 1 Students will learn the concept of media economy.
- 2 They will understand the different aspects of Indian media business.
- 3 It will develop their understanding regarding business patterns of different media houses.

		L	T	P
<b>UNIT- I</b>	<b>Print Media Business</b>	15	6	1
	Indian Media Industry, News and Non-News Media, Cross Media Ownership, Indian Media towards Business, Impact of Economic Liberalization, Print Media (Large, Medium and Small), FDI Issues, Business matrix- Circulation, Readership, Advertisement, Subscription, Production, Newsprint, Impact of Digital Media.			
<b>UNIT- II</b>	<b>Television Business</b>	15	7	1
	Television Industry in India, Post DD era, Cable TV (LCO & MSO), DTH, Impact of Digitization (Internet TV, Mobile TV), Regulatory Issues and TRAI, Business Metrics- Subscription, Advertisements, Rating, FDI in TV, Foreign Players, Paid News and Content Regulation in TV.			
<b>UNIT- III</b>	<b>Radio Business</b>	15	6	2
	Evolution and growth of Radio, Beyond AIR, Rebirth of Radio as FM Radio, Internet Radio, Satellite Radio, Community Radio, Economics of Radio, Cost, Revenue- Advertisements and Sponsorship, Regulation Issues.			
<b>UNIT- IV</b>	<b>Digital Media Business</b>	15	4	3
	Evolution of Digital Media, Digital Media Platforms, Media Convergence, Offline Media and Online Media, Forms of Digital Media (Owned, Paid and Earned), Digital Media Metrics (Page, Hits, Page impressions and Clicks), Revenue Metrics, Subscription			

PRACTICALS/ ASSIGNMENTS: Presentations and Case Study

**Suggested Readings:**

- 1 India's Newspaper Revolution: Capitalism, Politics and Indian-Language Press, 1977-1999; Robin Jeffrey, Hurst & Company, London
- 2 India Connected: Mapping the Impact of New Media ; Sunetra Sen Narayanan, Sage India, New Delhi
- 3 India's Communication Revolution: Bullock Cart to Cyber Mart; Evertt M. Rogers and Arvind Singhal, Sage Publication
- 4 The Indian Media Economy (Edited); Adrian, Athique, Vibodh Parthasarathi and S.V. Srinivas, Oxford University Press
- 5 KPMG Media Report, Technology, Media and Telecom KPMG India
- 5 भारतीय मीडिया व्यवसाय, वनिता कोहली खांडेकर,
- 6 भारतीय इलेक्ट्रॉनिक मीडिया, देवव्रत सिंह, प्रभात प्रकाशन, नई दिल्ली
- 7 मंडी में मीडिया, विनीत कुमार वाणी प्रकाशन, नई दिल्ली ।
- 8 इंडिया कनेक्टेड :न्यू मीडिया के प्रभावों का अध्ययन सुनेत्र सेन नारायणशालिनी नारायण, सेज बुक्स



## OE-2: Financial Journalism

### Course Objectives

1. To introduce the concept of business reporting to the students.
2. To teach the various aspects of Indian Economy.
3. To make them understand the financial journalism.

### Learning Outcomes

1. Students will learn the concept of business reporting.
2. They will understand the different aspects of Indian business.
3. It will develop their understanding regarding financial journalism.

UNIT- I	Indian Economy	L	T	P
	Indian Economy, Budget, GDP, Physical Deficit, Trade Deficit, Export, Import, Direct Tax, Indirect Tax, Custom Duty, Excise Duty, Forex reserve, DTC, GST, CBDT, CBEC, FDI, FII and FIPB . Service sector, Manufacturing and Agriculture, Budget	15	6	1
UNIT- II	Financial Market			
	RBI, Repo rate, Reverse Repo Rate, CRR, Bank rate, Inflation , IRDA, PFRDA, TRAI, SEBI and role, Global Market, WTO, World Bank, IMF, South Asia and Business Relations, BSE, NSE and their Benchmark Index IPO, FPO, Listing of Company, Share Trading Mutual Funds, Types and Investment Sectors and Sectoral Index, Commodity exchange and FMC	15	7	1
UNIT- III	Financial/Business Journalism-I			
	Financial Journalist, responsibility, New Debate, News and Share Market, Decoding Balance Sheets, Market Abuse and Media, Panic and Rumour, Ethics and Financial Journalism, Corporate Laws	15	6	2
UNIT- IV	Financial/Business Journalism-II			
	Business Reporting and Indian Media, Newspapers and TV Channels, Business Reporting and Public Relations, Issue of Ethics Financial Newspapers, Business News Channels, B2B Web Portals. Globalization and Business News	15	4	3

PRACTICALS/ ASSIGNMENTS: Making reports on working of share markets.

### Suggested Readings:

- 1 Business Journalism: How to Report on Business and Economics, Keith Hayes, Apress, New York City.
- 2 Business Journalism: A Critical Political Economy Approach, Ibrahim Seaga Shaw, Routledge India.
- 3 कॉर्पोरेट पंचतंत्र आलोक पुराणिक, प्रकाशक अपर्णा पुराणिक, गाजियाबाद, उत्तर प्रदेश ,
- 4 भारतीय अर्थव्यवस्था भरत झुंझुनवाला, राजपाल एंड संस, नई दिल्ली। ,
- 5 आर्थिक पत्रकारिताहिमांशु शेखर, डायमंड पॉकेट बुक, नई दिल्ली ,

## OE-3 Photojournalism

### Course Objectives:

2. Make them familiar with various basics of Photography
3. To introduce the students to technical aspects of the Photography, cameras lens and lighting
4. To introduce the students to various genres of Photography
5. A comprehensive practical work will be done by students which will give them in-depth knowledge of the subject.

### Learning Outcomes:

1. Exercise and practice photography techniques and skills
2. Demonstrate a broad knowledge of Digital Photography
3. Student will be able to understand the technical aspect of Photography
4. Work effectively in the current photography practices

UNIT- I	Basics of Photography	L	T	P
	Brief history of photography, Photography-elements, principles and rules of composition, Exposure and white balance. Types of photographic cameras and their structure ,Lenses: types and their perspective Camera movements: shots and angles, Digital Photography	15	07	
UNIT- II	Different types of Photography			
	Photo essay, Portrait, Landscape, Wildlife, Environment, Disasters Photography, Photography for Advertising, Sports, Conflicts, War, Political and Social Photography. Food, Fashion and Industrial Photography	15	08	
UNIT- III	Techniques of Photography			
	Photographic techniques-blur, freeze, panning, Selective focusing, Frame within frame, Zooming, Multi Exposure, long Exposure, Panorama. Fill in flash, flash away from camera, Candid Photography, Mobile Photography	15		07
UNIT- IV	Photojournalism			
	Planning for News Photography ; Photo Feature, Essential Qualities of a Photojournalist ; Principles of Photojournalism ; Photo Editing & Photo Caption, Ethical Considerations for Photojournalism	15		08

### PRACTICALS/ ASSIGNMENTS:

Students will be asked to make Photo Essay, Photo feature, *Portrait and Landscape Photography*.

**Suggested Readings:**

- 1 Photojournalism: The Professionals' Approach Kenneth Kobre,; Focal Press, Waltham, Massachusetts
- 2 Practical Photojournalism P Martin Keene,; Focal Press, Waltham, Massachusetts
- 3 Rajasthan: India's Enchanted Land; Raghubir Singh, Thames and Hudson, London
- 4 My Land and Its People; Raghu Rai, Vadhera Art Gallery, New Delhi
- 5 Understanding Photojournalism; Jennifer Good and Paul Lowe, Bloomsbury, London
- 6 प्रकाश लेखन; गुलाब कोठारी, पत्रिका प्रकाशन, जयपुर
- 7 प्रायोगिक फोटोग्राफी; ओ पी शर्मा, हिन्द पॉकेट बुक, नई दिल्ली
- 8 फोटो पत्रकारिता के मूल तत्व; शशिप्रभा वर्मा, कनिष्का पब्लिशर्स, नई दिल्ली
- 9 फोटो पत्रकारिता; नवल जायसवाल, सामयिक प्रकाशन, नई दिल्ली
- 10 डिजिटल फोटोग्राफी एक परिचय रायज हसन, ; ईएन प्रकाशन
- 11 फोटोग्राफी तकनीक एवं प्रयोग; नरेंद्र यादव, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर

## OE-4 Elections & Digital Media

### Course Objectives

- 1.The course will introduce 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.

### Learning Outcomes

- 1.Students will understand the institutional framework of elections.
2. Students will know demography, issues and finances for an election.
3. Students will be able to understand the dynamics of elections

Course mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO 015
LO1															
LO2															
LO3															

**3-High, 2- Significant, 1- Low**

- |  |                                    |                               |
|--|------------------------------------|-------------------------------|
| 1. Disciplinary Knowledge;                 | 2. Communication Skills;           | 3. Critical Thinking;         |
| 4. Problem Solving;                        | 5. Analytical Reasoning;           | 6. Research related skills;   |
| 7. Cooperation/Team Work;                  | 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         |

		L	T	P
<b>UNIT- I</b>	<b>Understanding Elections</b>	16	4	4
	Election Commission, Representation of People's Act, Model code of conduct; Data available on the EC site. Day to day dealings of a candidate with the ECI.			

	<p>Institutions for which elections are held: Lok Sabha, Vidhan Sabha, Panchayats and Urban local bodies. Indirect elections for Rajya Sabha and Vidhan Parishads. The procedure of elections.</p> <p>State of parties: Organisational structure of the parties, their role in the campaigning and financing, the candidate and his appeal: factors and facts.</p> <p>Manifesto: The preparation, Promises and sanctity. Anti defection law, its spirit, mandate, moral and ethical questions.</p> <p>Contesting as an independent candidate.</p>			
	<b>Digital Strategies</b>	15	8	
<b>UNIT- II</b>	<p>Shaping &amp; Moulding public opinion on Social Media: Branding of candidate, party, regional and national leaders. Important factors and issues. Social Media promotion: Engagement with workers and voters. Virtual Rallies, Planned Interviews and Panel Discussions</p> <p>Social Media platforms and IT Cells of Parties and individuals.</p> <p>Financing election: Sources and Donations, Acts that govern them. Canvassing for self candidature.</p> <p>Determining aims and objectives</p> <p>Campaign logistics: Tools to reach out to the people, digital campaigns, logistics, expenditure on logistics, booth level management.</p> <p>Impact of various factors and Popular Practices in Election Campaigning</p>			
	<b>Crisis Communication and Social Media</b>			
<b>UNIT- III</b>	<p>Understanding crisis situations, Designing strategies to cope with uncertainty. BTL and PR Practices, Using Crisis as an opportunity to build trusts.</p> <p>Role of Social Media Posts and Tweets in handling crisis situations</p>	14	5	2
	<b>Psephology: Concept &amp; Practice</b>			
<b>UNIT- IV</b>	<p>Importance of digital Data in Psephology</p> <p>Exit Polls and Surveys</p>	14	5	2

	<p>Collection and Analysing Data</p> <p>Questionnaire Design (Different kinds of questionnaire for different purposes—Candidate selection, Shaping the Campaign Strategy, Assessing strength and weakness of Party etc.)</p> <p>Doing survey in constituencies</p> <p>Sampling techniques</p> <p>Field work and Data Collection technique</p> <p>Data Analysis—Making sense of Data.</p> <p>Making estimates of votes—Vote forecast.</p>			
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**PRACTICALS/ ASSIGNMENTS:**

1. Carrying out a survey, analyzing 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, SuhasPalshukar, 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 : Every thing you need to know, Robin Age, Harper Collins

## OE- 5 Traditional Folk Media and Alternative Media

### Learning Objectives:

- 1 To study and understand various forms of Traditional and Folk Media.
- 2 To explain students about forms and popular practices of Folk culture in Rajasthan.
- 3 To understand the role and relevance of folk and alternative media in social development.

### Learning Outcomes:

- 1 Students will learn about different forms of Folk and Alternative media.
- 2 They will develop an understanding about folk practices of Rajasthan.
- 3 They will study the importance and role of folk media in social development.

	L	T	P
<b>Unit I: Traditional Folk Media - Concept and Forms</b>			
Traditional Folk Media – meaning, characteristics, its difference from Mass Media. Different forms of Folk Media: Tamasha, Pawada, Keertana, Yakshagana, Nautanki, Jatra, Bhavai, Ramlila and Raslila, Puppetry forms in different states- Orissa, Karnataka, Tamil Nadu, Rajasthan and West Bengal, Traditional Media in India: Regional diversity, relevance, future.			
<b>Unit II: Traditional Folk Media and Social Development</b>			
Role of Traditional Folk Media in social change; challenges and threats to folk media. Strengthening folk media- means and ways, Scope of using Traditional Folk Media in Rajasthan, traditional folk media in socio- economic development, traditional folk media and health awareness.			
<b>Unit III: Alternative Media</b>			
Community Radio, Neighbourhood newspapers, wall newspapers, graffiti, bulletin boards.			
Social Media and citizen journalism: role of blogging in alternative journalism. Social messaging and journalism.			
<b>Unit IV: Popular Folk Music and Dance of Rajasthan</b>			
Traditional Folk Dance Forms of Rajasthan - Ghoomar, Bhavai Dance, Kalbelia, Chari, Kachhi Ghodi, Terah Taal, Gair, Fire dance, Traditional Folk Music of Rajasthan- Pabuji Ki Phad, Maand, Panihari. Folk Musical Instruments in Rajasthan - Stringed Instruments (Ektara, Morchang, Sarangi, Rawanhattha, and Kamayacha.), Percussion Instruments (Nagaras, Dhols, and Damrus in all sizes and shapes.), Flutes and Bag Pipes ( Poongi, Algoza, Tarpi, Been, Bankia, and Shehnai.), Traditional Instruments (Baara, Jantar, Ghorolio, Thali, Garasiyas, Jaltall, etc are the different types of musical instruments which were the reason behind for the charm and glory of Folk music and dance.)			

### Suggested Readings:

1. Folk Media for Development, Dr. N. Usha Rani
2. Traditional Folk Media In India : Practice & Relevance, Dr. Raghvendra Mishra
3. Traditional Folk Songs, Shyam Parmar
4. Folk Arts and Social Communication, Durgadas Mukhopadhyaya
5. Folk Media & Communication, H.K. Ranganath