



# गोंय विद्यापीठ

ताळगांव पठार

गोंय - ४०३ २०६

फोन: +९१-८६६९६०९०४८



(Accredited by NAAC)

# Goa University

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GU/Acad –PG/BoS -NEP/2023/102/18

Date: 16.06.2023

## CIRCULAR

The University has decided to implement the UGC Curriculum and Credit Framework for the Undergraduate Programme (CCFUP) of **Bachelor of Arts in Journalism/Bachelor of Arts in Journalism (Honours)** under the National Education Policy (NEP) 2020 from the Academic Year 2023-2024 onwards.

The approved Syllabus of Semesters I and II of the **Bachelor of Arts in Journalism/Bachelor of Arts in Journalism (Honours)** Programme is attached.

Principals of Affiliated Colleges offering the **Bachelor of Arts in Journalism/Bachelor of Arts in Journalism (Honours)** Programme are requested to take note of the above and bring the contents of this Circular to the notice of all concerned.

(Ashwin Lawande)

Assistant Registrar – Academic-PG

To,

1. The Principals of Affiliated Colleges offering the Bachelor of Arts in Journalism /Bachelor of Arts in Journalism (Honours) Programme.

Copy to:

1. The Director, Directorate of Higher Education, Govt. of Goa.
2. The Dean, D.D. Kosambi School of Social Science and Behavioural Studies, Goa University.
3. The Vice-Deans, D.D. Kosambi School of Social Science and Behavioural Studies, Goa University.
4. The Chairperson, BoS in Journalism.
5. The Controller of Examinations, Goa University.
6. The Assistant Registrar, UG Examinations, Goa University.
7. Directorate of Internal Quality Assurance, Goa University for uploading the Syllabus on the University website.

**Goa University**

<b>Programme Structure for Semester I to VIII Under Graduate Programme- Journalism</b>										
<b>Semester</b>	<b>Major -Core</b>	<b>Minor</b>	<b>MC</b>	<b>AEC</b>	<b>SEC</b>	<b>I</b>	<b>D</b>	<b>VAC</b>	<b>Total Credits</b>	<b>Exit</b>
I	Major- 1 (4) JOR-100 Introduction to Media and News	Minor-1 (4) JOR-111 Introduction to Public Relations or Minor-2 (4) JOR-112 Trends in Media	MC-1 (3) JOR-131 Basics of News		SEC-1(3) JOR-141 Multimedia & Desktop Publishing				20	
II			MC-2 (3) JOR-132 PR & Advertising		SEC-2(3) JOR-142 Mobile Journalism				20	4 *
III	Major-3 (4) JOR-200 Fundamentals of Reporting & Editing Major-4 (4) JOR-201 Introduction to Videography	Minor-3 (4) JOR-211 TV Anchoring	MC-3 (3) JOR-231 Broadcast Media		SEC-3(3) JOR-241 Art & Food Appreciation				20	
IV	Major-5 (4) JOR-202 Travel & Lifestyle Communication  Major-6 (4) JOR-203 Interviewing techniques for Media  Major-7 (2) JOR-204 Visual Design Major-8 (4) JOR-205 Sports Communication	Minor-4 (VET) (4) JOR-221 Print Production							20	4 *

V	Major-9 (4) JOR-300 Media & Cultural Studies Major- 10 (4) JOR-301 TV News Production Major-11 (4) JOR-302 Press Laws & Ethics Major-12 (2) JOR-303 Radio & Podcast / JOR-304 Fashion Communication & Journalism	Minor-5 (VET) (4) JOR-321 Vlogging and Blogging					In te rn sh ip (2 )		20	
VI	Major- 13 (4) JOR-305 Social Media Content Creation Major-14 (4) JOR-306 Media: Environment & Health Major-15 (4) JOR-307 Advanced Photography & photojournalism Major-16 (4) JOR-308/News Magazine/ Video Magazine/general project	Minor-6(VET) (4) JOR-322 New Media							20	
VII	Major-17 (4) JOR-400 Global Media Major-18 (4) JOR-401 Media Scene in India Major-19 (4) JOR-402 Media & Public Opinion	Minor-7 (4) JOR-411 Documentary Production							20	

	Major-20 (4) JOR-403 News Media Management									
VIII	Major-21 (4) JOR-404 Technical Writing Major-22 (4) JOR-405 Business & Finance Journalism Major-23 (4) JOR-406 Investigative Journalism Major-24 (4) JOR-407 Data Journalism	Minor-8 (4) JOR-412 Political Communication							20	

**\* List of Exit Course along syllabus will be provided separately.**

**B.A. Journalism Degree Programme Under NEP w.e.f 2023-24**  
**Approved by Board of Studies on 29/03/2023 and 12/04/2023**

- **Nomenclature of the Programme:** B.A. Journalism

- **Purpose:**

The purpose of the B.A. Journalism Programme is to create professionals with high quality competence as per industry requirement and fill in the void of a much needed journalism degree programme in the state.

**General Guidelines:**

- A) Reporting assignments in and outside campus for TV/Newspapers/Magazines/News websites related curriculum.
- B) Produce in-house newsletter, Audio-visual programme
- C) Mandatory internship as part of curriculum with media organizations and its allied fields.
- D) Project: News Magazine or Video Magazine or Project

**Internship Programme:**

It is mandatory for students to undertake an internship with media organizations and its allied fields during summer or winter break. Credit for the same will be awarded on completion of internship during Vth Semester.

**Field Visit and Study tour:**

In order to give hands- on- experience, field visits and industry interaction is mandatory as per the requirements of each paper and Study tour outside the state before the completion of degree programme.

At the end of the Undergraduate Programme the students will be well-versed with contemporary media industries. Journalism jobs have diversified into Print, Broadcast, New Media and allied fields. Job profile includes:

- News Anchors, Reporter, TV-News script writer.
- Video editor/journalist, TV News Producer, Radio Jockey- News Readers
- Photographers, Graphic designers, Content Writers
- Feature writer, Correspondent Reporter
- Sub-Editor, Copy editor, Editors
- Investigative Reporter, Specialized reporter,
- Sports reporter, Editor
- Media Programmers, Public Relations officer.
- Proof Reader, Layout artist, etc.

The Programme is designed in a manner to provide a holistic understanding of Media as a practice and enterprise. It initiates the learning process through skill based work and practical exercises spread across the Eight Semesters.

Name of the Programme: B.A. Journalism

Course Code: JOR-100

Title of the Course: Introduction to Media & News

Number of Credits: 4

Effective from AY: 2023-24

<b>Pre-requisites for the Course:</b>	Nil	
<b>Course Objectives:</b>	Foundation course designed to introduce the students to the subject of Media and also to help them to understand the difference between types of news.	
<b>Content:</b>	<p><b>Unit 1: Introduction to Media</b> 1.1 Definition of Media and Mass Media 1.2 Functions of Media-Inform, Educate, Entertain etc 1.3 Role of Media in Democracy- Media as watchdog &amp; Fourth Estate 1.4 Functioning of News agencies 1.5 Classification of News Media: Print, Broadcast, New Media 1.6 Understanding differences between print, broadcast and online media</p> <p><b>Unit 2: Understanding news</b> 1.2 News- Meaning &amp; Definition 1.3 Hard news and soft news 1.4 Connecting facts, interests &amp; audience 1.5 News, features, news-features, editorials &amp; columns 1.6 Identification of types of news from newspaper/ tv news 5W and 1 H from news story and Hard news and soft news from print/online/broadcast Media</p> <p><b>Unit 3: Basics of reporting</b> <b>3.1</b> News Value, Elements of News <b>3.2</b> Types of report, Depth reporting <b>3.3</b> Organized thinking: Finding focus, Thinking- basis for effective writing, Outlines and Clustering <b>3.4</b> Qualities and aptitude necessary for a reporter <b>3.5</b> Career &amp; Opportunities in the Field of Media <b>3.6</b> Knowing elected representative in State legislative and parliament - MLA, MP, Ministers from Goa.</p> <p><b>Unit 4: Writing of basic news reports</b> <b>4.1</b> Basic principles: objectivity, accuracy, speed, 5Ws <b>4.2</b> Types of Leads <b>4.3</b> Brief Report writing <b>4.4</b> Ethics in journalism <b>4.5</b> Writing letter to the editor, news report in inverted pyramid format and different types of leads.</p>	<p><b>15 Hours</b></p> <p><b>15 Hours</b></p> <p><b>15 Hours</b></p> <p><b>15 Hours</b></p>
<b>Pedagogy:</b>	Lectures, tutorials, Presentations, workshop/field visit, Tutorials, Screening, Discussions etc	
<b>References/ Readings:</b>		

	<ol style="list-style-type: none"> <li>1. Aggarwal, Vir Bala, (2006).Essentials of Practical Journalism, Concept Publishing Company New Delhi.</li> <li>2. Ahmad, Shahzad, (2005).Art of Modern Journalism. Anmol Publication Ltd, New Delhi.</li> <li>3. Rolnicki, T.E.Tate, C.D. &amp; Taylor,(2003). S. Scholastic Journalism. Surjeet Publication, 10TH edition, 1st Indian Reprint. Delhi.</li> <li>4. Stein, M.L. &amp; Paterno, Susan F, (2003).The Newswriters’ Handbook.</li> <li>5. Ribeiro Troy,(2010).Introduction to Journalism. Vipul Prakashan, Mumbai.</li> </ol> <p><b>Online Reading</b></p> <ol style="list-style-type: none"> <li>1. E-paper- Voice of America</li> <li>2. E- Paper- The Navhind Times, O herald</li> <li>3. News Websites</li> </ol>
<p><b>Course Outcomes:</b></p>	<ol style="list-style-type: none"> <li>1. Student will gain knowledge ontypes of media and career opportunities .</li> <li>2. Analytical skill will be enhanced based on news and its classification.</li> <li>3. Students will be able to conceptualize differ types of leads required reports.</li> <li>4. Learner will acquire the skills to write basic inverted pyramid news reports.</li> </ol>

Name of the Programme: B.A. Journalism

Course Code: JOR-111

Title of the Course: Introduction to Public Relations

Number of Credits: 4

Effective from AY: 2023-24

<b>Pre-requisites for the Course:</b>	Nil	
<b>Course Objectives:</b>	The course is designed to sensitize students with the genesis of Public Relations, structure, functioning and also to inculcate the ethics to handle various clients in the field of PR.	
<b>Content:</b>	<p><b>Unit 1: Introduction to PR</b></p> <p>1.1 Meaning, definition objectives, and Scope</p> <p><b>1.2</b> History and development of PR in India</p> <p>1.3 Eminent PR pioneers- Edward L. Bernays, Ivy Lee</p> <p>1.4 Publics: Internal public &amp; external Public</p> <p>1.5 Four step process of PR- research, action plan, communication tactic, evaluation -Case study</p> <p>1.6Analysing a company Brochures or website</p> <p>1.7Case study on a successful PR agency</p> <p><b>Unit 2:Advertising and PR</b></p> <p>2.1 Advertising v/s PR- merits &amp; demerits</p> <p>2.2Types of advertising- covert, surrogate, transit, PSA, classified, social media, celebrity etc.</p> <p>2.3Functions of PR: event promotion, image building, image protection</p> <p>2.4Public Relations Society of India</p> <p>2.5 International Public Relation Association</p> <p>2.6Understanding the Anatomy of a Press release</p> <p>2.7Writing a press release for a pre and Post event</p> <p><b>Unit 3: Types of PR</b></p> <p>3.1Role of PR in different sectors – educational, government, tourism, corporate and NGO’s</p> <p>3.2 TraditionalPR V/s Digital PR</p> <p>3.3 PR Organizations- Indian &amp; International- PRSI, IPRA</p> <p>3.4 Media Relations- TV, radio, print, social media etc.</p> <p>3.5 Importance of Press release- pre &amp; post</p> <p>3.6Organizing a launch event for client or a company</p> <p>3.7Learning to prepare a Press kit</p> <p><b>Unit 4: Tools of PR</b></p> <p>4.1 Role of Crisis management team</p> <p>4.2 Internal communication tactics- company newsletter, intranet, events &amp; meetings, notice boards</p> <p>4.3 Role of Publicity media – Press, TV, Radio, social media, press conference etc</p> <p>4.4Case study on CSR- Faber Castle &amp; Marriot’s</p>	<p><b>15 Hours</b></p> <p><b>15 Hours</b></p> <p><b>15 Hours</b></p> <p><b>15Hours</b></p>



	<p>4.5 Case study of crisis management- Nestle, Covid &amp; Celebrity</p> <p>4.6 Organizing Press Conferences for a Crisis management campaign</p> <p>4.7 Pointers of PR/publicity ideas of an event.</p>	
<b>Pedagogy:</b>	Lectures, Presentations, Field Visit, Workshop, Tutorials, Screening, Discussions etc.	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. L. Padmaja, (2014). Public Relations and Corporate Communication, ASTHA publisher &amp; distributors, New Delhi.</li> <li>2. Neil Richardson and Lucy Laville, (2010). Develop Your PR Skills, KoganPage, New Delhi.</li> <li>3. Aspi H. and Chaze, (2010). Mass Communication: A Basic Study. Sheth Publishers, Pvt. Ltd.</li> <li>4. Kundra, Shipra, (2005). Introduction to Advertising And Public Relations. Anmol Publications Pvt. Ltd.</li> <li>5. Kumar, Keval J. (1994). Mass Communication in India. 4<sup>th</sup> edition, Jaico Publishing.</li> <li>6. Robert Lawrence Heath, W. Timothy Coombs, (2005). Today's public relations: an introduction. SAGE Publications.</li> <li>7. Mini Ribeiro, (2010) Introduction to Public Relations, 3<sup>rd</sup> edition, Vipul Prakshan.</li> </ol>	
<b>Course Outcomes:</b>	<ol style="list-style-type: none"> <li>1. Students will acquire skills to write press releases both pre &amp; post event to send it to Media houses.</li> <li>2. Students will develop the ability to organize press conferences in crisis situations for clients and also prepare press conference for the same.</li> <li>3. Students will also acquire knowledge/skills to do PR &amp; publicity to make the event successful.</li> <li>4. Students will be able to evaluate the campaign for their clients.</li> </ol>	

Name of the Programme: B.A. Journalism

Course Code: JOR-112

Title of the Course: Trends in Media

Number of Credits: 4

Effective from AY: 2023-24

<b>Pre-requisites for the Course:</b>	Nil	
<b>Course Objectives:</b>	The course aims to bring the latest developments in the industry to the students in order to make them industry ready.	
<b>Content:</b>	<p><b>Unit 1: Introduction to Trends in Media</b></p> <p><b>1.1</b> Overview of the media industry and its impact on society</p> <p><b>1.2</b> The evolution of media and emerging trends: Change in distribution and consumption.</p> <p><b>1.3</b> Understanding the role of technology in shaping media trends: Growth of personal devices and apps</p> <p><b>1.4</b> Early players in India to go non-traditional way: Firstpost, The Indian Express etc</p> <p><b>Unit 2: News Platforms</b></p> <p><b>2.1</b> Changes in newspapers newsrooms due to technological advancements– Usage of softwares, news apps, E-papers, infographics, video content etc</p> <p><b>2.2</b> Concept of digital news delivery: Websites, social media, email newsletters, mobile apps, messaging apps</p> <p><b>2.3</b> Growth of digital news platforms like Inshorts, Finshots, The Spectator Index etc</p> <p><b>2.4</b> Impact of social media on news dissemination</p> <p><b>2.5</b> Changing revenue models: Advertisements, events, creating community, subscriptions and donations</p> <p><b>Unit 3: Video &amp; Audio Content Creation and Consumption</b></p> <p><b>3.1</b> Changing TV news landscape in the 21st century.</p> <p><b>3.2</b> The rise of short-form video platforms like TikTok, Instagram Reels, YouTube Shorts etc</p> <p><b>3.3</b> Practices used for video marketing and distribution</p> <p><b>3.4</b> Relevance of Radio Journalism in current times</p> <p><b>3.5</b> The popularity of podcasts and their impact on the media industry</p> <p><b>Unit 4: Recent Developments in Digital News</b></p> <p><b>4.1</b> Growing popularity of independent news content creators in audio, video and graphical formats</p> <p><b>4.2</b> Understanding the skill of summarizing news content</p> <p><b>4.3</b> Analyzing the popularity of explainer videos</p> <p><b>4.4</b> Case study: The failure of CNN+</p>	<p><b>15 Hours</b></p> <p><b>15Hours</b></p> <p><b>15 Hours</b></p> <p><b>15 Hours</b></p>
<b>Pedagogy:</b>	Lectures, Presentations, Screening, Discussions, tutorial etc	
<b>References/ Readings:</b>	1. Rao, Shakuntala, (2019). Indian Journalism in a New Era: Changes, Challenges and Perspectives, Oxford University Press.	

	<ol style="list-style-type: none"> <li>2. Thakur, Kiran, (2022).Fundamentals of Digital Journalism, First edition, Vishwakarma Publications.</li> <li>3. Chawla, Abhay, (2021).New Media and Online Journalism: Handbook for Media Studies, first edition, Pearson Education.</li> <li>4. Murphy, Mary, (2020).The New News: The Journalist’s Guide to Producing Digital Content for Online &amp; Mobile News, first edition, Taylor &amp; Francis</li> <li>5. Chauhan, Swati, (2010).Handbook of Online Journalism, Kanishka Publishers</li> </ol>
<p><b>Course Outcomes:</b></p>	<ol style="list-style-type: none"> <li>1. Students will learn about real-time developments in the industry</li> <li>2. Students will understand the skills needed in the field of media as per trends</li> <li>3. Analytical skills and academic foundation will be enhanced</li> <li>4. Learner will gain knowledge on importance of content creation and consumption as per different formats.</li> </ol>

Name of the Programme: B.A. Journalism

Course Code: JOR-131

Title of the Course: Basics of News

Number of Credits: 3

Effective from AY: 2023-24

<b>Pre-requisites for the Course:</b>	Nil	
<b>Course Objectives:</b>	The course aims to provide an understanding of the concept and purpose of news in journalism and to teach the fundamentals of news writing, including structure, style, and accuracy	
<b>Content:</b>	<b>Unit 1: What is News?</b> 1.1 Defining news and its purpose in journalism 1.2 Characteristics of newsworthy events and stories 1.3 The news values and criteria for selecting and prioritizing stories 1.4 The role of news media in society 1.5 Challenges and opportunities in news selection and coverage. <b>Unit 2: News Writing Basics</b> 2.1 The inverted pyramid structure 2.2 Writing headlines and leads 2.3 Basic grammar and punctuation 2.4 The importance of accuracy in news reporting 2.5 Writing for different platforms (print, online, broadcast) <b>Unit 3: Conducting Interviews</b> 3.1 Preparing for an interview 3.2 Types of interview questions 3.3 The role of the interviewer in news reporting 3.4 Conducting interviews with difficult sources <b>Unit 4: Types of News</b> 4.1 Characteristics of hard news and soft news 4.2 Importance and relevance of hard news and soft news in journalism 4.3 The difference between hard news and feature writing 4.4 The purpose and characteristics of feature stories	<b>10 Hours</b>          <b>12 Hours</b>          <b>12 Hours</b>          <b>11 Hours</b>
<b>Pedagogy:</b>	Lectures, Presentations, Interaction with industry experts, Tutorials, Screening, Discussions etc	
<b>References/ Readings:</b>	1. Merrill, J. C., & Lee, S. H., (2019). Interviewing: Principles and practices (15th ed.). Routledge. 2. Stewart, M., (2018). The Interviewer's Pocketbook (2nd ed.). Management Pocketbooks. 3. Vipond, M., (2019). Nailing the News Interview: Strategies for success. Routledge. 4. Stein, M.L. & Paterno, Susan F. The Newswriters' Handbook. 2003 5. An introduction to journalism, First Indian Reprint. Surjeet Publication, Delhi	

<b>Course Outcomes:</b>	<ol style="list-style-type: none"><li>1. Students will be able to Identify newsworthy events and stories and apply news values and criteria for story selection</li><li>2. Students will acquire skills of Using the inverted pyramid structure, write headlines and leads, and follow basic grammar and punctuation rules in news writing</li><li>3. Students will be able to conduct effective interviews, ask different types of questions, and handle difficult sources</li><li>4. Students will be able to analyze and evaluate news stories based on their news value, relevance, and impact</li></ol>
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Name of the Programme: B.A. Journalism (Honours)

Course Code: JOR-141

Title of the Course: Multimedia & Desktop Publishing

Number of Credits: 3 (1 Theory, 2 Practical)

Effective from AY: 2023-24

<b>Pre-requisites for the Course:</b>	Nil	
<b>Course Objectives:</b>	A course introduced to acquire knowledge of multimedia authoring tools for use in producing multimedia content.	
<b>Content:</b>	<p><b>Unit 1: Multimedia and Desktop Publishing Fundamentals</b></p> <p><b>1.1</b> Overview and Evolution of Multimedia: From Computing's Early Days to Virtual and Augmented Reality</p> <p><b>1.2</b> Principles and Characteristics of Multimedia Design: User-Centered Design, Consistency, Interactivity, Visual Appeal, Simplicity</p> <p><b>1.3</b> Working with Text in Multimedia Projects using MS Word.</p> <p><b>1.4</b> Presenting Data with Digital Charts, Graphs, and Spreadsheets using excel.</p> <p><b>Unit 2: Multimedia Storytelling and Desktop Publishing Techniques</b></p> <p><b>2.1</b> Introduction to Desktop Publishing and Content Creation for Print Media</p> <p><b>2.2</b> Definition and Importance of Multimedia Storytelling</p> <p><b>2.3</b> Creating and Editing Graphics with Multimedia Authoring Tools such as Canva, Inkscape</p> <p><b>2.4</b> Impact of Images and Pictures for Multimedia Projects: Understanding Different Formats Such as JPEG, PNG, TIFF, etc.</p> <p><b>Practicals</b></p> <ol style="list-style-type: none"><li>1. Create a presentation on the history and evolution of multimedia using presentation software</li><li>2. Use word to create a project that uses different fonts, colors, styles and format it using different text formats such as heading, subheading and body text.</li><li>3. Create data spreadsheet</li><li>4. Create graphs using data spread sheet</li><li>5. Create digital chart that uses color and visuals to enhance the user experience.</li><li>6. Create a timeline or info graphic that visualized key technological advancements</li><li>7. Session on file formats and extensions, Hyper-links, Embeds</li><li>8. Evaluate existing multimedia projects interms of design principles and it is used to communicate its message.</li><li>9. Short multimedia project- Recording and Editing Audio using a microphone effectively, adding effects and filters</li></ol>	<p><b>7 Hours</b></p> <p><b>8 Hours</b></p> <p><b>60 Hours</b></p>

	<p>10. Creating a Multimedia Presentation. Topics such as selecting appropriate visuals, creating a narrative, adding audio and video, and designing effective slides.</p> <p>11. Create a digital collage using images and text using photo editing software</p> <p>12. Create an infographic using free software like Canva or Piktochart to visualize data</p> <p>13. Create an interactive e-book * Students should maintain journal/e-journal</p>	
<b>Pedagogy:</b>	Lectures, Presentations, Tutorials, Screening, Discussions etc	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. Singhai, Rahul, (2006). Computer Applications for Journalism. Reference Press</li> <li>2. Martin Huckerby, (2005). The Net for Journalists. The Thomson Foundation</li> <li>3. Wegener, H., (2018). Multimedia basics. Springer International Publishing.</li> <li>4. Vaughan, T., (2019). Multimedia: Making it work (10th ed.). McGraw-Hill Education.</li> <li>5. Cohen, S., (2019). Desktop publishing with Adobe InDesign. Peachpit Press.</li> <li>6. Jago, M., (2019). Adobe Premiere Pro CC Classroom in a Book (2nd ed.). Adobe Press.</li> </ol>	
<b>Course Outcomes:</b>	<ol style="list-style-type: none"> <li>1. Student will acquire skills of using MS Word to work with text.</li> <li>2. Students will be able to create and design effective PowerPoint presentations using tools such as MS PowerPoint and Keynote</li> <li>3. Students will be able to present data using digital charts, graphs, and spreadsheets using tools such as MS Excel</li> <li>4. Students will acquire skills of creating and editing basic graphics using multimedia authoring tools such as Canva, and Inkscape</li> </ol>	

Name of the Programme: B.A. Journalism (Honours)

Course Code: JOR-132

Title of the Course: Advertising & PR

Number of Credits: 3

Effective from AY: 2023-24

<b>Pre-requisites for the Course:</b>	Nil	
<b>Course Objectives:</b>	A basic course designed to sensitize students with the understanding for most trending world of Public Relations and Advertising.	
<b>Content:</b>	<p><b>Unit 1: Introduction to advertising</b></p> <p>1.1 Genesis of advertising- abroad &amp; India 1.2 Definition, Objectives, scope of advertising 1.3 Different types of advertisements &amp; recent trends 1.4 Three Components of advertising – the advertiser, the Ad agency, mass media 1.5 Advertising Standards Council of India</p> <p><b>Unit 2: Introduction to PR</b></p> <p>2.1 P.R. Meaning, definition objectives, and Scope 2.2 History: History and development of PR in India 2.3 Eminent PR pioneers- Edward L. Bernays, Ivy Lee &amp; Kali Mody 2.4 Public Relations Society of India 2.5 International Public Relation Association</p> <p><b>Unit 3: Research &amp; evaluation</b></p> <p>3.1 AIDA- attention, interest, desire, action, conviction, satisfaction 3.2 DAGMAR- defining advertising goals for desired advertising results 3.3 Advertising &amp; PR- client servicing 3.4 Four step process of PR- research, action plan, communication tactic, evaluation 3.5 Corporate Social Responsibility</p> <p><b>Unit 4: Advertising &amp; PR agency</b></p> <p>4.1 Advertising &amp; PR agencies in India- national &amp; international 4.2 Types of Advertising agencies- full service, B2B, creative boutique, in- house agency, social media agency 4.3 Structure of a PR agency 4.4 Departments in Ad Agency- accounts, creative, production, media planning &amp; buying, research, admin 4.5 Role of Advertising agencies associations of India.</p>	<p><b>12 Hours</b></p> <p><b>12 Hours</b></p> <p><b>9 Hours</b></p> <p><b>12 Hours</b></p>
<b>Pedagogy:</b>	Lectures, Presentations, interactions with industry person, Screening, Discussions etc.	
<b>References/ Readings:</b>	<ol style="list-style-type: none"><li>1. L. Padmaja, (2014). Public Relations and Corporate Communication, ASTHA publisher &amp; distributors, New Delhi.</li><li>2. Neil Richardson and Lucy Laville, (2010). Develop Your PR Skills, KoganPage, New Delhi.</li><li>3. Aspi H. and Chaze, (2010). Mass Communication: A Basic Study, Sheth Publishers, Pvt. Ltd.</li></ol>	



	<ol style="list-style-type: none"> <li>4. Kundra, Shipra.(2005)Introduction to Advertising and Public Relations. Anmol Publications Pvt. Ltd.</li> <li>5. Kumar, Keval J., (2020).Mass Communication in India.5<sup>th</sup> edition, Jaico Publishing.</li> <li>6. Robert Lawrence Heath, W. Timothy Coombs,(2005).Today's public relations: an introduction. SAGE Publications.</li> <li>7. Mini Ribeiro,(2010).Introduction to Public Relations, Vipul Prakshan, 3<sup>rd</sup> edition.</li> <li>8. Ahmed M., (2010). Introduction to advertising, 3rd revised edition, Vipul Prakashan.</li> <li>9. Chunawala and Sethia, (1986).Advertising Principles and Practices, Himalaya, New Delhi.</li> <li>10. Gerard J. Tellis and Tim Ambler, (2010)Handbook of Advertising, Sage Publication.</li> <li>11. G. Dyer, (2010). Advertising as Communication, Methuen, UK, 1982.</li> </ol>
<p><b>Course Outcomes:</b></p>	<ol style="list-style-type: none"> <li>1. Students will also acquire knowledge/skills to work in an Advertising &amp; PR firm.</li> <li>2. Students will be able to instill code of ethics in the field of Advertising &amp; PR</li> <li>3. Student will understand the work culture of Advertising &amp; PR firm hence making them professionals for better future.</li> <li>4. Students will acquire knowledge to legitimately choose the right agency to work with.</li> </ol>

Name of the Programme: B.A. Journalism (Honours)

Course Code: JOR-142

Title of the Course: Mobile Journalism (MOJO)

Number of Credits: 3 (1 Theory, 2 Practical)

Effective from AY: 2023-24

<b>Pre-requisites for the Course:</b>	Nil	
<b>Course Objectives:</b>	The Course aims to impart practical and theoretical knowledge in the new emerging field of Mobile journalism	
<b>Content:</b>	<p><b>Unit 1: Introduction to Mobile Journalism</b></p> <p><b>1.1.</b> Mobile Journalism (MOJO)- Meaning and Definition <b>1.2</b> Its Need &amp; Significance in reportage <b>1.3</b> Advantages &amp; Limitations MOJO <b>1.4</b> Future of Mobile Journalism <b>1.5</b> Do's and Don'ts for ethical mobile journalism <b>1.6</b> Use of technology and understanding of laws related to cyber crime</p> <p><b>Unit 2: MOJO and Applications</b></p> <p><b>2.1</b> Mobile Journalism Kits <b>2.2</b> Importance of Mobile journalism Apps <b>2.3</b> Usage of Photo, Video/audio editing apps <b>2.4</b> Global adoption and its influence, MOJO in India <b>2.5</b> Importance of Identifying target audience- Audience research &amp; Engagement <b>2.6</b> Case study on successful mojo story/journalist</p> <p><b>Practicals:</b></p> <p>1. Session on Smart phones and their uses; Camera Movements, Camera Shots. 2. Scripting and recording of visuals for video News (Field work) 3. Organising visual elements into a video story as per script 4. Handling of Mobile Gimbals for outdoor/indoor recording 5. Identifying target audience- Audience research &amp; Engagement 6. Session on audio/Video Recording apps. 7. Session on Editing Video on Smartphone/apps. 8. Writing and adding Voice over 9. Production of videos from Photo and script. 10. Production of an Impactful Interview on Smartphone 11. Field work- Any Beat based story 12. Production and packaging of mobile news content * Students should maintain journal/e-journal</p>	<p><b>7 Hours</b></p> <p><b>8 Hours</b></p> <p><b>60 Hours</b></p>
<b>Pedagogy:</b>	Lectures, Presentations, Screening of mojo stories, Discussions, Field reportage etc	
<b>References/ Readings:</b>	<p>1. Dass, Dr. Rahul, (2022). Mobile Journalism- A key Mass Communication to the Future, 1<sup>st</sup> Edition Prabhat Prakashana Pvt. Ltd.</p> <p>2. Montgomery Robb, Mobile Journalism, Independently Published, US.</p> <p>3. Belavadi Vasuki, (2013). Video Production, Second Edition, OUP India.</p>	

	<p>4. Maikchel, Raj, (2020).Mobile Editor, First Edition: Mobile Editing Tips for beginners, Freeze Didital Editz (-ebook).</p> <p>Online Reading Material</p> <ol style="list-style-type: none"> <li>1. <a href="https://momofilmfest.com/the-ultimate-beginners-guide-to-smartphone-filmmaking/">https://momofilmfest.com/the-ultimate-beginners-guide-to-smartphone-filmmaking/</a></li> <li>2. <a href="https://www.movophoto.com/pages/mojo-mobile-journalism">https://www.movophoto.com/pages/mojo-mobile-journalism</a></li> </ol>
<p><b>Course Outcomes:</b></p>	<ol style="list-style-type: none"> <li>1. Students will have a knowledge of new trends in reporting</li> <li>2. Student will acquire skills of recording and editing content on Smart phone</li> <li>3. Students will learn to report and interview on smart phone</li> <li>4. Students will acquire skills to package news content for digital platforms</li> </ol>