MA - Mass Communication & Journalism

Program Structure & Syllabus w.e.f the academic year 2022-2023

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Department of Mass Communication & Journalism

School of Media Studies

Central University of Karnataka

Kadaganchi, Aland Road,

Kalaburagi - 585 367

Department of Mass Communication & Journalism

Vision Statement:

To emerge as a centre of excellence in developing responsible media professionals and academicians with universal values and contributing to new knowledge and techniques in the field of Media and Communication through extensive research and collaboration with other reputed institutions in India and Abroad.

Mission Statements:

1. To provide quality higher education in media and communication through Post-Graduate & Doctoral Level Programmes.

2. To develop the culture of research, strengthen and expand knowledge in the field of media and communication.

3. To collaborate with leading media institutions and organizations in India and abroad in order to achieve excellence in research and training of professional practices.

4. To make significant contributions by developing media and communication professionals with societal values and professional ethics.

Name of the Academic Program: MA in Mass Communication & Journalism

Qualification Descriptors (QDs)

QD-1

Demonstrate comprehensive knowledge in areas related to Print & Broadcast Journalism, Advertising & Public Relations, Media & Communication Research, Audio Visual Production, Media Laws & Ethics, Graphic Design, Communication for Development, Digital and New Media Technologies and other such emerging areas.

QD-2

Use systematic and extensive knowledge in the field of Media and Communication as a whole and its applications and link to interdisciplinary areas of study incorporating a critical understanding of the established theories, models and concepts, and several advanced and emerging issues in the field of Media and Communication.

QD-3

Demonstrate skills in identifying problems and issues pertaining to the field of media and communication and collect relevant quantitative and/or qualitative data and further evaluate using scientific methodologies as appropriate to the subject(s) for formulating evidence-based solutions, interpretations and arguments.

QD-4

Develop technical, professional and communication skills with societal values and professional ethics in disseminating contemporary issues, ideas, problems & solutions pertaining to the field of Journalism and Mass Communication.

QD-5

Develop a critical understanding of the current developments, and an ability to use established techniques of analysis and enquiry within the area of Mass Communication & Journalism and apply one's disciplinary knowledge to seek solutions to real-life problems including those related to new frontiers of knowledge and also addressing one's own learning needs relating to current and emerging areas of study.

QD-6

Apply knowledge and transferable skills in the fields of Print & Broadcast Journalism, Advertising & Public Relations, Audio Visual Production, Graphic Design, Communication for Development, Digital and New Media Technologies that are relevant in job trades and employment opportunities in Print & Electronic Media Houses, Advertising Agencies, Non-Governmental Organisations and develop entrepreneurship.

Mapping Qualification Descriptors (QDs) with Mission Statements (MS)

	MS-1	MS-2	MS-3	MS-4
QD-1	3	2	2	2
QD-2	3	3	2	2
QD-3	3	3	3	2
QD-4	3	2	2	3
QD-5	3	3	3	3
QD-6	3	2	3	3

'3' in the box for 'High-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Program Learning Outcomes (PLOs)

After completion of M.A in Mass Communication & Journalism, the students will be able to:

PLO-1   Demonstrate comprehensive knowledge and skills in Journalism and Mass Communication and related study areas.

PLO-2   Apply the knowledge and skills related to print, electronic and digital media and analyse their impact.

PLO-3   Demonstrate the competencies and skills to undertake professional jobs as per the demands and requirements of the media industry.

PLO-4   Express thoughts and ideas effectively and communicate with others using appropriate media in a clear and concise manner to different groups.

PLO - 5   Demonstrate ability to work effectively with diverse teams, facilitate cooperative or coordinated effort on the part of a group in the interests of a common cause.

PLO - 6   Demonstrate capability to formulate an inspiring vision, build a team who can help achieve the vision and inspire team members to engage with that vision, and use management skills to guide the team to the right destination.

PLO - 7   Demonstrate capability to use ICT in a variety of learning situations and ability to access, evaluate, and use a variety of relevant information sources and appropriate software and other tools for analysis

PLO - 8   Demonstrate professional ethics as media professionals and entrepreneurs

adhering to gender-sensitivity, human and cultural values.

PLO-9   Demonstrate the ability to identify and analyse critically societal problems and issues and seek solutions to real-life problems and also the ability to acquire new knowledge and skills by self-learning throughout life

PLO - 10   Demonstrate the competencies and skills to conduct independent research and investigations and bring out innovations in the field of Journalism and Mass Communication

Mapping of Program Learning Outcomes (PLOs) with Qualification Descriptors (QDs)

	QD-1	QD-2	QD-3	QD-4	QD-5	QD-6
PLO-1	3	3	3	2	1	2
PLO-2	3	2	1	2	1	2
PLO-3	3	1	1	3	2	3
PLO-4	2	2	1	3	2	2
PLO-5	1	1	1	2	3	2
PLO-6	1	1	1	1	2	1
PLO-7	1	1	1	3	1	2
PLO-8	1	1	1	1	2	2
PLO-9	1	3	3	1	3	2
PLO-10	1	2	3	2	3	3

'3' in the box for 'High-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Program Structure

Course Code.	Course Title	Credits	Weekly Hours				Scheme of Evaluation		
			L	T	P	TH	IE	ESE	Total
PJMTC11001	History and Development of Mass Media	4	3	1	0	4	40	60	100
PJMTC11002	Communication Theories and Models	4	3	1	0	4	40	60	100
PJMCC11003	Reporting and Editing Practices	4	2	0	4	6	40	60	100
PJMCA11101	Art of Photography	4	2	0	4	6	40	60	100
PJMCD11201	Writing for Media* (OR)	3	0	0	6	6	30	45	75
PJMCD11202	Designing for Print Media*								
GE-1	Generic Elective #	3	2	1	0	3	30	45	75
	Total:	22	12	3	14	29			

L= Lecture, T= Tutorial, P= Practical, TH - Total Hours, IE = Internal Exam, ESE= End Semester Exam

* Currently the department offers 2 discipline specific elective (DSE) courses. More courses will be added in the coming academic year.

 # Generic Elective are chosen by students based on course of their interest offered in other departments

Semester – II

Course Code	Course Title	Credits	Weekly Hours				Scheme of Evaluation		
			L	T	P	TH	IE	ES	Total
PJMCC21004	Media & Communication Research	4	3	0	2	5	40	60	100
PJMCC21005	Development Communication	4	3	0	2	5	40	60	100
PJMCC21006	Advertising Theory & Practice	4	3	0	2	5	40	60	100
PJMPA21102	Radio Production**	2	0	0	4	4	20	30	50
PJMPA21103	Television Production **	2	0	0	4	4	20	30	50
PJMTD21203	Media Culture & Society* (OR)	3	2	1	0	3	30	45	75
PJMTD20204	Media and Emerging Technologies*								
GE-2	Generic Elective #	3	2	1	0	3	30	45	75
	Total:	**22**	**14**	**1**	**14**	**29**			

L= Lecture, T= Tutorial, P= Practical, TH - Total Hours, IE = Internal Exam, ESE= End Semester Exam

* Currently the department offers 2 discipline specific elective (DSE) courses. More courses will be added in the coming academic year.

** Industrial visit and exposure

 # Generic Elective are chosen by students based on course of their interest offered in other departments

Semester-III

Course Code	Course Title	Credits	Weekly Hours				Scheme of Evaluation		
			L	T	P	TH	IE	ES	Total
PJMTC31007	Film Appreciation	4	3	1	0	4	40	60	100
PJMTC31008	Media Laws & Ethics	4	3	1	0	4	40	60	100
PJMTC30009	Public Relations	3	2	1	0	3	30	45	75
PJMFA30104	Community Media <>	3	1	0	4	5	30	45	75
PJMRA30105	Research Project	2	0	0	4	4	20	30	50
PJMTD30205	Visual Analysis Techniques (OR)	3	2	1	0	3	30	45	75
PJMTD30206	Digital Media: Theory and Practice								
PJMPD30207	Short Film Making (OR)	3	0	0	6	6	30	45	75
PJMPD30208	Video Editing								
	Total:	22	11	4	14	29			

L= Lecture, T= Tutorial, P= Practical, TH - Total Hours, IE = Internal Exam, ESE= End Semester Exam

<> Field visit and exposure/Two weeks supervised practicum

Semester – IV

Course Code	Course Title	Credits	Weekly Hours				Scheme of Evaluation		
			L	T	P	TH	IE	ES	Total
PJMTC40010	Media Management and Sustainability	4	3	1	0	4	40	60	100
PJMTC40011	Science and Health Communication	4	3	1	0	4	40	60	100
PJMRA40106	Dissertation	4	0	0	8	8	40	60	100
PJMPA40107	Production	4	0	0	8	8	40	60	100
PJMIA40108	Internship	6	0	0	12	12	60	90	150
	Total:	22	6	2	28	36	-	-	-

L= Lecture, T= Tutorial, P= Practical, TH - Total Hours, IE = Internal Exam, ESE= End Semester Exam

Total Credits = 88

SEMESTER I

Semester - I

Course Code.	Course Title	Credits	Weekly Hours				Scheme of Evaluation		
			L	T	P	TH	IE	ESE	Total
PJMTC11001	History and Development of Mass Media	4	3	1	0	4	40	60	100
PJMTC11002	Communication Theories and Models	4	3	1	0	4	40	60	100
PJMCC11003	Reporting and Editing Practices	4	2	0	4	6	40	60	100
PJMCA11101	Art of Photography	4	2	0	4	6	40	60	100
PJMCD11201	Writing for Media* (OR)	3	0	0	6	6	30	45	75
PJMCD11202	Designing for Print Media*								
GE-1	Generic Elective #	3	2	1	0	3	30	45	75
	Total:	22	12	3	14	29			

L= Lecture, T= Tutorial, P= Practical, TH - Total Hours, IE = Internal Exam, ESE= End Semester Exam

* Currently the department offers 2 discipline specific elective (DSE) courses. More courses will be added in the coming academic year.

 # Generic Elective are chosen by students based on course of their interest offered in other departments

History and Development of Mass Media

Course Code: PJMTC11001
Credits: 4 / Hours: 4 (3L + 1T)

Course Learning Outcomes

After successfully completing this course, students will be able to:

CLO-1: Describe the growth and development of various forms of media.
CLO-2: Compare the status of press during pre-independence and post-independence periods.
CLO-3: Distinguish between the functions of private FM Radio and AIR.
CLO-4: Summarize the development of television in India.
CLO-5: Identify the recent developments in Digital media.

Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO1	3	3	-	-	1	-	3	3	3	-
CLO2	3	3	-	-	-	-	3	3	3	-
CLO3	3	2	3	3	-	-	3	-	-	-
CLO4	3	2	-	-	-	-	-	-	-	-
CLO5	3	2	2	3	-	-	3	-	-	-

'3' in the box for 'High-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping

Detailed Syllabus

Unit I

Development of Press: World and India; Evolution of Printing: Advent of Printing, Gutenberg's achievement, First newspapers. Role of press in freedom movement: newspapers, magazines. Journalism and Democracy: Concepts of Fourth Estate.

Unit II

Origins of Radio: Marconi, Early Days of Broadcasting, Development of Broadcasting in India, Radio Act 1927, Broadcasting Policy, Growth of Public and Private Radio, Digital Radio.

Unit III

Evolution of TV Broadcasting: Origin and Development of Television, Growth and Development Television in India, Development of Private Television Channels, Cable TV, DTH and Its Impact on Society.

Unit IV

Evolution of Films: World and India. Computers mediated communication: Evolution of the internet, Digital media Literacy, Web 2.0, Information Communication Technology, Trends and Technology in Digital Media, Social Media and OTT Platforms, Online News media, Data Journalism and Consumer Generated Contents.

References:

1. Vilanilam, J. V. (2011). *Growth and Development of Mass Communication in India*. National Book Trust.

2. Hassan, Seema. (2019). *Mass Communication: Principles and Concepts (Second edition)*. CBS Publishers.

3. Kumar, K. J. (2012). *Mass Communication in India (Fourth Edition).* Jaico Publishing House.

4. Sharma, K. C. (2007). *Journalism in India: History, Growth, Development*. Regal Publications.

5. Smith, Anthony. (1979). *The Newspaper: An International History*. Thames and Hudson.

Communication Theories and Models

Course Code: PJMTC11002
Credits: 4 / Hours: 4 (3L + 1T)

Course Learning Outcomes

After successfully completing this course, students will be able to:

CLO 1. Define and describe the nature, levels and functions of communication.
CLO 2. Discuss key development of the models of communication and evaluate their role in understanding communication.
CLO 3. Examine the role of the mass media in society
CLO 4. Critique the different approaches to media analysis.

Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO1	3	2	-	-	1	-	-	-	2	-
CLO2	3	2	-	-	-	-	-	-	-	-
CLO3	3	2	3	3	-	-	1	1	-	-
CLO4	3	2	-	3	3	-	-	-	3	-

'3' in the box for 'High-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping

Detailed Syllabus

Unit I
Communication: Definition, Nature and Scope of Communication, Sociological and Psychological aspects of communication and media, Levels of Communication. Types of Communication: Intra-personal, Interpersonal, Group and Mass Communication. News, Public Opinion and Political Communication.

Unit II
Communication Models: Agenda setting theory and Limited effects theory, One step, Two step, Multi step flow of Information, Persuasion theories, Mass Media and Society, Mass Culture.

Communication Models. Approaches to media analysis: Modernism and Post-modernism, Feminist reception studies, Framing and frame analysis.

Unit III

Communication Theories: Cognitive Dissonance, Normative Theories, Selective Exposure, Perception and Retention, Uses and Gratification Approach, Cultivation Approach, Social Learning Theory, Media System Dependency Theory.

Unit IV

Critical and Cultural Theories: Critical Theory, Cultural Theory, Marxist and Neo-Marxist Approaches, Frankfurt School, Textual Analysis, Symbolic Interaction, Popular Culture, Media as Culture industries. Media intrusion, Globalisation and media. Media literacy movement. New Media.

Text Book:

1. Baran, S. J., & Davis, D. K. (2010). *Mass communication theory: Foundations, ferment, and future*. Belmont, Calif: Wadsworth Pub. Co.

References:

2. McQuail's, Denis, (2010). *Mass Communication Theory*. New Delhi, India: Sage Publication.
3. Werner Severin J and James W Tankard Jr., (2000). *Communication Theories, Origins, Methods, Uses*. NY, USA: Longman Publications
4. McQuail, Denis, and Windall, S.V., (1993). *Communication Models for the Study of Mass Communication*. NY, USA: Routledge.
5. Kumar, K. J. (1994). *Mass Communication in India*. Mumbai: Jaico Publishing House.

Reporting and Editing Practices

Course Code: PJMCC11003
Credits: 4 / Hours: 6 (2L + 4P)

Course Learning Outcomes

After successfully completing this course, students will be able to:

CLO 1: Explain the basic concepts and nature of Journalism, the different agencies and institutions of press in shaping communications.
CLO 2: Analyse the contemporary media issues and scenarios.
CLO 3: Identify types of reporting and demonstrate news reporting skills.
CLO 4: Devise news editing process and designing styles in print media.
CLO 5: Produce dummy newspapers and newsletter and thus develop employability skill.

Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO1	2	2	1	2	2	-	2	2	3	2
CLO2	2	2	2	1	-	-	-	1	2	1
CLO3	2	2	3	2	-	-	2	2	2	1
CLO4	2	2	2	3	-	-	3	-	-	-
CLO5	1	2	1	1	-	-	2	-	-	1

'3' in the box for 'High-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Detailed Syllabus

Unit I

News: Concept, Nature, Scope and Function of Journalism. Structure of News: Values, News Beats, Headlines, Types of Leads, Reporting, Interview Skills. Role of Journalism in Society. Yellow Journalism. Citizen Journalism. Infodemic and Convergence.

Unit II

Structure of News Organization: News desk, Set-up. Editor: Executive Editor, Chief Editor, Sub-editor, Resident Editor, Chief Reporter, Reporter, Special Correspondents, Photojournalist. Sources of News: News Agency. Readership and Circulation.

Unit III

Editing Process: Basic Principles of Editing. News Evaluation, Detecting and Correcting Errors, Reading Proofs, Style Sheet, Editing News Copy with Symbols. Visual Element: Photo Editing, Caption, Headlines and its Importance.

Unit IV

Print Production: Principles of Graphics and its Importance, Typography, Newsletter Production, Preparing Dummy Newspapers, Different Newspaper Sizes, Relevant Software, Newspaper Printing Methods. News Portals and Online Editions.

Books:

1. Hasan, Seema (2019). *Mass Communication: Principles And Concepts.* 2E Cbs.
2. Aggarwal, V. B. & Gupta, V.S. (2001). *Handbook of Journalism and Mass Communication*. Concept Publishing Company.

References:

1. Roy, Barun (2013). *Beginner's Guide to Journalism & Mass Communication;* V. S Publisher.
2. Spark, David and Harris, Geoffrey (2011). *Practical Newspaper Reporting.* Sage Publication.
3. Frost, Chris (2010). *Reporting for Journalists.* Routledge.
4. Saxena, Ambrish (2007). *Fundamentals of reporting & editing.* Kanishka Publishers.

Art of Photography

Course Code: PJMCA11101
Credits: 4 / Hours: 6 Hrs. (2 L + 4 P)

Course Learning Outcomes

After successfully completing this course, students will be able to:

CLO 1.   Define the basic photographic principles and techniques.
CLO 2.   Demonstrate the operations characteristics of the DSLR Camera.
CLO 3.   Apply various composing elements and guidelines.
CLO 4.   Analyze the various lighting techniques used in photography
CLO 5.   Develop individual portfolios on the various specializations in photography.

Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO1	2	3	3	1	-	-	2	-	-	-
CLO2	2	3	3	1	-	-	3	-	-	-
CLO3	2	2	3	1	-	-	2	-	-	-
CLO4	2	3	3	1	-	-	3	-	-	-
CLO5	2	3	3	3	3	2	3	1	-	1

'3' in the box for 'High-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Detailed Syllabus

Unit I

Camera: Types of Cameras, Anatomy of Camera, Exposure, Aperture, Shutter Speed, ISO. Types of Lens: Wide, Normal, Telephoto, Zoom Lenses. Angle of View: Focal Length, Focal Distance, Depth of Field. Types of Shots and Angles. Digital Camera: Components of Digital Camera, Sensors, Menu and Operations, Focus Systems, Optical and Digital Zoom, Dynamic Range, Resolution, File Formats and Storage.

Unit II

Image Composition: Composition Guidelines, Rule of Third, Golden Mean, Centre of Interest, Horizon, Effect of Direction. Elements of Composition: Light, Shade, Line, Shape, Form, Texture, Pattern, Color, Object, Perspective.

Unit III

Lighting Principles: Natural and Artificial Lighting. Basic Lighting Techniques: Key, Fill, Back, Bounce etc., Directional Lighting and Diffused Lighting, Electronic Flash Units, Lighting Equipment and Accessories.

Unit IV

Applied Photography: Forms, Abstract, Landscape, Still Life, Portraiture, Candid. Specializations in Photography: Sports, Wildlife, Fashion, Food, Product, Architecture and Events.

References:

1. Barnbaum, Bruce (2010). *The Art of Photography: A Personal Approach to Artistic Expression (Second Edition)*. Rockynook.

2. Peterson, Bryan (2016). *Understanding Exposure (Fourth Edition)*. Ambook.

3. Langford, M., Fox, A. & Smith R. S. (2015). *Langford's Basic Photography: The Guide for Serious Photographers (Tenth Edition)*. Focal Press.

4. Hedgecoe, John. (2005) *The Book of Photography*. Dorling Kindersley.

5. Bate, David (2019) *The Key Concepts of Photography (Second Edition)*. Bloomsbury.

Writing for Media

Course Code: PJMCD11201
Credits: 3 / Hours: 6 (Practical)

Course Learning Outcomes

After successfully completing this course, students will be able to:

CLO 1: Distinguish between Journalism writing and other formal writing
CLO 2: Develop content for print and broadcast media.
CLO 3: Conduct interview for both print and broadcast media.
CLO 4: Get at least one byline in any newspapers or magazines.
CLO 5: Analyze any current affairs and write a detailed news article.

Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO1	-	1	-	-	-	-	-	-	-	-
CLO2	-	1	2	-	-	-	-	1	-	-
CLO3	-	2	3	-	-	-	-	1	-	-
CLO4	-	-	-	-	-	-	-	-	-	-
CLO5	-	1	2	-	-	-	-	1	3	-

'3' in the box for 'High-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping

Detailed Syllabus

Unit I
Basics of Writing: Definition, Journalistic writing v/s Creative writing, Principles of Standard usage, Principles of simple and meaningful language, Art of paragraph writing, ABCD of Media writing: Accuracy, Brevity, Clarity, Discernment. Characteristics of Print Media.

Unit II

Writing for Radio and Television: Broadcast Scripts Formats. Types of Writing: Feature writing, News Article, Column, Editorial, Letters to the Editor. Interviews: Types of Interview and Techniques of Interview. Differentiating Print and Broadcast Writing.

Unit III

Online Journalism: Identification and Developing Stories, News Story, Structure of News Story. Sources of News: Print, Broadcasting and Online. News Capsuling. Commentary and Talks in Broadcasting and Online media.

Books:

1. Richard Whitaker,et al (2012). *Media Writing: Print, Broadcast and Public Relation, Fourth Edition.* Routledge.
2. Thomas, Sunny. (1997). *Writing for the Media*. Vision Books.
3. Kuehn.S and Lingwall.J.A. (2018). *Basics of Media Writing*. Sage.
4. Raman, Usha. (2009). *Writing for the Media*. Oxford University Press.
5. Batty.C and Cain.S (2016). *Media Writing: A Practical Introduction*. Palgrave.

Designing For Print Media

Course Code: PJMCD11202
Credits: 3 / Hours: 6 (Practical)

Course Learning Outcomes:

After successfully completing this course, students will be able to:

CLO 1: Implement the basic elements and principles of design in newspaper layout and design

CLO 2: Differentiate design and composition style

CLO 3: Design posters, pamphlets, brochure, newsletter and magazines

Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO1	-	2	-	-	1	-	-	-	-	-
CLO2	-	2	-	-	-	-	-	-	-	-
CLO3	-	2	3	3	-	-	2	1	-	-

'3' in the box for 'High-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping

Detailed Syllabus

Unit I

Basics of Design: Aesthetics of Design, Elements and Principles of Design. Typography: Typeface families, Principles of good Typography. Graphics: Meaning and Concept, Graphics as Visual Communication.

Unit II

Layout: Newspaper Layout and Design, Types of Layout. Importance of Visual Appeal in Page-Making, Graphics/Diagrams and illustrations. Developing the Creative Brief: The Grid, Page Structure, Content Structure, Relationship of Design Components.

Unit III

Type Composition and Printing Method: DTP and use of computer softwares, Types of Papers. Design Production: Magazine Design, Newsletter Design, Brochure, Pamphlet and Poster Design.

Text Book:

1. Lupton, E, Philips, J.C., (2015). *Graphic Design: The New Basics*. NY, USA: Princeton Architectural Press

References:

2. Sarkar, N.N. (2013). *Art and Print Production.* New Delhi, India: Oxford University Press
3. Hembree, R. (2011). *The Complete Graphic Designer.* Massachusetts: Rockport Publishers.
4. Graver, A. and Jura, B., (2012). *Best practices for Graphic Designers: Grids and Page Layouts.* Massachusetts: Rockport Publishers.

SEMESTER II

Semester – II

Course Code	Course Title	Credits	L	T	P	TH	IE	ES	Total
			Weekly Hours				**Scheme of Evaluation**		
PJMCC21004	Media & Communication Research	4	3	0	2	5	40	60	100
PJMCC21005	Development Communication	4	3	0	2	5	40	60	100
PJMCC21006	Advertising Theory & Practice	4	3	0	2	5	40	60	100
PJMPA21102	Radio Production**	2	0	0	4	4	20	30	50
PJMPA21103	Television Production **	2	0	0	4	4	20	30	50
PJMTD21203	Media Culture & Society* (OR)	3	2	1	0	3	30	45	75
PJMTD20204	Media and Emerging Technologies*								
GE-2	Generic Elective #	3	2	1	0	3	30	45	75
	Total:	**22**	**14**	**1**	**14**	**29**			

L= Lecture, T= Tutorial, P= Practical, TH - Total Hours, IE = Internal Exam, ESE= End Semester Exam

* Currently the department offers 2 discipline specific elective (DSE) courses. More courses will be added in the coming academic year.

** Industrial visit and exposure

 # Generic Elective are chosen by students based on course of their interest offered in other departments

Media & Communication Research

Course Code: PJMCC31009
Credits: 4 / Hours: 5 (3L + 2P)

Course Learning Outcomes

After successfully completing this course, students will be able to:

CLO 1:. Describe the various steps and processes involved in media and communication research.
CLO 2: Select the appropriate research methodology for a specific research problem.
CLO 3: Collect relevant data and interpret them using specific tools and techniques.
CLO 4: Write a detailed research proposal and research report.

Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO1	3	1	2	2	-	-	1	2	3	3
CLO2	3	1	2	3	1	-	1	1	2	3
CLO3	3	1	2	2	1	-	3	1	1	3
CLO4	3	1	3	3	1	-	2	2	1	3

'3' in the box for 'High-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping

Detailed Syllabus

Unit I

Definition of Research, The Scientific Method, Characteristics of Good Research, Media and Communication Research. The Research Process: Research Problem, Review of Literature, Research Objectives, Hypotheses / Research Questions, Research Design, Data Collection and Analysis, Report Writing.

Unit II

Elements of Research: Concepts and Constructs. Research Approaches: Qualitative and Quantitative Research. Variables, Types of Variables. Sampling: Sampling Concepts, Types of Samples, Probability and Non- Probability Sample. Validity and Reliability.

Unit III

Quantitative Methods: Survey: The Survey Process, Survey Design, Questionnaire, The Nature of Measurement, Measuring Attitudes, Types of Measurements Scales, Research in Electronic Media - Rating and Non-Rating Research - Experimental Research Design. Content Analysis: Content Analysis Process, Content Categorizing, Coding and Analysis. Qualitative Research Methods: Field Observation, Participant Observation, In-depth Interviews, Focus Groups, Case Studies, Ethnography.

Unit IV

Data Interpretation and Analysis: Descriptive Statistics: Measures of Central Tendency (Mean, Median and Mode), Measures of Dispersion (Standard Deviation). Inferential Statistics: Correlation, Regression and Test of Significance, Chi-square Test and ANOVA. Bibliography, Referencing and Citation Styles. Research Report Writing and Presentation**.**

References:

1. Wimmer R.D. & Dominick J.R. (2015). *Mass Media Research: An Introduction (10th Edition)*. Cengage Learning.

2. Gunter, Barrie (2000). *Media Research Methods: Measuring Audiences, Reactions and Impacts.* Sage.

3. Bryman, Alan. (2012). *Social Research Methods (4th Edition)*. Oxford University Press.

4. Kothari C. R. & Garg G. (2019). *Research Methodology: Methods & Techniques (4th Edition)*. New Age.

5. Sapsford R. & Jupp V. (2006). *Data Collection and Analysis (2nd Edition)*. Sage.

Development Communication

Course Code: PJMCC21005
Credits: 4 / Hours: 5 (3L + 2P)

Course Learning Outcomes
After successfully completing this course, students will be able to:

CLO 1: To review the nature and potential of communication towards holistic development.
CLO 2: To analyse the role of mass media in the context of development.
CLO 3: To evaluate communication theories, models, principles and concepts in development context.
CLO 4: To design, implement and evaluate development communication projects and programmes.

Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO1	3	1	-	1	-	1	2	2	3	2
CLO2	3	2	2	2	-	1	2	-	2	2
CLO3	3	2	1	1	-	1	1	2	2	1
CLO4	2	3	3	2	2	-	1	3	3	2

'3' in the box for 'High-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping

Detailed Syllabus

Unit I

Introduction to Development: Meanings and Definitions of Development, Basic Concepts of Development, Causes for Under-development. Introduction to Development Communication: Definition, Nature and Scope. Theories and Models of Development Communication: Dominant Paradigm, Theories of Daniel Lerner, Everett M. Rogers, Wilbur Schramm.

Unit II

Criticism of Western Models of Development: Alternative Paradigm of Development, Sustainable Development, MDGs, Sustainable Development Goals, Participatory Development, Community Development. Multimedia Approach to Development Issues: Interpersonal Communication, Traditional / Folk Media, Mass Communication, Community Radio, TV, Film. Participatory Communication Research: Case Studies.

Unit III

Development Approaches in India: Gandhian Meta Model of Development, Democratic Decentralization, Panchayat Raj. Roles and Functions of NITI Aayog. Case Studies of SITE, Kheda and Jhabua Development Communication Projects. Key Development Issues and Challenges in areas such as Agriculture, Health and Family Welfare, Population Health, Poverty, Literary, Unemployment, Women Empowerment, Energy and Environment etc.

Unit IV

ICT and Development in India, E-Governance: Concept and Functioning of E-Governance, Public and Private Participation, Information and Services to the Rural Poor, Policies and Programmes of E-Governance in India, Problems of Access, Usage and Challenges for the future. The Role of Development Agencies: UNICEF and UNDP, NGOs in Development Communication. Designing, Implementing and Evaluating Development Communication Projects and Programmes.

References:

1. Melkote S. R. & Steeves L. H. (2015) *Communication for Development: Theory and Practice for Empowerment & Social Justice.* Sage.
2. Narula, U. & Pearce, W.B. (1986) *Development as Communication: A Perspective on India*. Southern Illinois Press.
3. Mody, B. (2003) *International & Development Communication: A 21st Century Perspective*. Sage.
4. Richard Peet & Elaine Hartwick (2015), *Theories of Development: Contentions, Arguments & Alternatives*. The Guilford Press.
5. Vilanilam J.V. (2009) *Development communication in practice: India and the Millennium Development Goals.* Sage.
6. Melkote, S. R. & Steeves, L. H (2001) *Communication for Development in the Third World.* Sage.
7. Thomas L. McPhail (2009) *Development Communication: Reframing the Role of the Media.* Wiley Blackwell.

8. Kees Epskamp (2006) *Theatre for Development: An Introduction to Context, Applications & Training.* Zed Books.

9. Jan Servaes (2008) *Communication for Development and Social Change.* Sage.

10. Dipankar Sinha (2013) *Development Communication: Contexts for the Twenty-First Century.* Orient Black Swan.

11. Dube S. C. (1988) *Modernization and Development: The Search of Alternative Paradigms.* United Nations University / Zed Books.

12. Mody, Bella (1992) *Designing Messages for Development Communication, An Audience Participation-based Approach.* Sage.

13. Lerner, Daniel (1958) *The Passing of Traditional Society: Modernizing the Middle East.* Macmillan Press.

14. Schramm, Wilbur (1964) *Mass Media and National Development: The Role of Information in the Developing Countries.* Stanford University Press.

Advertising: Theory and Practice

Course Code: PJMCC21006
Credits: 4 / Hours: 5 (3L + 2P)

Course Learning Outcome

After successfully completing this course, students will be able to:

CLO 1: Define the concepts governing advertising and its varied applications.
CLO 2: Examine consumer behaviour and the nuances of Ad- budgeting.
CLO 3: Discuss the basics of advertising campaign planning.
CLO 4: Critique the influence of advertisements in the minds of people

Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO1	3	1	2	2	-	-	2	2	1	2
CLO2	3	1	3	2	-	-	1	2	-	2
CLO3	3	1	3	2	2	-	2	-	1	2
CLO4	3	1	3	1	1	-	1	3	2	1

'3' in the box for 'High-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping

Detailed Syllabus

Unit I

Advertising: Definition, Meaning, Importance and Role of Advertising. Nature and Scope of Advertising, Principles of Advertising. Growth of Advertising: World and India. Types of Advertisements: Various Media for Advertising. Structure and Functions of Ad Agency.

Unit II

Audience Analysis: Segmentation, Targeting and Positioning. Audience Research: Consumer Segmentation, Demographics, Psychographics etc. Creative Aspects of Advertising: Advertising

Appeals, Creative Executive Styles. Creative Aspects in Print, Electronic media and Online Media. Print, Electronic, and Online Production.

Unit III

Components of Ads: Copy, Headlines, Body, Logo, Layout and Illustrations. Marketing Mix: Advertising Campaigns, Media Selection, Sales Promotion. Advertising Budget: Meaning, Definition, Nature and Types of Ad-Budgeting. Factors affecting Ad-Budgeting.

Unit IV

Advertising Social Issues. Advertising Ethics. Advertising and Society: Economic, Cultural and Legal aspects of Advertising, Advertisement and Women, Advertisement and Youth. Important cases of Advertising in India and the world.

References:

1. Chunnavala S.A. and Sethia K.C. (2011). F*oundations of Advertising Theory and Practice.* Himalaya Publishing House
2. O'Guinn, Allen and Semenik (2009). *Advertising Management with Integrated Brand Promotion*. New Delhi: Cengage Learning
3. Hackley, Chris (2005). *Advertising and Promotion - Communicating Brands.* Sage
4. Jefkins, Frank (2016). *Advertising*. Oxford
5. Mohan, Manendra (2006). *Advertising Management Concepts and Cases*. Tata McGraw-Hill

Radio Production

Course Code: PJMPA21102
Credits: 2 / Hours: 4 (Practical)

Course Learning Outcome
After successfully completing this course, students will be able to:

CLO 1. Developing content for various Radio Program Formats

CLO 2. Demonstrate the basic understanding about the Audio editing softwares

CLO 3. Understand the role and responsibilities of the Radio Personnels

Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO1	-	1	2	1	-	-	1	1	2	-
CLO2	-	2	2	2	-	-	3	-	-	-
CLO3	-	1	-	-	-	2	0	-	-	-

'3' in the box for 'High-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping

Detailed Syllabus

Unit I

Radio Programming: Radio Scripts. Formats of Radio Program: Jingles, Talk, News, Interview, Vox-pop, Running Commentary, Drama, Feature, Phone-in, Discussion, Magazines, Specific Audience Program, Outside Broadcasts. Future of FM.

Unit II

Radio Studio: Production Personnel, Production Equipment, Microphone and its Types, In-door Studio and Out-door Production Essentials. Audio Editing Softwares: Audition / Audacity. Audio Editing and Mastering. Radio Jockeying.

Books:

1. McLeish.R and Link.L. (2016). *Radio Production (Sixth edition)*. Focal Press.

Reference:

1. Neelamar.M. (2018). *Radio Programme Production*. PHI.

2. McLeish.R.(2013). *Radio Production*. Taylor & Francis.

Television Production

Course Code: PJMPA21103
Credits: 2 / Hours: 4 (Practical)

Course Learning Outcomes

After successfully completing this course, students will be able to:

CLO 1. Demonstrate an understanding of pre production, production and postproduction work process.
CLO 2. Learn to work in a team on a television production by understanding the role and responsibilities of various crew members.
CLO 3. Produce news bulletins by demonstrating the skills and knowledge acquired in the television production.

Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO1	-	1	2	1	-	-	1	-	-	-
CLO2	-	-	-	2	1	3	-	1	-	-
CLO3	-	2	3	2	1	2	1	2	2	-

'3' in the box for 'High-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping

Detailed Syllabus

Unit I:

Process and system: Production Phases, Production personnel, Technical Production System, Major Equipment. Preproduction: Producer, Planning and Coordination, Basic script formats and Dramatic Structure, Director: Preparation, Communication and Scheduling.

Unit II:

Television Production: The Television Camera, Lenses, Camera Operations and Picture Composition. Audio: Sound Pickup and Sound Control. Lighting Instruments, Lighting Controls and Lighting Techniques. Switching. Post Production: Editing in Adobe Premiere Pro/Apple FCP, Editing Functions and Principles.

Text Book:

1. Zettl, Herbert. (2006). *Television Production Handbook*, Thomson Wadsworth, USA.

References:

2. Schultz, Brad. (2004). *Broadcast News Producing*, Sage Publication.
3. Hesmondhalgh, David. (2006). *Media Production*, Open University Press.
4. Gupta, R. G. (2010). *Audio & Video Systems, Principles. Maintenance and Troubleshooting*, 2nd Edition, Tata McGraw Hill.
5. Sengupta, Aditya. (2006). *Electronic Journalism: Principles and Practices,* Authors Press.

Media Culture & Society

Course Code: PJMTD21203
Credits: 3 / Hours: 3 (2L + 1T)

Course Learning Outcomes

After successfully completing this course, students will be able to:

CLO 1: Provide an understanding of the media and its interpretations with significant implications on nature and character of culture and society
CLO 2: Provide an understanding of the origin of the term 'culture' and its use in both national and international context.

CLO 3: Discuss the various debates and scholarly discourses across the world in making sense of culture.

Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO1	2	1	-	-	-	-	-	1	3	1
CLO2	1	1	-	1	2	-	-	-	2	1
CLO3	1	-	1	-	-	-	-	2	3	2

'3' in the box for 'High-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping

Detailed Syllabus

Unit I

Media and Society: Importance, Approach and Applications, Mass Media in Socialization, Social Relations. Media and Culture: Media in Socio-Cultural Context, Identity and Culture, Popular Culture, Cultural Effects of Media, Media Conglomerates.

Unit II

Visual Context: Auteur Theory Intertextuality, Audience theory. Rhetoric of the Image: Image and Text, Interpretative Framework, Visual Coding, Narration. Effect of Camera and Crew: Set-ups, Film and Sound Editing.

Unit III

Ideas and Perspectives: Media Ideology: Marshall McLuhan and the Cultural Medium, Habermas, Mass Culture and the Public Sphere, Power and Control, Hegemony. Media Determinants, Media Ideology and Cultural Contradictions, Media in a Changing Global Culture.

Books:
1. Croteau, David & Hoynes, William (2003). *Media/Society, Industries, Images and Audiences*. Sage Publications.
2. Masterman, Len (2005). *Teaching the Media.* Taylor & Francis.

References:

1. Campbell, Richard (2017). *Media and culture an introduction to mass communication.* Bedfordst Martins.
2. Dominick, Joseph (2010). *Dynamics of mass communication: Media in Transition.* McGraw-Hill Education.
3. Stokes, Jane (2013). *How to do Media and Cultural Studies*. SAGE.
4. Oswell, David (2006). *Culture and Society: An Introduction to Cultural Studies*. SAGE.
5. Lapsley, Robert & Westlake, Michael (2006). *Film Theory: An Introduction (Second Edition)*. Manchester University Press.
6. Barnard, A. & J. Spencer (1996). *Culture, in A. Barnard and J. Spencer eds*. Encyclopaedia of Social & Cultural Anthropology.
7. Bottomore, Tom (1991). *A Dictionary of Marxist Thought.* Blackwell Publishers.
8. Thompson, John (1990). *Ideology and Modern Culture: Critical Social Theory in the Era of Mass Communication.* Stanford University Press.
9. Williams, Raymond (1976). *Keywords: A Vocabulary of Culture and Society.* Oxford University Press.
10. White, Leslie (1959). *The Concept of Culture*. American Anthropologist.

Media and Emerging Technologies

Course Code: PJMTD21204
Credits: 3 / Hours: 3 (2L + 1T)

Course Learning Outcomes

After successfully completing this course, students will be able to:

CLO 1: Discuss the foundation of information society and network society
CLO 2: Analyse the relationship between communication technology and audience
CLO 3: Evaluate the adoption of ICT and emerging technologies

Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO1	1	-	1	1	-	-	1	-	-	-
CLO2	1	1	-	2	1	-	-	1	1	-
CLO3	-	2	3	2	1	-	3	2	2	1

'3' in the box for 'High-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping

Detailed Syllabus

Unit I

Media and the Information Age: Conceptual Foundation of Information, Information Society, Merging Technologies, Organising Information via Technology, Spinning the Web. Old Media in the Internet Age, The Rise of Social Media.

Unit II

Computer Technology, Network Technology, Mobile Technology. Internet Industry: Trends, Service, Content Providers and Internet Organizations. Free Flow of Information, Digital Divide, Online Safety and Privacy. Audience analytics.

Unit III

Convergent Media, AI and Media Industry. Digital Production: Shorts, Video, Podcast, Video Blog, Photo blog, Blogs and Microblogs etc.; ICT and Health, ICT and Agriculture, ICT in Education, ICT and Social Media.

References:

1. Lax, Stephan, (2008), *Media and Communications Technologies: A Critical Introduction*; Palgrave Macmillan
2. Haddon, Leslie, (2004); *Information and Communication Technologies in Everyday Life: A Concise Introduction and Research Guide*, Oxford: Berg.
3. Moursund, David, (2005); *Introduction to Information and Communication Technology in Education.*
4. Srivastava, Aprajita, (2018); *Mass Media and ICT for Agriculture Extension*, Lambert Academic Publishing
5. OECD (2013), *ICTs and the Health Sector.: Towards Smarter Health andWellness Models*, OECD Publishing.
6. Coenen, Christopher, Hofkirchner, Wolfgang and Nafría, José María Díaz; (2014), *New ICTs and Social Media: Revolution, Counter-Revolution and Social Change.* International Review of Information Ethics. Vol. 18.
7. Huang, Ronghuai., Spector, J. Michael, Yang, Junfeng., (2019); *Educational Technology: A Primer for the 21st Century.* Springer

SEMESTER III

Semester-III

Course Code	Course Title	Credits	Weekly Hours				Scheme of Evaluation		
			L	T	P	TH	IE	ES	Total
PJMTC31007	Film Appreciation	4	3	1	0	4	40	60	100
PJMTC31008	Media Laws & Ethics	4	3	1	0	4	40	60	100
PJMTC30009	Public Relations	3	2	1	0	3	30	45	75
PJMFA30104	Community Media <>	3	1	0	4	5	30	45	75
PJMRA30105	Research Project	2	0	0	4	4	20	30	50
PJMTD30205	Visual Analysis Techniques (OR)	3	2	1	0	3	30	45	75
PJMTD30206	Digital Media: Theory and Practice								
PJMPD30207	Short Film Making (OR)	3	0	0	6	6	30	45	75
PJMPD30208	Video Editing								
	Total:	**22**	**11**	**4**	**14**	**29**			

L= Lecture, T= Tutorial, P= Practical, TH - Total Hours, IE = Internal Exam, ESE= End Semester Exam

<> Field visit and exposure/Two weeks supervised practicum

Film Appreciation

Course Code: PJMTC31007
Credits: 4 / Hours: 4 (3L + 1T)

Course Learning Outcomes

After successfully completing this course, students will be able to:

CLO 1. Discuss the evolution of cinema and its language
CLO 2. Analyse the genre of film
CLO 3. Evaluate the film movement and film theories
CLO 4. Criticise films and film directors

Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO1	-	1	2	-	-	-	-	-	-	-
CLO2	-	-	-	1	-	-	-	-	-	-
CLO3	1	2	1	2	-	-	-	-	2	-
CLO4	2	-	3	2	-	-	-	-	1	-

'3' in the box for 'High-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Detailed Syllabus

Unit I

Aesthetics and Appreciation: Definition and Meaning of Aesthetics and Appreciation, Perception of Beauty. Basics of Film Criticism, The Value of Film Viewing. Language of Cinema: Cinematic Terms, Mise-en-scene.

Unit II

Cinematography and Editing: Time and Space, Narrative, Shot, Theme, Story and Screenplay. Focus on Sound and Colour: Diegetic and Non Diegetic Sound, Use of Colour as a Stylistic Element

Unit III

Film as Art: Form and Frames, Other Arts and Cinema. Film movements. Film Genre, Fiction and Nonfiction Films, Short Films, etc., New wave cinema, Genre and Auteur theories. Modernism and Postmodernism,

Unit IV

Classic Hollywood Cinema and Art Cinema: Art, technology, theory and film criticism. Different approaches and writers. Films from Different Countries. Indian Cinema: Brief History, Film movements in India, Major film-makers, Current trends. Screenings of Prominent International and National Films.

Text Book:

1. Bordwell, D. (2017). *Film Art: An Introduction.* New York: McGraw-Hill.

References:

2. Susan, Hayward. (2004). *Key Concepts in Cinema Studies*, New York: Routledge.
3. Leo, Braudy. (2009). *Film Theory and Criticism*, Oxford Publications.
4. Nelmes, Jill. (2012). *Introduction to Film Studies*, Milton Park, Abingdon: Routledge.

Course Code: PJMTC21004
Credits: 04/ Hours: 4 (3L + 1T)

Course Learning Outcomes

After successfully completing this course, students will be able to:

CLO 1: Develop understanding of Media and its relationship with India's Constitution and Media Laws

CLO 2: Evaluate key laws impacting the media.

CLO 3: To identify the ethical dimensions and the legal aspects of Journalism Profession.

Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO1	2	2	-	1	-	-	-	2	1	-
CLO2	-	2	-	-	-	-	-	2	-	1
CLO3	1	1	-	1	1	-	-	3	1	-

'3' in the box for 'High-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping

Detailed Syllabus

Unit I

Constitutional Framework: History of Media Law in India. Sources of Law, Theories. Types of Laws, Fundamental Rights, Directive Principles of State Policy, Emergency Provisions. Universal Declaration of Human Rights.

Unit II

Important Laws: Defamation, Contempt of Court. Intellectual Property Rights, Copyright. Cyber laws in India: Types of Cyber Crimes and Offences, Cyber Security Concerns, Preventive Measure, Penalties. Network Service Provider's Protection. Criminal procedure- IPC.

Unit III

Acts : Right to Information Act, Official Secrets Act, IT Act and the Salient Features of the Act, Telecom Regulatory Authority of India Act 2000. Press and Registration of Books Act 1867, Cinematograph Act 1953, Cable TV Network Act,1995, Working Journalists Act, 1955, Prasar Bharati Act 1990.

Unit IV

Media Ethics: Ethics and Laws: Broadcasting Regulatory Authority of India. Social Media and Ethical Issues, Sting Operation and its Impact, Right to privacy. Code of Conduct: Journalists' Code of Conduct, Press Ombudsman, Code of Advertising Standards Council of India. Procedure for the Enforcement of the Code. Principles of Self Regulation. Recent Case studies.

Books:

1. Neelamalar, M (2009). *Media Law and Ethics*. PHI Learning Pvt. Ltd.
2. Agarwal, S.K. (2010). *Media and Ethics.* Shipra Publications.

References:

1. Prasad, Kiran (2008). *Media Law and Ethics: Readings in Communication Regulation.* B.R. Publishing Corporation, BRPC (India) Ltd.
2. Venkataramaiah, K. S (2000). *Mass Media Laws and Regulations in India,* India Research Press.
3. Jhakurta, Parvanjoy Guha (2009). *Media Ethics: Truth, Fairness and Objectivity.* OUP India.
4. Dixit, Anil K (2006). *Press Laws and Media Ethics.* Reference Press.
5. Barua, Vrdisha (2006). *Press and the Media Laws.* Universal law publishing.
6. Kiran R. N. (2000). *Philosophies of Communication and Media Ethics.* B. R. Publishing Corporation.

Public Relations

Course Code: PJMTC30008
Credits: 3 / Hours: 3 (2L + 1T)

Course Learning Outcomes

After successfully completing this course, students will be able to:

CLO1. Define the need and functions of Public Relations (PR)

CLO2. Discuss the PR tool and their importance in image building

CLO3. Analyze the role of PR in crisis management

CLO4. Understand the need of PR in all the sectors

Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO1	2	1	2	1	-	-	-	-	1	1
CLO2	2	1	2	-	1	-	1	-	1	1
CLO3	2	1	3	2	3	-	-	-	3	1
CLO4	2	1	2	-	-	-	-	-	1	1

'3' in the box for 'High-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping

Unit 1

Public Relation: Definition, Functions, Need, Growth of Public Relation: A Historical Perspective. PR theory: The Four Models of Gruinig and Hunt. PR as a Management Concept. PR as a Profession. Role and Functions of a PR in an Organization. PR Tools: Press Conference, Press Release, Exhibition, House Journals and Other PR Tools. Corporate Identity Manuals.

Unit II

Crisis Management: Types of Crisis, Stages of Crisis Management, the Post Crisis Evaluation. Structuring a PR Program: Research, Action, Communication and Evaluation. PR Firms and Opinion Formation. Public Opinion: Attitudes in Opinion Formation, Changing Existing Attitudes. Propaganda. PR Campaigns: Planning and Media Relation. Public Relation Consultancies

Unit III

PR in Private and Public Sectors. CSR, Corporate Communication. Corporate Culture. Case Studies in Public Relations in India. Code of Professional Standards for the Practice of Public Relations, Code of Ethics In India. The Changing PR Landscape: Industry Challenges and Opportunities.

Text Books:

1. Butterick, Keith. (2011). *Introducing Public Relations Theory and Practice*. Sage.

Reference:

1. Oliver, S.M. (ed). (2004). *Handbook of Corporate Communication and Public Relation.* Routledge.
2. Olasky, M.N.(2011). *Corporate Public Relations: A New Historical Perspective*. Routledge
3. Kumar, K. J. (2009). *Mass Communication in India*. Jaico Publishing House.
4. Hasan,Seema, (2018). Mass Communication Principles and Practices. New Delhi: CBS Publishers.

Community Media

Course Code: PJMFA30104
Credits: 3 / Hours: 5 (1L + 4P)

Course Learning Outcomes:

After successfully completing this course, students will able to:

CLO1: Explore the wide range of community media institutions, forms, and practices.
CLO2: Examine the social, economic, cultural, and political significance of community-oriented media organizations.
CLO3: Evaluate community media content through active participation and engagement with various communities.

Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO1	3	2	3	1	1	-	2	1	1	1
CLO2	2	2	2	3	-	-	-	3	3	2
CLO3	2	2	3	2	3	2	2	2	2	2

'3' in the box for 'High-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping

Detailed Syllabus

Unit I

Community Communication: A Historical Trajectory. Community Media Approaches Uses and Gratification and Agenda Setting Theory. Mediatized Community. Virtual Community. Folk, Folklore, and Community. Community Media Ownership. Community Participation and Engagement. Community Relations and Leadership.

Unit II

Community Media in India: Community Media Forms, Practices and Institutions: Community Radio, Community Video, Community Theatre, Community Blogging. Community Media and Non-Governmental Organizations. Community Media Content. Community Media Management.

Text Book:

1. Howley, Kevin (ed.) (2009). *Understanding Community Media.* Sage.
2. Pavarala V. & Malik K. K. (2007). *Other Voices: The Struggle for Community Radio in India*. Sage.

References:

3. Atton, Chris (ed.) (2015). *The Routledge Companion to Alternative and Community Media*. Routledge.
4. Howley, Kevin (2005). *Community Media: People, Places and Communication Technologies*. Cambridge University Press.
5. Gordon, Janey (ed.) (2009). *Notions of Community: A Collection of Community Media Debates and Dilemmas*. Peter Lang.

Research Project

Course Code: PJMRA30105

Credits: 2 / Hours: 4 (4P)

Course Learning Outcomes: After successfully completing this course, students will be able to

CLO 1: Undertake an independent piece of research study.
CLO 2: Apply theoretical frameworks to the chosen area of study.
CLO 3: Demonstrate the process of report writing.
CLO 4: Develop a better understanding of the study area, and presentation of technical information.

Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO1	2	2	1	-	-	-	1	1	1	3
CLO2	2	2	1	-	-	-	-	-	-	2
CLO3	1	-	1	1	-	-	1	-	-	1
CLO4	2	2	-	-	-	-	1	1	-	2

'3' in the box for 'High-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Description

Students are expected to choose an individual media related topic for their research study. The topic chosen for the study has to be original in content and should follow the standard research guidelines. Each student has to work under a supervisor which would be allotted based on their specialization and interest, to guide the students and assess their project. The evaluation will be based on the Final Report, Presentation and Viva-Voce. Before the final examination three copies of the research report must be submitted after due certification from the supervisor.

Text Book:

1. Lyons, P. & Doueck H.J. (2010). *The Dissertation: From Beginning to End.* Oxford University Press.

References:

2. Clare J. & Hamilton H. (2004). *Writing Research: Transforming Data into Text.* Churchill Livingstone.
3. Thyer B.A. (2008). *Preparing Research Articles.* Oxford University Press.

Course Code: PJMTD30205
Credits: 3 / Hours: 3 (2L + 1T)

Course Learning Outcomes

After successfully completing this course, students will be better equipped to:

CLO 1: Explain the various perceptions to visual texts and messages.
CLO 2: Criticize visual texts using semiotic concepts and theories.
CLO 3: Interpret media messages employing Marxist concepts and ideologies.
CLO 4: Analysis visual texts using psychoanalysis theories and approaches.

Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO1	3	3	1	1	1	-	1	2	1	1
CLO2	3	3	1	1	-	-	1	1	1	1
CLO3	3	3	1	1	1	-	1	1	2	1
CLO4	3	3	1	1	-	-	1	1	1	1

'3' in the box for 'High-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping

Detailed Syllabus

Unit I
Visual Message and Meanings. The Six Perceptions of Visual Message: Personal, Historical, Technical, Ethical, Cultural Critical Perspectives. Visual Interpretations. Semiotic Analysis: Signs, Forms of Signs, Hyperreality, Connotation and Denotation, Syntagmatic and Paradigmatic Analysis, Intertextuality, Metaphor and Metonymy, Codes.

Unit II

Marxist Analysis: Materialism, The Base and the Superstructure, False Consciousness and Ideology, The Frankfurt School, Class Conflict, Alienation, Marxist Criticism in the Postmodern World.

Unit III

Psychoanalytic Criticism: The Unconscious, Sexuality: Id, Ego & SuperEgo, Symbols Defense Mechanism, Dreams. Jungian Psychoanalytic Theory, Archetypes, The Collective Unconscious, Anima and Animus, Lacanian Gaze, Laura Mulvey and Visual Pleasure.

Text Book:

1. Berger A.A. (2012). *Media Analysis Techniques (4th Ed.)*. Sage.

References:

2. Rose, Gillian (2016). *Visual Methodologies (4th Ed.)*. Sage.
3. Rayner P. & Wall P. (2008). *AS Media Studies: The Essential Introduction for AQA*. Routledge.

Digital Media: Theory and Practice

Course Code: PJMTD30206
Credits: 3 / Hours: 3 (2L + 1T)

Course Learning Outcomes

After successfully completing this course, students will able to:

CLO1: Compare and contrast new and old media based on its form, impact, and accessibility
CLO2: Identify particular ways in which new media affect the significance of the expansion of surveillance and the dynamics between surveillance, security and safety.
CLO3: Discuss how new media change the way we think about the world, our place in it and ultimately our own identity
CLO4: Develop a persuasive argument, grounded in theory, in support of, or against, the adoption of new media

Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO1	2	3	2	1	-	-	1	-	-	1
CLO2	1	2	-	2	1	-	2	1	1	2
CLO3	2	2	2	2	2	-	2	2	2	1
CLO4	3	3	3	2	2	1	2	1	2	1

'3' in the box for 'High-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping

Detailed Syllabus

Unit I

Digital Essentials, Digital Media Theory and Concepts. Digital Media: From broadcast to Social Media, Theories of Technological Discourse. Interface, Interactivity, Immediacy, Remediation and Hypertextuality. Access and Democratisation. Surveillance, Security and Data Safety; Targeted Advertising and Data Mining.

Unit II

Understanding Cultural and Technical Processes of Digitisation, Digital Media and the Creative Industries. Gaming and Artificial Intelligence, Video Games and Virtual Worlds. Online Audiences: Media Consumption in the Age of Netflix. Co-Production: Remixing, Transformation and User-Created Content. Challenges to Digital Ownership.

Unit III

Digital Media Practice, Audience Attention, Networked Media. Engineering Sociality and the Culture of Connectivity, Social Networking and the Imperatives of Sharing, Following, Trending; Communities and Commerce; Ecosystem of Connective Media. Net Neutrality.

Text Book:

1. Johnston, J & Rowney K (2018) *Media Strategies: Managing Content, Platforms and Relationships*. Allen & Unwin, Sydney.
2. Turner, G (2016) *Reinventing the Media,* Routledge, London.

References:

3. Alessandro Delfanti, (2019). *Adam Arvidsson, Introduction To Digital Media.* John Wiley & Sons Inc
4. Van Dijck, J. (2013). *The Culture of Connectivity. A Critical History of Social Media*. News York: Oxford University Press.

Short Film Making

Course Code: PJMPD30207
Credits: 3 / Hours: 6 (Practical)

Course Learning Outcomes

After successfully completing this course, students will able to:

CLO 1. Evaluate the experience from planning to production of a film making.
CLO 2. Develop the organizational skills to work in film making.
CLO 3. Analyse the relationship between commercial and art film.
CLO 4. Demonstrate best practices in editing and visual effects to convey meaning.

Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO1	1	1	2	3	-	-	1	-	-	-
CLO2	1	2	2	3	1	2	2	-	-	1
CLO3	1	1	1	1	-	-	-	-	-	1
CLO4	2	1	2	3	1	-	2	-	-	1

'3' in the box for 'High-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping

Detailed Syllabus

Unit 1
Script Writing: Basic Concepts of Screenwriting, Script development, Understanding the Screen Techniques, Treatment, Writing Dialogues, Developing a Shooting Plan, Shot List, Developing Story Board. Legalities. Director's Supervising : Director as Storyteller, Determine a Visual Style for the Story.

Unit 2
Production: Casting: The Basic Casting Steps, Rehearsals and Researching the Character. Set Procedures: Running the Set, Camera Moves, Calling the Shot. Collaboration with the Camera Department: Stock, The Camera as Storyteller, Equipment and Technical Considerations. Basic Editing Process: Transition, Sound and Graphics.

Unit 3

Production Book: Production Planning, Proposals, Floor Plan, Budget for Production, Scheduling, Locations, Equipment, Deeds, Contracts, Agreements, Talents, Individual and Group Productions. Distribution : The Markets, Distribution Options, Marketing Short Film or Video. Film Festivals. Film Screening.

Book:
Rea, Peter. W & Irving, David K. (2010). *Producing and Directing the Short Film and Video*. Focal Press.

Reference Books:

1. Petrie, Dennis & Boggs, Joseph (2011). *The Art of Watching Films*. Mc Graw Hill Publication.
2. Sanders, John, (2009). *The film genre book*. Auteur.
3. Leo Eubank & Marshall Cohen. (2004). *Film Theory and Criticism: Introductory Readings*, Oxford University Press.
4. Matilda Mroz. (2012). *Temporality and Film Analysis*. Edinburgh University Press.
5. Ian Garwood. (2013). *The Sense of Film Narration*. Edinburgh University Press.

Video Editing

Course Code: PJMPD30208
Credits: 3 / Hours: 6 (Practical)

Course Learning Outcomes

After successfully completing this course, students will be better able to:

CLO 1. Demonstrate an understanding of editing operations with a variety of peripheral devices, and applications.

CLO 2. Edit videos for single and multi camera production.

CLO 3. Prepare and present a portfolio of original works.

Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO1	-	1	2	1	-	-	1	-	-	-
CLO2	-	-	-	2	1	-	-	1	-	-
CLO3	-	2	3	2	1	-	1	2	2	-

'3' in the box for 'High-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping

Detailed Syllabus

Unit I

Editing Goals, Shooting Order Versus Running Order, Editing Video and Audio; Record Keeping, Logging, Reviewing and Ordering the Source Footage, Audio Transcription; Difference between Linear and Non-linear Editing. Editing Equipment: Hardware and Software, Adobe Premiere Pro and Apple Final Cut Pro.

Unit II

Editing Phase Video: Editing Video to Audio, Editing Audio to Video, Transitions and Effects. Color Correction. Editing Phase Audio: Linear and Non-linear Audio Editing, Condensing, Correcting, Mixing, Controlling Quality, Automated Dialogue Replacement. Basic and

Expanded Linear Editing Systems: Single Source System, Multiple Source System, AB-roll Editing.

Unit III

Continuity Editing: Editing Functions- Combine, Shorten, Correct, Build. Story Continuity, Subject Continuity, Vectors and Mental Map, Screen Position Continuity, Motion Continuity, Light and Color Continuity, Sound Continuity. Complexity Editing: Crossing the Vector Line, Special Complexity Effects, Montage, Ethics.

Text book:

1. Bogan, Rachel Bastarache, (2017), *How to Edit Videos That People Want To Watch*, Renegade Digital Post.

References:

2. Coleman, Lori Jane and Friedberg, Diana, (2016). *JUMP•CUT: How to Jump•Start Your Career as a Film Editor.* Routledge.
3. Chandler, Gael, (2014), *Cut by Cut: Editing Your Film or Video*. Michael Wiese Productions
4. Dancyger, Ken, (2010), *The Technique of Film and Video Editing: History, Theory, and Practice.* Routledge.
5. Jackson, Wallace, (2016), *Digital Audio Editing Fundamentals*, Apress
6. O'Steen, Bobbie, (2009), *The Invisible Cut: How Editors Make Movie Magic.* Michael Wiese Productions.

SEMESTER IV

Semester – IV

Course Code	Course Title	Credits	Weekly Hours				Scheme of Evaluation		
			L	T	P	TH	IE	ES	Total
PJMTC40010	Media Management and Sustainability	4	3	1	0	4	40	60	100
PJMTC40011	Science and Health Communication	4	3	1	0	4	40	60	100
PJMRA40106	Dissertation	4	0	0	8	8	40	60	100
PJMPA40107	Production	4	0	0	8	8	40	60	100
PJMIA40108	Internship	6	0	0	12	12	60	90	150
	Total:	22	6	2	28	36	-	-	-

L= Lecture, T= Tutorial, P= Practical, TH - Total Hours, IE = Internal Exam, ESE= End Semester Exam

Media Management and Sustainability

Course Code: PJMTC40010

Credits: 4 / Hours: 4 (3L + 1T)

Course Learning Outcomes

After successfully completing this course, students will be able to:

CLO 1. Discuss the environments in which media organizations operate and scenarios of media sustainability
CLO 2. Assess sustainability challenges and identify strategies for overcoming them.
CLO 3. Evaluate the startups potentials of media entrepreneurship and community sustainability issues.
CLO 4. Develop strategies for media professionalism practices and ethical standards.

Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO1	-	1	2	1	1	-	1	-	-	2
CLO2	2	2	3	3	3	-	2	1	2	3
CLO3	1	2	3	2	3	1	1	2	2	3
CLO4	3	-	1	1	2	2	1	3	1	2

'3' in the box for 'High-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping

Detailed Syllabus

Unit I

Introduction to Media Management and Sustainability: Principles of Media Management and their Significance. Theories and Functions, Media Economics. Definition of Media Sustainability, Importance. Roles of Media, Non-Governmental Organizations (NGOs). Fundamental Requirements of Sustainability: Technology, Audience. Relative Absence of Economic, Governmental and Social Constraints. Sustainability and Media Development.

Unit II

Governmental Factors in Sustainability: Regulation and laws, Freedom of Expression and Government Transparency and Sustainability, Licensing and Registration of Media and Journalists. Roles of Management and Governance in Sustainability, Capability to Continue Operations; Media Marketing, Business Models and Sources of Financial Resources, Financial Aspects and Business Sustainability.

Unit III

Ownership in Media, Making Media Startups Sustainable, Digital Media Enterprises, Nature of Entrepreneurship, Entrepreneurial Journalism. Sustainability of Community Media: Community Media, Role of Community Media in Community, Factors Distinguishing them from purely Commercial Operations, Unique Sustainability Challenges;

Unit IV

Journalism and Media Professionalism. Credibility. Cooperation and Industry Strength. Media Professional and Trade Associations, Relationship of Quality of Content to Credibility and Trust. Training Programmes for Media Professionalism, Market Research and Reliable Industry Statistics Crucial for Developing Sustainability, Ethical Standards.

References:

1. Abbott, Susan, Price, Monroe E. and Morgan, Libby (eds). (2011). Measures of Press Freedom and Media Contributions to Development. New York: Peter Lang.
2. Center for International Media Assistance. (2007). Toward Economic Sustainability of the Media in Developing Countries, working group report.
   http://cima.ned.org/sites/default/fi
   les/CIMA-Economic_Sustainability-Working_Group_Report.pdf
3. Fairbain, Jane. (2009). Community Media Sustainability Guide: The Business of Changing Lives. Washington DC:
   Internews.www.internews.org/sites/default/files/resources/InternewsCommunityMediaGu
   ide2009.pdf
4. International Principles of Professional Ethics in Journalism.
   http://ethicnet.uta.fi/international/international_principles_of_professional_ethics_in_jour
   nalism
5. IREX. n.d. The media sustainability index.
   www.irex.org/resource/media-sustainability-index-msi-methodology
6. J-Lab. n.d.a. New Media Makers Toolkit.
   www.j-lab.org/publications/new-media-makers-toolkit
7. J-Lab. n.d.b. New Voices: What Works.
   www.j-lab.org/publications/new-voices-what-works

8. Jarvis, Jeff. (2010). Teaching entrepreneurial journalism. http://buzzmachine.com/2010/01/11/teachingentrepreneurial-journalism/
9. Poynter Institute. n.d. Conversation: tips for journalists preparing to launch a startup site. www.poynter.org/how-tos/leadership-management/entrepreneurial/170485/live-chat-today-tips-for-journalistspreparing-to-launch-a-startup-site/
10. UNESCO. (2008). Media Development Indicators: A Framework for Assessing Media Development. Paris: UNESCO. www.unesco.org/new/en/communication-and-information/resources/publications-andcommunication-materials/publications/full-list/media-development-indicators-a-framework-forassessing-media-development//
11. Society of Professional Journalists. n.d. Ethics Code. www.spj.org/ethicscode.asp
12. US Agency for International Development (USAID). (2012). Community Media Sustainability Guide.

Course Code: PJMTC40011
Credits: 4 / Hours: 4 (3L + 1T)

Course Learning Outcomes:

After successfully completing this course, students will be able to:

CLO1. Understand the complexities of communicating science among the public.
CLO2. Identify the various opportunities for communicating science through the media.
CLO3. Assess the various theories and models in Health Communication
CLO4. Develop effective communication strategies and messages towards Health and Wellbeing.

Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO1	3	2	-	2	-	-	1	1	2	1
CLO2	2	2	3	3	2	1	2	2	2	2
CLO3	3	2	1	2	1	-	2	2	1	3
CLO4	2	3	3	3	2	1	3	2	2	3

'3' in the box for 'High-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping

Detailed Syllabus

Unit I:
Science Communication: The Goal and Complexities of Communicating Science, Developing a Science Awareness Strategy: Communicating with the Media, Government, Industry, Public.

Unit II:
Communicating New Technologies: Opportunities for Communicating Science, Building knowledge base for Communication Science.

Unit III:

Health Communication: Introduction, Levels of Health Communication: Individuals, Social Networks, Organizations, Communities and Societies, Theories and Models in Health Communication.

Unit IV:
Health Communication and Mass Media: Communicating Health through Media, Media Strategies for Health Communication, Popular Coverage of Health in Mainstream Media, Health communication Literacy, Production of Health Programming for Mass Media.

References:
1. Thomas, K. Richard (2006). *Health Communication*. Springer.
2. Corcoran, Nova (2007). *Communicating Health: Strategies for Health Promotion*. Sage.
3. Berry, Dianne (2007). Health Communication: Theory and Practice, London, McGraw Hill.
4. NAS (2017). *Communicating Science Effectively: A Research Agenda.* The National Academies Press.
5. Cribb J. & Hartomo T. S. (2002). *Sharing Knowledge: A Guide to Effective Science Communication.* CSIRO Publishing.
6. Illingworth S. & Allen G. (2020). *Effective Science Communication: A Practical Guide to Surviving as a Scientist*. IOP Publishing.

Dissertation

Course Code: PJMRA40106
Credits: 4 / Hours: 8 (Practical)

Course Learning Outcomes: After successfully completing this course, students will be able to

CLO 1: Undertake an independent piece of research study.
CLO 2: Apply theoretical frameworks to the chosen area of study.
CLO 3: Demonstrate the process of report writing.
CLO 4: Develop a better understanding of the study area, and presentation of technical information.

Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO1	2	2	1	-	-	-	1	1	1	3
CLO2	2	2	1	-	-	-	-	-	-	2
CLO3	1	-	1	1	-	-	1	-	-	1
CLO4	2	2	-	-	-	-	1	1	-	2

'3' in the box for 'High-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping

Description

Students are expected to choose an individual media related topic for their research study. Each student has to work under the supervision of an internal supervisor, which would be allotted based on their specialization and interest, to guide the students and assess their dissertation. The topic chosen for the study has to be original in content and should follow the standard research guidelines. The evaluation will be based on the Work-in-Progress, Final Dissertation, Presentation and Viva-Voce. Before the final examination three copies of dissertation must be submitted after due certification from the supervisor.

References:

1. Lyons, P. & Doueck H.J. (2010). *The Dissertation: From Beginning to End.* Oxford University Press.
2. Clare J. & Hamilton H. (2004). *Writing Research: Transforming Data into Text.* Churchill Livingstone.
3. Thyer B.A. (2008). *Preparing Research Articles.* Oxford University Press.

Production

Course Code: PJMPA40107
Credits: 4 / Hours: 8 (Practical)

Course Learning Outcomes: After successfully completing this course, students will be able to

CLO 1. Contribute to work on the advancement of knowledge in the field of media related projects.
CLO 2. Demonstrate practical knowledge and industry skills.

CLO 3. Produce an individual media project which would demonstrate their capacity to grow

into a media practitioner.

Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO1	2	2	1	2	-	2	-	1	-	1
CLO2	1	1	2	3	-	1	1	-	-	1
CLO3	1	2	3	2	1	-	-	-	-	2

'3' in the box for 'High-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping

Description

Each student will be assigned to undertake a production project which may include a radio programme, television production, short film, documentary film, web-based project or any media-related production at the beginning of the fourth semester. Each faculty member will be allotted groups of students depending on their specialization and interest, to guide the students and assess their productions. The students will submit a detailed proposal for the proposed production and report the various activities and developments during all the three phases such as Pre-Production, Production and Post-Production. The students must submit a detailed report that includes the proposal, script and other paper-works carried on during the production. The evaluation will be done based on the proposal, detailed report and the final production.

References:

NA

Internship

Course Code: PJMIA40108
Credits: 6 / Hours: 12 (Practical)

Course Learning Outcomes

After successfully completing this course, students will be able to

CLO 1: Encourage students' analytical and creative skills

CLO 2: Prepare students to address a wide variety of challenges in their professional lives.

CLO 3: Prepare students for lifelong productive careers which may include graduate studies, communication professions or corporate leadership.

Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO1	1	2	2	2	-	1	-	-	-	-
CLO2	1	2	3	3	-	2	-	-	-	1
CLO3	2	2	3	3	1	3	-	-	-	2

'3' in the box for 'High-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping

Description

Students will undertake one month media internship during the summer vacation at the end of the second semester and one and half months internship during the fourth semester in any media organization (e.g. newspaper, TV Channel, production house, ad agency, market research firm, IT Company, NGO etc.). Each student shall make a report and presentation on his/her experiences, achievement and learning which he/she had during the period of internship. Students will be evaluated based on the evaluation report received from the training institute/organization along with a detailed report and presentation cum Viva-Voce.

Evaluation Criteria: Internship Report- 40 percent, Evaluation Report by the Organisation - 30 percent, Presentations and Viva-voce - 30 percent.