

# गोंय विद्यापीठ

ताळगांव पठार,  
गोंय - ४०३ २०६  
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## Goa University

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(Accredited by NAAC)

GU/Acad –PG/BoS -NEP/2024/218

Date: 13.06.2024

### CIRCULAR

The syllabus of Semesters I to VIII of the **Bachelor of Arts in Mass Communication and Journalism** Programme based on the UGC Curriculum and Credit Framework for the Undergraduate Programme (CCFUP) under the National Education Policy (NEP) 2020 approved by the Standing Committee of Academic Council in its meeting held on 10<sup>th</sup> and 11<sup>th</sup> May 2024 is attached.

The Dean/ Vice-Deans of the D.D. Kosambi School of Social Sciences and Behavioural Studies and Principals of the Affiliated Colleges offering the **Bachelor of Arts in Mass Communication and Journalism** programme are requested to take note of the above and bring the contents of the Circular to the notice of all concerned.

(Ashwin Lawande)  
Assistant Registrar – Academic-PG

To,

The Principals of Affiliated Colleges offering the **Bachelor of Arts in Mass Communication and Journalism** Programme.

Copy to:

1. The Director, Directorate of Higher Education, Govt. of Goa
2. The Dean, D.D. Kosambi School of Social Sciences and Behavioural Studies, Goa University.
3. The Vice-Deans, D.D. Kosambi School of Social Sciences and Behavioural Studies, Goa University.
4. The Chairperson, BOS in Journalism and Mass Communication.
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.

Programme Structure for Semester I to VIII Under Graduate programme – Mass Communication and Journalism										
Semester	Major -Core	Minor	MC	AEC	SEC	I	D	VAC	Total Credits	Exit
I	MCJ-100 Introduction to Communication Principles (4)	MCJ- 111 Introduction to Advertising (4)	MCJ-131 Media & Society (3)	(2)	MCJ-141 Performing Arts & Communication (3)  OR MCJ- 142 Basics of Photography (3)			(2)  (2)	20	
II			MCJ 132 Introduction to Films (3)	(2)	MCJ-143 Introduction to Design (3)  OR MCJ-144 Social media Skills (3)			(2)  (2)	20	MCJ-161 Media Writing (4)

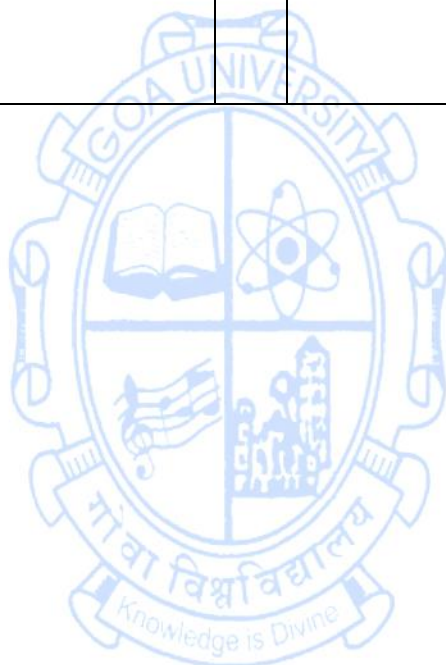
III	<p>MCJ-200 Scripting for Media (4)</p> <p>MCJ-201 Media &amp; Information Literacy (4)</p>	<p>MCJ- 211 Advertising Management (4)</p> <p>OR</p> <p>MCJ-212 Reporting and Editing (4)</p>	<p>MCJ-231 Introduction to Electronic Media (3)</p> <p>(2)</p>	<p>MCJ-241 Audio Production (3)</p> <p>OR</p> <p>MCJ-242 Introduction to Events (3)</p> <p>OR</p> <p>MCJ-243 Art Appreciation (3)</p>			-	20	
IV	<p>MCJ-202 Introduction to Audio Visual Media (4)</p> <p>MCJ-203 Introduction to Copywriting (4)</p>	<p>MCJ-221 Advanced Graphic Designing (VET) (4)</p> <p>OR</p>	-	(2)				20	MCJ -261 Political Reporting (4)

	<b>MCJ-204</b> <b>Film Appreciation</b> <b>(4)</b>  <b>MCJ-205</b> <b>Advanced</b> <b>Photography</b> <b>(2)</b>  <b>OR</b>  <b>MCJ-206</b> <b>Vlogging &amp; Blogging</b> <b>(2)</b>	<b>MCJ-222 Travel &amp; Lifestyle</b> <b>Communication (4)</b>						
<b>V</b>	<b>MCJ-300</b> <b>History of Media-I</b> <b>(4)</b>  <b>MCJ-301</b> <b>Media and Cultural</b> <b>studies</b> <b>(4)</b>  <b>MCJ-302</b> <b>Media Research</b> <b>(4)</b>	<b>MCJ-321</b> <b>Digital Video</b> <b>Production</b> <b>(VET)</b> <b>(4)</b>  <b>OR</b>  <b>MCJ-322</b> <b>Visual Design</b> <b>(VET)</b> <b>(4)</b>	<b>(I) Internship</b> <b>(2)</b>	-	-	-	<b>20</b>	

	<b>MCJ-303</b> <b>Video Editing</b> <b>(2)</b>  <b>OR</b>  <b>MCJ-304</b> <b>Ad Filmmaking</b> <b>Campaign</b> <b>Strategies</b> <b>(2)</b>							
<b>VI</b>	<b>MCJ-305</b> <b>History of Media-II</b> <b>(4)</b>  <b>MCJ-306</b> <b>Media Laws-I</b> <b>(4)</b>  <b>MCJ-307</b> <b>Corporate</b> <b>Communication</b> <b>(4)</b>  <b>MCJ-308</b> <b>PROJECT –</b> <b>(Documentary  </b> <b>Short Film   News</b> <b>Magazine)</b> <b>(4)</b>	<b>MCJ-323</b> <b>Advanced Digital</b> <b>Marketing</b> <b>(VET) (4)</b> <b>OR</b>  <b>MCJ-324</b> <b>Radio &amp; Podcast</b> <b>(VET) (4)</b>					<b>20</b>	

VII	<p><b>MCJ-400</b> <b>Health &amp; Development Communication</b> <b>(4)</b></p> <p><b>MCJ-401</b> <b>Media Laws-II</b> <b>(4)</b></p> <p><b>MCJ-402</b> <b>Theories of Communication</b> <b>(4)</b></p> <p><b>MCJ-403</b> <b>CSR &amp; Crisis Management</b> <b>(4)</b></p>	<p><b>MCJ-411</b> <b>Social Media Management</b> <b>(4)</b></p> <p><b>OR</b></p> <p><b>MCJ-412</b> <b>Sports Communication</b> <b>(4)</b></p>	-				20	
VIII	<p><b>MCJ- 404</b> <b>Investigative Journalism</b> <b>(4)</b></p> <p><b>MCJ-405</b> <b>Contemporary Issues in Media &amp; Communication</b> <b>(4)</b></p>	<p><b>MCJ-413</b> <b>Media Entrepreneurship</b> <b>(4)</b></p> <p><b>OR</b></p> <p><b>MCJ-414</b> <b>Business Journalism</b> <b>(4)</b></p>	-				20	

	<p><b>MCJ-406</b> <b>New Media</b> <b>(4)</b></p> <p><b>MCJ-407</b> <b>Film &amp; Society</b> <b>(4)</b></p>								
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Semester: I & II

Name of the Programme : B.A. Mass Communication & Journalism

Course Code : MCJ-100

Title of the Course : Introduction to Communication Principles

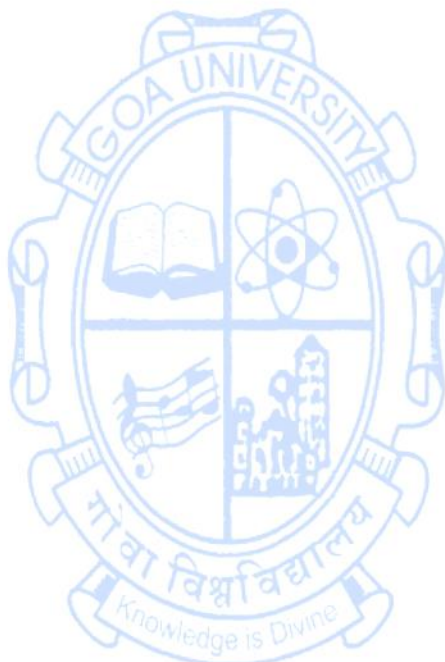
Number of Credits : 04 (4 T)

Effective from AY : 2024-2025

<b>Pre-requisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	<ol style="list-style-type: none"> <li>1. To develop a fundamental understanding of communication process &amp; analyse different forms of communication</li> <li>2. To introduce communication principles &amp; skills to real-world scenarios.</li> <li>3. To reflect on personal communication strengths &amp; weaknesses</li> <li>4. To develop strategies for self-improvement &amp; lifelong learning in effective communication.</li> </ol>	
<b>Content:</b>	<b>Unit 1: What is Communication?</b> <ol style="list-style-type: none"> <li>1.1 Definition; Nature and Scope of Communication</li> <li>1.2 Sociological and Psychological aspects</li> <li>1.3 Levels of Communication: Intra-personal, Inter-personal, Group, and Mass Communication</li> <li>1.4 Verbal and Non-verbal Communication</li> <li>1.5 Barriers to Communication vs. Effective Communication</li> <li>1.6 Seven C's of Communication</li> <li>1.7 Understanding the process of communication and Levels of communication via film</li> <li>1.8 <i>Understanding and Analysing various communication barriers with respect to different forms of media for effective communication.</i></li> </ol>	<b>15 Hours</b>
	<b>Unit 2: Communication: Types &amp; Process</b> <ol style="list-style-type: none"> <li>2.1 Types of Communication: Direction of Communication, Way of Expression &amp; Organizational Structure</li> <li>2.2 Communication Process</li> <li>2.3 One-step, Two-step &amp; Multistep flow of information</li> <li>2.4 Communication Models; Definition; Scope &amp; Purpose of Models</li> <li>2.5 Models: Aristotle's , Shannon &amp; Weaver's, Harold Laswell's &amp; Osgood &amp; Schramm's</li> <li>2.6 <i>Understanding the practical use and application of different communication</i></li> </ol>	<b>15 Hours</b>
	<b>Unit 3: Functions of Mass Communication</b> <ol style="list-style-type: none"> <li>3.1 Significance of Effective Listening</li> <li>3.2 Obstacles to Effective Listening</li> <li>3.3 Guidelines to Effective Listening, How to become a Good Listener</li> <li>3.4 Characteristics and types of Mass Media</li> <li>3.5 Functions and Importance of Mass Communication</li> <li>3.6 Impact &amp; imitations of print. broadcast and new media</li> </ol>	<b>15 Hours</b>

	<p>3.7 <i>Analysing and understanding different forms of mass media available in Goa &amp; India &amp; Learn the art attentive listening</i></p>	
	<p><b>Unit 4: Communicating with the Masses</b></p> <p>4.1 Public speaking as a communication</p> <p>4.2 Group Discussions &amp; Group dynamics</p> <p>4.3 Motivation, Persuasion and leadership traits.</p> <p>4.4 Using creative and technical presentations <i>via</i> Graffiti, Debates and Street plays.</p> <p>4.5 Learn the skills required to conduct group discussions, debates, presentation and public speaking.</p> <p>4.6 Understanding the use of graffiti, collage making &amp; street plays on various issues.</p>	<b>15 Hours</b>
<b>Pedagogy:</b>	Lectures, Tutorial, Discussion, Interactive sessions, Videos & films screening, debate, quiz. Workshop on Public speaking	
<b>References/ Readings:</b>	<p>1. Burgoon, Michael, Frank G Hansaker, Edwin J Dawson. (1994). <i>Human Communications. (3rd Ed)</i>, Sage, New Delhi.</p> <p>2. Chordia, Dilip Singh. (2013). <i>Mass Media &amp; Television</i>. ABD publishers, Delhi.</p> <p>3. De Fleur, Melvin and Dennis, Everette. (1988). <i>Understanding Mass Communication</i>. 3rd edition; Houghton Mifflin Co.</p> <p>4. Denis McQuail and S. Ven Windall, Longman. (1981). <i>Communication models for the study of Mass Communication</i>. Singapore Publications.</p> <p>5. Kumar, Keval J. (2012). <i>Mass Communication in India</i>. JAICO 4th Edition, Mumbai.</p> <p>6. Melvin L Defluer and Sandra J Ball. (1923). <i>Theories of Mass Communication</i>. Longman Publications.</p> <p>7. Narula, Uma. (2013). <i>Communication Models</i>. Atlantic Publisher, New Delhi.</p> <p>8. Verderber, Rudolph F. (1997). <i>The Challenge of Effective Speaking</i>. (10th ed) Wadsworth, Singapore.</p> <p>E-Readings:</p> <p>1. <a href="https://virtualspeech.com/blog/guide-to-debating">https://virtualspeech.com/blog/guide-to-debating</a></p> <p>2. <a href="https://ecampusontario.pressbooks.pub/professionalcomms/chapter/7-2-listening-skills/">https://ecampusontario.pressbooks.pub/professionalcomms/chapter/7-2-listening-skills/</a></p> <p>3. <a href="https://egyankosh.ac.in/bitstream/123456789/34355/1/Unit-1.pdf">https://egyankosh.ac.in/bitstream/123456789/34355/1/Unit-1.pdf</a></p> <p>4. <a href="https://egyankosh.ac.in/bitstream/123456789/72742/1/Unit-1.pdf">https://egyankosh.ac.in/bitstream/123456789/72742/1/Unit-1.pdf</a></p> <p>5. <a href="https://egyankosh.ac.in/bitstream/123456789/33215/5/Unit-3.pdf">https://egyankosh.ac.in/bitstream/123456789/33215/5/Unit-3.pdf</a></p> <p>6. <a href="https://egyankosh.ac.in/bitstream/123456789/7176/1/Unit-5.pdf">https://egyankosh.ac.in/bitstream/123456789/7176/1/Unit-5.pdf</a></p>	
<b>Course Outcomes:</b>	<p>On the completion of the course students will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the process of communication through models &amp; their working in various social contexts.</li> <li>2. Understand various communication technologies &amp; their impact on communication dynamics.</li> <li>3. Acquire skills in observation, comprehension &amp; understand the need for filtering and processing information while garnering presentation</li> </ol>	

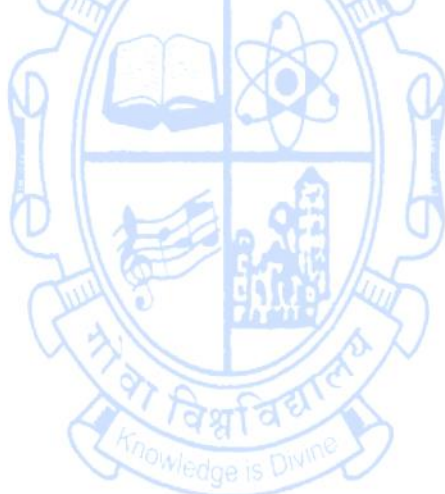
	<p>skills for multi-level communication.</p> <p>4. Reflect on personal communication strengths &amp; weaknesses &amp; develop strategies for self-improvement in effective communication.</p>
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**Name of the Programme** : B.A. Mass Communication & Journalism (Honours)  
**Course Code** : MCJ-111  
**Title of the Course** : Introduction to Advertising  
**Number of Credits** : 04 (4 T)  
**Effective from AY** : 2024-2025

<b>Prerequisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	1. To introduce students to various forms of advertising. 2. To make students aware of the role of communication. 3. To understand the process of making advertisements. 4. To provide basic skills of analysis and ideation for understanding advertising as a process.	
<b>Content:</b>	<b>UNIT 1: Introduction to advertising</b> 1.1 Evolution and History (Overview) 1.2 Concept and role of advertising 1.3 Objectives and significance 1.4 Advertising - A Communication Tool 1.5 Introduction to Advertising ethics 1.6 <i>Analysing advertisements on different media vehicles</i>	<b>10 Hours</b>
	<b>UNIT 2: Fundamentals of advertising</b> 2.1 Functions of Advertising (inform, educate, persuade) 2.2 Advertising vs. Personal Selling vs. Public Relations 2.3 Difference between advertising & marketing 2.4 Key Players in advertising (advertiser, target audience, media, advertising agency)	<b>10 Hours</b>
	<b>UNIT 3: Advertising &amp; media</b> 3.1 Intro to advertising and media (print, broadcast, digital) 3.2 Types of Advertisements (OOH, Display, PSA, Covert, Classified Surrogate) 3.3 Appeals in Advertising (rational, emotional, fear, humour, romantic, celebrity endorsement, music) 3.4 <i>Identifying different types of advertising</i> 3.5 <i>Analysing advertisements</i> to identify types of appeal used	<b>15 Hours</b>
	<b>UNIT 4: Understanding advertising agency</b> 4.1 Structure and functions of an advertising agency 4.2 Different types of Advertising Agencies (Indian & International) 4.3 Various departments in an advertising agency 4.4 Careers in advertising	<b>10 Hours</b>
	<b>UNIT 5: Structure of an advertisement</b> 5.1 Writing for print, TV, Radio and Digital ads 5.2 Introduction to role of design in advertising 5.3 Types of ad formats (3 formats) 5.4 Colour theory in advertising 5.5 Introduction to Components of an advertisement and their significance— headline, tagline, body copy, illustration, logo. 5.6 Anatomy of a press ad	<b>15 Hours</b>

	5.7 Writing Taglines, headlines, slogans & captions	
<b>Pedagogy:</b>	Lectures, interaction with industry experts, Case studies, quiz, class room activities, Screening	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. Kumar Keval J. (2008). <i>Mass Communication in India</i>. 4th Edition, Jaico Publishing.</li> <li>2. Kale N. G., Ahmed M. (2010). <i>Introduction to Advertising</i>. 3rd revised Edition, Vipul Prakashan.</li> <li>3. Vilanilam J. V. (2004). <i>Advertising basics</i>. Response Book.</li> <li>4. Sanjay Tiwari (2003). <i>Uncommon Sense of Advertising</i>. Response Book.</li> <li>5. Gerard J. Eellis and Tim Ambler. (2010). <i>Handbook of Advertising</i>, Sage publication</li> <li>6. S.N. Murthy. (2010). <i>Advertising</i>. Excel books, New Delhi.</li> </ol>	
<b>Course Outcomes:</b>	<p>On completion of the course, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the basic process and working of the advertising industry.</li> <li>2. Develop skills for conceptualising and writing advertisements for various media platforms.</li> <li>3. Analyse and apply practices of successful advertisement planning methods.</li> <li>4. Understand and evaluate changing trends in advertising processes.</li> </ol>	



**Name of the Programme** : B.A. Mass Communication & Journalism (Honours)k  
**Course Code** : MCJ-131  
**Title of the Course** : Media & Society  
**Number of Credits** : 03 (3T)  
**Effective from AY** : 2024-2025

<b>Pre-requisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	1. To understand how media function as a communication tool at various societal levels and its overall impact on society. 2. To analyse the role of media on a wide range of issues including media & development both at national as well as global levels. 3. To discuss and explore the impact of media on cross section of society. 4. To provide critical thinking on issues of ethical practises and areas of media citizenship.	
<b>Content:</b>	<b>Unit 1: Understanding Media and Society</b> 1.1 Defining Society: Family, Youth & Communities 1.2 Defining media & its various forms: Print, broadcast, digital, social etc. 1.3 Media & social representations 1.4 Understanding media's role in shaping cultural norms, values, and attitudes	<b>10 Hours</b>
	<b>Unit 2: Media &amp; Social Responsibility</b> 2.1 Stereotypes & bias in media portrayal 2.2 Media's role in shaping cultural values norms & ideologies 2.3 Role of media in social movements 2.4 Role of media during crisis: Health, natural disasters	<b>15 Hours</b>
	<b>Unit 3: Media &amp; Gender</b> 3.1 Media composition 3.2 Women in Media 3.3 Diversity in Newsrooms 3.4 Evaluation of the credibility of information	<b>10 Hours</b>
	<b>Unit 4: Ethical concerns</b> 4.1 Responsibilities of journalist, Citizen Journalism& social media Influencers 4.2 Ethical considerations: Accuracy, fairness, privacy, & social responsibility 4.3 Experts' recommendations in Media Policies.	<b>10 Hours</b>
<b>Pedagogy:</b>	Lectures, Group Discussion, Presentation, Educative Videos, Debate, Quiz, interactive sessions with industry experts	

<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. Aggarwal, Vir Bala. (2022). <i>Media and Society : Challenges and Opportunities</i>. Edited by Concept Pushing Company, New Delhi.</li> <li>2. Gupta, V., &amp;Dyal, R. (1996). <i>National media policy</i>. New Delhi: Published for AMIC, Friedrich Ebert Stiftung, Concept Pub. Co.</li> <li>3. Herman, E. &amp; Chomsky, N. (2002). <i>Manufacturing Consent: The Political Economy of the Mass Media</i>. Random House.</li> <li>4. Joseph Straubhaar , et al. (2000). <i>Media Now : Communication Media in the Information Age</i>. Wadsworth.</li> <li>5. Mc Quail, D. (2000). <i>Mass Communication Theory</i>. Sage London</li> <li>6. Potter, W. (2004). <i>Theory of Media Literacy : A Cognitive Approach</i>. Sage Publication.</li> <li>7. Ross, K. and Nightingle, V. (2003). <i>Media and Audiences : Issues in Cultural and Media Studies</i>, Mc Graw-Hill International, England Thousand Oaks. : Sage Publication.</li> <li>8. Wiley Blackwell. Mansell, R., &amp;Raboy, M. (2014). <i>The Handbook of Global Media and Communication Policy</i>. Chichester: E-Readings: 1. <a href="https://egyankosh.ac.in/bitstream/123456789/59662/3/Block-1.pdf">https://egyankosh.ac.in/bitstream/123456789/59662/3/Block-1.pdf</a></li> </ol>
<b>Course Outcomes:</b>	<p>On completion of the course, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the complex relationship between media and society, including media representation, popular culture, power dynamics, and ethical considerations.</li> <li>2. Analyse media's impact on society.</li> <li>3. Develop understanding of the opportunities, challenges, and ethical responsibilities of media in shaping and reflecting society</li> <li>4. Develop critical thinking skills in analyzing media's impact on society and its ethical considerations.</li> </ol>

**Name of the Programme** : B.A Mass Communication & Journalism (Honours)  
**Course Code** : MCJ-132  
**Title of the Course** : Introduction to Film  
**Number of Credits** : 3 (3T)  
**Effective from AY** : 2024-2025

<b>Pre-requisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	1. To introduce and provide an insight into the world of cinema as a form of art and expression. 2. To introduce them to the various roles and process of film production. 3. To encourage students to appreciate and analyse film as a medium across genres and media platforms. 4. To explore case studies of filmmaker in different styles and genres.	
<b>Content:</b>	<b>UNIT 1: Introduction to Film</b> 1.1 Birth and evolution of film-Lumiere brothers, and other technical experiments. 1.2 From Actualities to Talkies – Evolution 1.3 Understanding Film as a medium- Art vs Science? Commercial vs Expression? 1.4 Process of making a film- Production phases and its importance. 1.5 Basic film terminology: Producer, Director, DOP, Set design, Clapboard, Artists, etc. 1.6 Analysis of films Zindagina Milegi Dobara, The Godfather (1972), Bicycle Thieves (1948), Rashomon (1959), Breathless (1960) Konkani Film: Nachomia Kumpasar, Marathi film: Harischrachi Factory	<b>10 Hours</b>
	<b>UNIT 2 Understanding cinema</b> 2.1 What is a plot? Storyline – character analysis – story telling elements. Message and its impact on audience. 2.2 Use of technical elements- cinematography, editing, sound effects and lighting, art direction in Cinema. 2.3 Performance and styles – What makes a good actor? Dialogues – charisma- characters/role played- Star system in mainstream cinema. 2.4 Introduction to Bollywood Cinema – Regional cinema and its characteristics, industry. Understanding culture and social economic portrayal through cinema. 2.5 What makes a Film memorable – Classic in Hollywood, Classics in Bollywood - <i>Screenings and discussion.</i>	<b>5 Hours</b>
	<b>UNIT 3: Impact of audience on films</b> 3.1 Type of audiences in Film - fans, critics, film enthusiast, film buffs and regular audiences. 3.2 Film Review-understanding what constitutes a film review, and its impact on the audience 3.3 Blogosphere-Analysis of Film reviews on digital platforms, changes in analysis and techniques, impact on audience.	<b>10 Hours</b>

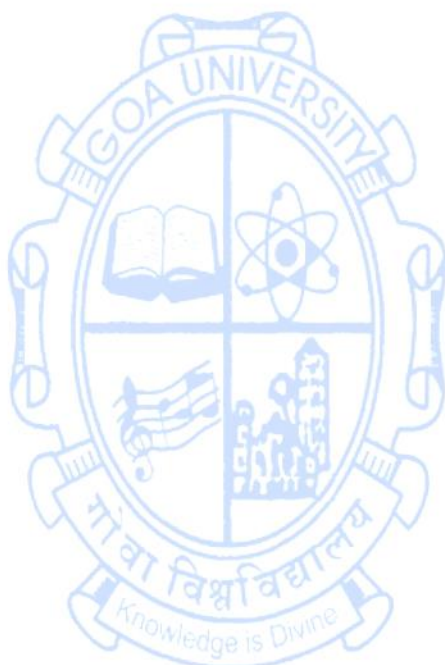
	3.4 Writing Film reviews for magazines. Produce short vlogs on recent films-styles and techniques.	
	<b>UNIT 4: Cinema through the ages</b> 4.1 Film genres- Western Genres, Indian Bollywood popular genres. 4.2 Case study on Cinema through the ages- changes in style and storytelling . 4.3 Major movements across the world 4.4 Technological advancements in filmmaking – IMAX & OTT- changes in viewing and reception of films. 4.5 Screening and analysis of genres and Bollywood / regional cinema. Different media platforms and viewing experience to be analysed.	<b>10 Hours</b>
<b>Content:</b>	<b>UNIT 5 Universal language of Cinema</b> 5.1 Cinema as a global experience – World Premiere, trends in making cinema for global audience, understanding diaspora. 5.2 Film Festival and its role in Film appreciation for public- (IFFI, Cannes, MIFF, etc. 5.3 The role of award functions (Oscars, EMMY's) in promoting film trends	<b>10 Hours</b>
<b>Pedagogy:</b>	Lectures, class room activities, Tutorials. Film Screening discussions and analysis, Field Visit	
<b>References/ Readings:</b>	1. Giannetti, L. (2016). <i>Understanding Movies</i> . Boston, MA: Pearson. 2. Kurosawa, A. (1983). <i>Something Like an Autobiography</i> . New York, NY: Vintage Books. 3. Lumet, S. (1995). <i>Making Movies</i> . New York, NY: Vintage Books. 4. Rodriguez, R. (1996). <i>Rebel Without A Crew</i> . New York, NY: Plume.	
<b>Course Outcomes:</b>	On Completion of the Course students will be able to: 1. Understand the components of a film, filmmaking process & roles of various crew members. 2. Acquire knowledge about major developments in the film industry and broadcasting techniques. 3. Acquire a critical insight into how films facilitate cultural exchange and promote cross-cultural understanding. 4. Develop a keen interest further learning about filmmaking and encourage them to make short films.	

**Name of the Programme** : B.A. Mass Communication & Journalism  
**Course Code** : MCJ-141  
**Title of the Course** : Performing Arts and Communication  
**Number of Credits** : 03 (1T, 2P)  
**Effective from AY** : 2024-2025


<b>Prerequisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	<ol style="list-style-type: none"> <li>1. To introduce the students to process of creative art in theatre and its allied field in order to help in personality development in media and communication.</li> <li>2. To empower the students with practical outlook to understanding theatre as a tool for social communication and social change.</li> <li>3. To analyse and practise different types of performance styles with improvisation and experimentation.</li> <li>4. To critically appreciate communication techniques in this medium to empower individual and team building skills.</li> </ol>	
<b>Content:</b>	<b>Unit 1: An Introduction to Performing Arts</b> 1.1. Orality and Performance- speech, song, dance, visual effects. 1.2. Entertainment and Information, Folk Theatre - differences <i>Jatra, Bahrupiya, Nautanki</i> . 1.3. Classical Theatre - Indian classical- <i>Natyashastra</i> and what is <i>Navarasa</i> ? Greek theater- Aristotle, What is tragedy? 1.4. Renaissance and Theatre : Elizabethan era, contribution of Shakespeare- Readings and analysis.	<b>6 Hours</b>
	<b>Unit 2: Locales and Spectators</b> 2.1 The Marketplace- <i>Commedia dell'arte</i> , acting as popular expression. 2.2 The Mobile Tableaux – evolution - <i>Jhaki</i> , processions, use of Art installations in Theatre. 2.3 Modern Drama in Europe and its impact – Ibsen. Modern Drama in India- Indian playwrights – Karnad , Tendulkar, Utpal Dutta. 2.4 The Street Corner- <i>NukkadNatak</i> , understanding street plays in an Indian context- IPTA, Janam, Government agencies. 2.5 <i>Tiatr</i> – in Goa, its speciality and dramatic elements.	<b>9 Hours</b>
	<b>Practical Sessions:</b> <b>Introduction to Performance -</b> 1. Theatre exercises and games targeting text and sub-text. Haiku exercises. (4 hours) 2. Reading of texts of any two – Shakespeare, Ibsen, Vijay Tendulkar , Girish Karnad. (4 hours) 3. Writing Monologues – Dialogues – Character analysis and performance. (6 hours) 4. Voice/Speech/Movement exercises that support and enhance text and give dimension to all three techniques. (6 hours) a) Walking in speed from 1 to 10 b) Understanding emotions- exercises for understanding	<b>60 Hours</b>


	<p>Navarasa.</p> <ol style="list-style-type: none"> <li>Action and reaction exercise. Students in pairs of two. One person does an action and the other reacts to it.</li> <li>Mirror exercise. Can be done in pairs where one person leads and the other person follows up and imitates the actions.</li> <li>A leader does actions and the group follows all movements.</li> </ol> <ol style="list-style-type: none"> <li>Visualization exercises – Mime as expression (8 hours) <ol style="list-style-type: none"> <li>Close eyes and visualize different scenarios and enact them in mime</li> <li>Building a Mime script and enacting it in group.</li> </ol> </li> </ol> <p><b>Improvisation exercises (8 hours)-</b></p> <ol style="list-style-type: none"> <li>Dramatic improvisation , designing a set and performance as a monologue.</li> <li>Music and improvisations in performance.</li> <li>Improvise different scenes in market, garden</li> <li>Develop a story from a famous fable. For example take an event from the childhood story and create contemporary skits.</li> </ol> <p><b>Street play and its skills (10 hours)</b></p> <ol style="list-style-type: none"> <li>Understanding the medium of <i>nukkadnatak</i>, devising a message.</li> <li>Writing the script and rehearsals.</li> <li>Use of space and performance – props – sloganeering – song and dance – body language.</li> </ol> <p><b>Final Performance: Stage Craft and Theatre Technique (15 hours)</b></p> <ol style="list-style-type: none"> <li>Choosing a Play – Planning set design- costumes – rehearsal- direction.</li> <li>Production design- sound and light – art direction – final performance – publicity.</li> </ol> <p>* Students should maintain a journal/e journal and work on a play/ performance for the Semester end evaluation.</p>	
<b>Pedagogy :</b>	Lectures, class room activities, Tutorials. Screening of plays- discussions and analysis, Field Visit	
<b>References /Readings:</b>	<ol style="list-style-type: none"> <li>Beardsley, M. C. (1977). <i>Aspects of Orality: A Short Commentary</i>. New Literary History, Spring.</li> <li>Emigh, John. (1996). <i>Masked Performance: The Play of Self and Other in Ritual and Theatre</i>. University of Pennsylvania Press.</li> <li>Graham, Ley. (2006). <i>A Short Introduction to the Ancient Greek Theater</i>. Revised Edition. Chicago: The University of Chicago Press.</li> <li>Hansen, Kathryn. (1992). <i>Grounds for Play: The Nautanki Theatre of North India</i> . Berkeley: University of California Press.</li> <li>Schechter, Joel. (2013). <i>Popular Theatre: A Sourcebook</i>. Routledge.</li> <li>Thorne, Gary. (1999). <i>Stage Design: A Practical Guide</i>. Crowood Press.</li> </ol>	
<b>Course Outcomes:</b>	<p>On completion of the course, students will be able to:</p> <ol style="list-style-type: none"> <li>Understand the nuances of different types of performance and communication for social change.</li> </ol>	

	<ol style="list-style-type: none"> <li>2. Acquire skills in voice modulation, expression, and body language, with an overall focus on personality development. K</li> <li>3. Acquire skills in creative thinking and expression through literary and abstract works of theatre.</li> <li>4. Appreciate and analyse literary works of Theatre and Art as a broader form of Communication to the masses.</li> </ol>
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**Name of the Programme** : B.A. Mass Communication & Journalism (Honours)  
**Course Code** : MCJ-142  
**Title of the Course** : Basics of Photography  
**Number of Credits** : 03 (1T, 2P)  
**Effective from AY** : 2024-2025

<b>Prerequisites for the Course:</b>	NIL	
<b>Course Objectives</b>	<ol style="list-style-type: none"> <li>1. To introduce the students to process of creative visual art in photography and its allied fields.</li> <li>2. To impart skills in visual language through photography for creative expression.</li> <li>3. To understand the work of great photographers and cinematographers to understand and apply the techniques of creating a frame</li> <li>4. To develop the skills and techniques required to be digital photographers</li> </ol>	
<b>Content:</b>	 <b>Unit 1: Introduction to Photography</b> 1.1 Definition of Photography 1.2 History of photography and cameras (Daguerreotype, Pinhole camera, first photograph) 1.3 Understanding modern DSLR cameras, parts of camera, sensor, mirror, connecting pins. 1.4 Process of capturing digital images 1.5 Image types, file sizes in a DSLR 1.6 Camera angles & types of shots	<b>9 Hours</b>
	<b>Unit 2: Equipment used in photography</b> 2.1 Lenses-Prime, Zoom, Macro and their various types (50mm, 35mm, 18-135mm, 200 mm and so on 2.2 Tripods-Ball head, Pan and Tilt head, Gimbal head, fluid head 2.3 Shutter Remote, External flash, Light tent 2.4 Lens accessories-Filters, Hood,	<b>6 Hours</b>
	<b>Practical Sessions:</b> 1. Handling of a DSLR camera and understanding various exposure triangle settings for different types of shots (6 hours) 2. Portrait photography using natural vs artificial lighting with reflectors. (10 hours) 3. Modes of photography (4 hours) 4. Using various priority modes in a DSLR(Shutter priority mode, Aperture Priority mode,) (3 hours) 5. Setting up of white balance and other shooting essentials.(2 hours) 6. Understanding manual mode (2 hours) 7. Setting up of camera for light paintings (2 hours) 8. Burst mode and panning (2 hours) 9. Basic photo editing skills using open source applications	<b>60 Hours</b>

	<p>(6 hours)</p> <p>10. Photowalks to build confidence to approach subjects and use natural frames (6 hours)</p> <p>11. Analysis of contemporary styles in photography (light paintings, abstracts, street) (4 hours)</p> <p>12. Analysis of professional photographers and their visual styles (Ansel Adams, Henri Cartier-Bresson, Annie Leibovitz) (6 Hours)</p> <p>13. Analysis of five films to understand lighting (The Godfather Part I, Dark Knight Rises, Citizen Kane, Psycho) (7 Hours)</p> <p>Students should maintain an E Journal/Journal</p>	
<b>Pedagogy</b>	Lectures, practical lab exercises, screenings, case studies, field visits.	
<b>References/Readings:</b> 	<ol style="list-style-type: none"> <li>Freeman, M. (2011). <i>The Photographer's Eye Digitally Remastered</i>. 10th Anniversary Edition.</li> <li>Freeman, M. (2007). <i>Composition and Design for Better Digital Photos</i>. UK: Ilex Press</li> <li>Hunter, F., Biver, S., &amp; Fuqua, P. (2015). <i>Light Science &amp; Magic: An Introduction to Photographic Lighting</i>. New York, NY: Routledge.</li> <li>Miotke, J. (2010). <i>Better Photo Basics: The Absolute Beginner's Guide to Taking Photos Like a Pro</i>. New York, NY: Amphoto Books.</li> <li>National Geographic. (2009). <i>National Geographic's Ultimate Field Guide to Photography</i>. Illustrated, revised. National Geographic.</li> <li>Peterson, B. (2016). <i>Understanding Exposure</i>. Fourth Edition. New York, NY: Watson-Guption Publications.</li> </ol>	
<b>Course outcomes</b>	<p>On Completion of the course students will be able to:</p> <ol style="list-style-type: none"> <li>Understand the rules of composition, lighting, which will help make them better visual composers.</li> <li>Acquire knowledge about the various accessories that are available for cameras, and help them understand how each of them are to be used.</li> <li>Apply camera settings and photographic techniques to create aesthetics in visual compositions.</li> <li>Create meaningful and creative photographs with any device; including mobile phones.</li> </ol>	

**Name of the Programme** : B.A Mass Communication & Journalism (Honours)  
**Course Code** : MCJ-143  
**Title of the Course** : Introduction to Design  
**Number of Credits** : 3 (1T 2 P)  
**Effective from AY** : 2024-25

<b>Prerequisite for the Course</b>	NIL	
<b>Course Objectives:</b>	<ol style="list-style-type: none"> <li>1. To enable students to understand the basics of graphic designing, colour psychology, and the psychology of design.</li> <li>2. To help develop hands-on- training on introductory skills of media design.</li> <li>3. Learning tools and techniques that allow for effective graphic designing</li> <li>4. Understanding rules of typography, and landscape of graphic design</li> </ol>	
<b>Content</b>	<b>Unit 1. What is Graphic Design</b> 1.1 Importance of graphic design 1.2 The history of graphic design 1.3 Raster vs Vector graphics 1.4 Principles of design 1.5 Applications of graphic designing	<b>8 Hours</b>
	<b>Unit 2. Elements of Design</b> 2.1. Colour Psychology 2.2. Interpretation of Shapes -Shapes in design and their effect on psychology 2.3. Compositional harmony – how design should flow 2.4. Contrast and Complementary design 2.5. Elements of Typography	<b>7 Hours</b>
	<b>Practical Sessions</b> 1. Learning the basic tools in open source designing software-Pen tool, Shape tool, Blending options (6 hours) 2. Understanding use of shapes, colours, and text (4 hours) 3. Understanding how design harmony needs to be achieved (4 hours) 4. Analysis of designs of popular brands (4 hours) 5. Masking, Magic Wand tool, content eraser tool (6 hours) 6. Designing banners for personal brand (4 hours) 7. Designing posters (4 hours) 8. Designing invitation cards (3 hours) 9. Designing infographics (4 hours) 10. Understanding design movements from across the world (Minimalism, Bauhaus, Dadaism etc) (6 hours) 11. Analysing Typography in various media such as print, digital, banners etc. (6 hours) 12. Understanding Color Theory: How color and design	<b>60 Hours</b>

	<p>influences our mood and emotions. (3 hours)</p> <p>13. Using color theory to design a marketing portfolio for a given brand (6 hours)</p> <p>* Students should maintain a journal/e journal</p>	
<b>Pedagogy:</b>	Lectures, practical lab exercises, screenings, case studies, field visits.	
<b>References/Readings:</b>	<ol style="list-style-type: none"> <li>1. Alina Wheeler. (2017). <i>Designing Brand Identity: An Essential Guide for the Whole Branding</i>. John Wiley &amp; Sons.</li> <li>2. Albers, J. (2006). <i>Interaction of Color</i>. New Haven. CT: Yale University Press.</li> <li>3. Lupton, E. (2010). <i>Thinking with Type: A Critical Guide for Designers, Writers, Editors, &amp; Students</i>, Second Edition. New York, NY: Princeton Architectural Press.</li> <li>4. Wheeler, A. (2017). <i>Designing Brand Identity: An Essential Guide for the Whole Branding Team</i>, Fifth Edition. Hoboken, NJ: John Wiley &amp; Sons.</li> </ol>	
<b>Course Outcomes:</b>	<p>On Completion of the course students will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the basic principles of design and visual communication.</li> <li>2. Acquire skills for effective and creative visual design keeping in mind industry requirements.</li> <li>3. Develop a critical eye for design and evaluate designs.</li> <li>4. Get an overview of the working environment and industry demands through practical sessions.</li> </ol>	


**Name of the Programme** : B.A. Mass Communication & Journalism (Honours)  
**Course Code** : MCJ-144  
**Title of the Course** : Social Media Skills  
**Number of Credits** : 3 (1T 2 P)  
**Effective from AY** : 2024-2025

<b>Pre requisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	1. The Course is introduced to explore the social, cultural, economic, and political implications of social media platforms. 2. To analyze the social media platforms and their impact on networking on digital platforms. 3. To develop and evaluate social media content and strategies 4. To provide skills using various tools of social media using relevant hashtags	
<b>Content:</b>	<b>Unit 1: Introduction to Social Media</b> 1.1 Definition & Scope of Social Media 1.2 Characteristics of Social Media 1.3 Key roles played by Social Media 1.4 Evolution of Social Media	<b>6 Hours</b>
	<b>Unit 2: Types of social media</b> 2.1 Introduction to Facebook, LinkedIn, Instagram, Twitter & YouTube 2.2 Social media's impact on Brand Identity, Individuals, Business and Communities 2.3 Recent trends in Social Media 2.4 Social Media Etiquettes 2.5 Legal, Regulation and accountability	<b>9 Hours</b>
	<b>Practical Sessions</b> <b>1. Understanding basics of social media (10 hours)</b> a) Creating Business Account on Facebook, LinkedIn, Instagram and Twitter b) Building Business Profile c) Signing up Facebook business manager <b>2. Social Media Content Creation (20 hours)</b> a) Preparing Social Media Content Calendars b) Understanding different formats of posts and aspect ratio. c) Creating engaging & high quality social media content (Reels, Carousel, Images & Stories with stickers) d) Writing compelling captions for posts e) Researching and identifying relevant hashtags <b>3. Posting and Scheduling (5 hours)</b> a) Posting and scheduling posts and stories b) Tagging, inviting partners & using Location c) Cross-posting/promotion <b>4. Social listening (5 hours)</b> a) Monitor and analyze social media conversations b) Brandwatch to track relevant keywords, hashtags, and	<b>60 Hours</b>

	<p>mentions.</p> <p><b>5. Social Media Insights (5 hours)</b></p> <ol style="list-style-type: none"> <li>Tracking performance (Reach, Impressions, Page visits &amp; followers growth)</li> <li>Summarize various results and activities over each platform</li> </ol> <p><b>6. Influencer outreach (5 hours)</b></p> <ol style="list-style-type: none"> <li>Learning to work with social media influencers to promote your brand or product, finding and vetting influencers, partnerships/collaborations</li> </ol> <p><b>7. YouTube videos (10 hours)</b></p> <ol style="list-style-type: none"> <li>Creating educational or informative videos</li> </ol> <p>* Students should maintain journal/e journals</p>	
<b>Pedagogy:</b>	Lectures, class room and lab activities, Discussions and analysis, Workshops and interactive session with industry experts, Field visit.	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>Clyne Gary. (2019). <i>Social Media Marketing and Personal Branding Bible</i>. Charlie Piper.</li> <li>Sheldon, P., Rauschnabel, P., Honeycutt, J. M. (2019). <i>The Dark Side of Social Media: Psychological, Managerial, and Societal Perspectives</i>. United Kingdom: Elsevier Science.</li> <li>Lazar Jason. (2021). <i>Social Media Marketing: A Comprehensive Guide to Growing Your Brand on Social Media</i>. Ingram Publishing.</li> </ol> <p>E-Readings:</p> <ol style="list-style-type: none"> <li><a href="https://in.sagepub.com/sites/default/files/upmassets/102204_book_item_102204.pdf">https://in.sagepub.com/sites/default/files/upmassets/102204_book_item_102204.pdf</a></li> <li><a href="https://airccse.org/journal/ijwest/papers/3112ijwest01.pdf">https://airccse.org/journal/ijwest/papers/3112ijwest01.pdf</a> (Evolution of the World Wide Web: from Web 1.0 to Web 4.0)</li> <li><a href="https://www.youtube.com/watch?v=yGi2YKZZNFg">https://www.youtube.com/watch?v=yGi2YKZZNFg</a> The Social Dilemma, 2020 • Documentary/Docudrama</li> </ol>	
<b>Course Outcomes:</b>	<p>On Completion of the course students will be able to:</p> <ol style="list-style-type: none"> <li>Understand the history and evolution of social media platforms</li> <li>Analyze the impact of social media on social, cultural, and political issues</li> <li>Develop and evaluate social media content and strategies</li> <li>Acquire skills using various tools of social media using relevant hashtags</li> </ol>	

**Name of the Programme** : B.A. Mass Communication & Journalism (Honours)  
**Course Code** : MCJ-161  
**Title of the Course** : Media Writing  
**Number of Credits** : 4 (1T, 3 P)  
**Effective from AY** : 2024-2025

<b>Pre-requisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	1. To familiarise students with the nuances of writing for media. 2. To develop communication skills in news gathering. 3. To introduce students to various styles and forms of media-writing. 4. To enable students to create and write different editorial content.	
<b>Content:</b>	<b>Unit 1: The Basics of Media-Writing</b> 1.1 The ABCD of media writing: Accuracy, brevity, clarity, discernment 1.2 Types of media writing (news, features, review, column, editorial) 1.3 Vocabulary: usage of dictionaries and thesauri, rule of spelling 1.4 Elements as paragraphs & sub-paragraphs –chronological order, inverted pyramid 1.5 Compiling the story	<b>7 Hours</b>
	<b>Unit 2: Interviewing, Writing &amp; Editing</b> 2.1 Power verbs, descriptive words, figures of speech. 2.2 Writing formats: news and event-based reports. 2.3 Conducting interviews 2.4 Closed and open-ended questions 2.5 Feature-writing, columns	<b>8 Hours</b>
	<b>Practical Sessions</b> 1. Scan articles in newspapers to identify purpose of writing (2 hours) 2. Scan articles across print and digital media to identify application of ABCD. (2 hours) 3. Rewrite sentences and paragraphs using dictionary and thesaurus as tools for editing. (2 hours) 4. Identify 4 different kinds of reports across print and digital media and rewrite them. (4 hours) 5. Rewrite press releases/press notes. (2 hours) 6. Rewrite a popular fairy tale in the inverted pyramid format. (2 hours) 7. Write a report based on hypothetical information provided. (3 hours) 8. Based on information gathered from various reports, write an overview of a particular incident/event. (3 hours) 9. Write a report based on raw data (surveys, LAQs). (4 hours) 10. Turn an interview transcript into an original story by separating the important from the trivial, quotes vs paraphrasing, identifying nuance. (4 hours)	<b>90 Hours</b>

	<ol style="list-style-type: none"> <li>11. Take a simple report and infuse it with creativity by using power verbs, descriptive words and figures of speech. (2 hours)</li> <li>12. Write a story based on an image/short clip. (2 hours)</li> <li>13. Watch a video of an important speech and write a report. (3 hours)</li> <li>14. Attend an event of news significance with prominent speakers and write a report, summarising the speeches. (4 hours)</li> <li>15. Watch a video of an awards/opening ceremony and write a report, factoring in dignitaries, speeches, performances and other details. (4 hours)</li> <li>16. Attend a local event and write a report. (3 hours)</li> <li>17. Research a popular singer and write mock questions for a TV interview. (4 hours)</li> <li>18. With regard to a recent political event, write mock questions for an interview with a high-profile politician. (2 hours)</li> <li>19. In relation to a relevant topic, interview people in the vox populi format. (4 hours)</li> <li>20. Interview people on a given subject and write a report. (2 hours)</li> <li>21. Conduct a survey of 30 people and, based on the responses, write a report. (6 hours)</li> <li>22. Create a list of 15 rapid fire questions for the entertainment section of a newspaper. (2 hours)</li> <li>23. Identify and write suggestions of 2 reports in any newspaper that can be worked on to create features. (2 hours)</li> <li>24. Based on a govt report/survey/LAQs/raw data, conduct research and write a feature. (6 hours)</li> <li>25. Write a column based on a trending topic. (4 hours)</li> <li>26. Write a column on a subject of your choice. (2 hours)</li> <li>27. Write an obituary of a high-profile individual. (6 hours)</li> <li>28. Write an editorial based on current news. (2 hours)</li> <li>29. Write an editorial with a message for the audience. (2 hours)</li> </ol>	
<b>Pedagogy:</b>	Lectures, lab exercises with audio-visual aids, tutorials	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. Thomas, Sunny. (2008). <i>Writing for Media</i>, Vision Books. New Delhi.</li> <li>2. Kane, Thomas S. (2000). <i>Oxford Essentials Guide to Writing</i>. Oxford University Press.</li> <li>3. Hough, George A. (2006). <i>News writing</i>. Kanishka.</li> <li>4. Sugarman, Joseph (2007). <i>The Ad Week Copy Writing Hand Book</i>. Wiley Publishers.</li> </ol>	
<b>Course Outcomes:</b>	<p>On completion of the course, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the nuances of writing reports for press.</li> <li>2. Learn and apply editing skills while writing various kinds of reports.</li> <li>3. Learn the attributes of media writing to develop writing styles.</li> <li>4. Conduct and create content through interviews and features.</li> </ol>	

**Semester - III**

**Name of the Programme : B.A. Mass Communication & Journalism (Honours)**

**Course Code : MCJ-200**

**Title of the Course : Scriptwriting for Media**


**Number of Credits : 04 (3T + 1P)**

**Effective from AY : 2024-2025**

<b>Prerequisites for the Course</b>	NIL	
<b>Course Objectives:</b>	<ol style="list-style-type: none"> <li>1. To introduce students to the concepts and process of scriptwriting in media.</li> <li>2. To train them to acquire the visual and writing skills in this creative enterprise.</li> <li>3. To equip students with soft skills and technical requirements in scriptwriting.</li> <li>4. To help students analyse and explore different styles and techniques of storytelling in the audio-visual medium.</li> </ol>	
<b>Content :</b>	<b>Unit 1: Script-writing as a creative enterprise:</b> 1.1 Creative thinking: the creative process, sources for ideas. Concept note and brainstorming. 1.2 Basic story idea – Premise or logline. Theme and Treatment. Writing for an audience. Learning skills of pitching and marketing. 1.3 Overview – An introduction to understanding the different mediums of writing script for Radio, TV and Advertising.	<b>9 Hours</b>
	<b>Unit 2: Stages of crafting a Screenplay:</b> 2.1 Narrative structure: Beginning – middle – end. Screenplay format. 2.2 Story, storyline, plot and treatment. 2.3 Narrative synopsis outline – scene breakdown, sequence and full-fledged script. 2.4 Plot points in a script- Inciting incident, plot point 1, midpoint, plot point 2, climax.	<b>12 Hours</b>
	<b>Unit 3: Elements of a narrative:</b> 3.1 Conflict development, climax, and denouement. 3.2 Point of attack, point of view, tone subject matter, title, openings, contrast, coincidence, tension, release, laughter. 3.3 Dialogues- principles, syntax, pace, exposition, subtext, stylization and language. 3.4 Subplots- types, structure and relationship with plot.	<b>12 Hours</b>
	<b>Unit 4: Characterization:</b> 4.1. Character biography, tags, profiles. 4.2. Different types of Characters – Protagonist, antagonist, and Main relationship, minor. 4.3. Stereotyping in Cinema – effects and consequences. 4.4. Two-dimensional versus three-dimensional characters. 4.5. Guiding principles for evolving effective and credible characters- analysis of films.	<b>12 Hours</b>

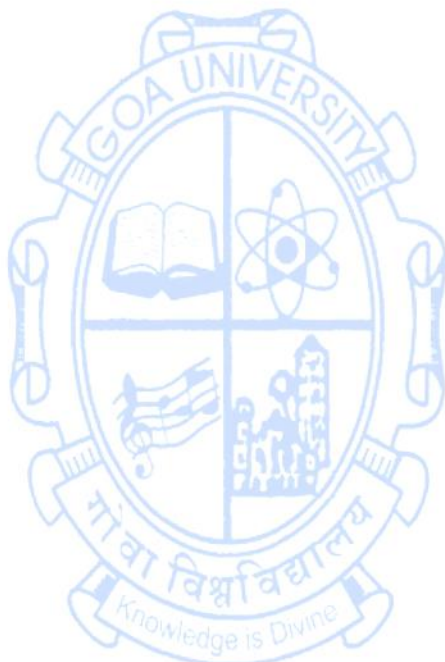
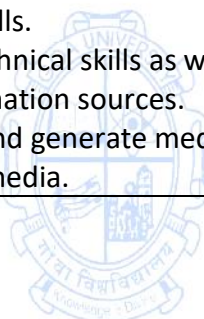
	<b>PRACTICAL SESSIONS -</b> <ol style="list-style-type: none"> <li>1. Watching short films and films to understand visual storytelling.</li> <li>2. Film analysis and reviewing screenplays.</li> <li>3. Writing premise, concept notes and storyline. Plot build-up,</li> <li>4. Treatment and Theme for story- telling – Major Dramatic Question and characters.</li> <li>5. Character building exercise- Profile, Protagonist, Antagonist, Minor and other characters.</li> <li>6. Three Act Structure and Chart of major events.</li> <li>7. Write a screenplay for short film- scenes and dialogues with colloquialism,</li> <li>8. Writing scenes from Introduction to Inciting incident.</li> <li>9. Writing and improving scenes with subtext, sub-plot, cliff-hanger, exposition techniques.</li> <li>10. Completing the Screenplay- draft to shooting script, storyboard exercise.</li> </ol>	<b>30 Hours</b>
<b>Pedagogy:</b>	Lectures, Story-telling sessions, writing and maintaining as Dairy with story ideas, Workshops.	
<b>Reference/ Readings:</b>	<ol style="list-style-type: none"> <li>1. Ahuja, B.N. (2005). <i>Audio Visual Journalism</i>. Delhi, Surjeet Publications.</li> <li>2. Belavadi Vasuki. (2008). <i>Video Production</i>. Oxford University Press.</li> <li>3. De FossardEsat and Riber John.(2005). <i>Writing and Producing for Television and Film</i>. Sagae Publications.</li> <li>4. Field, Syd.(1989). <i>Selling Screenplay: The Screenwriter's Guide to Hollywood</i>. New York, Dell Publishing.</li> <li>5. Gothams Writers' Workshop Faculty. (2006). <i>Writing Movies</i>, New York, Bloomsburg.</li> <li>6. Meyer, William. (1989). <i>Screen Writing for narrative film and TV</i>. Columbus Books, London.</li> <li>7. Serger, Linda. (1994). <i>Making a Good Script</i>. Samuel French Trade.</li> <li>8. Swan, Dwight V., Swan, Joye R. (1988). <i>Film Scriptwriting- A Practical Manual</i>. Butterworth-Heinemann, USA.</li> </ol>	
<b>Course Outcomes</b>	<p>On Completion of the Course students will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the importance of soft skills for creative thinking and writing in media.</li> <li>2. Analyse different styles of writing screenplays and scripts for media.</li> <li>3. Develop ideas and market them for future projects.</li> <li>4. Create short film screenplays keeping in mind the audience and genre.</li> </ol>	

**Name of the Programme** : B.A. Mass Communication & Journalism (Honours)  
**Course Code** : MCJ-201  
**Title of the Course** : Media and Information Literacy  
**Number of Credits** : 04 (4 T)  
**Effective from AY** : 2024-2025

<b>Prerequisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	<ol style="list-style-type: none"> <li>1. To introduce students into the interdisciplinary fields of media, information and digital literacy.</li> <li>2. To empower students with media and information literacy skills- to access, to analyse, to evaluate and communicate on various media platforms.</li> <li>3. To equip students with skills and critical thinking patterns for news and media consumption in order to verify disinformation.</li> <li>4. To create awareness on the citizen social participation and engagement on socially relevant issues.</li> </ol>	
<b>Content:</b>	 <p><b>Unit 1: Understanding media and information</b></p> <ol style="list-style-type: none"> <li>1.1 Understanding Literacy – Media Literacy , Information Literacy and Digital Literacy.</li> <li>1.2 What is MIL ? - An orientation of the interdisciplinary approach. MIL and citizenship, Civic participation in a democratic process.</li> <li>1.3 Technology, media and Society- an evolution of the media landscape.</li> <li>1.4 Freedom, Ethics and Social Responsibility- tenets of News production.</li> <li>1.5 What makes news and News development process.</li> <li>1.6 How Technological determinism works in News- Print, Video and Digital medium.</li> </ol>	<b>12 Hours</b>
	<p><b>Unit 2: MIL to tackle disinformation &amp; hate speech</b></p> <ol style="list-style-type: none"> <li>2.1 What is Fake News? An overview. Truth matters- the need for verification, fact checking in journalism.</li> <li>2.2 Information Disorder - Misinformation and disinformation, the news eco system today.</li> <li>2.3 Media and misinformation – the challenges, the market and the industry.</li> <li>2.4 Effects of Misinformation – individual and society. Skills sets and information access to verify news and information.</li> <li>2.5 Fact checking sites- cases of POYTNER, Hoaxslayer, AltNews, BoomLive, WebQoof and others. The need, tools and methods of fact checking used. Fact checking in social media Apps, tools, uses and applications.</li> </ol>	<b>13 Hours</b>
	<p><b>UNIT 3: Audience as citizens</b></p> <ol style="list-style-type: none"> <li>3.1 Understanding global citizenship through Media and Information Literacy.</li> <li>3.2 Empowering Citizen driven information with public</li> </ol>	<b>08 Hours</b>

	access – RTI in India as a case study. 3.3 What is citizen journalism? The need in a democratic process, different forms of CJ.	
	<b>UNIT 4: Internet opportunities and challenges</b> 4.1 Young people in the Virtual World- identity and social networking practises. 4.2 Challenges and risks in the social world – Privacy and security issues. 4.3 Learning, networking and social engagement on Online platforms- critical media and information literacy, social change through social media. 4.4 What are Media and Information Literacy footprints? MIL activities, the need for MIL clubs and participation.	<b>12 Hours</b>
	<b>Tutorial:</b> 1. Understanding the process of news gathering, and use of language in news stories in different mediums. 2. Skills sets and information access to verify news and information. 3. Effects of Misinformation – individual and society. 4. How to access the Right to information at the right time through case studies. 5. Technical and symbolic codes and conventions used in media. Analysis of signs and symbols in the community. 6. What are Media and Information Literacy footprints? MIL activities, the need for MIL clubs and participation.	<b>15 Hours</b>
<b>Pedagogy :</b>	Lectures. Tutorials, Classroom activities. Workbook submissions. Case study. Hands-on-training on media and news verification, Blended learning, Online Quiz.	
<b>References/ Readings:</b>	1. Alton Grizzle. (2019). <i>Media And Information Literacy In Journalism: A Handbook For Journalists And Journalism Educators</i> . An Open Educational Resource. 2. Cherilyn Ireton and Julie Posetti .(2018). <i>Journalism, Fake News and Disinformation , Handbook for Journalism Education and Training</i> . UNESCO Publication. 3. David Hisle and Katy Web. (2017). <i>Information Literacy Concepts: An Open Educational Resource</i> . 4. Ulla Carlsson .(2019). <i>Understanding Media and Information Literacy (MIL) in the Digital Age A Question of Democracy</i> . An Open Educational Resource. E- Readings: 1. MIL CLICKS SOCIAL MEDIA INITIATIVE- <a href="https://www.unesco.org/en/media-information-literacy/mil-clicks">https://www.unesco.org/en/media-information-literacy/mil-clicks</a> 2. News Literacy Lesson 2: Verification, Independence, Accountability- <a href="https://learningenglish.voanews.com/a/news-literacy-lesson-2-verification-independence-accountability/4388049.html">https://learningenglish.voanews.com/a/news-literacy-lesson-2-verification-independence-accountability/4388049.html</a>	

	3. Normative role of Journalism, RTI, Case study on Civic participation. - <a href="https://thebig6.org/resources-1">https://thebig6.org/resources-1</a>
<b>Course Outcomes:</b>	<p>On Completion of the Course Students will be able to:</p> <ol style="list-style-type: none"> <li>1. Utilise ICTs competency including digital literacy while consuming media.</li> <li>2. Engage on practises and activities to build media and information literacy skills.</li> <li>3. Exhibit technical skills as well as critical abilities to verify news and information sources.</li> <li>4. Produce and generate media content on socially relevant issues on social media.</li> </ol>



**Name of the Programme** : B.A. Mass Communication & Journalism (Honours)  
**Course Code** : MCJ-211  
**Title of the Course** : Advertising Management  
**Number of Credits** : 04 (3T + 1P)  
**Effective from AY** : 2024-2025

<b>Prerequisites for the course</b>	<b>Nil</b>	
<b>Course objectives:</b>	1. To broaden the students' understanding of advertising. 2. To understand how advertising works on consumers. 3. To enable students to ideate on different types and techniques of advertising for different media. 4. To conceptualise effective advertising strategies.	
<b>Content</b>	<b>UNIT 1: Advertising classification</b> 1.1 Types of Advertising: Consumer, FMCG, Non-FMCG, & Business Advertising 1.2 Commercial – Product, Service, Retail, Political 1.3 Non-commercial Advertising – PSAs and classifieds 1.4 Corporate Advertising	<b>10 Hours</b>
	<b>UNIT 2: Advertising media</b> 2.1 Types of Media: Print media, Broadcast media, Outdoor 2.2 Digital media, Interactive online media. 2.2 Characteristics, benefits & drawbacks of each medium 2.3 Covert advertising, surrogate advertising	<b>10 Hours</b>
	<b>UNIT 3: Audience analysis</b> 3.1 Understanding consumer: Demographic, Psychographic Profile, VALS framework 3.2 Product life cycle 3.3 Understanding Media Coverage (reach & frequency of advertisements), DAGMAR 3.4 Advertising ethics; social implications	<b>12 Hours</b>
	<b>UNIT 4: Conceptualisation</b> 4.1 Creative Thinking, Concept & Role in Advertising 4.2 Agency brief, Advertising Strategy – creative brief and creative strategy in making effective ads 4.3 Appeals used in advertising – types and impact 4.4 Difference between brands and products 4.5 The brand positioning statement, line, range, umbrella, endorsement branding.	<b>13 Hours</b>
	<b>PRACTICAL SESSIONS:</b> 1. Analysis of different types of ads, medium and message. (1 session) 2. Client pitch by account executive (2 sessions) 3. Developing an agency brief and advertising strategy for a product (2 sessions) 4. Create the psychological profile of the target audience of a popular product. (1 session) 5. Developing brand positioning statement (2 sessions)	<b>30 Hours</b>

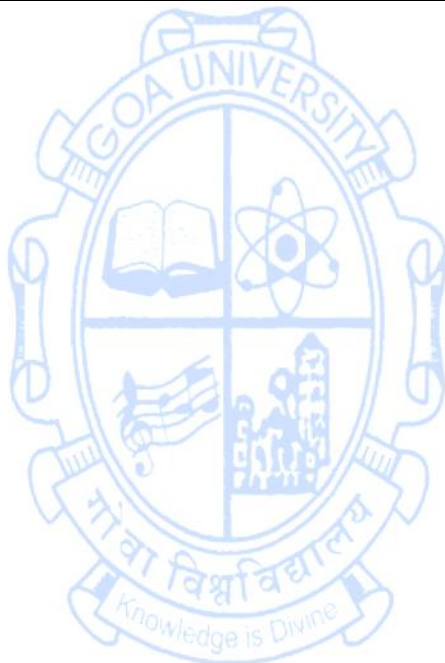
	6. Writing slogans and creative design for a product (2 sessions) 7. Case study on product life cycle and types of advertisements (2 sessions) 8. Analyse creative ads based on various aspects based on appeals (1 session) 9. Design print ads using advertising techniques (2 sessions)	
<b>Pedagogy:</b>	Lectures, presentations, workshops, tutorials, screenings, discussions, Field visits	
<b>References/ Readings:</b>	1. Batra, Rajeev; Myers, John G.; Aaker, David A. (2009). <i>Advertising Management</i> . Fifth Edition, Pearson. 2. Jethwaney, Jaishri; Jain, Shruti. (2012). <i>Advertising Management</i> . Oxford, Second Edition. 3. Moriarty, Sandra; Mitchell, Nancy; Wells, William. (2015). <i>Advertising &amp; IMC, Principles and Practice</i> . Pearson, Tenth Edition, Global Edition. 4. Narang, Ritu. (2022). <i>Advertising, Selling and Promotion</i> . Pearson. 5. Shah, Kruti. (2014). <i>Advertising and Integrated Marketing Communications</i> . McGraw Hill Education.	
<b>Course Outcomes</b>	On completion of the course, students will be able to: 1. Understand and differentiate between different types of advertising. 2. Identify and analyse techniques and appeals used in advertising. 3. Ideate on concepts for print, broadcast and digital advertisements. 4. Conceptualise and create ads best suited for different target audiences.	

**Name of the Programme** : B.A. Mass Communication & Journalism (Honours)  
**Course Code** : MCJ-212  
**Title of the Course** : Reporting and Editing  
**Number of Credits** : 04 (3T + 1P)  
**Effective from AY** : 2024-2025

<b>Pre-requisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	1. Develop an understanding of the principles and techniques of news writing and reporting. 2. Acquire skills in researching, interviewing, and fact-checking for news stories. 3. Learn how to structure and organize news and feature stories for maximum impact and engagement. 4. Understand the ethical and legal considerations that guide journalism and how to navigate them in practice.	
<b>Content:</b>	<b>Unit 1: Navigating Newsroom Foundations</b> 1.1 Historical Evolution and Principles of News Reporting and Editing 1.2 Roles and Responsibilities of News Desk Personnel: Reporters, sub-editors, stringers, editors-in-chief, and photographers. 1.3 Media Platforms' Significance in Modern Reporting 1.4 Current Trends in News Reporting: Digital journalism, citizen journalism, and data-driven reporting.	<b>12 Hours</b>
	<b>Unit 2: Writing for Press in a Newsroom Setting</b> 2.1 Structuring Stories for Newsroom Flow and Relevance 2.2 Covering Press Conferences, Speeches, and Writing Features 2.3 Interviewing Techniques and Feature Writing 2.4 Incorporating News Values and Adhering to Newsroom Writing Style.	<b>13 Hours</b>
	<b>Unit 3: The Edit Desk in Action</b> 3.1 Proofreading for Precision in Grammar, Language, and Sentence Structure 3.2 Identifying and Understanding the Target Newsroom Audience 3.3 Advanced Editing Techniques: Trimming, Boiling, Slashing, and Copy Editing 3.4 Fact-Checking, Layout and Formatting, and Editorial Decision-Making	<b>10 Hours</b>
	<b>Unit 4: Editorial Excellence and Deadline Management</b> 4.1 Crafting Effective Editorials: Content, Length, and Editorial Roles 4.2 Columns and Reviews: Case Studies of Columnists and Editors 4.3 Information Sources: Research, Verification, and Attribution in the Newsroom 4.4 Meeting Deadlines and Navigating Breaking News Stories	<b>10 Hours</b>

	<p><b>PRACTICAL SESSIONS :</b></p> <ol style="list-style-type: none"> <li>1. Analyze various media platforms (newspapers, TV, online) and compare their approaches in reporting a particular story. (1 session)</li> <li>2. Role-playing exercise: Simulate a newsroom environment, assigning roles and responsibilities to understand news management. (1 session)</li> <li>3. Review three grammar exercises and quizzes, followed by writing and editing short news pieces focusing on proper sentence structure. (1 session)</li> <li>4. Develop news stories based on given news values - immediacy, proximity, relevance. (2 session)</li> <li>5. Conduct mock interviews and practice transcribing, editing, and structuring interview content for different formats (print, online). (2 session)</li> <li>6. Practice editing exercises by condensing, trimming, or expanding news stories while maintaining their essence and impact. (1 session)</li> <li>7. Examine regional print media formats (tabloid, broadsheet) and design a dummy layout for a news story considering content and visual presentation. (1 session)</li> <li>8. Source information on a current event from multiple platforms, analyse credibility, and structure it for different media (print, digital). (1 session)</li> <li>9. Write and edit editorials on various topics, emphasizing clarity, relevance, and persuasiveness. (2 session)</li> <li>10. Develop columns on diverse genres (sports, politics, entertainment). (2 session)</li> <li>11. Simulate a breaking news scenario, ensuring teams meet deadlines and produce concise, factual news content. (1 session)</li> </ol>	<b>30 Hours</b>
<b>Pedagogy:</b>	Lectures, Case Studies, Group Discussions, Practical Assignments, Role-plays	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. Aggarwal, Vir Bala. (2006). <i>Essentials of Practical Journalism</i>. Concept Publishing Company</li> <li>2. Associated Press. (2020). <i>The Associated Press Stylebook 2020</i>. Basic Books.</li> <li>3. Houston, B., &amp; Investigative Reporters and Editors. (2012). <i>The</i></li> </ol>	

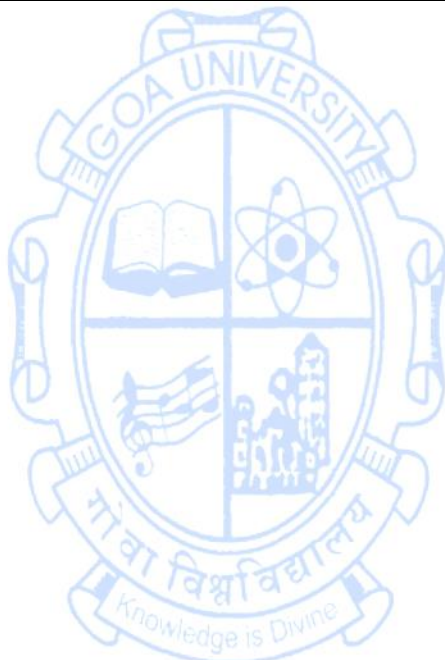
	<p><i>Investigative Reporter's Handbook: A Guide to Documents, Databases, and Techniques.</i> Bedford/St. Martin's.</p> <p>4. Kovach, B., &amp; Rosenstiel, T. (2021). <i>The elements of journalism: What news people should know and the public should expect.</i> Three Rivers Press.</p> <p>5. Sumner, D. E., &amp; Miller, H. G. (2018). <i>Feature and Magazine Writing: Action, Angle and Anecdotes.</i> Wiley-Blackwell.</p>
<b>Course Outcomes:</b>	<p>On completion of the course, the students will be able to do the following:</p> <ol style="list-style-type: none"> <li>1. Understand the principles and techniques of news writing and reporting.</li> <li>2. Conduct research and apply writing techniques for interviews, and fact-checking for news stories.</li> <li>3. Structure their writing effectively for maximum impact &amp; engagement.</li> <li>4. Navigate and evaluate ethical and legal considerations inherent in journalism practice.</li> </ol>



**Name of the Programme** : B.A Mass Communication and Journalism (Honours)  
**Course Code** : MCJ-231  
**Title of the Course** : Introduction to Electronic Media  
**Number of Credits** : 3 (3T)  
**Effective from AY** : 2024-2025

<b>Pre-requisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	1. To introduced to the world of broadcast media comprising of radio & TV 2. To understand the basics of radio & TV genre & essentials of electronic media. 3. To able to recognise the structure & history of radio & TV industry. 4. To outline the relationship between media personnel in broadcast media.	
<b>Content:</b>	<b>Unit 1: Introduction to Television</b> 1.1 History of Television in India: Doordarshan 1.2 Private TV channel- ZEE TV 1.3 Regional tv channel -case studies 1.4 Recent trends- reality shows, OTT	<b>13 Hours</b>
	<b>Unit 2: Types of Programs</b> 2.1 Hierarchy- Roles & Responsibilities of personnel in TV 2.2 Types of TV genres: news bulletin, news feature, documentaries, panel discussion, correspondent reporting, phone-in-programs, talk show, weather forecast, debates, music & sports shows 2.3 General entertainment channels of TV 2.4 Niche channels- sports, kids, music, travel, news	<b>10 Hours</b>
	<b>Unit 3: Introduction to Radio</b> 3.1 History of AIR and Private FM Stations 3.2 Radio programming-HAM, Web radio 3.3 Commercial radio v/s Community radio 3.4 Recent trends- Spotify, podcasting	<b>12 Hours</b>
	<b>Unit 4: Types of Programs</b> 4.1 Hierarchy- Roles & Responsibilities of personnel in radio 4.2 Types of radiogenres: news bulletin, interviews, docu-features, panel discussion, talk show, drama, phone-in-program, music show, debates, weather forecast & sports. 4.3 General entertainment channels of radio 4.4 Case study on 'Mann ki baat'	<b>10 Hours</b>
<b>Pedagogy:</b>	Lectures, PowerPoint Presentations, Tutorials, Screening, Discussions.	
<b>References/ Readings:</b>	1. Ahuja, B.N., (1988). <i>Audio-visual Journalism</i> . Surjeet publication, New Delhi. 2. Belavadi Vasuki, (2008). <i>Video Production</i> . Oxford University Press, New Delhi. 3. Chattelji, P.C., (1987). <i>Broadcasting in India</i> . Sage Publication, New Delhi.	

	<ol style="list-style-type: none"> <li>4. Chordia, Dilip Singh, (2013). <i>Mass Media and Television</i>. ABD publishers, New Delhi.</li> <li>5. Kanchan Malik, (2007). <i>Other Voices: The Struggle for Community Radio in India</i>. Sage publications, New Delhi.</li> <li>6. Kumar Keval J., (2012). <i>Mass communication in India</i>. Jaico Publishing House, Mumbai.</li> <li>7. Siddhiqui, Hasan, (2011). <i>TV interviews and Chat show</i>. Anmol Publications, New Delhi.</li> </ol>
<b>Course Outcomes:</b>	<p>On completion of the course, the student will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the historical evolution of media organisations and its contribution to society.</li> <li>2. Understand the knowledge/skills used to work in broadcast firms.</li> <li>3. Understand and analyse the functioning of Broadcast media at the regional and national level.</li> <li>4. Evaluate TV and Radio programme content through case studies.</li> </ol>



**Name of the Programme** : B.A. Mass Communication & Journalism (Honours)  
**Course Code** : MCJ-241  
**Title of the Course** : Audio Production  
**Number of Credits** : 3 (1T + 2P)  
**Effective from AY** : 2024-2025

<b>Prerequisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	1. To understand the characteristic of sound, its implications and impact. 2. To empower students with fundamental understanding of audio production principles, microphone techniques, scripting for ear and studio setup. 3. To equip students with skills to handle audio production software and hardware to record, edit and mix sound recordings effectively. 4. Apply practical knowledge of audio production to create quality audio content.	
<b>Content:</b>	<b>Unit 1: Properties of Sound</b> 1.1 Definition and scope 1.2 Characteristics of sound waves and its propagation. 1.3 Echo, RT decibels, acoustics and Studio room design 1.4 Quality of sound, frequency reference, S/N ratio diversions. 1.5 Mechanism of human speech and hearing physiology 1.6 Importance of Audio in productions 1.7 Functions of sound in relation to picture 1.8 Types of sound effect 1.9 Writing for the ear (scripting)	<b>7 Hours</b>
	<b>Unit 2: Microphones &amp; other recording devices</b> 2.1 Microphones: Dynamic, Condenser & Ribbon 2.2 Application based microphones: wireless, lapel, shotgun, boom mic & accessories 2.3 Directional response and polar patterns. 2.4 Factors governing the selection of microphones 2.5 Handheld recorders and audio mixers 2.6 Types of cables and connectors and their uses. 2.7 Types of audio file formats: Lossy, lossless and uncompressed	<b>8 Hours</b>
	<b>PRACTICAL SESSIONS</b> 1. Writing Script for audio: Talk Shows, Public Service Ad, & Interview. 2. Voice modulation & presentation skills 3. Voice training, characterization & radio jockeying 4. Studio audio recording set up 5. Handling the audio mixer 6. Microphone placement 7. Microphone selection 8. Outdoor audio recording 9. Handling hand held audio recorders 10. Location research	<b>60Hours</b>

	11. Creating sound effects vs. audio effects 12. Foley recording & dubbing 13. Editing software's: Open-source software vs. proprietary software 14. Audio editing using multi-track session 15. Using AI tools for audio editing & enhancing 16. Review podcasts & film soundscape. 17. Field trips to recording studio, auditoriums, or radio station 18. Journal/e- journal to be maintained with all exercises	
<b>Pedagogy:</b>	Lectures, practical session in the computer lab, audio recording indoor and outdoor, field trips and interactions with industry experts.	
<b>References/ Readings:</b>	1. Belavadi, V. (2013). <i>Video Production</i> . Oxford University Press. 2. De FossardEsat, &Riber John. (2005). <i>Writing and Producing for Television and Film</i> . Sage Publications. 3. Dittmar, T. (2018). <i>Audio Engineering 101: A Beginner's Guide to Music Production</i> . Oxford University Press. 4. Elmosnino, S. (Ed.). (2018). <i>Audio Production Principles: Practical Studio Applications</i> . Oxford University Press. 5. Truesdell, C. (2012). <i>Mastering Digital Audio Production</i> . John Wiley & Sons. 6. Woodhall, W. (2010). <i>Audio Production and Post production</i> . David Pallai. E-Readings: 1. The Recording Revolution. (n.d.). Retrieved from <a href="http://www.recordingrevolution.com">http://www.recordingrevolution.com</a> 2. Media College. (n.d.). Retrieved from <a href="https://www.mediacollege.com/">https://www.mediacollege.com/</a>	
<b>Course Outcomes:</b>	On completion of the course students will be able to: 1. Understand the properties of sound waves and explain how these properties impact the perception of sound. 2. Demonstrate the ability to apply basic audio production principles, such as microphone selection and placement, script writing for audio & setting up a studio environment for optimal sound recording. 3. Use audio production software and hardware, including recording, editing and mixing tools, to produce high-quality sound recordings. 4. Apply their knowledge and skills in audio production to create professional-quality audio content	

**Name of the Programme** : B.A. Mass Communication & Journalism (Honours)  
**Course Code** : MCJ-242  
**Title of the Course** : Introduction to Events  
**Number of Credits** : 3 (1T + 2P)  
**Effective from AY** : 2024-2025

<b>Prerequisites for the course</b>	<b>Nil</b>	
<b>Course objectives:</b>	1. To broaden the students' understanding of events and their management. 2. To highlight the creative aspects of event conceptualisation. 3. To make students aware of the various job opportunities available in the events' industry. 4. To learn how to design and execute an event.	
<b>Content</b>	<b>UNIT 1: Introduction to Events</b> 1.1 Meaning, Definition and Objectives 1.2 Event management vs event organising 1.3 Size of events (Mega, Regional, Major, Minor), Types of events (Corporate, Sports, Trade & Business, Entertainment, Cultural, Educational, Social, Family, Civic/Govt/political) 1.4 Case study on any major event	<b>8 Hours</b>
	<b>UNIT 2: Careers &amp; Ethics</b> 2.1 Core members of an event management team, and their roles 2.2 Leadership and Staff motivation 2.3 Job opportunities in a changing environment 2.4 Ethics	<b>7 Hours</b>
	<b>PRACTICAL SESSIONS</b> 1. Identifying elements of design in events; analysing logistics of the concept. (1 session) 2. Using brainstorming method of ideation, conceptualise a themed birthday party for minimum 100 pax. (1 session) 3. Using mind-mapping method of ideation, conceptualise a wedding for minimum of 500 pax. (1 session) 4. Conduct a SWOT analysis of an event concept. (1 session) 5. Attend an event and write a SWOT analysis. (2 sessions) 6. Using brainstorming, conceptualise a youth festival. (1 session) 7. Write and present event brief for the youth festival for a team manager. (1 session) 8. Analyse the types of marketing used for event promotion. (1 session) 9. Based on the event concept, strategise marketing and promotions. (2 sessions) 10. Create a presentation for a client based on their brief. (1 session) 11. Analyse the elements of a sponsorship docket. (1 session) 12. Write sponsorship letter samples. (1 session)	<b>60 Hours</b>

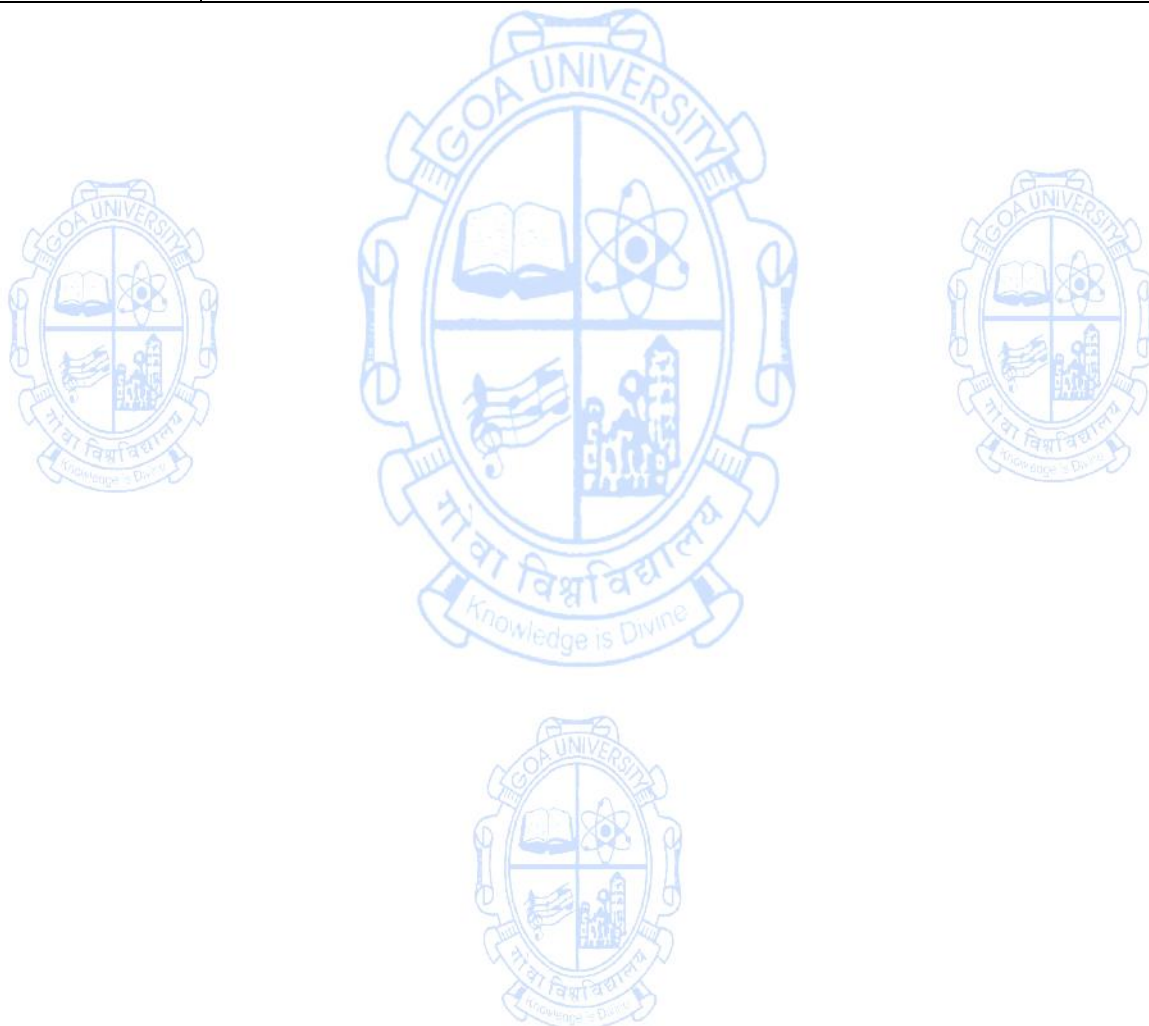
	13. Prepare a sponsorship docket (college event/concert/political event/social event). (3 sessions) 14. Prepare a plan for event publicity through ATL, BTL, or TTL (1 session) 15. Analyse the functional areas of an event. (2 sessions) 16. Conceptualise stage design (2 sessions) 17. Create a checklist for rehearsals and technical requirements. (1 session) 18. Write an event brief for a media festival. (1 session) 19. Conceptualise, plan, and execute a campus event. (6 sessions) 20. Maintain a journal	
<b>Pedagogy:</b>	Lectures, presentations, workshops, tutorials, discussions, field visit.	
<b>References/ Readings:</b>	1. Basrur, Tanaz. (2006). <i>The Art of Successful Event Management</i> . Rupa & Co 2. Bhiwandiwal, Dr. Hoshi; Chaudhari, Bhavana. (2017). <i>Event Management</i> . Nirali Prakashan. 3. Gera, Dr. Vineet. (2017). <i>Art of Event Management</i> . Gurucol Publishing. 4. Sharma, Diwakar. (2005). <i>Event Planning and Management</i> . Deep & Deep Publications, Reprinted 2009. 5. Van der Wagen Lynn; R. Carlos, Brenda. (2005). <i>Event Management: For Tourism, Cultural, Business &amp; Sporting Events</i> . Pearson.	
<b>Course Outcomes</b>	On completion of the course, students will be able to: 1. Understand and differentiate between different types of events. 2. Conceptualise events as well as analyse events and their management. 3. Consider various roles in the events' industry. 4. Plan and execute small events.	

**Name of the Programme** : B.A. Mass Communication & Journalism (Honours)  
**Course Code** : MCJ-243  
**Title of the Course** : Art Appreciation  
**Number of Credits** : 3 (1T + 2P)  
**Effective from AY** : 2024-2025

<b>Prerequisites for the Course:</b>	Nil	
<b>Course Objectives:</b>	1. The course is introduced to the students to understand the different nuances various art forms 2. To Learn techniques, principles of art and acquire skills in writing 3. To Analyse and Understand art as a medium of communication 4. To discover Goan art forms and their cultural significance	
<b>Content:</b>	<b>Unit 1: Introduction to forms of Art</b> 1.1 Definition & Classification of art- Modern art, Visual Art, abstract art, performing art 1.2 Historical context and development of different art movements – Dadaism, Surrealism, Expressionism, Minimalism 1.3 Understanding methods and techniques used in visual art - Sketching, Sculpting, Engraving, Shading, Carving 1.4 Principles and elements of Art – Lines, Shape Color, Texture, Balance, Harmony 1.5 Art as source of communication: Using art to communicate culture, feelings, ideas 1.6 Significance of color psychology in art 1.7 Understanding Edmund Burke Feldman's structure of art critique 1.8 Case studies of renowned artists from different spheres of art	<b>8 Hours</b>
	<b>Unit 2: Exploring Goan Art Forms</b> 2.1 Introduction to Goan art forms – Folk & Contemporary art (Music, Dance, Theatre, Painting) 2.2 Understanding the co-relation between Goan culture and history of Goan art forms 2.3 Classification of Goan Folk & contemporary art forms : Suvari, Carols, Oviyo, Dhalo, Fugdi, Tonayam Khel, Dekhni, Zagor, ChikalKalo, DashavtarNatak, Tiatr, Goa Trance, Kaavi 2.4 Influence of western (Portuguese & Italian) culture on modern form of Goan art – Mando, Graffito art, tile painting (Azulejo), fresco 2.5 Case studies on Goan artists – Subodh Kerkar, Vamona Navelcar	<b>7 Hours</b>

	<b>Practical Sessions:</b> <ol style="list-style-type: none"> <li>1. Select a famous painting and write a detailed analysis, highlighting the artist's intentions-1 session</li> <li>2. Art as a source of visual communication: Creating an artwork that makes a political or social statement – 1 session</li> <li>3. A session on principles and elements of art and design- 1 session</li> <li>4. Analysing an artwork and identifying principles and elements of designs- 1 session</li> <li>5. Conduct a study on different artworks made during different art movements and have a presentation- 1 session</li> <li>6. Create a photo collage using various visual principles and elements of design – 1 session</li> <li>7. Create a colour wheel that depicts a student's personality traits – 1 session</li> <li>8. Discuss the role of art as a form of self-expression- 1 session</li> <li>9. Plan and organise an art exhibition showcasing talents of students- 4 sessions</li> <li>10. Review an artwork of a student by following the description, analysis, interpretation and evaluation format – 1 session</li> <li>11. Watch a folk and contemporary dance form and present comparative a review based on the style and cultural relevance - 2 sessions</li> <li>12. Interview an artist and write a personality profile article highlighting their challenges, inspiration and speciality – 1 session</li> <li>13. Visit to an art gallery and writing an in-dept analysis on the 5 types of art works found there- 2 sessions</li> <li>14. Attend a sculpture/pottery making workshop and write a detailed report on skills and techniques learned and overall experience – 1 session</li> <li>15. Interview a local folk artist and write a feature article based on the responses - 1 session</li> <li>16. Watch tutorials on different painting techniques and discuss the difference and challenges in each- 1 session</li> <li>17. Work in groups and produce a video feature on a folk or contemporary art- 2 session</li> <li>18. Watch a tiatr/dashavtarnatak and write a detailed review focussing on acting, choice of music, dialogues - 2 sessions</li> <li>19. Visit a church or a temple and produce a feature on how kaavi/fresco technique has been used – 2 sessions</li> <li>20. Maintain a journal</li> </ol>	<b>60 Hours</b>
<b>Pedagogy:</b>	Lectures, reading, videos, workshops, class room activities, discussions, field visit	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. Durante, Dianne. (2012). <i>How to analyse and appreciate</i>. Kindle edition.</li> <li>2. Phaldesai, Dr. Pandurang. (2021). <i>Typological Insights into Folklore of</i></li> </ol>	

	<p>Goa. Saasaai Publication.</p> <ol style="list-style-type: none"> <li>3. Sarvabhutananda, Swami. (2012). <i>Appreciation of Indian Art: Selected writings</i>. Ramakrishna Mission Institute of Culture.</li> <li>4. Sinha, C.P., U.P. Dwivedi. (2005). <i>Appreciation of Indian Art: Ideals &amp; Images</i>. Aryan Books International.</li> <li>5. Vickers, Heather. (2015). <i>Workbook for Art Appreciation: Exercises in understanding art, concepts &amp; theory</i>. Heather Galloway Vickers, Kindle edition.</li> </ol>
<b>Course Outcomes:</b>	<p>On completion of the course, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand &amp; appreciate different forms of art, especially in Goa</li> <li>2. Understand the concept of aesthetics and how to incorporate that in art</li> <li>3. Acquire skills in writing and reviewing different types of art</li> <li>4. Analyse and appreciate techniques &amp; processes involved in different forms of art</li> </ol>



Semester: IV

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

Course Code : MCJ-202

Title of the Course : Introduction to Audio Visual Media

Number of Credits : 4 (3T + 1P)

Effective from AY : 2024-2025

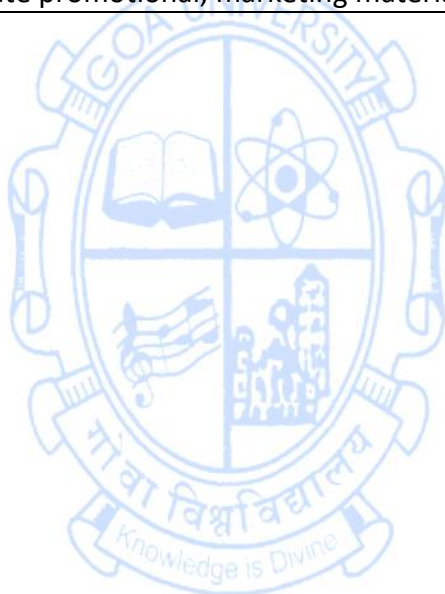
<b>Prerequisites for the course</b>	<b>Nil</b>	
<b>Course objectives:</b>	<ol style="list-style-type: none"> <li>1. To introduce the students to technical and profession aspect of video camera</li> <li>2. To learn how the handle professional camera &amp; its accessories</li> <li>3. To organise and conduct video production shoots with single camera set up</li> <li>4. To learn &amp; understand technicalities involved in audio visual production.</li> </ol>	
<b>Content</b>	<b>Unit 1: Fundamentals of Visual Grammar</b> <ol style="list-style-type: none"> <li>1.1 Visual language – principles of visual grammar, camera movement, Types of shots according to usage- height and movement.</li> <li>1.2 Technicalities of video production – composition, exposure, shutter speed, depth of field, aspect ratio.</li> <li>1.3 Camera shots &amp; angles, Master shot and shot breakdown in scene building.</li> <li>1.4 180-degree rule, other shots – cutaways, cut ins, match cuts reverse angle shot.</li> </ol>	<b>12 Hours</b>
	<b>Unit 2: Introduction to the Camera</b> <ol style="list-style-type: none"> <li>2.1 Types of video cameras- Camcorder, professional cameras, Go pro, action camera, DSLR and smartphones &amp; drone.</li> <li>2.2 Parts of a camera &amp; functions - Viewfinder, camera controls, LCD, White Balance, ND filter, Iris, Gain, focus &amp; zoom ring.</li> <li>2.3 Camera lenses – fixed focus length, zoom lenses, telephoto.</li> <li>2.4 Camera accessories- Battery &amp; charger, steady-cam, slider, LED mount light, lens hood, SD card.</li> </ol>	<b>11 Hours</b>
	<b>Unit 3: Camera mounts and Camera support systems</b> <ol style="list-style-type: none"> <li>3.1 Tripods - Mounting plates, variety of heads – friction heads, fluid heads, cradle heads.</li> <li>3.2 Other supports - Pedestals, dollies, cranes, gimbal, camera mounts for teleprompters.</li> <li>3.3 Recording sound on camera-In-built microphones in a camera, external microphones.</li> <li>3.4 Adjusting audio channels, recording live sounds on camera.</li> </ol>	<b>11 Hours</b>
	<b>Unit 4: Single camera production</b> <ol style="list-style-type: none"> <li>4.1. Pre-production – idea to video</li> <li>4.2. Stages of pre- production – scripting, storyboards, planning.</li> <li>4.3. Stages of production- camera blocking and rehearsing, Planning and executing shots, logging clips, visualizing problems, treatment.</li> </ol>	<b>11 Hours</b>

	4.4. Post production- video editing concepts.	
	<b>Practical Sessions:</b> <ol style="list-style-type: none"> <li>1. To identify the parts and working features of a Digital Video camera. (1 sessions)</li> <li>2. Hands on training on camera handling, techniques, and usage. (2 sessions)</li> <li>3. Practice camera exercises and composition, camera angles, camera movements (pan, tilt, zoom, dolly). (2 sessions)</li> <li>4. 180-degree rule exercise, reverse angle shots and scene building. (2 sessions)</li> <li>5. Shoot a Continuity exercise with movement and angles. (2 sessions)</li> <li>6. Shoot a three-minute demonstration video with audio levelling on internal mics. (2 sessions)</li> <li>7. Shoot an interview exercise with lapel microphones (2)</li> <li>8. Shoot a College Vox-Pop (2 Sessions)</li> <li>9. Students must maintain a journal with all the exercises.</li> </ol>	<b>30 Hours</b>
<b>Pedagogy:</b>	Lectures, presentations, workshops, tutorials, screenings, discussions, field visits	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. Ahuja, B.N. (1988). <i>Audio-visual Journalism</i>. Surjeet publication, New Delhi.</li> <li>2. Belavadi Vasuki. (2008). <i>Video Production</i>. Oxford University Press, New Delhi.</li> <li>3. Chattelji, P.C. (1987). <i>Broadcasting in India</i>. Sage Publication, New Delhi.</li> <li>4. Chordia, Dilip Singh. (2013). <i>Mass Media and Television</i>. ABD publishers, New Delhi.</li> <li>5. Kumar Keval J. (2012). <i>Mass communication in India</i>. Jaico Publishing House, Mumbai.</li> <li>6. Kyker, Keith and Christopher Curcy. (2005). <i>Television Production- A Classroom Approach</i>. Rain Tree Publishing Pvt.Ltd.</li> <li>7. Millerson, Gerald and Jim Owens.(2009). <i>Television Production</i>. Canada: Focal Press.</li> <li>8. Siddhiqui, Hasan. (2011). <i>TV interviews and Chat show</i>. Anmol Publications, New Delhi.</li> </ol>	
<b>Course Outcomes</b>	<p>On completion of the course, the student will be able:</p> <ol style="list-style-type: none"> <li>1. Understand the functions/features of video cameras and accessories.</li> <li>2. Acquire skills to operate professional video cameras.</li> <li>3. Apply and analyse visual grammar techniques while carrying out shoots</li> <li>4. Create content like video interviews, demonstration video, continuity videos.</li> </ol>	

**Name of the Programme** : B.A Mass Communication and Journalism (Honours)  
**Course Code** : MCJ-203  
**Title of the Course** : Introduction to Copywriting  
**Number of credits** : 04 (3T + 1P)  
**Effective from AY** : 2024-2025

<b>Prerequisites for the course</b>	<b>Nil</b>	
<b>Course objectives:</b>	1. To broaden the students' understanding of the scope of copywriting. 2. To highlight the uses of copywriting in marketing communication. 3. To understand how the features of copywriting differ across media. 4. To learn how to write copy for marketing communication.	
<b>Content</b>	<b>UNIT 1: The basics of Copywriting</b> 1.1 Scope and importance of copywriting 1.2 Structure of an advertising agency; Copywriter's role 1.3 Effective copywriting, copywriter's pyramid (AIDA) 1.4 Elements of a print: Headline, body copy, visual, tagline/slogan	<b>10 Hours</b>
	<b>UNIT 2: Creative thinking</b> 2.1 Importance of creative thinking 2.2 Ideation – brain-storming, mind-mapping 2.3 Types of thinking – vertical, lateral, metaphorical, associative 2.4 Creative Thought process; strategies for creativity 2.5 The Big Idea	<b>10 Hours</b>
	<b>UNIT 3: Idea visualisation</b> 3.1 Concept, definition, approach 3.2 Verbal-visual connection, sources of creative ideas 3.3 Visual copywriting tips – power verbs, descriptive words, emotions, crossroads formula for story telling (hero's journey, buyer's journey) 3.4 Techniques of idea visualisation – picture-association, reframing matrix, attribute-listing.	<b>15 Hours</b>
	<b>UNIT 4: Copywriting for other media</b> 4.1 For TV & Radio – unique needs 4.2 Outdoor transit, POP (point of purchase) 4.3 Sales literature – brochures 4.4 Digital media – mobile apps, social media	<b>10 Hours</b>
	<b>Practical sessions:</b> 1. Writing ads for newspaper print (2 sessions) 2. Writing ad copy for magazine ad (1 session) 3. Idea visualisation and visual thinking exercises (2 sessions) 4. Analysis of video advertisements (1 session) 5. Big Idea and brainstorming for TV and Radio ads (2 sessions) 6. Copywriting for TV (2 sessions) 7. Copywriting for radio (2 sessions) 8. Develop sales literature for real estate project/ automobile/ bank (2 sessions) 9. Create a PSA on a social issue, using a storyboard and a dummy layout. (1 session)	<b>30 Hours</b>

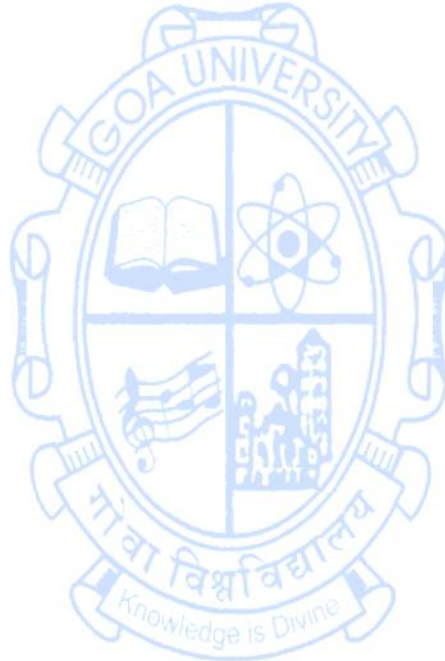
	10. Maintain a journal	
<b>Pedagogy:</b>	Lectures, presentations, workshops, tutorials, screenings, discussions, field visit.	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. Higgins, Dennis. (2003). <i>The Art of Writing Advertising</i>. McGraw-Hill Education.</li> <li>2. Shah, Kruti. (2014). <i>Advertising and Integrated Marketing Communications</i>. McGraw Hill Education.</li> <li>3. Shaw, Mark. (2019). <i>Successful writing for design, advertising and marketing skills</i>. Lawrence King Publishing.</li> <li>4. Valladares, June A. (2000). <i>The Craft of Copywriting</i>. Response Books, SAGE Publications.</li> </ol>	
<b>Course Outcomes</b>	<p>On completion of the course, the student will be able:</p> <ol style="list-style-type: none"> <li>1. Understand and differentiate between various copywriting roles and requirements.</li> <li>2. Apply copywriting styles while creating advertisements.</li> <li>3. Evaluate and write different kinds of copy based on the media.</li> <li>4. Create promotional, marketing material for industry.</li> </ol>	



**Name of the Programme** : B.A Mass Communication and Journalism (Honours)  
**Code of the Course** : MCJ-204  
**Title of the course** : Film Appreciation  
**Number of credits** : 04 (4T)  
**Effective from AY** : 2024-2025

<b>Prerequisites for the course</b>	<b>Nil</b>	
<b>Course objectives:</b>	1. To help students understand the nuances of filmmaking through elements of cinema. 2. To explore and analyse different styles of filmmaking while reviewing it as a media text. 3. To equip students with writing skills for film reviewing and criticism. 4. To instil film appreciation techniques for film production	
<b>Content</b>	<b>Unit 1: Understanding Cinema</b> 1.1 Cinema – as an expression, medium of communication and entertainment. 1.2 Art vs. Commercial Cinema – viewing different styles and industry. 1.3 Mainstream cinema, Bollywood and regional cinema 1.4 Feature Films, Short Films and animation films 1.5 Film forms: Narrative, Documentary & Experimental film. 1.6 Major Studios and Distribution Networks in India	<b>15 Hours</b>
	<b>Unit 2: Film Reviewing</b> 2.1 Understanding different Genres- Action, RomCom, Horror, Adventure, Sci-fi, Drama, Comedy, War /Period films. 2.2 Cinematic Terms and Film reviewing terminologies. 2.3 Analysis of various film reviews published in media 2.4 Study major film reviewers in India & World. 2.5 Understand the techniques like camera movements and subject movements, Lighting, Sound, montage & mis -en-scene. 2.6 Write a film review - Watch and write film review for current films. Produce short videos as reviews.	<b>15 Hours</b>
	<b>Unit 3: Film studies</b> 3.1 Definition and scope of film criticism 3.2 Film review vs. Film Criticism 3.3 Explore the different types of film journals, articles and columnists. 3.4 Critical analysis of Rating system, commercial success. 3.5 Impact of the multiplex system on 3.6 Changes in viewing patterns- OTT platforms vs Cinema, short vs full length films. 3.7 Role of Film festivals – IFFI, MIFF, BAFTA.	<b>15 Hours</b>
	<b>Unit 4: Films and Filmmakers</b> 4.1 Compare between Third World cinema styles and Hollywood films. 4.2 Auteur Theory & Avant-garde,	<b>15 Hours</b>

	<p>4.3 View and study different types of films.</p> <p>4.4 Regional cinema- Konkani, Marathi and others. (at least THREE films)</p> <p>4.5 Appreciating the great filmmakers by studying the nuances of those films.</p> <ol style="list-style-type: none"> <li>1. Satyajit Ray</li> <li>2. Adoor Gopalakrishnan</li> <li>3. Alfred Hitchcock</li> <li>4. Stephen Spielberg</li> <li>5. Christopher Nolan</li> <li>6. Anurag Kashyap</li> <li>7. Mani Ratnam</li> <li>8. Zoya Akhtar/Mira Nair</li> <li>9. Nagraj Manjule</li> </ol> <p>Any five</p>	
<b>Pedagogy:</b>	Lectures, Workshops- Screening films. Flip classroom techniques discussions, participation in film festival, field visit to film studio.	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. Aufderheide, Patricia.(2007). <i>Documentary Film: A Very Short Introduction</i>. Delhi: Oxford University Press.</li> <li>2. Bordwell K.and Thomson K.(1990). <i>Film Art: An Introduction</i>. New York: Knopff.</li> <li>3. Dick, Bernard F. (2009). <i>The Anatomy of Film</i>. Bedford: St. Martin's.</li> <li>4. Irving, David K and Rea, Peter W.(2006). <i>Producing &amp; Directing the Short Film &amp; Video</i>. New Delhi: Elsevier.</li> <li>5. Kumar, Keval J.(2012). <i>Mass Communication in India</i>. Mumbai: Jaico Publishing House.</li> <li>6. Mast S. and Cohen M (ed).(1985). <i>Film Theory and Criticis</i>. Oxford, OUP.</li> <li>7. Piper, Jim.(2014). <i>The Film Appreciation Book: The Film Course You Always Wanted to Take</i>.New York: Allworth Press.</li> <li>8. Rao, H.N Narahari.(2006). <i>The Most memorable films of the world: From the Diaries of the Film Societies</i>. Bangalore: Sibina Services.</li> <li>9. Stubbs, Liz.(2002). <i>Documentary Filmmakers Speak</i>. New York: Allworth Press..</li> </ol> <p>E-Readings:</p> <ol style="list-style-type: none"> <li>1. <a href="http://www.elementsofcinema.com">http://www.elementsofcinema.com</a></li> <li>2. <a href="http://www.universityofcalicut.info/SDE/opencourses/Open_Course_SDEVSemFlimStudies.pdf">http://www.universityofcalicut.info/SDE/opencourses/Open_Course_SDEVSemFlimStudies.pdf</a></li> <li>3. <a href="https://www.cs.ubc.ca/~udls/slides/udls-sampoorna-biswas-film-appreciation-1.pdf">https://www.cs.ubc.ca/~udls/slides/udls-sampoorna-biswas-film-appreciation-1.pdf</a></li> </ol>	
<b>Course Outcomes</b>	<p>On completion of the Course Student will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand and discuss the nuances of filmmaking.</li> <li>2. Explore and analyse different styles of filmmaking while reviewing it as a media text.</li> <li>3. Apply soft skills and writing skills for film reviewing and criticism</li> <li>4. Discuss film techniques and cinematic expressions used for film production.</li> </ol>	



**Name of the program** : B.A Mass Communication and Journalism (Honours)  
**Course Code** : MCJ-205  
**Title of the course** : Advanced Photography  
**Number of credits** : 02 (2P)  
**Effective from AY** : 2024-2025

<b>Pre-Requisites for the course</b>	NIL	
<b>Course Objectives</b>	<ol style="list-style-type: none"> <li>1. To experiment will learn forms of practical photography</li> <li>2. To provide knowledge of lighting, composition, and other creative aspects</li> <li>3. To equip with knowledge to edit and manipulate their photographs</li> <li>4. To teach advanced techniques in capturing photographs</li> </ol>	
<b>Content</b>	<p><b>Practical Sessions:</b></p> <ol style="list-style-type: none"> <li>1. Exercises to brush up on Exposure Triangle-Aperture, Shutter Speed, ISO, White Balance, Fast Shutter, Long Exposure, varying apertures and so on. (2 sessions)</li> <li>2. Refresher on compositional Techniques-framing, Angles and shot sizes (3 sessions)</li> <li>3. Advanced techniques in digital photography (3 sessions)               <ol style="list-style-type: none"> <li>i. Panning</li> <li>ii. Freezing Light Paintings</li> <li>iii. Macro Photography</li> <li>iv. Reading a Histogram</li> <li>v. Brenizer Method</li> <li>vi. bracketing in DSLR's</li> <li>vii. Remote control captures</li> </ol> </li> <li>4. Planning and designing a shoot (Mis-En-Scene, Set creation, background selection and so on) (2 sessions)</li> <li>5. Demonstration of lenses, lighting equipment-gobos, backdrops, color gels (2 sessions) (demonstrate, explain)</li> <li>6. Portrait Lighting and advanced lighting practices-Split, Rembrandt, Paramount, Chiaroscuro and more (2 sessions)</li> <li>7. Photo Editing (LUTs, Correction, Blemish Removal, Lightroom and photo manipulation in photography, Shooting and blending HDR images, album designing and printing(materials, colors), RAW Workflow. (3 sessions)</li> <li>8. Image Generation/Editing with AI tools (1 session)</li> <li>9. Food Photography (Plating, Composition, Contrast) (2 sessions)</li> <li>10. Street + Travel Photography (Approaching Subjects, Using natural frames, and natural light) (2 sessions)</li> <li>11. Creation of Social Media Portfolios (1 session)</li> <li>12. Demonstrating flash photography techniques (3</li> </ol>	<b>60 Hours</b>

	sessions) i. Bounce the Light. ii. Diffuse Your Flash. iii. Make Use of Ambient Light. iv. Use Colored Flash Gels. v. Use TTL Technology. vi. Enable High-Speed Flash Sync. 13. Architecture photography (2 sessions) 14. Aerial Photography (2 sessions)	
<b>Pedagogy:</b>	Lectures, practical exercises in studio and outdoor, workshops, gallery visits, photo walks.	
<b>References/Readings:</b>	1. Freeman, J. (2019). <i>The Complete Guide to Advanced Photography Techniques</i> . Amherst Media. 2. Hunter, F., Biver, S., & Fuqua, P. (2015). <i>Light, Science, &amp; Magic: An Introduction to Photographic Lighting</i> . Routledge. 3. Peterson, B. (2004). <i>Understanding Flash Photography: How to Shoot Great Photographs Using Electronic Flash</i> . Amphoto Books. 4. van Niekerk, N. (2009). <i>Off-Camera Flash: Techniques for Digital Photographers</i> . Amphoto Books.	
<b>Course Outcomes:</b>	On Completion of the course students will be able to: 1. Learn and understand various fields of photography. 2. Create interesting portfolios and experiment with advanced lighting techniques, as well as lighting using a flash. 3. Apply advanced techniques of digital photography for a professional setup. 4. Explore editing techniques, enabling them to be well rounded photographers	

**Name of the Programme** : B.A Mass Communication and Journalism (Honours)  
**Course Code** : MCJ-206  
**Title of the Course** : Blogging and Vlogging  
**Number of Credits** : 2 P  
**Effective from AY** : 2024-2025

<b>Pre-requisites for the Course</b>	Nil	
<b>Course Objectives:</b>	<ol style="list-style-type: none"> <li>1. This course is introduced to help the students to understand foundational concepts and evolution of vlogging and blogging.</li> <li>2. To interpret the pros and cons of vlogging and the strategic selection criteria for various platforms.</li> <li>3. Students will be taught to utilize blogging terminology and concepts to create engaging blog content.</li> <li>4. To create vlog content across platforms.</li> </ol>	
<b>Content:</b>	<p><b>Practical Sessions:</b></p> <ol style="list-style-type: none"> <li>1. Blogging Basics and Evolution: Analyse and explore how blogs have evolved – (1 session)</li> <li>2. Creation of blog using WordPress and develop using the appearances. – (2 sessions)</li> <li>3. Building Brand Image Through Blogging (blog content and thematic consistency) – (1 session)</li> <li>4. Crafting Engaging Blog Content (developing niche writing styles) – (1 session)</li> <li>5. Incorporating multimedia elements in blog post (video links, embeds, photos, back links) -- (1 session)</li> <li>6. SEO Implementation in Blogging (Google Analytics, Google Search Console, WordPress Plugins) – (1 session)</li> <li>7. Optimizing Reach and Engagement (analysing metrics and audience engagement strategies, social sharing, collaborations) – (1 session)</li> <li>8. Monetization Planning Workshop (Blog monetization plans) – (1 session)</li> <li>9. Monetization Strategies (Affiliate Marketing, Sponsored Content, Product Sales, Subscription Models) – (1 session)</li> <li>10. Evolution of Vlogging: Vlogging Basics and Evolution – (1 session)</li> <li>11. Analysing Vloggers: Casey Neistat, Nas Daily, Liza Koshy, Flying Beast– (1 session)</li> <li>12. Choosing Vlogging Platforms (Youtube, Instagram, Facebook) features, audience demographics, and usability – (2 sessions)</li> <li>13. Effective Vlogging Skills (presentation, storytelling, and audience engagement) – (2 sessions)</li> <li>14. Vlog Creation and Showcase – (2 sessions)</li> <li>15. Practical Shooting Techniques: Framing, movement, transitions, and creative shot compositions, Lighting and Audio Considerations – (2 sessions)</li> <li>16. Planning for On-Location Shoots (Interviews, interactions,</li> </ol>	<b>60 Hours</b>

	<p>travel, tutorial, or daily) – (2 sessions)</p> <p>17. Post-Production and Refinement: (Trimming, cutting, and arranging clips for a cohesive narrative – (2 sessions)</p> <p>18. Enhancing visual and audio quality during post-production, color correction, audio adjustments, and adding music or sound effects. – (2 sessions)</p> <p>19. Cross-Promotion Strategies (Platform Synergy, Strategic Timing and Consistency, Engagement Amplification) – (2 sessions)</p> <p>20. Final Project - Unified Online Presence: Culminating the course, students develop a final project that integrates blogging and vlogging – (4 sessions)</p>	
<b>Pedagogy:</b>	Lectures, Practicals, discussions, workshops.	
<b>References/Readings:</b>	<p>1. Aslam, W., Khan, S. M., &amp; Zaman, S. U. (2021). <i>Vlogger's Reputation: Connecting Trust and Perceived Usefulness of Vloggers' Recommendation with Intention to Shop Online</i>. Volume 17, Issue 1. Sage Journals.</p> <p>2. Brown, L., &amp; Patel, R. (2020). <i>Successful Vloggers: Case Studies and Strategies</i>. Mumbai, India: Routledge.</p> <p>3. Gupta, S., &amp; Kumar, A. (2019). <i>Blogging Basics: Crafting Engaging Content</i>. Mumbai, India: Routledge.</p> <p>4. Jones, M. (2018). <i>The Power of Blogging: Understanding, Creating, and Monetizing</i>. New Delhi, India: Sage Publications.</p> <p>5. Smith, J. (2019). <i>The Art of Vlogging: A Comprehensive Guide</i>. New Delhi, India: Sage Publications.</p> <p>E-Readings:</p> <p>1. Golmgrein, I. V. (2023). A Comprehensive Overview of Monetization Strategies in Creative Industries. <i>International Journal of Latest Engineering and Management Research (IJLEMR)</i>, 8(4), 90-100. Retrieved from <a href="https://www.ijlemr.com">https://www.ijlemr.com</a></p> <p>2. <a href="https://www.researchgate.net/publication/220497253">https://www.researchgate.net/publication/220497253</a> The Core Aspects of Search Engine Optimisation Necessary to Move up the Ranking</p> <p>3. Google Blogging Guide - <a href="https://blog.google">https://blog.google</a></p> <p>4. YouTube Creator Academy - <a href="https://www.youtube.com/creators/">https://www.youtube.com/creators/</a></p>	
<b>Course Outcomes:</b>	<p>On completion of the course, the students will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand and remember vlogging and blogging skills, and platform dynamics.</li> <li>2. Interpret the significance and impact of vlogging and blogging on digital media.</li> <li>3. Apply knowledge to select and use suitable tools for content creation.</li> <li>4. Develop original content, implement monetization, and enhance brand and audience engagement.</li> </ol>	

**Name of the program** : B.A Mass Communication & Journalism (Honours)  
**Course Code** : MCJ-221  
**Title of the course** : Advanced Graphic Designing  
**Number of credits** : 4 (2T +2P)  
**Effective from AY** : 2024-2025

<b>Pre-Requisite for the course</b>	Nil	
<b>Course Objectives</b>	1. The course designed to teach advance graphic designing applications as per industry requirement. 2. To introduce latest designing tools and techniques to enhance creative designs. 3. To incorporate designing principles and apply them for various purposes 4. To provide training in UI and UX design	
<b>Content</b>	<b>Unit 1: Design technologies</b> 1.1 Raster and Vector based Softwares 1.2 Designing for Digital vs Print 1.3 File formats 1.4 AI based design technologies	<b>10 Hours</b>
	<b>Unit 2: Applications of Graphic Design</b> 2.1 Advertising 2.2 Branding and Identity Design 2.3 Photo Manipulation 2.4 Product and Packaging Design 2.5 Social Media Graphics	<b>10 Hours</b>
	<b>Unit 3: Ethics in Design</b> 3.1 Copyrights, Trademarks, Patents. 3.2 Creative Commons licenses, Stock Images 3.3 Ethical use of imagery and representation 3.4 Avoiding deceptive and misleading information 3.5 Morphing, Image Manipulation	<b>10 Hours</b>
	<b>Practical Sessions:</b> 1. Refresher on Principles of Design, Color Theory, Typography (typography standards, font selection) 2. Exercises to recap various tools in designing software (pen tool, effects, gradients etc) 3. Analysis of iconic designs from multiple industries (food, technology, fashion etc) 4. Creation of Mood Boards 5. Combine multiple images seamlessly to create a cohesive scene 6. Enhance portraits and images using advanced retouching techniques 7. Creating professional PowerPoints 8. Vector Based Designs- Basic Shapes Creation, Path Manipulation, Color Exploration, Text Manipulation, Layer Management, Transformation, Pathfinder, Operations, Clipping Masks, Gradient Mesh, Pattern, Creation, Blend Tool, Symbols	<b>60 Hours</b>

	<p>and Brushes, 3D Effects, Artboard Creation, Exporting Artwork, banners, advertisements, book covers, logos</p> <p>9. creating animated invites, album design</p> <p>10. basics of 3D design/animation, Motion graphics in Adobe After Effects</p> <p>11. Branding Identity Design</p> <p>12. User Interface (UI) and User Experience (UX) Design</p> <p>13. Web Site Design using HTML and CSS</p> <p>14. Creating designs using AI Image generation</p> <p>15. Printing practices in graphic design - Printing formats, Quality of paper/printing material, Glossy vs matte, Printer types</p> <p>16. Creation of Infographics</p>	
<b>Pedagogy</b>	Lectures, Practical Sessions, Workshops. Assignments	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. Airey, D. (2014). <i>Logo Design Love: A Guide to Creating Iconic Brand Identities</i>. Peachpit Press.</li> <li>2. Bierut, M. (2015). <i>How to Use Graphic Design to Sell Things</i>. Thames &amp; Hudson</li> <li>3. Evans, P., &amp; Sherin, A. (2013). <i>The Graphic Design Reference &amp; Specification Book: Everything Graphic Designers Need to Know Every Day</i>. Rockport Publishers.</li> <li>4. Wheeler, A. (2020). <i>Designing Brand Identity: An Essential Guide for the Whole Branding Team</i>. Wiley.</li> </ol>	
<b>Course Outcomes</b>	<p>On Completion of the course students will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand and practice design tactics used by various industries</li> <li>2. Evaluate and incorporate latest technology in image generation in their designs</li> <li>3. Analyse and apply designing knowledge towards packaging and branding materials.</li> <li>4. Apply knowledge towards UI and UX design.</li> </ol>	

**Name of the Programme** : B.A. Mass Communication & Journalism (Honours)  
**Course Code** : MCJ-222  
**Title of the Course** : Travel & Lifestyle Communication  
**Number of Credits** : 04 (3T+ 1P)  
**Effective from AY** : 2024-2025

<b>Pre-requisites for the Course:</b>	<b>Nil</b>	
<b>Course Objectives:</b>	<ol style="list-style-type: none"> <li>1. To provide understanding of lifestyle journalism with focus on travel beat.</li> <li>2. To introduce the recent trends in travel &amp; lifestyle reporting.</li> <li>3. To inculcate research &amp; interviewing skills for creating travel &amp; lifestyle related multimedia content</li> <li>4. To create portfolio of travel &amp; lifestyle content through story telling techniques.</li> </ol>	
<b>Content:</b>	<b>Unit 1: Travel communication</b> 1.1 Significance, Relevance and Scope 1.2 Role and responsibility of mass media in tourism industry. 1.3 Expeditions-different expeditions; travel writing and logging. 1.4 Role of photography and photo essays in travel communication 1.5 Recent trends in tourism industry- sustainable tourism, ecotourism.	<b>10 Hours</b>
	<b>Unit 2 Travel Writings</b> 2.1 Indian tourism and tourism writings- case study- Incredible India, Travel book writers- William Dalrymple, Vikram Seth, Anita Nair 2.2 Meaning and definition of travel journalism 2.3 Qualities of a good travel writer/content creator- Use of vivid language, imagery, voice, tone 2.4 Case study on Magazines and travel shows/channels- Conde Nast Traveller, Discover India, Outlook traveller, TLC.	<b>11 Hours</b>
	<b>Unit 3: Lifestyle Communication</b> 3.1 Scope of fashion and lifestyle journalism 3.2 Types of lifestyle reporting: Fashion, Food, Health & Fitness 3.3 Pioneer fashion magazines - Case study of La Gallarie des Modes 3.4 Understanding the lifestyle and infotainment media industry in India-NDTV Good times, Vogue, Cosmopolitan 3.5 Importance of food/cuisine in lifestyle segment-Restaurant food, Street food, Food festivals reviews - Zee Zest	<b>13 Hours</b>
	<b>Unit 4: Lifestyle Reporting</b> 4.1 Interviews: tips and techniques of interviews of celebrities, fashion designers, non-fashion/non celebrity for lifestyle stories. 4.2 Role and importance of fashion influencers in lifestyle journalism, gender and social identity – the impact of	<b>11 Hours</b>

	<p>fashion bloggers,</p> <p>4.3 E-fashion markets- Trends</p> <p>4.4 Celebrities and news that sells- perspectives of lifestyle reporting</p>	
	<p><b>Practicals:</b></p> <ol style="list-style-type: none"> <li>1. Analysing content of Life style &amp; travel Magazines/ brochures/ travel e-zines.</li> <li>2. Essay on travel (750 Words)-Engaging, useful, fact-checked. Narrative writing style.</li> <li>3. Generating Story Ideas, writing style-Words, picture, graphics</li> <li>4. Expeditions- Travel loggings in travel communication (photo essay of five to eight images)</li> <li>5. Producing Video content for TV, social media and websites based on Travel (Sustainable tourism, ecotourism etc,)</li> <li>6. Summary of local attraction, restaurant, Shop in neighbourhood or culturally different community- on the lines of EasyGuide.</li> <li>7. Writing Food/restaurant review (Print or Digital)</li> <li>8. Interviewing for lifestyle segment- (Print or TV)</li> <li>9. Analyzing the dress book of public appearance of celebrity</li> <li>10. Reporting fashion event/launch of new venture</li> <li>11. Planning and producing lifestyle video feature</li> <li>12. Maintain Journal/E-journal</li> </ol>	<p><b>30 Hours</b></p>
<b>Pedagogy:</b>	Lectures, Presentations, Field Visits, Guest lectures, Screening, Discussions.	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. Aggarwal, VirBala. (2006). <i>Essentials of Practical Journalism</i>. Concept Publishing Company, New-Delhi.</li> <li>2. Debra, Eatquestnyc. (2011). <i>The best little book on writing restaurant review</i>. Kindle edition</li> <li>3. Greenman, J. (2012) <i>Introduction to Travel Journalism: On the Road with serious intent</i>. Oxford Publication.</li> <li>4. McNeil, Peter, Sanda Miller.(2018). <i>Fashion Journalism: History, Theory, and Practice</i>. Kindle edition.</li> </ol> <p>E- Readings:</p> <ol style="list-style-type: none"> <li>1. <a href="http://www.thelifestylejournalist.in">http://www.thelifestylejournalist.in</a></li> <li>2. <a href="https://www.reuters.com/news/lifestyle">https://www.reuters.com/news/lifestyle</a></li> </ol>	
<b>Course Outcomes:</b>	<p>On completion of this course, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand and acquire a conceptual overview of travel &amp; lifestyle communication and its importance in the media industry.</li> <li>2. Write and produce media content for Travel and lifestyle segments.</li> <li>3. Acquire Interviewing skills, conduct research and evaluate information on travel and lifestyle.</li> <li>4. Apply journalistic methods to social media and video formats.</li> </ol>	

**Name of the programme** : B.A. Mass Communication & Journalism (Honours)  
**Course Code** : MCJ-261  
**Title of the Course** : Political Reporting  
**Number of credits** : 04 (1T, 3P)  
**Effective from AY** : 2024-2025

<b>Prerequisites for the course</b>	NIL	
<b>Course objectives:</b>	1. To understand the nuances of political reporting. 2. To understand how politics permeates governance and regular life. 3. To introduce students to the skills required to write political reports. 4. To enable students to create political reports for different media.	
<b>Content</b>	<b>UNIT 1: Government fundamentals in India</b> 1.1 Central government (Lok Sabha, Rajya Sabha), state government (Legislative Assembly) 1.2 Panchayati Raj, Union Territories 1.3 Executive, Legislative, Judiciary, fourth estate 1.4 Fundamental rights; caste, religion, language, crime, corruption 1.5 Ethics: Paid news, biased news, propaganda	<b>8 Hours</b>
	<b>UNIT 2: Covering politics in the digital age</b> 2.1. Rallies, debates, press conferences, personalities 2.2. Analysis of election campaigns and results 2.3. Interviews 2.4. Fact-checking: countering fake news 2.5. New formats to counter influencers: YouTube, reels, news in a minute.	<b>7 Hours</b>
	<b>PRACTICAL SESSIONS</b> 1. Write a report on the key factors in the formation of central government. (4 hours) 2. Write a report on the key factors in the formation of state government. (4 hours) 3. Write a report on the key factors in the formation of grassroots level of governance. (4 hours) 4. Write a report on the fundamental rights of all Indian citizens. (2 hours) 5. Write a report introducing a new voter to the electoral process for Lok Sabha elections. (4 hours) 6. Write a report and tabulate information (for potential infographs) explaining the formation of Goa Legislative Assembly. (2 hours) 7. Watch a debate/panel discussion involving members of different political parties and write a report. (2 hours) 8. Research and write a detailed profile of any high profile politician. (6 hours) 9. Interview and write a detailed profile of your local municipal councillor/corporator or panch member. (4 hours) 10. Based on research of voters in your ward, write a report on the	<b>90 hours</b>

	<p>voter demographic (age, sex, ethnicity). (8 hours)</p> <ol style="list-style-type: none"> <li>Analyse the results of the 2024 Lok Sabha Elections and write a report on key trends, state-wise breakdown and possible implications for future political dynamics. (8 hours)</li> <li>Watch or attend a discussion on local policy regarding a vital issue and write a report including stances taken by all sides. (4 hours)</li> <li>Research the BOFORS scandal and write a report. (4 hours)</li> <li>Research the Jain dairies/Hawala scam case and write a report based on your findings. (4 hours)</li> <li>Based on research, write a report on the electoral bonds case involving the SBI. (6 hours)</li> <li>Looking at formation of governments since Goa's liberation, write a report on the issues plaguing governance in Goa (8 hours)</li> <li>Analyse data provided from LAQs given by a minister of your choice and write a report. (6 hours)</li> <li>Choose a recent political campaign and fact-check any claims made. Write a report assessing its accuracy and the impact it could make on voters. (4 hours)</li> <li>Research and write a report on presidential election process of any foreign country: China, Russia, US. (2 hours)</li> <li>Based on your study of a politician, write open ended questions for a potential interview. (2 hours)</li> <li>Write a script for a one-minute news reel. (2 hours)</li> </ol>	
<b>Pedagogy:</b>	Lectures, presentations, tutorials, screenings, discussions.	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>Ganesh, T.K. (2006). <i>News Reporting and Editing in Digital Age</i>. GNOSIS, Delhi.</li> <li>Leonard, Thomas C. (2006). <i>The Power of the Press: Birth of American Political reporting</i>. Oxford University Press.</li> <li>McBride, Kelly; Rosenstiel, Tom. (2013). <i>The New Ethics of Journalism</i>. Sage Publication. <i>Advertising</i></li> <li>Mehta, Alok. (2007). <i>Indian Journalism: Keeping it clean</i>. Rupa &amp; Co.</li> <li>Prasad, Kiran. (2003). <i>Political Communication: The Indian Experience. The Domain, political process, and news presentation</i>. B.R. Publishing Corporation.</li> </ol>	
<b>Course Outcomes</b>	<p>On completion of this course, students will be able to:</p> <ol style="list-style-type: none"> <li>Understand the various levels of governances in the country.</li> <li>Understand the electoral processes at various levels of governance.</li> <li>Write analytical reports as well as understand the different kinds of reports covering politics.</li> <li>Undertake fact-checking exercises and understand how to create political content for new media.</li> </ol>	

**Semester- V****Name of the programme : B.A. Mass Communication & Journalism (Honours)****Course Code : MCJ-300****Title of the Course : History of Media I****Number of credits : 4 (4T)****Effective from AY : 2024-2025**

<b>Prerequisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	<ol style="list-style-type: none"> <li>1. The Course is introduced to analyse the evolution and significance of media in India &amp; Goa, from folk media to Radio</li> <li>2. To examine the history and development of the press in India, from its origins &amp; its role in shaping public discourse &amp; influencing social and political movements.</li> <li>3. To evaluate the role and impact of key Indian press institutions in shaping public opinion and advocating for social change throughout different historical periods.</li> <li>4. To understand the history and evolution of radio broadcasting in India, from its early days to its current status</li> </ol>	
<b>Content:</b>	<b>Unit 1: Folk Media</b> 1.1 Traditional folk media in India & Goa 1.2 Folk theatre forms (list) 1.3 Electronic Media vs. Folk media 1.4 Advantages & disadvantages of folk media	<b>10 Hours</b>
	<b>Unit 2: History of Press</b> 2.1 Evolution of Press: Johannes Gutenberg 2.2 History of Press in Goa: The arrival of Press in 1556 2.3 Pioneers of Journalism: James Augustus Hicky, James Silk Buckingham and William Carey 2.4 Role And contribution of Raja Ram Mohan Roy, Bal Gangadhar Tilak, and Mahatma Gandhi 2.5 Freedom movement and the press 2.6 1975 Emergency era & press	<b>16 Hours</b>
	<b>Unit 3: News Agencies &amp; Indian Press Institutions</b> 3.1 Indian News Agencies: IANS, PIB, PTI, UNI. 3.2 Hindi News Agencies: PTI Bhasha & Univarta 3.3 Role & Function of: Press Institute of India (PII), Audit Bureau of Circulation Ltd. (ABC), Indian Newspaper Society (INS), Editors Guild of India (EGI) & Goa Union of Journalist (GUJ) 3.4 Role & Function of: International Press Institute (IPI) Reporters without Borders (RSF) 3.5 First and Second Press Commissions – Recommendations & Impact	<b>12 Hours</b>
	<b>Unit 4: Radio</b> 4.1 Evolution of Radio as means of Communication 4.2 Early development of Radio in India & Goa- <i>Emissora de Goa</i> 4.3 All India Radio & its role in post-Independence India. 4.4 Vividh Bharati Services	<b>12 Hours</b>

	<p>4.5 'Airwaves are the public property' 1995 Supreme Court Landmark judgement.</p> <p>4.6 Introduction to Private FM, FM Stations in India</p> <p>4.7 AIR vs. Private FM stations</p> <p>4.8 Radio Formats &amp; Genres (Case studies)</p> <p>4.9 Recent development &amp; trends in Radio</p>	
<b>Pedagogy:</b>	Lectures, cases studies, presentations, discussions, debates, group assignments and field visits.	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. Aggarwal, VirBala. (2006). <i>Essentials of Practical Journalism</i>. New Delhi: Concept Publishing Company.</li> <li>2. Dias, I. (2007). <i>How Long Is Forever? An Autobiography</i>. Goa.</li> <li>3. Dias, I. (2011). <i>Reminiscences of My Radio Days</i>. Goa: Third Millennium.</li> <li>4. Kumar, K. J. (2012). <i>Mass Communication in India</i>. Mumbai: Jaico Publishing House.</li> <li>5. Mehta, D. S. (1979). <i>Mass Communication and Journalism in India</i>. New Delhi: Allied Publication Limited.</li> <li>6. Mishra, R. (2016). <i>Traditional Folk Media in India: Practice &amp; Relevance</i>. Varanasi: Bharati Prakashan.</li> <li>7. Rangaswami, P. (2005). <i>Journalism in India</i>. New Delhi: Sterling Publishers Pvt. Ltd.</li> </ol> <p>E-Readings:</p> <ol style="list-style-type: none"> <li>1. <a href="http://shodhganga.inflibnet.ac.in/handle/10603/35656">http://shodhganga.inflibnet.ac.in/handle/10603/35656</a></li> <li>2. <a href="https://prasarbharati.gov.in">https://prasarbharati.gov.in</a></li> <li>3. <a href="https://www.legalserviceindia.com/legal/article-10364-evolution-of-broadcasting-laws-in-india.html">https://www.legalserviceindia.com/legal/article-10364-evolution-of-broadcasting-laws-in-india.html</a></li> <li>4. <a href="https://rsf.org/">https://rsf.org/</a></li> </ol>	
<b>Course Outcomes:</b>	<p>On completion of the course, the student will be able to do the following:</p> <ol style="list-style-type: none"> <li>1. Demonstrate an understanding of the historical progression of mass media technologies and their impacts.</li> <li>2. Identify and discuss key historical milestones and influential figures in the development of mass media.</li> <li>3. Analyse and evaluate how historical events and institutions that have shaped the media landscape &amp; influenced media practices.</li> <li>4. Apply historical perspectives to contemporary media issues.</li> </ol>	

**Name of the Programme** : B.A. Mass Communication & Journalism (Honours)  
**Course Code** : MCJ-301  
**Title of the Course** : Media & Cultural Studies  
**Number of Credits** : 4 (T)  
**Effective from AY** : 2024-2025

<b>Pre-requisites for the Course:</b>	<b>NIL</b>	
<b>Course Objectives:</b>	<ol style="list-style-type: none"> <li>1. The course is designed to develop critical thinking skills in analyzing media content on cultural context</li> <li>2. To familiarize students with key theories and concepts associated with cultural studies such as cultural imperialism</li> <li>3. To understand the role of media in shaping cultural identities and representation through study of gender</li> <li>4. To examine the influence of media and globalization on cultural production and consumption through case studies.</li> </ol>	
<b>Content:</b>	<b>Unit 1: Understanding Culture</b> 1.1 Understanding Media and Culture: Definition & Features 1.2 Forms of culture: Folk Culture, Mass Culture, Popular Culture 1.3 Need and Significance of Cultural Studies 1.4 Key Concepts in Cultural Studies- Cultural Materialism	<b>12 Hours</b>
	<b>Unit 2: Cultural theories</b> 2.1 Diffusionism theory in media 2.2 Frankfurt School, High Culture- Low Culture, Popular & Mass culture 2.3 Stuart Hall- Encoding & Decoding, Reception Analysis 2.4 Cultural Economy of Fandom by John Fiske	<b>15Hours</b>
	<b>Unit 3: Gender, Media and Cultural Expressions</b> 3.1 Gender Socialization, Gender equality and media 3.2 Class, race, ethnicity in India- (Gender issues in News Media) 3.3 Folktales & oral lore-Demystifying legends/myths in Media 3.4 Portrayal of festivals, sports in Prime-time programmes, films, news-features. 3.5 Fashion and fad: Impact of media coverage, fashion houses 3.6 Relevant case studies: IPL, LGBTQ	<b>18 Hours</b>
	<b>Unit 4: Globalization and Media Culture</b> 4.1 Media Imperialism, Impact of global culture and its relevance in media. 4.2 Digital Media culture, Positive -negative relationship of media and culture 4.3 Popular Culture-Trends, transformation & its impact on Society 4.4 Commodification of Culture and its impact on lifestyle 4.5 Ethical considerations; methods to adopt while reporting	<b>15 Hours</b>


	and communicating with people from different culture 4.6 Relevant case studies (memes, Sao Joao, )	
<b>Pedagogy:</b>	Lectures, Presentations, Film Screening, Discussions	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. Aggarwal, VirBala. (2006). <i>Essentials of Practical Journalism</i>. Concept Publishing Company.</li> <li>2. Cropp, Fritz., Cynthia M.Frisby, DeanMills. (2004). <i>Journalism Across Cultures</i>. Surjeet Publications.</li> <li>3. Narula, Uma. (2013). <i>Communication Models</i>. Atlantic Publishers &amp; Distributors Pvt. Ltd.</li> <li>4. Rai, Rumina&amp; Panna, Kishwar. (2015). <i>Introduction to Cultural Studies</i>. Himalaya Publishing House.</li> <li>5. Rai, Rumina. Panna, Kishwar.Arvind Padmaja. (2022). <i>Media, Gender &amp; Culture</i>. Himalaya Publishing House.</li> </ol> <p>E-Readings:</p> <ol style="list-style-type: none"> <li>1. <a href="https://www.onlinejournal.in/IJIRV3I10/083.pdf">https://www.onlinejournal.in/IJIRV3I10/083.pdf</a></li> </ol>	
<b>Course Outcomes:</b>	<p>On completion of the course, the student will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand and apply key theories and concepts associated with cultural studies such as cultural imperialism.</li> <li>2. Understand the role of media in shaping cultural identities and representations.</li> <li>3. Critically analyse media content and practices within diverse cultural context.</li> <li>4. Examine the influence of media and globalization on cultural production and consumption through case studies.</li> </ol>	

**Name of the Programme** : B.A. Mass Communication & Journalism (Honours)  
**Course Code** : MCJ-302  
**Title of the Course** : Media Research  
**Number of Credits** : 04 (4T)  
**Effective from AY** : 2024-2025

<b>Prerequisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	<ol style="list-style-type: none"> <li>1. To familiarize students with basic research methods &amp; techniques used in media studies.</li> <li>2. To develop students' skills in designing &amp; conducting media research projects.</li> <li>3. To enable students to critically analyse various forms of media content.</li> <li>4. To equip students with the skills to communicate research findings effectively through written reports &amp; presentations.</li> </ol>	
<b>Content:</b>	<b>Unit 1: Introduction to Research</b> 1.1 Meaning, Objectives & relevance of media research. 1.2 Scientific & non-scientific methods: Characteristics 1.3 Steps involved in designing a research project. 1.4 Research procedures, objectives & problem. 1.5 Four phases of Media Research 1.6 Types of Research: Descriptive vs. Analytical, Applied vs. Fundamental, & Quantitative vs. Qualitative, Historical, Mixed method	<b>15 Hours</b>
	<b>Unit 2: Research Methods &amp; Application</b> 2.1 Survey method 2.2 Content Analysis, Longitudinal research vs Cross-sectional 2.3 Merits and demerits of the Research Approaches. 2.4 Research design. 2.5 Research application in Print, Electronic, Advertising, Public Relations, and Media Effects. 2.6 Use of AI tools for academic research	<b>15 Hours</b>
	<b>Unit 3: Data Collection Methods</b> 3.1 Primary data & secondary data. 3.2 Types: Survey, Interviews, Observation, Experiments Focus Groups 3.3 Constructing Questions & Questionnaire Design 3.4 General accuracy of data collected & Problems in Survey 3.5 Questionnaire method and Questionnaire construction methods 3.5 Using online surveys: Google forms	<b>15 Hours</b>
	<b>Unit 4: Sampling &amp; Data Analysis</b> 4.1 Sampling: Probability and non-probability & their sub classifications 4.2 Choosing a sample design, sampling problems 4.3 Data presentation: charts, graphs, infographics & diagrams. 4.4 Writing a bibliography: APA and other styles for research	<b>15 Hours</b>

	papers. 4.5 Data interpretation, report writing & presentations. 4.6 Ethics in research, its importance & identifying clone & fake journals. UGC Care list, N-List	
<b>Pedagogy:</b>	Lectures, cases studies, presentations, discussions, debates, group assignments.	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. Berger, Arthur A. (2011). <i>Media and Communication Research Methods</i>. 2nd ed., Los Angeles: SAGE Publications.</li> <li>2. Klaus (ed.) (2012). <i>A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies</i>. 2nd ed., New York: Routledge</li> <li>3. Kothari, C. R. (2004). <i>Research methodology: Methods and techniques</i> (2nd ed.). New Age International Publishers.</li> <li>4. Priest, Susanna H. (2010). <i>Doing Media Research: An Introduction</i>. 2nd ed., London: SAGE.</li> <li>5. Wimmer, Roger D. and Dominick, Joseph R. (2006). <i>Mass Media Research: An Introduction</i>. 8th ed., Belmont: Thomson Wadsworth.</li> </ol>	
<b>Course Outcomes:</b>	<p>On completion of the course, the student will be able to do the following:</p> <ol style="list-style-type: none"> <li>1. Demonstrate an understanding of various research methods &amp; their application in media studies.</li> <li>2. Acquire the skills necessary to design, conduct, &amp; analyse media research.</li> <li>3. Identify &amp; critically analyse media content, evaluating its social, cultural &amp; political implications in the context of Indian society.</li> <li>4. Apply research findings to media issues &amp; effectively communicating their results through written reports, presentations &amp; seminars.</li> </ol>	

**Name of the program** : B.A Mass Communication and Journalism (Honours)  
**Course Code** : MCJ-303  
**Title of the course** : Video Editing  
**Number of credits** : 02 (2P)  
**Effective from AY** : 2024-2025

<b>Pre-Requisite for the course</b>	NIL	
<b>Course Objectives</b>	<ol style="list-style-type: none"> <li>1. To experiment and learn various modes of digital video editing.</li> <li>2. To understand both Linear and Non-linear editing techniques.</li> <li>3. To edit multiple video output formats (film, news bulletin, music video, etc)</li> <li>4. To learn advanced techniques of transitions and special effects while also maintaining the narrative structure of the content</li> </ol>	
<b>Content</b>	 <p><b>UNIT 1: Introduction to Video Editing</b></p> <ol style="list-style-type: none"> <li>1. History of editing, Early tools and techniques, Tape to digital editing (1 session)</li> <li>2. Montage Editing vs Mis-En-Scene, cutaways (1 session)</li> <li>3. Kuleshov Experiment-Battleship Potemkin, Psycho Shower Sequence (1 session)</li> <li>4. Types of Montages-Intellectual, Rhythmic, Tonal, Overtonal, Intellectual (1 session)</li> <li>5. Examination of editing styles across different directors (2 Session)</li> <li>6. Theory of cuts-Match Cut, Jump Cut, Cross Cut, J cut, L Cut (1 session)</li> <li>7. Understanding the basic tools in video editing -Timeline, Program vs Preview Monitor, Razor Tool Clipping, Playhead, Rendering, Exporting, Output Settings. (2 Sessions)</li> <li>8. Editing shots into a sequence for continuity and storytelling (1 Session)</li> </ol> <p><b>UNIT 2: Producing and Editing Practices</b></p> <ol style="list-style-type: none"> <li>1. Practice Match Cutting, Jump Cutting and Cross Cutting for effective storytelling (1 Session)</li> <li>2. Creating montages-intellectual, rhythmic, atmospheric, metric (2 Session)</li> <li>3. Produce and edit a product advertisement (2 Session)</li> <li>4. Create a promo video for an upcoming event using all types of cuts (1 Session)</li> <li>5. Titling and Key framing (1 Session)</li> <li>6. Introduction to Colour correction and colour grading (2 Session)</li> <li>7. Line animations and motion graphics in After Effects (1 Session)</li> <li>8. Masking in After Effects/Premiere Pro (1 Session)</li> <li>9. Audio Editing, levelling, mastering, Foley Effects, J cuts, L Cuts, Narrations (1 Session)</li> </ol>	<p><b>Total 60 Hours</b></p>

	10. Edit an alternate genre trailer, using an existing film/TV show (1 Sessions) 11. Exercises on Chroma Keying (1 Session) 12. Shoot and edit a pre-wedding trailer (2 Session) 13. Shoot and edit a product demo video (2 Session) 14. Editing a Campus News Bulletin (1 Session) 15. Produce and edit an Original Music Video (2 Sessions)	
<b>Pedagogy:</b>	Lectures, Tutorials, practical exercises, workshops, guest lectures	
<b>References/Readings:</b>	1. Belavadi, Vasuki. (2008). <i>Video Production</i> . United Kingdom: Oxford university Press. 2. Bowen, Christopher J. (2018). <i>Grammar of the Edit</i> . New York: Routledge, 3. Browne, Steven E. (1989). <i>Videotape Editing- A Post Production Premeire</i> . New Delhi: Focal Press. 4. Kyker, Keith., Christopher Curcy. (2005). <i>Television Production- A Classroom Approach</i> . Rain Tree Publishing Pvt.Ltd. 5. Rahmel, Dan. (2007). <i>Nuts and Bolts filmmaking: Practical Techniques for the Guerilla Filmmaker</i> . New Delhi: Focal Press. 6. Shyles, Leonard. (2007). <i>The art of Video Production. United States of America</i> . Sage Publications. 7. Solomons, Tony. (1999). <i>The Avid Digital Editing Room Handbook</i> . Los angeles: Silman-James Press.	
<b>Course Outcomes:</b>	On completion of the course, the student will be able to: 1. Understand and appreciate aesthetics of editing and video editing techniques. 2. Understand and implement complex editing theories 3. Apply techniques of video editing for different genre or style 4. Apply basic line animation and masking techniques in their videos to create added value to the video content.	

**Name of the programme** : B.A. Mass Communication & Journalism (Honours)  
**Course Code** : MCJ-304  
**Title of the Course** : Ad Filmmaking & Campaign Strategies  
**Number of credits** : 02 (2P)  
**Effective from AY** : 2024-2025

<b>Prerequisites for the course</b>	<b>Nil</b>	
<b>Course objectives:</b>	<ol style="list-style-type: none"> <li>1. To broaden the students' understanding of advertising strategies.</li> <li>2. To create different kinds of advertisements based on understanding of target audience and strategies.</li> <li>3. To understand and create media plans and advertising campaigns.</li> <li>4. To strategise media vehicles based on various factors.</li> </ol>	
<b>Content</b>	<b>UNIT 1: Product-oriented Advertising</b> <ol style="list-style-type: none"> <li>1. Write a creative brief and strategy for a popular product in a competitive product category (2 sessions)</li> <li>2. Write a creative brief and create an advertisement for a local product (1 session)</li> <li>3. Conceptualise POP marketing for a local product. (1 session)</li> <li>4. Write a creative brief and conceptualise an advertisement for a niche product (1 session)</li> <li>5. Conceptualise another ad for the niche product, with another target audience in mind. (1 session)</li> <li>6. Write a creative brief and strategy and create an advertisement for a seasonal launch (2 sessions)</li> <li>7. Write a script for and create a radio ad for a product of any class (1 session)</li> <li>8. Write a script for a TV ad for a product of any class. (1 session)</li> </ol>	<b>20 hours</b>
	<b>UNIT 2: Diverse ads, Media Plans &amp; Campaigns</b> <ol style="list-style-type: none"> <li>1. Write the copy for and create a PSA. (1 session)</li> <li>2. Conceptualise a PSA for a popular product that is seeking to connect with its target audience through a relatable message. (1 session)</li> <li>3. Create a DIY product ad (1 session)</li> <li>4. Reposition a brand to give it a more appealing image (2 sessions)</li> <li>5. Rebrand a product/service that is in the decline stage (1 session)</li> <li>6. Prepare a media plan for any product class and make a presentation (2 sessions)</li> <li>7. Prepare a media plan for a local product. (1 session)</li> <li>8. Prepare a media plan for a product with pan India as well as local presence. (2 sessions)</li> <li>9. Design an Ad campaign (1 session)</li> <li>10. Design an ad campaign for digital media. (2 sessions)</li> <li>11. Produce a series of ads with an associated Ad Campaign for a product. (2 sessions)</li> <li>12. Produce a series of ads with an associated Ad Campaign for an</li> </ol>	<b>40 hours</b>

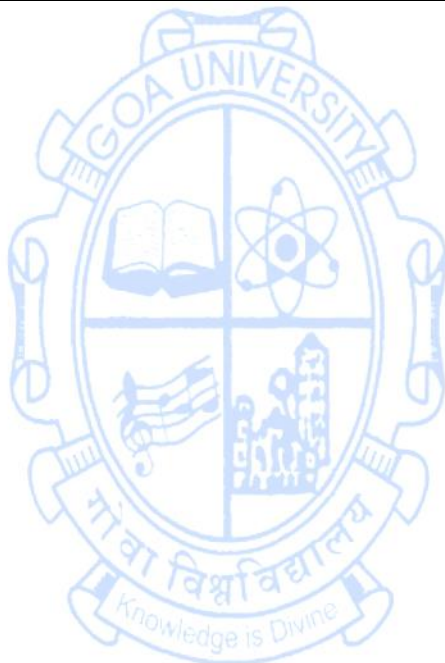
	institution. (2 sessions) 13. Produce a series of ads with an associated Ad Campaign for a brand, across products. (2 sessions)	
<b>Pedagogy:</b>	Lectures, presentations, workshops, discussions, field visits.	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. Batra, Rajeev; Myers, John G.; Aaker, David A. (2009). <i>Advertising Management</i>. Fifth Edition, Pearson.</li> <li>2. Jethwaney, Jaishri; Jain, Shruti. (2012). <i>Advertising Management</i>. Second Edition, Oxford.</li> <li>3. Menon, Arpita. (2010). <i>Media Planning and Buying: Principles and Practice in the Indian Context</i>. Tata McGraw Hill Education Private Limited.</li> <li>4. Moriarty, Sandra; Mitchell, Nancy; Wells, William. (2015). <i>Advertising &amp; IMC, Principles and Practice</i>. Pearson, Tenth Edition, Global Edition.</li> <li>5. Narang, Ritu. (2022). <i>Advertising, Selling and Promotion</i>. Pearson.</li> <li>6. Shah, Kruti. (2014). <i>Advertising and Integrated Marketing Communications</i>. McGraw Hill Educational.</li> </ol>	
<b>Course Outcomes</b>	<p>On completion of this course, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand and conceptualise ads as well as create them.</li> <li>2. Evaluate and plan advertising campaigns.</li> <li>3. Create ad campaigns for a single entity, with a cohesive message.</li> <li>4. Understand and apply the strategic use of media vehicles.</li> </ol>	

**Name of the programme** : B.A. Mass Communication & Journalism (Honours)  
**Course Code** : MCJ-321  
**Title of the Course** : Digital Video Production  
**Number of credits** : 4 (2T+2P)  
**Effective from AY** : 2024-2025

<b>Prerequisites for the course</b>	<b>Nil</b>	
<b>Course objectives:</b>	1. To introduce the students into the practice and principles of Video production as a media platform 2. To instil technical and team working skills with hands on training. 3. To imbibe creative story-telling and production techniques for various video formats. 4. To train them in the production roles required to enter the TV, and Audio-visual industry.	
<b>Content</b>	<b>Unit 1: Understanding the TV medium</b> 1.1 Analog and Digital Technology-Video tape and tapeless formats. 1.2 Production Process and related problems-Scripting for different formats. Scheduling, Contracts. Legal issues in production. 1.3 Teamwork and work ethics. Challenges and issues in Production approaches. 1.4 Budgeting the production. 1.5 Role of an Anchor- speech, presentation skills and style. 1.6 Role of AI tools	<b>08 Hours</b>
	<b>Unit 2: Lighting</b> 2.1 Light quality and intensity, colour quality of light- colour temperature and settings. 2.2 Natural lighting and artificial lighting. 2.3 Lighting different objects. 2.4 Types of lamps- Halogen, CFL, LED, light control equipments. 2.5 Dramatic effect and special effect lighting. 2.6 Three-point lighting: high key, and low-key lighting	<b>07 Hours</b>
	<b>Unit 3: Video Production Approaches</b> 3.1. Studio vs Outdoor- Set design, Floor plans and scheduling. 3.2. Electronic News Gathering vs Electronic field production, 3.3. Single camera and Multi-camera production. 3.4. Innovations in TV transmission technologies- Terrestrial, Cable and satellite, IPTV 3.5. Satellite TV Channels- Foreign and Indian owned and their impact on society. 3.6. Production team and their roles- news & video production crew. 3.7. Studio formats- Personality interview, educational shows, demonstration shows. 3.8. Online programming vs pre-recorded TV programming formats.	<b>08 Hours</b>

	<b>Unit 4: Introduction to different genres in video production</b> 4.1. Video production formats. Public Services Advertisements 4.2. Demonstration shows . Travelogues. Promotional videos. 4.3. Electronic Field production – types and scheduling. 4.4. Mobile production Units, Outdoor Broadcasting Van. 4.5. Pre-production work in EFP. Remote productions. Floorplans and production personnel. 4.6. Formats- Drama, Reality TV, Travelogues, Lifestyle shows and Sports programming on TV channels and video streaming platforms. 4.7. Graphic compositions in Video Production. Chroma Key and other Visual effects- colour correction, titling, montage, logos, scrolls.	<b>07 Hours</b>
	<b>Practical Sessions:</b> 1. Basic studio Anchoring exercises in a Multi camera setup- pan and tilt, cutting on movement, shot composition and sequence (3 sessions) . 2. Studio Exercises on Lighting and set design for an Interview. (2 session) 3. Analysis video formats- the interview, the panel discussion, lifestyle and Do-It-Yourself. (1 session) 4. Produce a multi- camera Personality interview, with a shooting script and online editing. (4 sessions) 5. Producing and editing Do-It-Yourself video capsule. (3 sessions) 6. Graphics for TV production exercises- titling, scrolls and logos. (2 sessions) 7. Produce a panel discussion show for current issues. (4 sessions) 8. Script and produce, edit a Campus News show for 10 minutes. (4 sessions) 9. Produce a magazine format lifestyle segment. (4 sessions) 10. Analyse digital video content – Standup comedy, reality shows, Cookery shows, game shows and production style. (3 sessions) 11. Maintain a journal with Exercises on Directing cues and Studio Production.	<b>60 Hours</b>
<b>Pedagogy:</b>	Lectures, demonstrations, viewing exercises, studio practical and field productions.	
<b>References/ Readings:</b>	1. Belavadi, Vasuki.(2008). <i>Video Production</i> . Oxford University Press. 2. Chattelji, P.C. (1987). <i>Broadcasting in India</i> . Sage Publication, New Delhi. 3. Chordia, Dilip Singh. (2013). <i>Mass Media and Television</i> . ABD publishers, New Delhi. 4. Fossard, Esat De and Riber John.(2005). <i>Writing and Producing for Television and film</i> . New Delhi,London: Sage Publication. 5. Kyker, Keith and Christopher Curcy. (2005). <i>Television Production- A Classroom Approach</i> . Rain Tree Publishing Pvt.Ltd. 6. Millerson, Gerald and Jim Owens.(2009). <i>Television Production</i> . Canada:	

	<p>Focal Press.</p> <p>7. Shyles, Leonard.(2007). <i>The art of Video Production</i>. United States of America: Sage Publications.Wurtzel, Allan.(1996). <i>Television Production</i>. New Delhi: Mc Graw Hill Book Co.</p> <p>8. Siddhiqui, Hasan, (2011). <i>TV interviews and Chat show</i>. Anmol Publications, New Delhi.</p>
<b>Course Outcomes</b>	<p>On completion of the course students will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the practices of professional video industry in different roles and production.</li> <li>2. Acquire both technical and soft skills required to work in the video production industry.</li> <li>3. Analyse the different TV channels in terms of content, audience and reach of the industry.</li> <li>4. Acquire team building skills and learn production crew roles while creating news and infotainment content for different media platforms.</li> </ol>



**Name of the Programme** : B.A. Mass Communication & Journalism (Honours)  
**Course Code** : MCJ-322  
**Title of the Course** : Visual Design  
**Number of Credits** : 4 (2T+2 P)  
**Effective from AY** : 2024-2025

<b>Pre-requisites for the Course:</b>	<b>NIL</b>	
<b>Course Objectives:</b>	1. The course is designed to understand the fundamentals of newspaper and magazine design principles and practices 2. To apply theoretical design concepts to real-world print design projects 3. To develop professional skills in design, page layout and typography 4. To explore industry standards and best practices in design and pagination	
<b>Content:</b>	<b>Unit 1: Typography</b> 1.1 Principle and elements of layout 1.2 Understanding fonts: Serif, Sans serif, decorative 1.3 Importance of white space, style book 1.4 Difference between RGB and CMYK Colors 1.5 Terminology-Imprint Line, Folio line, Masthead 1.6 Broadsheet v/s tabloid; its advantages and disadvantages 1.7 Modular layout; advantages and disadvantages	<b>13 Hours</b>
	<b>Unit 2: Planning the page</b> 2.1 Mechanics of dummyming: Pre-layout decisions 2.2 Advertisement layouts and its placement-Pyramid Stack 2.3 Story Weightage & positioning for optimum effectiveness 2.4 Types of layouts: Balanced, off-balanced, horizontal, vertical 2.5 How to associate and disassociate design elements 2.6 Importance of effective news info-graphics, wraparounds 2.7 Copywrites of images, cutlines, Overline 2.8 Ethical considerations when selecting visuals for crime/death/grief stories	<b>17 Hours</b>
	<b>Practicals:</b> 1. Analysing Layout and style of Newspapers and Magazines. (1Session) 2. Pagination software demonstration (Menus, Tools, Interface) (3 session) 3. Working on dummy copies (1 session) 4. Designing Accessories- page labels, bylines, logos, teasers, strapline (2 session) 5. Working on Display headlines, Quote boxes, Pullouts (2 session) 6. Designing display advertisements and placing in pyramid stack (2 session) 7. Designing broadsheet or tabloid size newspaper page (2 session) 8. Creating charts: Column chart/ bar chart/ pie chart (2 session)	<b>60 Hours</b>

	9. Designing Magazine cover page (1 session) 10. Creating infographic news content (2 session) 11. Working on Centrespread Page for Magazine/Newspaper (2 session) 12. Designing Features/supplement page (2 session) 13. Designing Magazine (Minimum 10 Pages) (4 session) 14. Designing Newspaper (Minimum 6-8 Pages) (4 session)	
<b>Pedagogy</b>	Lectures, Presentations, Field Visits, Tutorials, Discussions, workshop, Design case studies.	
<b>References/ Readings</b>	1. Aggarwal, VirBala. (2006). <i>Essentials of Practical Journalism</i> . Concept Publishing Company. 2. Ames, Steven E. (1989). <i>Elements of Newspaper Design</i> . Google books 3. Berry, John D. (2004). <i>Contemporary Newspaper Design</i> . 4. Moen, Daryl R. (2004). <i>Newspaper Layout and Design</i> . Surjeet Publications. 5. Westley, Bruce H. (2004). <i>News Editing</i> . Houghton Mifflin.	
<b>Course Outcomes</b>	On completion of the course, the student will be able to: 1. Understand the fundamentals of newspaper and magazine design principles and practices 2. Analyse and apply theoretical design concepts to real-world print design projects 3. Create Design page layouts for Newspapers and magazine, standards infographic, centrespread, Cover page designs. 4. Analyse and apply industry standards based on design case studies.	

# Semester- VI

Name of the programme : B.A. Mass Communication & Journalism (Honours)

Course Code : MCJ-305

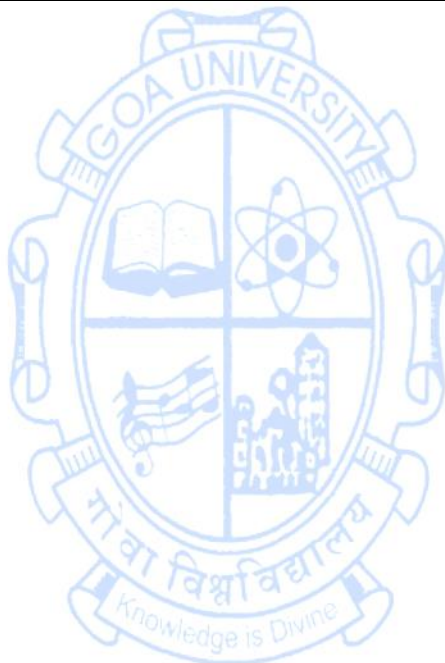
Title of the Course : History of Media II

Number of credits : 04 (4T)

Effective from AY : 2024-2025

<b>Prerequisites for the course</b>	<b>Nil</b>	
<b>Course objectives:</b>	<ol style="list-style-type: none"> <li>1. To widen the students' understanding of the origin of cinema, TV and new media.</li> <li>2. To highlight the evolution of different fields of media.</li> <li>3. To understand the importance of inclusive and diverse content.</li> <li>4. To understand the role of alternative and digital media in disseminating information in today's world.</li> </ol>	
<b>Content</b>	<b>UNIT 1: Introduction to Cinema</b> 1.1 Edward Muybridge, Lumiere Brothers' invention & movies 1.2 Father of Indian cinema – Dadasaheb Phalke 1.3 The Studio System; Talkies 1.4 Some of India's greatest – Raj Kapoor, Satyajit Ray, Amitabh Bachchan 1.5 Parallel cinema, crossover cinema 1.6 Bollywood's impact on audience – socio-cultural impact 1.7 History of cinema in Goa – From <i>Mogacho Anvdo</i> , <i>Amchem Noxib</i> to contemporary Konkani cinema.	<b>15 Hours</b>
	<b>UNIT 2: Television</b> 2.1 Early developments, SITE 2.2 Doordarshan – growth & development 2.3 Prasar Bharati – role and functions 2.4 Case Study: <i>Buniyaad &amp; Hum Log</i> 2.5 Emergence of private channels; Cable TV & new content – sports, children's shows, niche TV channels 2.6 Satellite & DTH 2.7 TRAI – role & functions	<b>15 Hours</b>
	<b>UNIT 3: Alternative media</b> 3.1 McBride Commission & Development media 3.2 Campus Radio, Community radio 3.3 Participatory videos. Case study: Video Volunteers 3.4 Case Study: Scroll.in, The Wire, PARI, Khabar Lehariya	<b>15 Hours</b>
	<b>UNIT 4: Evolution of Internet</b> 4.1 Evolution of Internet (in the world and India) and mobile telephony services (2G, 3G, 4G) (Internet Freedom groups) 4.2 Blogging & social media (first blog, MySpace, Orkut) 4.3 Government regulations; net neutrality 4.4 OTT platforms; Case studies: Amazon Prime, Netflix 4.5 Cyber security challenges	<b>15 Hours</b>
<b>Pedagogy:</b>	Lectures, presentations, guest lectures, screenings, discussions	
<b>References/</b>	1. Kumar, Keval J. (2012). <i>Mass Communication in India</i> . Jaico Publishing	

<b>Readings:</b>	<p>House.</p> <ol style="list-style-type: none"> <li>2. McBride, Sean. (1982). <i>Many Voices, One World: Towards a New, More Just, and more Effective World Information and Communication Order</i>. Rowman and Littlefield Publishers.</li> <li>3. Rajadhyaksha, Ashish. (2016). <i>Indian Cinema: A Very Short Introduction</i>. Oxford Publication.</li> <li>4. Singhal, Arvind; Rogers, Everett. (2001). <i>India's Communication Revolution: From Bullock Cart to Cyber Marts</i>. Sage Publications.</li> </ol>
<b>Course Outcomes:</b>	<p>On completion of this paper, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the evolution of various kinds of media, with regard to cinema, television, internet and alternate media.</li> <li>2. Acquire knowledge on the crucial role played by pioneers in cinema.</li> <li>3. Analyse and appreciate the rise of new media.</li> <li>4. Evaluate the importance of new media in contemporary times keeping in mind convergence of technology.</li> </ol>



**Name of the Programme** : B.A Mass Communication & Journalism (Honours)  
**Course Code** : MCJ-306  
**Title of the Course** : Media Laws -I  
**Number of Credits** : 04 (4T)  
**Effective from AY** : 2024-2025

<b>Pre-requisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	1. To introduce students to legal and ethical issues related to mass media. 2. To help students gain an understanding of media laws in India and their implications on the profession of Journalism. 3. Students learn to think critically and make fair judgments about news, issues, and events. 4. Students learn through case studies that highlight legal and ethical issues.	
<b>Content:</b>	<b>Unit 1: Introduction Indian Media and Constitution</b> 1.1 Introduction to Constitution of India- salient features 1.2 The Press as the fourth pillar 1.3 Fundamental Rights & Fundamental duties 1.4 Article 19 (1) a 'Right to speech & expression' and 19 (2) Reasonable restriction 1.5 Understanding difference between Bills, Acts & Ordinance	<b>18 Hours</b>
	<b>Unit 2: Acts related to Media</b> 2.1 The Press & Registration of Books Act 1867 & Role of RNI 2.2 Official Secrets Act 1923 2.3 Working Journalist Act 1955 2.4 Press Council of India 1965 & 1978 amendments 2.5 Contempt of Court 1971 2.6 Copyright Act 1957 2.7 Right to Information Act 2005	<b>20 Hours</b>
	<b>Unit 3: Media Laws under IPC</b> 3.1 Ethics V/s Laws: Definition, scope & understanding of IPC 3.2 Section 499-502 of IPC: Defamation -Nature & Scope 3.3 Legal terminologies - <i>Suo Motu</i> , <i>Modus Operandi</i> & <i>Locus Standi</i> , <i>adjournment sine die</i> , <i>Amicus Curiae</i> , <i>Habeas corpus</i> , Off the record 3.4 Case study: Gauri Lankesh murder case, #Metoo	<b>10 Hours</b>
	<b>Unit 4: Contemporary media issues &amp; ethics</b> 4.1 Whistle-blower & Sting operations 4.2 Media Nexus & Paid News & its impact 4.3 Fake news, fact checking websites in India: Alt News, The Wire, The Quint WebQoof. 4.4 Media Bias, Yellow Journalism 4.5 Case studies: Panama paper leaks, Operation 136 by Cobra Post, Media coverage about Manipur Crisis & Electoral bonds	<b>12 Hours</b>
<b>Pedagogy:</b>	Lectures, presentations, field visits, tutorials, screening, discussions, case studies.	

<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. Aggarwal ,VirBala.(2006). <i>Essentials of Practical Journalism</i>. Concept Publishing Company, New Delhi.</li> <li>2. Chaturvedi, D.G.,(2004). <i>The Ethics of Reporting the News</i>. ABD Publishers, Jaipur.</li> <li>3. Dixit Anil K. (2006). <i>Press Laws and Media Ethics</i>. Reference Press, New Delhi.</li> <li>4. Dr. Rakesh Kumar Singh. (2022). <i>Media Law (Including Right to Information)</i>. Vinod Publication, New Delhi.</li> <li>5. Kumar Keval J. (2012). <i>Mass communication in India</i>. Jaico Publishing House, Mumbai.</li> <li>6. M. Neelamalar, (2009). <i>Media Law and Ethics</i>. Prentice Hall India Learning, New Delhi.</li> <li>7. MittikaSingal Bhushan, (2014). <i>Development of Media and Media Law</i>. Aadi Publications, Jaipur.</li> <li>8. P.K. Ravindranath, (2004). <i>Press Laws and Ethics of Journalism</i>. Authors Press, New Delhi.</li> </ol> <p>E-Reading:</p> <ol style="list-style-type: none"> <li>1. <a href="https://indiankanoon.org/">https://indiankanoon.org/</a></li> <li>2. <a href="https://thewire.in/media/2017s-top-fake-news-stories-circulated-by-the-indian-media">https://thewire.in/media/2017s-top-fake-news-stories-circulated-by-the-indian-media</a></li> <li>3. <a href="https://lddashboard.legislative.gov.in/sites/default/files/COI...pdf">https://lddashboard.legislative.gov.in/sites/default/files/COI...pdf</a></li> <li>4. <a href="https://www.altnews.in/">https://www.altnews.in/</a></li> <li>5. <a href="https://www.thequint.com/news/webqoof">https://www.thequint.com/news/webqoof</a></li> <li>6. <a href="https://thewire.in/">https://thewire.in/</a></li> </ol>
<b>Course Outcomes:</b>	<p>On completion of the course, the student will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the basic constitutional provisions and laws pertaining to media in India.</li> <li>2. Apply media laws to case studies and evaluate the relative merits &amp;demerits.</li> <li>3. Examine contemporary media issues through relevant case studies.</li> <li>4. Gain analytical knowledge into ethical issues related to media.</li> </ol>

**Name of the programme** : B.A. Mass Communication & Journalism (Honours)  
**Course Code** : MCJ-307  
**Title of the Course** : Corporate Communication  
**Number of credits** : 04 (4T)  
**Effective from AY** : 2024-2025

<b>Prerequisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	1. To familiarize students with the principles & practices of effective corporate communication. 2. To develop an understanding of the various stakeholders & channels involved in corporate communication. 3. To equip students with skills for creating and delivering impactful corporate communication materials. 4. To enable students to develop and implement comprehensive corporate communication strategies.	
<b>Content:</b>	<b>Unit 1: Understanding Corporate Communication</b> 1.1 Defining Corporate Communication. 1.2 Why Corporate Communication is Important? 1.3 Brief History of Public Relations & Emergence of Corporate Communication 1.4 Comparison with Public Relations, Advertising, Publicity & Propaganda. 1.5 Core functions of Corporate Communications. 1.6 Understanding Corporate Identity, Organizational Identify, Corporate Image & Corporate Reputation 1.7 Kinds of Corporate Identities: Monolithic, Endorsed & Branded	<b>15 Hours</b>
	<b>Unit 2: Segmenting Stakeholders in Corporate Communication</b> 2.1 Defining Internal and External stakeholders 2.2 Stakeholder salience model 2.3 Stakeholders vs. Shareholders 2.4 Corporate Communications Plan & Elements of a Corporate Communication Plan 2.5 Public Relation campaign strategies & case studies 2.6 Media for corporate communication	<b>15 Hours</b>
	<b>Unit 3: Tools for Internal &amp; External Audiences.</b> 3.1 Media relations: Media conferences and Press releases 3.2 Media expectations (print and electronic), 3.3 Employee communication and its importance 3.4 Pressure groups, House journal, open house, sponsorships, brochure designing (dummy copy) 3.5 FAM tours, public service announcements, advertisements, special events & Trade Shows 3.6 SWOT Analysis & Media Tracking 3.7 Impact of New Media on corporate communications	<b>15 Hours</b>

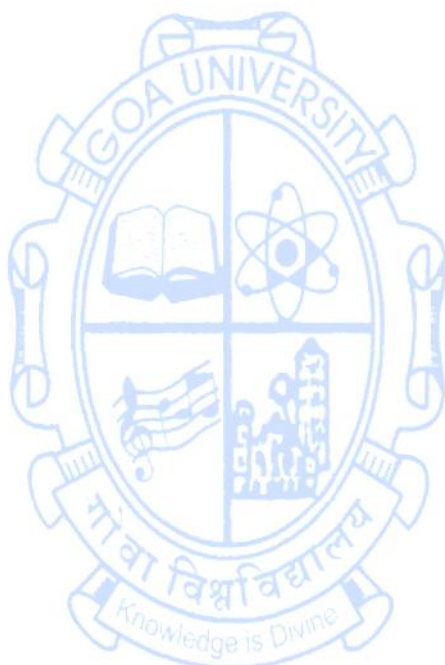
	<b>Unit 4: Crisis, Community &amp; Investor Communications</b> 4.1 Issues vs. crises, Crises management 4.2 Corporate social responsibility (CSR) & Indian Companies Act 2013 (Section 135) 4.3 Community Relation & Investor Relations 4.4 Corporate advertising and exhibitions. 4.5 Case studies: Maggi Ban, 26/11 attack on Hotel Taj and aftermath.	<b>15 Hours</b>
<b>Pedagogy:</b>	Lectures, cases studies, presentations, discussions, debates, group assignments and field visits.	
<b>References/ Readings:</b>	1. Belasen, A. T. (2007). <i>The Theory &amp; Practice of Corporate Communication: A Completing Values Perspective</i> . Thousand Oaks, CA: SAGE Publications. 2. Cornelissen, J. (2017). <i>Corporate Communication: A Guide to Theory &amp; Practice</i> . New Delhi, India: SAGE Publications. 3. Cutlip, S. M., Center, A. H., & Broom, G. M. (2000). <i>Effective Public Relations</i> . Upper Saddle River, NJ: Prentice Hall International. 4. Fernandez, J. (2004). <i>Corporate Communications - A 21st Century Primer</i> . New Delhi, India: Sage Publications. 5. Goodman, M. (1998). <i>Corporate Communications for Executives</i> . New York: State University of New York Press. 6. Horton, J. L. (1995). <i>Integrating Corporate Communications</i> . Westport, CT: Quorum Books. 7. Kumar. (1998). <i>Management Communication Today</i> . New Delhi, India: Classical Publishing Company. 8. Mahalanobis, P. (2005). <i>A Textbook of PR &amp; Corporate Communication</i> . New Delhi, India: Dominant Publishers. 9. Riel, C. B. M., & Fombrun, C. J. (2007). <i>Essentials of Corporate Communications</i> . New York, NY: Taylor & Francis Group.	
<b>Course Outcomes:</b>	On completion of the course, the student will be able to do the following: 1. Demonstrate a comprehensive understanding of corporate communication and practices. 2. Able to identify & analyse the communication needs of various corporate stakeholders. 3. Produce professional communication materials for diverse corporate purposes using different communication channels & tools 4. Critically evaluate & provide recommendations for improving corporate communication practices.	

**Name of the Programme** : B.A. Mass communication & Journalism (Honours)  
**Course Code** : MCJ-308  
**Title of the Course** : Project  
**Number of Credits** : 4  
**Effective from AY** : 2024-2025

<b>Prerequisites for the Course:</b>	NIL
	The students can choose to pursue a Project in any ONE area, namely News Magazine/ Short Film/Documentary. The Guidelines to be followed are listed as follows.
<b>Content</b>	<p><b>A) News magazine</b></p> <ol style="list-style-type: none"> <li>1. The project could be based on socio cultural, political, topical issues, current events. It should cover various news beats or other subjects of varying theme.</li> <li>2. Number of pages: 40 to 46 pages, Font size for content: 10-11</li> <li>3. The magazine should have Centre-spread, Imprint line, editorial or editor's note, index page and editorial team.</li> <li>4. It should have minimum 12 stories which could include, covers story, profile story, interviews, features, photo stories, travel logs, reviews/filler.</li> <li>5. The Magazine has to be submitted in a Printed &amp; PDF/Interactive PDF format.</li> </ol> <p><u>A separate documentation file must be submitted, which must contain the following:</u></p> <ol style="list-style-type: none"> <li>a) Cover page</li> <li>b) Content page</li> <li>c) Certification</li> <li>d) Undertaking</li> <li>e) Acknowledgement</li> <li>f) Objectives</li> <li>g) Research details Timeline (Phases): a. Research &amp; Planning, b. Field work/Writing, c. Editing, Designing Publishing</li> <li>h) Dummy layout</li> <li>i) Budget (For each phase)</li> <li>j) Bibliography</li> <li>k) RTIs</li> <li>l) Questionnaire of interviews</li> <li>m) Letters of Permission</li> </ol> <p style="text-align: center;"><b>OR</b></p> <p><b>B) Short Film</b></p> <ol style="list-style-type: none"> <li>1. The short film should be based on creative interpretation of a relevant issue supported by valid research in the area.</li> <li>2. The proposal for the short film should include: Concept,</li> </ol>

	<p>Premise and Screenplay.</p> <ol style="list-style-type: none"> <li>Adaptations of folklore/ short stories is permitted. However, permission must be taken from the required sources.</li> <li>The duration of the short film should be a minimum of 20 minutes and not exceed 30 minutes and subtitled in English.</li> <li>The Short film has to be submitted on a DVD as well as H.264 format via google drive. The film must also have a film poster in both print and digital format.</li> </ol> <p>At the end of the production, the short film should be accompanied with the following documentation:</p> <ol style="list-style-type: none"> <li>Cover page</li> <li>Content page</li> <li>Certification</li> <li>Undertaking</li> <li>Acknowledgement</li> <li>Concept, Premise, Chart of major events for screenplay.</li> <li>Screenplay with character sketches</li> <li>Budget for all phases of production</li> <li>Phases of production - should include storyboards, shooting script, location survey, shooting schedules.</li> <li>Editing Decision List (EDL), Post-production for sound.</li> <li>Log Sheets</li> <li>Permission letters for sound/shoot/location</li> <li>Details of the rentals</li> </ol> <p style="text-align: center;"><b>OR</b></p> <p><b>C) Documentary Film</b></p> <ol style="list-style-type: none"> <li>The documentary shall be based on social /political /historical/cultural issues relevant to the field of Mass Communication.</li> <li>The duration of the documentary film should be a minimum of 20 minutes and not exceed 30 minutes and subtitled in English.</li> <li>The Documentary has to be submitted on a DVD as well as H.264 format via google drive. The film must also have a film poster in both print and digital format.</li> </ol> <p>At the end of the production, the documentary should be accompanied with the following documentation :</p> <ol style="list-style-type: none"> <li>Cover page</li> <li>Content page</li> <li>Certification</li> <li>Undertaking</li> <li>Acknowledgement</li> <li>Objectives</li> <li>Introduction</li> </ol>	
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	<b>h)</b> Treatment <b>i)</b> Phases of production <b>j)</b> Budget of the phases <b>k)</b> Script <b>l)</b> Log Sheets/Transcripts/ Questionnaire <b>m)</b> Letters of Permission / RTI	
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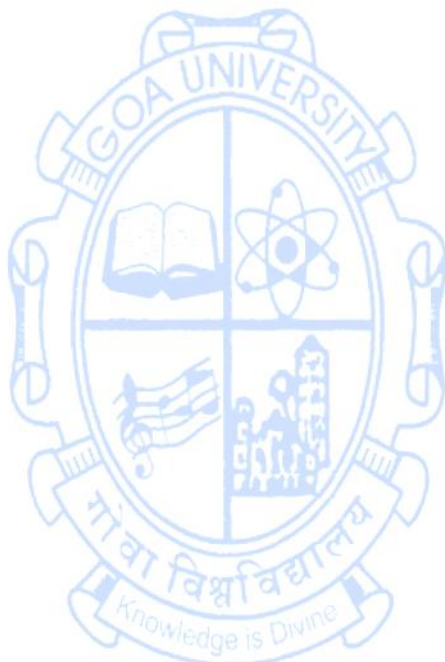


**Name of the Programme** : B.A. Mass communication & Journalism (Honours)  
**Course Code** : MCJ-323  
**Title of the Course** : Advanced Digital Marketing  
**Number of Credits** : 4 (2T + 2P)  
**Effective from AY** : 2024-2025

<b>Prerequisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	1. To familiarize students with the core concepts and strategies of digital marketing. 2. To develop an understanding of various digital marketing tools & channels. 3. To enable students to create & execute effective digital marketing campaigns. 4. To provide hands-on experience in using digital marketing platforms and analytics.	
<b>Content:</b>	<b>Unit 1: Introduction to Digital Marketing</b> 1.1 Evolution of digital marketing 1.2 Importance of digital marketing in today's business environment 1.3 Differences between traditional & digital marketing 1.4 Mapping Fundamental Concepts of Marketing 7Ps, Concept & approaches to Digital Marketing 1.5 Examples of good practices in Digital Marketing (Zomato's Localized Content, Nykaa's Influencer-Led Content) 1.6 The Future of Digital Marketing	<b>10 Hours</b>
	<b>Unit 2 : Digital Marketing Channels</b> 2.1 Search Engine Optimization (SEO) 2.2 Pay-Per-Click (PPC) advertising 2.3 Social media marketing 2.4 Content marketing 2.5 Email marketing 2.6 Influencer marketing	<b>10 Hours</b>
	<b>Unit 3: Digital Marketing Strategy and Planning</b> 3.1 Digital marketing plan development 3.2 Target audience identification and segmentation 3.3 Budgeting and resource allocation 3.4 Campaign execution and optimization 3.5 Measuring and reporting campaign performance	<b>10 Hours</b>

	<b>Practical Sessions:</b> <ol style="list-style-type: none"> <li>1. Exploring the digital marketing landscape</li> <li>2. Analysing case studies of successful digital marketing campaigns</li> <li>3. Keyword research and on-page SEO optimization</li> <li>4. Setting up and running a PPC campaign</li> <li>5. Creating and managing social media accounts for a business</li> <li>6. Developing a content marketing strategy and calendar</li> <li>7. Building an email marketing campaign</li> <li>8. Identifying and collaborating with influencers</li> <li>9. Building a website using a content management system (CMS)</li> <li>10. Using SEM tools for keyword research and competitor analysis</li> <li>11. Utilizing social media management tools for scheduling and analytics</li> <li>12. Creating and optimizing content using various tools</li> <li>13. Setting up and running an email marketing campaign using a tool</li> <li>14. Analysing website traffic and user behaviour using web analytics</li> <li>15. Developing a comprehensive digital marketing plan for a business</li> <li>16. Conducting market research and identifying target audiences</li> <li>17. Allocating budgets and resources for digital marketing campaigns</li> <li>18. Generating reports &amp; presenting campaign performance</li> <li>19. Journal/e-journal to be maintained with all exercises</li> </ol>	<b>60 Hours</b>
<b>Pedagogy:</b>	Lectures, cases studies, practical sessions, presentations, discussions, debates, group assignments and field visits.	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. Bhatia, B. S., &amp; Batra, G. S. (2019). <i>Digital marketing</i>. Scholastic.</li> <li>2. Jain, V. (2020). <i>Digital marketing: Concepts and cases</i> (1st ed.). McGraw Hill Education.</li> <li>3. Kalra, S. (2019). <i>Digital marketing simplified: The step-by-step guide</i>. BPB Publications.</li> <li>4. Khan, M. T., &amp; Khan, N. (2021). <i>Digital marketing: A practical perspective</i> (1st ed.). Sage Publications.</li> <li>5. Kothari, S., &amp; Baoni, K. (2019). <i>Digital marketing: An integrated approach</i> (1st ed.). Oxford University Press.</li> <li>6. Rana, N., &amp; Dwivedi, Y. K. (Eds.). (2022). <i>Digital marketing strategies for sustainable competitive advantage</i>. CRC Press.</li> <li>7. Sharma, R., &amp; Khanna, P. (2022). <i>Digital marketing analytics: A data-driven practical approach</i>. SAGE Publications.</li> <li>8. Singh, R. (2021). <i>Digital marketing: Techniques and strategies</i>. Educreation Publishing.</li> <li>9. Tiwari, S. (2019). <i>Digital marketing for dummies</i>. Wiley India.</li> <li>10. Tripathi, S. (2020). <i>The age of insecurity: An open-source guide to digital marketing</i>. Notion Press.</li> </ol> <p>E-Readings:</p> <ol style="list-style-type: none"> <li>1. <a href="https://www.digitalmarketer.com/digital-">https://www.digitalmarketer.com/digital-</a></li> </ol>	

	<a href="marketing/assets/pdf/ultimate-guide-to-digital-marketing.pdf">marketing/assets/pdf/ultimate-guide-to-digital-marketing.pdf</a> 2. <a href="http://www.ijstm.com/images/short_pdf/1448552673_253D.pdf">http://www.ijstm.com/images/short_pdf/1448552673_253D.pdf</a> 3. <a href="https://baou.edu.in/assets/pdf/PGDM_203_slm.pdf">https://baou.edu.in/assets/pdf/PGDM_203_slm.pdf</a>
<b>Course Outcomes:</b>	On completion of the course, the student will be able to : 1. Develop a comprehensive digital marketing strategy for a business. 2. Use various digital marketing kchannels & tools. 3. Create engaging digital content & optimizing it for search engines. 4. Analyse & measure the performance of digital marketing campaigns.



**Name of the Programme** : B.A. Mass communication & Journalism (Honour)  
**Course Code** : MCJ- 324  
**Title of the Course** : Radio & Podcast  
**Number of Credits** : 4 (2T+2P)  
**Effective from AY** : 2024-2025

<b>Prerequisites for the Course:</b>	Nil	
<b>Course Objectives:</b>	<ol style="list-style-type: none"> <li>1. To develop skills in researching and writing for radio and podcast</li> <li>2. To master the use of recording equipments and other technical aspects of production</li> <li>3. To introduce various radio show formats and script for radio and podcast.</li> <li>4. To train learner in creating content for radio and podcast.</li> </ol>	
<b>Content:</b>	<b>Unit 1: Basics of Radio and Podcasting</b> 1.1 History and evolution of radio and podcasting 1.2 Development of radio journalism in India 1.3 Uses and characteristics of radio and podcast 1.4 Case study on BBC, VOA, AIR 1.5 Transmission modes: AM, FM, SW 1.6 Radio and podcast show formats (talk show, panel discussion, drama, interview, phone-in programmes) 1.7 Organisational structure of a radio station	<b>15 Hours</b>
	<b>Unit 2: Radio and Podcast skills</b> 2.1 Importance of voice modulation - Voice-modulation activities to control pace, volume and improve tone, clarity and pitch while speaking 2.2 Writing for radio and podcast formats 2.3 Skills required to be a radio jockey, radio reporter. News presenter 2.4 Learning the art of storytelling 2.5 Building connection with the audience 2.6 Audio recording software 2.7 On-air techniques for radio and podcast presentation 2.8 Audience measurements	<b>15 Hours</b>
	<b>Practical:</b> <ol style="list-style-type: none"> <li>1. Analysing different radio formats and writing down the difference in terms of time limit, structure - 1 Session</li> <li>2. Analysing popular podcasts in different genres and formats – 1 Sessions</li> <li>3. Writing and producing news bulletin for a radio – 2 Session</li> <li>4. Scripting and producing a radio drama of 15 mins – 4 Sessions</li> <li>5. Create a podcast of 10-15 mins, incorporating sound effects, background music – 4 sessions</li> <li>6. Scripting for weather report – 1 session</li> <li>7. Scripting and producing a radio talk show- Have a host and invite a celebrity or an expert and have a one-to-one discussion on a topic – 2 sessions</li> </ol>	<b>60 Hours</b>

	<ol style="list-style-type: none"> <li>8. Research and produce a radio interview- doing research on the guest, preparing a questionnaire, scripting, recording and editing – 2 sessions</li> <li>9. Conceptualise a conversational podcast- Inviting two guests and they will speak and share their opinion on a topic – 2 sessions</li> <li>10. Produce a radio PSA on a social issue- Scripting and editing it – 1 session</li> <li>11. Producing radio advertisement – 1 session</li> <li>12. Producing a monologue podcast- Single host talks about a topic, storytelling format with music in between – 1 session</li> <li>13. Producing a podcast series of 4 episodes – 3 sessions</li> <li>14. Research and produce a radio documentary show – 2 sessions</li> <li>15. Producing a radio quiz/game show – 2 sessions</li> <li>16. Maintain a journal – 1 Session</li> </ol>	
<b>Pedagogy:</b>	Lectures, discussions, workshops, class room activities, Practical, Field visits.	
<b>References/ Readings</b>	<ol style="list-style-type: none"> <li>1. Ahuja, B.N. (1998). <i>Audio-Visual Journalism</i>. Surjeet Publication</li> <li>2. Beaman, Jim. (2000). <i>Interviewing for Radio</i>. Routledge</li> <li>3. Chatterji, P.C. (1987). <i>Broadcasting in India</i>. Sage Publication</li> <li>4. David. J. (2012). <i>Radio Broadcasting Journalism</i>. Cyber tech publication</li> <li>5. Hilliard.(2007). <i>Writing fir Tv, Radio and News Media</i>. Wadsworth</li> <li>6. Kulkarni, Navita. (2009). <i>Radio and Television</i>. Vipul Prakashan</li> <li>7. Kumar, Keval J. (2020). <i>Mass Communication in India</i>. Jaico Publishing</li> <li>8. Kundra, Shipra.(2006). <i>Basic audio-visual media</i>. Anmol Publication</li> <li>9. Pavarala, Vindo, Kanchan Malik. (2007). <i>Other Voices: The Struggle for Community Radio in India</i>. Sage Publications</li> </ol>	
<b>Course Outcomes:</b>	<p>On completion of the course, the student will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand and apply podcasting and radio techniques</li> <li>2. Write for different formats for radio &amp; podcast</li> <li>3. Apply skills of interviewing, research and conceptualise programme for radio and podcast</li> <li>4. Produce radio documentary/ radio drama</li> </ol>	



**Semester VII****Name of the programme : B.A. Mass Communication & Journalism (Honours)****Course Code : MCJ- 400****Title of the Course : Health & Development Communication****Number of credits : 4 (4T)****Effective from AY : 2024-25**

<b>Prerequisites for the course</b>	<b>Nil</b>	
<b>Course objectives:</b>	<ol style="list-style-type: none"> <li>1. To Analyse the role of communication in influencing health and development goals</li> <li>2. Develop skills in message design, audience segmentation and media selection for health and development campaigns.</li> <li>3. Evaluate the effectiveness communication strategies through case studies</li> <li>4. Explore the emerging trends in the field of health and development communication</li> </ol>	
<b>Content</b>	<b>UNIT 1: Health Communication</b> 1.1 Meaning, definition, function, Scope and challenges of Health Communication 1.2 Types of Health Communication- Health promotion, patient-provider-family caregiver interactions, health care interventions and health communication technology 1.3 Models of Health Communication- Health belief model, Ecological model of Health behaviour 1.4 Social Cognitive Theory, Diffusion of Innovations Theory. 1.5 Government policies and programmes for health communication	<b>12 Hours</b>
	<b>UNIT 2: Message Design and Campaign Planning</b> 2.1 Message Framing and Persuasive Techniques 2.2 Audience Segmentation and targeting 2.3 Cultural considerations in Health communication 2.4 Participatory Communication approach 2.5 PR campaigns Tools: Graphic design: comics, posters, infographs, precautionary measures, AV. 2.6 Health Communication campaigns-Truths Campaign on tobacco industry, Let's Move by Michelle Obama, Know your numbers campaign, SARS campaign (Goa), Polio immunisation, Shouchalya, Anda Do Campaign.	<b>18 Hours</b>
	<b>UNIT 3: Development Journalism</b> 3.1 Definition, nature and scope, evolution of development journalism 3.2 Media Advocacy: Developing a strong news sense, recognizing a good story, ideating for development stories. 3.3 Different types of development stories: News, features, reports, dealing with data and statistics. 3.4 The differences in approach between print and broadcast	<b>15 Hours</b>

	<p>development journalism</p> <p>3.5 Stereotyping development content, development message</p> <p>3.6 Conflict of interests, mobilizing support for development</p>	
	<p><b>UNIT 4: Developmental reporting</b></p> <p>4.1 Economic Development, liberalization, privatization and globalization</p> <p>4.2 Mass displacement and migration</p> <p>4.3 Urban and rural development: Water and waste management, education, housing, transport</p> <p>4.4 Change, Progress, social development, basic needs, participatory development: People centered development</p> <p>4.5 Case studies- Reporting on Sustainable development, P. Sainath's Reporting from Rural India</p>	<b>15 Hours</b>
<b>Pedagogy:</b>	Lectures, presentations, workshops, discussions, field visits.	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. Mander, Harsh. (2015). <i>Looking Away</i>. Speaking Tiger Publication, New Delhi.</li> <li>2. Murthy, D.V.R., Kumar Vijay R.(2012). <i>Development journalism-An Analysis</i>. Delhi: Kanishka Publication.</li> <li>3. Narula, Uma. (2019). <i>Healthcare Communication in India</i>. 1st edition. Har-anand publication.</li> <li>4. Sainath, P. (2000). <i>Everybody Loves a Good Drought</i>. New Delhi, Penguin Publishing.</li> <li>5. Sen, A. (2015). <i>The Country of First Boys and Other Essays</i>. Oxford, UP-India.</li> <li>6. Sharma Nivedita., Saxena Chandan. (2022). <i>Fundamentals of Health Communication</i>. Rudra Publishers &amp; Distributors.</li> <li>7. Vemula Kumar Ravindra., Gavaravarapu, Subba Rao M. (2016). <i>Health Communication in the Changing Media Landscape- Perspectives from Developing Countries</i>. Palgrave Macmillan Cham.</li> </ol>	
<b>Course Outcomes</b>	<p>On completion of this course, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Analyse the role of communication in influencing health and development goals</li> <li>2. Plan, Design the message as per audience segmentation and media selection for health and development campaigns.</li> <li>3. Analyse the effectiveness of Health communication and development communication strategies through case studies</li> <li>4. Understand and explore the emerging trends in the field of health and development communication.</li> </ol>	

**Name of the program** : B.A Mass Communication and Journalism (Honours)  
**Course Code** : MCJ-401  
**Title of the course** : Media Laws- II  
**Number of credits** : 4 (4T)  
**Effective from AY** : 2024-25

<b>Prerequisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	<ol style="list-style-type: none"> <li>1. To examine advanced legal principles &amp; regulations pertaining to freedom of speech &amp; expression in India.</li> <li>2. To analyse landmark legal cases &amp; their implications for media practitioners.</li> <li>3. To develop the ability to identify &amp; navigate potential legal issues arising from media content creation &amp; dissemination.</li> <li>4. To foster ethical decision-making skills within the legal boundaries of media practice.</li> </ol>	
<b>Content:</b>	<b>Unit 1: Ethics in media</b> 1.1 Media Ethics: Definition, key principles, importance, contemporary relevance& limitations 1.2 Difference between Ethics & Law& its impact 1.3 Code of ethics for media& Ethical Dilemmas 1.4 Norms of Journalists Conduct by the Press Council of India 1.4 Social responsibility & the media 1.5 Case studies: The case of Nambi Narayanan, Justice K.M Joseph & Hrishikesh Roy 2022 ' <i>Hate drives TRP'S , drives profit</i> '	<b>15 Hours</b>
	<b>Unit 2: Self-regulation vs. Government Regulation</b> 2.1 Media Regulations: Self-regulation vs. Government Regulation: Issues, concerns & criticism 2.2 News Broadcasters & Digital Association (NBDA)& functioning of News Broadcasting & Digital Standards Authority. (NBDSA) 2.3 The Indian Broadcasting& Digital Foundation (IBDF)& the functioning of Broadcasting Content Complaints Council (BCCC) 2.4 Case studies: NBDSA 2024 order on hate speech and love jihad.	<b>15 Hours</b>
	<b>Unit 3: Legal Framework for Broadcast Media</b> 3.1 The Broadcasting Act, 1990 (amended by Prasar Bharati Act, 1990): Regulatory framework for television and radio broadcasting 3.2 The Cable Television Networks (Regulation) Act, 1995: Regulation of cable television services, content control mechanisms 3.3 Advertising Standards Council of India (ASCI): Self-regulatory body for advertising 3.4 Legal recourse for journalists facing harassment or intimidation	<b>15 Hours</b>
	<b>Unit 4: Specialized Media Laws and Regulations</b> 4.1 The Sports Broadcasting Signals (Mandatory Sharing with	<b>15 Hours</b>

	<p>Prasar Bharati)</p> <p>4.2 Laws governing media ownership, cross-media holdings, and antitrust issues</p> <p>4.3 Regulations related to the coverage of elections and political campaigns</p> <p>4.4 Laws governing the advertising and marketing industry in the media sector</p> <p>4.5 Case studies and emerging trends in specialized media laws and regulations</p>	
<b>Pedagogy:</b>	Lectures, debates, presentations, case studies and interactions with experts	
<b>References/Readings</b>	<ol style="list-style-type: none"> <li>1. Aggarwal, VirBala. (2006). <i>Essentials of Practical Journalism</i>. Concept Publishing Company, New Delhi.</li> <li>2. Ahuja, B. N. (2019). <i>Media law and ethics</i>. Vikas Publishing House.</li> <li>3. Bhushan, Mittika Singal. (2014). <i>Development of Media and Media Law</i>. Aadi Publications, Jaipur.</li> <li>4. Chaturvedi, D.G. (2004). <i>The Ethics of Reporting the News</i>. ABD Publishers, Jaipur.</li> <li>5. Dixit Anil K. (2006). <i>Press Laws and Media Ethics</i>. Reference Press, New Delhi.</li> <li>6. Gaur, K. D. (2017). <i>Media laws and Indian constitution</i>. Prentice-Hall of India.</li> <li>7. Kumar Keval J. (2012). <i>Mass communication in India</i>. Jaico Publishing House, Mumbai.</li> <li>8. Kumar Singh, Dr. Rakesh. (2022). <i>Media Law (Including Right to Information)</i>. Vinod Publication, New Delhi.</li> <li>9. M. Neelamalar. (2009). <i>Media Law and Ethics</i>. Prentice Hall India Learning, New Delhi.</li> <li>10. P.K. Ravindranath. (2004). <i>Press Laws and Ethics of Journalism</i>. Authors Press, New Delhi.</li> </ol> <p>E-Readings::</p> <ol style="list-style-type: none"> <li>1. Indian Kanoon: <a href="https://indiankanoon.org/">https://indiankanoon.org/</a></li> <li>2. Journalism Ethics Resource Center: <a href="https://www.spj.org/ethicscode.asp">https://www.spj.org/ethicscode.asp</a></li> </ol>	
<b>Course Outcomes:</b>	<p>On completion of this course, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Demonstrate a comprehensive understanding of the legal frameworks governing media in India.</li> <li>2. Evaluate &amp; critique legal arguments &amp; precedents relevant to media law.</li> <li>3. Develop a strong foundation for making ethical &amp; legally correct decisions in their future media careers.</li> <li>4. Analyse critical issues concerning freedom of speech, laws and regulations concerning media specially in India</li> </ol>	

**Name of the program** : B.A Mass Communication and Journalism (Honours)  
**Course Code** : MCJ-402  
**Title of the course** : Theories of Communication  
**Number of credits** : 4 (4T)  
**Effective from AY** : 2024-25

<b>Prerequisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	<ol style="list-style-type: none"> <li>1. The Course is introduced to understand the role of media within a theoretical framework.</li> <li>2. To understand the processes of mass communication in relation to academic research.</li> <li>3. To develop a sense of critical thinking understanding applications of these theories in current scenario.</li> <li>4. To analyse factors and background of theories in media and their impact on dissemination of information.</li> </ol>	
<b>Content:</b>	<b>Unit 1: Introduction to Communication Theories and Models</b> 1.1. What is communication? Meaning and types. 1.2. Normative Theories of Communication. Authoritarian, Free Press, Social Responsibility Theory, Development Media, Alternative media Theory. 1.3. Signs, and symbols, codes and communication, encoding and decoding. Semiotics and sign system in media, Theory of Signification and Structuralist Theory. 1.4. Models of Communication – Aristotle’s model, Laswell’s Model – Two step flow, Wilbur Schramm’s Model, Gatekeeping Model, HUB model. Indian Sadhanikaran model of communication.	<b>15 Hours</b>
	<b>Unit 2: Medium and influence on society</b> 2.1. McLuhanism- medium is the message. Media Ecology. 2.2. Magic bullet theory, Hypodermic needle theory. 2.3. Walter Lipmann – Theory of Public opinion 2.4. Agenda Setting in Press-McComb and Shaw, Agenda setting and framing in other media organisations- Entman.	<b>15 Hours</b>
	<b>Unit 3: Media and audiences</b> 3.1. Spiral of Silence – Noelle and Neumann. 3.2. Uses and gratification theory 3.3. The Knowledge Gap, Cultivation Analysis theory 3.4. Catharsis theory, 3.5. Reception analysis.	<b>15 Hours</b>
	<b>Unit 4: New media and technology</b> 4.1. Technological determinism in media. 4.2. Cognitive dissonance. 4.3. Theory of Network society. 4.4. Filter bubble Theory. Rabbit -hole theory. 4.5. Post Truth, media and power.	<b>15 Hours</b>
<b>Pedagogy:</b>	Lectures, debates, case study, PowerPoint presentations, Seminars, review of articles.	

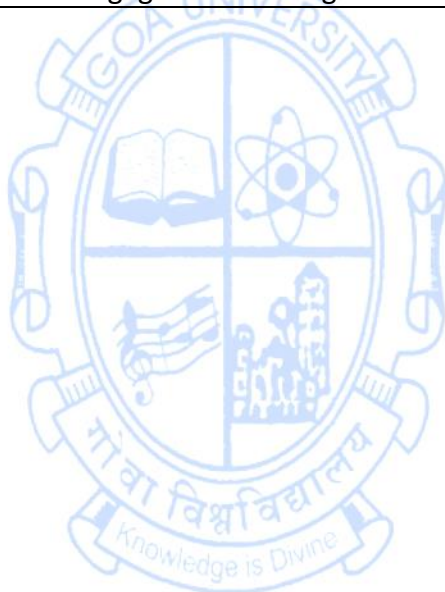
<b>References/ Readings</b>	<ol style="list-style-type: none"> <li>1. Dennis Mc Quail. (1983). <i>Mass Communication Theory: An Introduction</i>. Sage Publication.</li> <li>2. Barran and Davis. (2017). <i>Mass Communication Theory. Foundations, Ferment and Future</i>. Cengage Learning publication.</li> <li>3. Kumar, Keval J. (2018). <i>Mass Communication In India</i>. Jaico Publication</li> <li>4. Mehta, D. S. (1979). <i>Mass Communication and Journalism in India</i>. New Delhi: Allied Publication Limited.</li> <li>5. Madan. (2015). <i>Fundamentals of Sadharanikaran model of communication</i>. Sadharanikaran.</li> <li>6. Narula Uma .(2006) . <i>Dynamics of Mass Communication</i>. Atlantic.</li> <li>7. Stephen W. Littlejohn &amp; Karen A. Foss, T. O. (2009). <i>Encyclopedia of Communication Theory</i>. Sage Publication.</li> <li>8. Fuchs, C. (2020). <i>Communication and Capitalism: A Critical Theory</i>. University of Westminster Press</li> <li>9. Zhong, B. (2021). <i>Social Media Communication: Trends and Theories</i>. Wiley.</li> </ol>
<b>Course Outcomes:</b>	<p>On completion of this course, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the core concepts of theory and communication in mass communication processes.</li> <li>2. Analyse critical issues in academic research while applying theoretical frameworks.</li> <li>3. Learn to explore the dynamics of media and society through critical reading of various academic articles within a media paradigm.</li> <li>4. Investigate and create research articles related to media with the help of paper presentations and seminars.</li> </ol>

**Name of the programme** : B.A. Mass Communication & Journalism (Honours)  
**Course Code** : MCJ- 403  
**Title of the Course** : CSR & Crisis Management  
**Number of credits** : 4 (2T+ 2P)  
**Effective from AY** : 2024-25

<b>Prerequisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	<ol style="list-style-type: none"> <li>1. To provide students with a comprehensive understanding of the role &amp; importance of corporate social responsibility (CSR) &amp; crisis management in the Indian corporate landscape.</li> <li>2. To equip students with the knowledge &amp; skills to effectively identify, assess &amp; manage various types of organizational crises.</li> <li>3. To enable students to develop &amp; implement strategic CSR initiatives that align with a company's goals and stakeholder interests.</li> <li>4. To sensitize students to the ethical, legal, and regulatory considerations in CSR and crisis management.</li> </ol>	
<b>Content:</b>	<b>Unit 1: Corporate Social Responsibility in India</b> 1.1. Defining CSR, Evolution & Development of CSR in India 1.2. Theoretical frameworks and models of CSR 1.3. Legal & regulatory environment for CSR in India: Company Act 201 (Section 135) 1.4. Stakeholder engagement and CSR strategy development, CSR with business goals and core competencies 1.5. Addressing social, environmental, and community issues through CSR 1.6. CSR program design, implementation, and impact assessment 1.7. Integrating sustainability principles into CSR initiatives 1.8. Measuring and communicating the social and environmental impact of CSR	<b>15 Hours</b>
	<b>Unit 2 :Crisis Management Fundamentals</b> 2.1. Understanding the nature & types of organizational crises 2.2. Crisis identification, risk assessment & preparedness 2.3. Crisis communication strategies and stakeholder management 2.4. Crisis response planning & implementation 2.5. Post-crisis recovery, learning & reputation management 2.6. Ethical dilemmas & decision-making in CSR & crisis management. 2.7. Trends & emerging issues in CSR & crisis management	<b>15 Hours</b>
	<b>Practical sessions</b> 1. Conduct a media analysis of CSR communication campaigns by two different organizations. 2. Analysing the CSR policies and practices of a selected organization 3. Conducting a crisis simulation exercise and evaluating the organization's preparedness	<b>60 Hours</b>

	<ol style="list-style-type: none"> <li>4. Research and present a specific CSR communication framework suitable for a chosen industry.</li> <li>5. Develop a press release announcing a new CSR initiative undertaken by a hypothetical organization.</li> <li>6. Examining the legal and regulatory requirements for CSR and crisis management in India</li> <li>7. Design a social media campaign promoting a specific CSR initiative.</li> <li>8. Designing a crisis management plan, including crisis response protocols &amp; communication strategies</li> <li>9. Developing a stakeholder engagement plan to gather feedback on a CSR initiative</li> <li>10. Analyse a recent crisis situation &amp; evaluate the communication strategies used by the organization involved.</li> <li>11. Research the legal &amp; ethical considerations for journalists reporting on a crisis situation.</li> <li>12. Create a crisis communication plan for a hypothetical organization facing a specific type of crisis (e.g: product recall, product failure).</li> <li>13. Develop a media training module for organizational spokespersons on effective crisis communication techniques.</li> <li>14. Conduct a mock press conference as a spokesperson for a company facing a crisis, responding to media inquiries.</li> <li>15. Research &amp; present best practices for social media crisis communication &amp; managing online reputation.</li> <li>16. Conduct a comparative study of crisis communication approaches used by organizations in different countries&amp; in India</li> <li>17. Analysing the crisis management response of a company that faced a high-profile</li> <li>18. Design and conduct a survey to assess public perceptions of a company's CSR efforts and crisis management capabilities.</li> <li>19. Conduct a SWOT analysis of the company to identity protentional threat and crisis.</li> <li>20. Conduct a field visit to a company or organization known for its strong CSR initiatives and crisis management practices, and prepare a report detailing observations and recommendations.</li> </ol>	
<b>Pedagogy:</b>	Lectures, cases studies, presentations, discussions, debates, group assignments, field visits, practical sessions	
<b>References/ Readings</b>	<ol style="list-style-type: none"> <li>1. Agarwal, J. (2013). <i>Corporate Social Responsibility in India: Cases and Developments after the Legal Mandate</i>. Cambridge University Press.</li> <li>2. Bhattacharya, C. B., Korschun, D., &amp; Sen, S. (2008). <i>Levers of Corporate Responsibility: How Business Manages Social Performance</i>. Cambridge University Press.</li> <li>3. Seeger, M. W., Sellnow, T. L., &amp; Ulmer, R. R. (2016). <i>Communication</i></li> </ol>	

	<p><i>and Organizational Crisis</i>. Praeger.</p> <ol style="list-style-type: none"> <li>Kiran, R., &amp; Sharma, A. (2011). <i>Corporate Social Responsibility: A Corporate Strategy for New Business Opportunities</i>. PHI Learning.</li> <li>Menon, S., &amp; Krichnan, V. R. (2018). <i>Corporate Social Responsibility in India: Cases and Developments</i>. SAGE Publications.</li> </ol> <p>E-Reading:</p> <ol style="list-style-type: none"> <li><a href="https://www.pwc.in/assets/pdfs/publications/2013/handbook-on-corporate-social-responsibility-in-india.pdf">https://www.pwc.in/assets/pdfs/publications/2013/handbook-on-corporate-social-responsibility-in-india.pdf</a></li> </ol>
<b>Course Outcomes:</b>	<p>On completion of the course, the student will be able to:</p> <ol style="list-style-type: none"> <li>Demonstrate a deep understanding of the relationship between CSR &amp; crisis management.</li> <li>Evaluate CSR strategies &amp; apply them to mitigate risks, manage crises effectively &amp; promote sustainable development.</li> <li>Develop practical skills in crisis identification &amp; respond to crises proactively &amp; strategically.</li> <li>Produce crisis communication plans that integrate ethical principles, stakeholder engagement strategies &amp; media relations tactics.</li> </ol>



**Name of the program** : B.A Mass Communication and Journalism (Honours)  
**Course Code** : MCJ-411  
**Title of the course** : Social Media Management  
**Number of credits** : 4 (2T+2P)  
**Effective from AY** : 2024-25

<b>Pre-Requisite for the course</b>	NIL	
<b>Course Objectives</b>	1. The course intends to teach dynamics of various social media platforms and strategies for creating engaging content tailored to specific audiences. 2. To provide proficiency in analysing social media analytics to optimize performance. 3. To enhance online branding and reputation management techniques. 4. To adapt to evolving trends and changes in the social media landscape.	
<b>Content:</b>	<b>Unit 1: Overviews and basics of Social Media</b> 1.1 Definition, Scope, Role and advantages and disadvantages of social media marketing 1.2 Overview of social media marketing tools/platforms 1.3 AI integration for content creation 1.4 Social media buzzwords-Reach, Engagement, Impressions, Click-through Rate (CTR) and more	<b>7 Hours</b>
	<b>Unit 2: Role of Social Media</b> 2.1 Social media principles, ethics, and limitations 2.2 Privacy concerns, unauthorised usage, Copyrights, ASCI Guidelines for Social Media Advertising 2.3 Role in Cultural and Political Discourse and Identity 2.4 Formation, Social Activism 2.5 Popular case studies of social media companies facing challenges or controversies-Facebook and Cambridge Analytica Scandal (2018), YouTube's Advertiser Boycott (2017), TikTok's Data Privacy and Manipulative Algorithm Concerns	<b>15 Hours</b>
	<b>Unit 3: Marketing setup</b> 3.1 Ad Formats & Placement, Ad Creation & Targeting 3.2 Budgeting and Bidding 3.4 Influencers and Brand Partnerships 3.5 Analytics and Performance Metrics 3.6 Algorithm, Content Distribution & Optimization	<b>8 Hours</b>
	<b>Practicals</b> <b>1: Platform centric services</b> 1. Twitter Marketing Strategies for Small Businesses, Measuring ROI, Engagement Strategies & Crisis Management on Twitter 2. Targeted Pages and Brand Engagement, Live transmission, Video Content, Groups on Facebook/Instagram 3. Creative Testing: Testing different ad creatives to identify top-performing variations.	<b>60 Hours</b>

	<b>2: Social Media Marketer</b> <ol style="list-style-type: none"> <li>1. Design an Influencer Marketing Strategy Campaign for a local product using any 4 platforms</li> <li>2. Analyse Trends in Reels and other formats on Facebook/Instagram for a product/service and study the brand's effectiveness via metrics and performance analytics.</li> <li>3. Historical analysis of advertising on Facebook and Instagram – Evolution of ad formats, targeting capabilities and measurement tools over the years.</li> <li>4. Examine how brands use visual storytelling techniques in Meta Ads to engage audiences and drive meaningful interactions.</li> <li>5. Twitter Ad Campaign – Curate a series of industry relevant posts and resources to share with audiences.</li> <li>6. Analyse a campaign using Twitter Analytics Data to assess its performance and identify areas for improvement.</li> <li>7. Optimise a Pinterest profile, boards and pins for search visibility and discoverability. Analyse the same data using Pinterest Analytics.</li> <li>8. Create a series of engaging Snapchat stories that showcase a brand or product using features like filters, stickers and geotags.</li> <li>9. Create and optimise a Google My Business profile for a local business including photos, business information and customer reviews management.</li> <li>10. Design and run a Google Ads Campaign targeting a specific social media demographics or interests.</li> <li>11. Analyse social media traffic using Google Analytics to identify key metrics and develop strategies to improve engagement.</li> <li>12. Conduct keyword research using Google Trends to inform social media content planning and posting schedules.</li> <li>13. Create a cross-platform social media marketing strategy incorporating Google products such as YouTube, Google Ads and Google My Business.</li> <li>14. Create engaging YouTube videos for a chosen niche and optimise your channel layout and description for better reach and implement effective monetisation strategies.</li> <li>15. Design and manage a YouTube Ad Campaign for a local product/service. Analyse the audience data and video performance using YouTube/Google Analytics.</li> <li>16. Implement Google Tag Manager to track social media conversions and campaign performance.</li> <li>17. Creating content using AI tools for image generation or creative copy generation.</li> </ol>	
<b>Pedagogy:</b>	Lectures, Class Group Discussions, Presentations, Debates, tutorials, interactive sessions with industry experts	
<b>References/</b>	1. Barker, M. S., Barker, D., Bormann, N. F., Neher, K. E., & Zahay, D.	

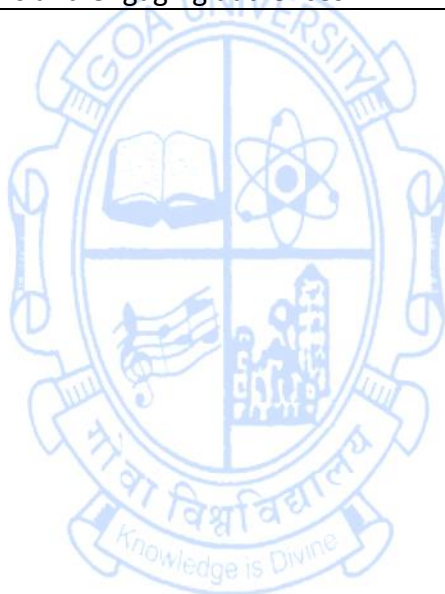
<b>Readings</b>	<p>(2013). <i>Social media marketing: A strategic approach</i> (p. 330). Mason, OH: South-Western Cengage Learning.</p> <ol style="list-style-type: none"> <li>2. Gershon, R. A. (2016). <i>Digital media and innovation: Management and design strategies in communication</i>. Sage Publications.</li> <li>3. Miles, J. (2013). <i>Instagram power: Build your brand and reach more customers with the power of pictures</i>. McGraw Hill Professional.</li> <li>4. Porterfield, A., Khare, P., &amp; Vahl, A. (2011). <i>Facebook Marketing All-in-One for Dummies®</i>. John Wiley &amp; Sons.</li> <li>5. Scott, D. M. (2015). <i>The new rules of marketing and PR: How to use social media, online video, mobile applications, blogs, news releases, and viral marketing to reach buyers directly</i>. John Wiley &amp; Sons.</li> <li>6. Tuten, T. L. (2023). <i>Social media marketing</i>. Sage Publications Limited.</li> <li>7. Zimmerman, J., &amp; Ng, D. (2015). <i>Social media marketing all-in-one for dummies</i>. John Wiley &amp; Sons.</li> </ol>
<b>Course Outcomes:</b>	<p>On completion of the course, the student will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the dynamics of various social media platforms and improve digital marketing proficiency by strategizing and creating engaging content tailored to specific audiences.</li> <li>2. Gain proficiency in analysing social media analytics to optimize performance.</li> <li>3. Develop skills in strategic planning for social media marketing campaigns using adaptive and evolving social media trends.</li> <li>4. Adapt to change in the media landscape and create content and audience interaction with advanced technical as well as AI skills.</li> </ol>

**Name of the Programme** : B.A. Mass Communication & Journalism (Honours)  
**Course Code** : MCJ-412  
**Title of the Course** : Sports Journalism  
**Number of Credits** : 4 (2T, 2P)  
**Effective from AY** : 2024-25

<b>Pre-requisites for the Course:</b>	Nil	
<b>Course Objectives:</b>	<ol style="list-style-type: none"> <li>1. The course is designed for students to recognize the role and functions of major international sports organizations such as FIFA, ICC, and IOC.</li> <li>2. It aims in helping students to explore editing techniques and infographics to enhance the presentation of sports news content.</li> <li>3. Apply real-time reporting techniques during live sports coverage to deliver updates and game descriptions.</li> <li>4. Analyze the role of sports marketing and promotion in enhancing the visibility and commercial success of sports events.</li> </ol>	
<b>Content:</b>	<b>Unit 1: Defining Sports Journalism and fundamentals</b> 1.1. Defining Sports Journalism (Definition, Scope, Importance) 1.2. Role and functions of International Sports Organizations (FIFA, ICC, IOC) 1.3. Sports Authority of India (SAI) and its importance 1.4. The role and significance of WADA and NADA	<b>8 Hours</b>
	<b>Unit 2: Sports Reporting and Writing</b> 2.1. Types and techniques of writing sports stories: Feature, Interviews 2.2. Previews for Sporting Events (Key Matchups, Player Strategies) 2.3. Game Story: Real-time Updates, Game Description 2.4. Editing and Use of Info-graphics, Layout of Sports News 2.5. Team Press Releases, Athlete Interviews, Official Statements 2.6. Analytical reports based on Premier League, UEFA Champions League, ISL and IPL 2.7. Post-match: Traditional vs. Modern Approaches: Vox Pops, Blogs, UGC) 2.8. Sports Photography: Equipment, Editing, Publishing, and Uploading	<b>15 Hours</b>
	<b>Unit 3: Sports Management and Organizations</b> 3.1. Understanding Sports Management: Planning, Organizing, Coordinating 3.2. Sports Marketing and Promotion: Sponsors, Media Partnerships, Promotional Events 3.3. Structure and impact of emerging Professional Sporting Leagues in India: Pro Kabaddi League, ISL, IPL, IHL	<b>7 Hours</b>
	<b>PRACTICALS</b> 1. Understanding scope and importance of sports journalism by researching its historical development and current role in media coverage. 2. Research and create presentations on the role and functions	<b>60 Hours</b>

	<p>of prominent international sports organizations like FIFA, ICC, and IOC.</p> <ol style="list-style-type: none"> <li>3. Organize a field trip to a local sports facility or SAI center to observe their operations and facilities.</li> <li>4. Simulate a press conference scenario where students act as sports team representatives, drafting and delivering press releases to the media.</li> <li>5. Conduct mock athlete interviews, focusing on developing rapport, asking relevant questions, and transcribing interview recordings accurately.</li> <li>6. Research and debate on the history, functions, and significance of WADA and NADA in ensuring fair play and combating doping in sports.</li> <li>7. Write previews for upcoming sporting events, focusing on key matchups, player strategies, and potential outcomes.</li> <li>8. Covering a game in real-time using the reporting techniques during live sports coverage, providing updates, game descriptions.</li> <li>9. Write a post-match report using player interviews and vox pops.</li> <li>10. Analyze data and statistics from major sports leagues like the Premier League, UEFA Champions League, ISL, and IPL to generate analytical reports.</li> <li>11. Present findings from analytical reports, discussing key insights, trends, and predictions for upcoming matches or seasons.</li> <li>12. Write a feature article based on an interview conducted with a sporting body or an athlete.</li> <li>13. Pick any current issue based in local sporting scenario, research and write an exclusive story on the same.</li> <li>14. Witness a local match and click photographs and using editing techniques, publish an e-book of sports photos with captions</li> <li>15. Use info-graphics and layout design, to enhance the visual appeal and readability of sports news booklet/tabloid using any designing software.</li> <li>16. Research the structure and impact of emerging professional sporting leagues in India such as the Pro Kabaddi League, ISL, IPL, and IHL.</li> <li>17. Assign students to create sports marketing campaigns for fictional sports events or teams, integrating sponsors, media partnerships, and promotional events.</li> </ol>	
<b>Pedagogy:</b>	Lectures, Presentations, Field Visits, Screening, Discussions	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. Armstrong, J. R., &amp; Tucker, W. E. (1964). <i>Injury in Sports</i>. Springfield, IL: C.C. Thomas.</li> <li>2. Craig, S. (2002). <i>Sports Writing: A Beginner's Guide</i>. Shoreham, VT: Discover Writing Press.</li> <li>3. Parks, J. B., Zanger, B. K., &amp; Quarterman, J. (1998). <i>Contemporary Sport</i></li> </ol>	

	<p><i>Management</i>. Champaign, IL: HumanKinetics.</p> <ol style="list-style-type: none"> <li>SHANK, M. D. (2009). <i>Sports Marketing: A strategic Perspective</i>. Upper Saddle River, NJ: Pearson Prentice Hall.</li> <li>Sports Journalism: <i>A Practical Introduction</i>. (2013). London: Sage Publications.</li> <li>Steen, R. (2014). <i>Sports Journalism</i>. London. Taylor &amp; Francis.</li> <li>Thakur, K. C. (2010). <i>Sports Journalism</i>. New Delhi, India: Cyber Tech Publications.</li> </ol>
<b>Course Outcomes:</b>	<p>On Completion of the course students will be able to:</p> <ol style="list-style-type: none"> <li>Explain the significance of international sports organizations in governing and promoting sports activities globally.</li> <li>Create visually appealing sports news layouts incorporating infographics and multimedia elements.</li> <li>Demonstrate proficiency in delivering accurate and engaging real-time updates during live sports events.</li> <li>Evaluate the effectiveness of sports marketing strategies in attracting sponsors and engaging audiences.</li> </ol>



**Semester: VIII**

**Name of the Programme : B.A. Mass Communication & Journalism (Honours)**

**Course Code : MCJ 404**

**Title of the Course : Investigative Journalism**

**Number of Credits : 4 (2T+2P)**

**Effective from AY : 2024-25**

<b>Prerequisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	<ol style="list-style-type: none"><li>1. To provide comprehensive understanding of the principles, techniques &amp; ethical considerations in investigative journalism.</li><li>2. To equip students with the research &amp; reporting skills required to uncover hidden information &amp; expose wrongdoing.</li><li>3. To develop a critical &amp; analytical approach to investigating complex issues &amp; verifying information.</li><li>4. To sensitize students of the societal impact &amp; responsibilities of investigative journalism in a democratic framework.</li></ol>	
<b>Content:</b>	<b>Unit 1: Introduction to Investigative Journalism</b> <ol style="list-style-type: none"><li>1.1. Definition, history &amp; role of investigative journalism in a democracy.</li><li>1.2. Ethical considerations: Informed consent, confidentiality, off-the-record conversations.</li><li>1.3. Legal framework for investigative reporting in India.</li><li>1.4. Identifying newsworthy investigative stories &amp; leads</li><li>1.5. Understanding the investigative journalism process</li><li>1.6. Case studies: Electoral Bkonds</li><li>1.7. Case studies of impactful investigative journalism:</li><li>1.8. The Hindu's Bofors Expose, Tehelka's Defence Deals Expose, Open Magazine's Nira Radia Tapes, Panama Papers investigation</li></ol>	<b>15 Hours</b>
	<b>Unit 2: Investigative Research &amp; Information Gathering</b> <ol style="list-style-type: none"><li>2.1. Developing an investigative research plan &amp; source</li><li>2.2. Techniques for document research &amp; data analysis</li><li>2.3. Conducting effective interviews &amp; handling sources</li><li>2.4. Using public records, RTI &amp; other information disclosure laws</li><li>2.5. Verifying information &amp; cross-checking facts</li><li>2.6. Presenting investigative findings: Storytelling for impact, crafting compelling narratives.</li><li>2.7. Data analysis tools: Spreadsheets, statistical software, data visualization techniques.</li><li>2.8. Safety of the sources &amp; journalist</li></ol>	<b>15 Hours</b>
	<b>Practical Exercises:</b> <ol style="list-style-type: none"><li>1. Screening &amp; discussion on following film: All the President's Men (1976), Spotlight (2015) or Scoop (2023), The Newsroom (2012)</li><li>2. Identifying potential investigative story ideas &amp; conducting preliminary research</li></ol>	<b>60 Hours</b>

	<ol style="list-style-type: none"> <li>3. Developing an investigative research plan &amp; timeline</li> <li>4. Analyzing public records, RTI documents &amp; other information sources</li> <li>5. Conducting in-depth interviews with diverse sources, including experts &amp; whistle-blowers</li> <li>6. Verifying information through cross-checking &amp; corroborating with multiple sources</li> <li>7. Utilizing data analysis tools &amp; techniques to uncover patterns &amp; trends</li> <li>8. Drafting an investigative report outline &amp; narrative structure</li> <li>9. Incorporating multimedia elements &amp; data visualization into the investigative report</li> <li>10. Navigating legal &amp; ethical considerations related to investigative journalism</li> <li>11. Developing a strategy for protecting sources &amp; whistle-blowers</li> <li>12. Crafting compelling &amp; impactful headlines, leads &amp; story angles</li> <li>13. Preparing for potential legal challenges &amp; developing a risk mitigation plan</li> <li>14. Conducting a simulated press conference to disseminate investigative findings</li> <li>15. Analyzing &amp; discussing case studies of impactful investigative journalism</li> <li>16. Pitching &amp; presenting an investigative story idea to a panel of experts</li> <li>17. Developing a plan for maximizing the impact &amp; reach of an investigative report</li> <li>18. Exploring the use of digital tools &amp; platforms for investigative journalism</li> <li>19. Conducting a structured debate on the role &amp; responsibilities of investigative journalism</li> <li>20. Participating in a workshop on investigative interviewing techniques</li> <li>21. Maintaining a journals or a blog of investigative reporting samples from the practical exercise.</li> </ol>	
<b>Pedagogy:</b>	Lectures, cases studies, presentations, discussions, debates, group assignments, practical sessions	
<b>References/ Readings</b>	<ol style="list-style-type: none"> <li>1. Chakravarty, S. (2018). <i>The Truthkeepers: The Story of Whistle-blowers in India</i>. HarperCollins India.</li> <li>2. Chaudhuri, S. (2017). <i>Undercover: My Journey into the Darkness of Hindutva</i>. Westland.</li> <li>3. Gutgutia, S. (2020). <i>Sensing Injustice: Memoirs of an Investigative Journalist</i>. Penguin Random House India.</li> <li>4. Houston, B. (2009). <i>The Investigative Reporter's Handbook: A Guide to Documents, Databases, and Techniques</i> (5th ed.). Bedford/St. Martin's.</li> </ol>	

	<ol style="list-style-type: none"> <li>5. Kovach, B., &amp; Rosenstiel, T. (2010). <i>Blur: How to Know What's True in the Age of Information Overload</i>. Bloomsbury USA.</li> <li>6. Kovach, B., &amp; Rosenstiel, T. (2014). <i>The Elements of Journalism: What Newspeople should know and the public should expect</i> (3rd ed.). Three Rivers Press.</li> <li>7. Mathew, P. M. (2015). <i>India's Investigative Journalists: The Fourth Estate</i>. Penguin Random House India.</li> <li>8. Palgon, M. C. (2018). <i>Investigative Journalism: Theory and Practice</i>. CQ Press.</li> <li>9. Shukla, A. (2019). <i>The Daring Flight of My Pen: Stories of Applying Journalism Ethics in India</i>. Speaking Tiger.</li> </ol> <p>E-Readings:</p> <ol style="list-style-type: none"> <li>1. Global Investigative Journalism Network: <a href="https://giin.org/">https://giin.org/</a></li> <li>2. The Caravan Magazine (Investigative Journalism section): <a href="https://caravanmagazine.in/">https://caravanmagazine.in/</a></li> <li>3. People's Archive of Rural India (PARI): <a href="https://ruralindiaonline.org/">https://ruralindiaonline.org/</a></li> <li>4. Committee to Protect Journalists (India): <a href="https://cpj.org/reports/asia/india/">https://cpj.org/reports/asia/india/</a></li> <li>5. The Reporters' Collective: <a href="https://www.reporters-collective.in/">https://www.reporters-collective.in/</a></li> <li>6. Global Investigative Journalism Network: <a href="https://giin.org/">https://giin.org/</a></li> <li>7. Editor's Pick: 2022's Best Investigative Stories in India: <a href="https://giin.org/resource/editors-pick-2022s-best-investigative-stories-in-india/">https://giin.org/resource/editors-pick-2022s-best-investigative-stories-in-india/</a></li> <li>8. Wikileaks India Archives: <a href="https://wikileaks.org/wiki/Category:India">https://wikileaks.org/wiki/Category:India</a></li> </ol>
<b>Course Outcomes:</b>	<p>On completion of the course, the student will be able to do the following:</p> <ol style="list-style-type: none"> <li>1. Able to identify potential investigative stories &amp; conduct thorough background research.</li> <li>2. Utilize various investigative techniques, including document analysis, data mining &amp; conducting effective interviews.</li> <li>3. Exhibit skill in verifying information, cross-checking sources, &amp; ensuring the accuracy &amp; fairness of investigative reports.</li> <li>4. Navigate legal &amp; ethical challenges, protect sources &amp; present investigative findings in a compelling &amp; impactful manner.</li> </ol>

**Name of the Programme** : B.A. Mass Communication & Journalism (Honours)  
**Course Code** : MCJ-405  
**Title of the Course** : Contemporary Issues in Media & Communication  
**Number of Credits** : 4 (4T)  
**Effective from AY** : 2024-25

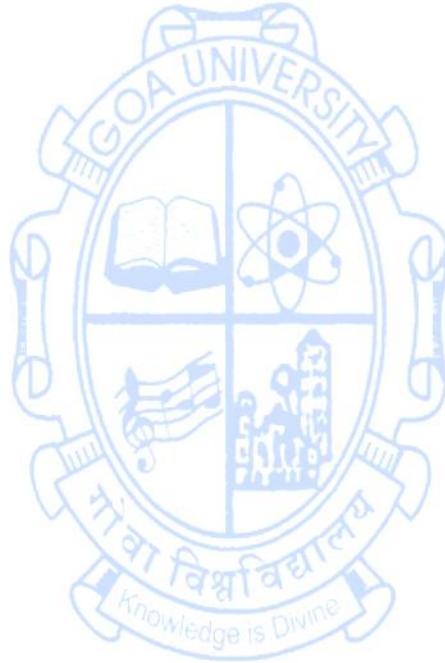
<b>Prerequisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	1. To understand the role of media as an agent of change and public opinion in present scenario. 2. To inculcate a sense of critical thinking in understanding the global and national media scenario. 3. To analyse case studies in socio-political and gender fields in terms of media portrayal and representation. 4. To explore and interpret the current issues keeping in mind the media effects and its impact on society.	
<b>Content:</b>	<b>Unit 1: International Communication</b> 1.1 Historical perspectives, phases of international communication and its effect. 1.2 Role of MacBride Report and NWICO. 1.3 Media ownership patterns in global media- a look at global trends and India. 1.4 Case study – media conglomerates, Disney, Viacom, NewsCorp, etc.	<b>15 Hours</b>
	<b>Unit 2: Media determinants in society</b> 2.1. The role of government – Normative theories vs free market economy. 2.2. The market – understanding consumers, advertisers and economic determinants in India. 2.3. Political economy of media and global issues. 2.4. Case studies in India – FDI in media, Privacy on social media, Cambridge Analytica.	<b>15 Hours</b>
	<b>Unit 3: Media as the consciousness industry</b> 3.1. Media ideology – media and dominant narratives, myth and hegemony in society. 3.2. Media Hype and sensationalism – TRP's, Panel discussion & celebrity stories 3.3. Agenda setting as a tool in media- how does it works? 3.4. Case study of news coverage given by newspapers and channels on - Farmer distress in India, Issues related to Gender representation in India, ecological stories.	<b>15 Hours</b>
	<b>Unit 4: New media and society</b> 4.1. Digital divide – the haves and have not, UN and its perspectives. 4.2. Government policies towards digital media initiatives – e-governance, Digital India. 4.3. Social media for social change- case studies on rural India and digital economy.	<b>15 Hours</b>

	4.4. Future of mass media: digital technologies like Virtual Reality, Artificial Intelligence, and gaming.	
<b>Pedagogy:</b>	Lectures, debates, Case study, PowerPoint presentations, Seminar, review of articles.	
<b>References/ Readings</b>	<ol style="list-style-type: none"> <li>1. Burton, Grame. (1989). <i>Talking Television</i>. Vikas Publishing House, New Delhi.</li> <li>2. Corteau, David.,William Hoynes.(2003). <i>Media /Society: Industries, Images and Audiences</i>. Sage publications.</li> <li>3. Hodgkinson, Paul. (2010). <i>Media, Culture and Society: An Introduction</i>. SAGE Publications Ltd.</li> <li>4. Masterman,Len. (1985). <i>Teaching the Media</i>. Co-media Publishing Group, London.</li> <li>5. McBride, Sean. (1982). <i>Many Voices, One World: Towards a New, More Just, and more Effective World Information and Communication Order</i>. Rowman &amp; Littlefield Publishers: USA.</li> <li>6. Michael O'Shaughnessy, Jane Stadler. (2005). <i>Media and society an introduction</i>. Oxford University press.</li> <li>7. O'Sullivan, Tim., Brian Duttar. (2003). <i>Studying the media- An introduction</i>. Arnold, London.</li> <li>8. Pandian, M.S.S. (1992). <i>The Image Trap</i>. Sage Publications, New Delhi.</li> <li>9. Postman, Neil. (2005). <i>Amusing Ourselves to Death: Public Discourse in the Age of Show Business</i>. Penguin Books.</li> </ol>	
<b>Course Outcomes:</b>	<p>On completion of the course, the student will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the core concepts of international media, various stake holders in creating media messages and their role in society.</li> <li>2. Explore the working patterns of media business and its impact on society.</li> <li>3. Explore and analyse the dynamics of media and society through critical reading of various socio-economic and political stories.</li> <li>4. Investigate and create case studies on current issues related to media with the help of paper presentations and seminars.</li> </ol>	

**Name of the Programme** : B.A. Mass Communication & Journalism (Honours)  
**Course Code** : MCJ-406  
**Title of the Course** : New Media  
**Number of Credits** : 4 (4T)  
**Effective from AY** : 2024-25


<b>Pre-requisites for the Course:</b>	Nil	
<b>Course Objectives:</b>	<ol style="list-style-type: none"> <li>1. The course is designed for students to be able to define the concept of new media and its significance in contemporary society.</li> <li>2. It aims in helping students to explore the significance of blogs, e-books, and e-publishing in online journalism.</li> <li>3. Apply new business models for advertisements, marketing, and revenue generation in online journalism.</li> <li>4. Analyse the digital divide and its implications for freedom of expression on the internet.</li> </ol>	
<b>Content:</b>	<b>Unit I: Defining New Media and Its Characteristics</b> 1.1. Defining New Media 1.2. Salient features and advantages of new media over traditional media. 1.3. Characteristics of New Media; Understanding the dynamics of human-computer interface 1.4. Technological possibilities: from digitization to convergence 1.5. New media route to development (e-governance, e-commerce); new media and popular culture.	<b>10 Hours</b>
	<b>Unit 2: Earlier Websites to modern day Web page and portals</b> 2.1. Basics of web: URLs, HTML, hyperlinks, Search engines, Web databases 2.2. Web Portals, Web apps, Dynamic Web pages, Mobile apps 2.3. Blogs, E-books and E-publishing 2.4. Status of online Journalism today in India: Novelty, strength, and weakness	<b>10 Hours</b>
	<b>Unit 3: Tools for content writing</b> 3.1. Feature writing, story ideas, development, and news updates on online media. 3.2. Citizen Journalism, use of blogs, tweets, etc. for story generation and development. 3.3. The new breaking news medium: Web-based newspapers, web-journalism, changing role of e-journalist. 3.4. New business models: advertisements, marketing, online publicity, and revenue.	<b>10 Hours</b>
	<b>Unit 4: New Media Dynamics, Governance and ethics</b> 4.1. Digital divide, Internet, and freedom of expression. 4.2. Internet regulation in different countries and cyber laws. 4.3. Emergence of Real-virtual continuum; New media and cultural imperialism; Negotiating Identity (Gender, Class, and Caste)	<b>15 Hours</b>

	<p>4.4. Freedom vs. Control; cyber world: Regulation: need, challenges, and Debates</p> <p>4.5. Political uses of new media - identities and relationships in computer-mediated communication – cybercrimes – pornography – privacy- internet censorship - ethical dimension of new media.</p>	
	<p><b>Tutorials</b></p> <ol style="list-style-type: none"> <li>1. Learn about features and advantages of new media through case studies.</li> <li>2. Create and promote a niche-focused blog on new media topics using social media strategies.</li> <li>3. Develop feature writing skills and stay updated with news in online media.</li> <li>4. Explore citizen journalism through blogs, tweets, etc., for story developments, also discuss ethics and copyright.</li> <li>5. Analyse economics and ethical considerations in producing e-content.</li> <li>6. Study new business models in new media, including advertisements and online revenue.</li> <li>7. Research cultural impacts and societal issues in new media, focusing on cybercrimes and censorship.</li> </ol>	<p><b>15 Hours</b></p>
<b>Pedagogy:</b>	Lectures, Presentations, Field Visits, Tutorials, Screening, Discussions	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. Bhargava, Gopal. (2004). <i>Mass Media and Information Revolution</i>. Isha Books, New Delhi.</li> <li>2. Chakravarthy, Jagdish. (2004). <i>Net, Media and the Mass Communication</i>. Authors press, New Delhi,</li> <li>3. Dewdney Andrew and Peter Ride. (2009). <i>The New Media Handbook</i>. Routledge publication</li> <li>4. Eugenia Siapera. (2012). <i>Understanding new media</i>. Sage Publication,</li> <li>5. Leah A. Lierouw and Sonia Livingstone. (2007). <i>The Handbook of new media</i>. Sage Publication.</li> <li>6. McQuail Denis. (2004). <i>Mass Communication Theory</i>. Sage Publication,</li> <li>7. Nath, Shyam. (2002). <i>Assessing the State of Web Journalism</i>. Authors Press, New Delhi,</li> <li>8. Paul Hodgkinson. (2011). <i>Media, Culture, and Society - An introduction</i>. Sage Publication.</li> <li>9. Thomas Pradip. (2012). <i>Digital India: Understanding Information, Communication, and Social Change Media</i>. Sage Publication.</li> </ol>	
<b>Course Outcomes:</b>	<p>On Completion of the course students will be able to:</p> <ol style="list-style-type: none"> <li>1. Demonstrate recall of new media and its significance in contemporary communication landscapes.</li> <li>2. Analyse the significance of blogs, e-books, and e-publishing in the context of online journalism.</li> <li>3. Apply new business models for advertisements, marketing, and revenue generation in the context of online journalism.</li> <li>4. Evaluate internet regulations &amp; cyber laws across different jurisdictions.</li> </ol>	



**Name of the Programme** : B.A. Mass Communication & Journalism (Honours)  
**Course Code** : MCJ-407  
**Title of the Course** : Film & Society  
**Number of Credits** : 4 (2T,2P)  
**Effective from AY** : 2024-25

<b>Pre-Requisite for the course</b>	NIL	
<b>Course Objectives</b>	<ol style="list-style-type: none"> <li>1. To analyse the representation of societal issues and themes in film.</li> <li>2. To critically evaluate the impact of cinema on society and vice versa.</li> <li>3. To enhance creative and critical thinking abilities and develop practical skills in film production and analysis.</li> <li>4. To engage in meaningful discussions on the ethical and moral dimensions of film production and consumption.</li> </ol>	
<b>Content</b>	<b>Unit 1: Brief overview of the history of Fiction films.</b> 1.1 World Cinema and its Evolution. 1.2 Historical overview of cinema's relationship with society 1.3 Origin of Classical Narrative Cinema <ul style="list-style-type: none"> <li>▪ Silent film.</li> <li>▪ Soviet Montage.</li> <li>▪ German Expressionism.</li> <li>▪ Genre, star and auteur.</li> <li>▪ French new wave.</li> <li>▪ New realism.</li> </ul>	<b>7 Hours</b>
	<b>Unit 2: Brief overview on the history of Documentary films and filmmaking.</b> 2.1 Different types of documentary styles. 2.2 Voice of God. 2.3 Direct Cinema. 2.4 Fly –on the–wall concept. 2.5 Cinema Verité 2.6 Experimental. 2.7 Docudrama. 2.8 Mockumentary. 2.9 Different Modes of Documentary	<b>8 Hours</b>
	<b>Unit 3: Elements of Production:</b> 3.1 Screenplay writing. Cinematography, Interactivity and emotions through Cinematography. 3.2 Construction of a Shot, Color, Contrast, Deep Focus, Shallow Focus, Depth of Field. 3.3 Lighting design process: directional, Natural lighting, Direction. 3.4 Vision of Directors, Screenplay and its presentation, Scene Analysis. 3.5 Understanding filmology from above the line and	<b>7 Hours</b>

	Below the Line. 3.6 Editing for Film	
	<b>Unit 4: Film and its Impact on Society</b> 4.1 Film beyond Entertainment 4.2 Film as a cultural industry. 4.3 Portrayal of race, gender, sexuality and class 4.4 Bollywood as an industry 4.5 Stereotyping, 4.6 Politics of Language, 4.7 Choreography 4.8 Censorship and Hollywood/Bollywood 4.9 Social Media Movies and Escapism 4.10 Case studies on short films. 4.11 Future of cinema as an industry 4.12 Impact of globalization on production, distribution and consumption 4.13 Transnational cinema and its impact on cultural identities	<b>7 Hours</b>
	<b>Practicals</b> 1. Analysis of films as a technique- cinematography, editing, narrative, performance, lighting, etc. <i>The screenings will include films of the following directors            (however more names may be added)</i> 2. Early filmmakers- Lumiere, George Melies, Porter, Griffith. 3. Silent era- Charlie Chaplin, Eisenstein, Vertov, Flaherty, Robert Wiene. 4. Hollywood Classics- Orson Welles, Cecil B. DeMille, 5. Goddard, Hitchcock, Spielberg, Tarantino, Danny Boyle and Christopher Nolan. 6. Indian Classics – Raj Kapoor, Guru Dutt, Satyajit Ray, MiraNair, Ritwik Gathak. 7. Bollywood Cinema- Yash Chopra, David Dhawan, Sanjay 8. Leela Bansali, Anurag Kashyap, Karan Johar, Imtiaz Ali, Rajkumar Hirani. <i>Following activities to be conducted in order to produce a            shortfilm as partial fulfilment of the subject:</i> 9. Screenplay – pitching the story, treatment and draft. 10. Storyboarding exercise. 11. Pre-production: Directors and Producers Casting Exercises (First) Choosing actors/actresses for the main characters, auditions. 12. Recording, blocking and master shot. 13. Production: Shooting, directing the actors, directing the camera and working with the crew.	<b>60 hours</b>

	<p>14. Post – production: Rough cut to final cut, background/music score, dubbing.</p> <p>15. Journal with film analysis and production process.</p>	
<b>Pedagogy:</b>	Lectures, Class Group Discussions, Presentations, Field Visits, Assignments, screening, interactive sessions with industry experts	
<b>References/Readings</b>	<p>1. Gareis, E., Allard, M.E., Gill, S., &amp; Saindon, J.J. (1998). <i>Beyond Entertainment: Novels and Film Adaptations in the ESL/EFL Classroom</i>. <i>TESL Canada Journal</i>, 15, 50-58.</p> <p>2. Kuhn, A. (1988). <i>Cinema, Censorship and Sexuality 1909-1925</i> (Routledge Revivals) (1st ed.). Routledge.</p> <p>3. Monaco, J. (1996). <i>How to Read a Film</i>. London: Routledge</p> <p>4. Nelmes, J. (1996). <i>An Introduction to Film</i>. London: Routledge</p> <p>5. Shyles, L. (2007). <i>The Art of Video Production</i>. New Delhi: Sage Publications India Pvt.Ltd.</p> <p>6. Turner, G. (1993). <i>Film as a Social Practice</i>. London: Routledge</p>	
<b>Course Outcomes:</b>	<p>On Completion of the course students will be able to:</p> <ol style="list-style-type: none"> <li>1. Analyse various socioeconomic themes and issues portrayed in films.</li> <li>2. Understand the impact of cinema on society and vice versa.</li> <li>3. Develop practical skills in film production.</li> <li>4. Acquire intellectual thinking capabilities by means of discussions and/or debates on the ethical and moral dimensions of films in the society.</li> </ol>	

**Name of the Programme** : B.A. Mass Communication & Journalism (Honours)  
**Course Code** : MCJ-413  
**Title of the Course** : Media Entrepreneurship  
**Number of Credits** : 4  
**Effective from AY** : 2024-25

<b>Prerequisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	<ol style="list-style-type: none"> <li>1. To provide students with a comprehensive understanding of the entrepreneurial opportunities in media.</li> <li>2. To equip students with the knowledge &amp; skills required to ideate, plan &amp; launch successful media ventures.</li> <li>3. To enable students to develop sustainable business models &amp; revenue streams for media start-ups.</li> <li>4. To cultivate an entrepreneurial mindset and encourage students to become job creators rather than job seekers in the media industry.</li> </ol>	
<b>Content:</b>	<b>Unit 1: The Evolving Media Landscape and Entrepreneurship</b> 1.1. The Indian & Goan media ecosystem: Traditional media, digital media, emerging trends & audience behaviour. 1.2. Duties & responsibilities of the entrepreneurs 1.3. Identifying market gaps, problem-solving & taking calculated risks. 1.4. Entrepreneurial opportunities in media: Content creation platforms, niche media ventures, digital marketing services, 1.5. Challenges & risks in media Entrepreneurship <i>Case studies: Newslandry, Gomantak Times</i>	<b>15 Hours</b>
	<b>Unit 2: Building a Media Venture</b> 2.1. Identifying niche: Market research, audience analysis & understanding content needs. 2.2. Market research, competitor analysis & target audience identification 2.3. Basic principles of freelancing & self-employment 2.4. Media business model: Revenue streams, cost structures, value proposition & competitive advantage. 2.5. Crafting a compelling content strategy: Content formats, distribution channels & audience engagement strategies. 2.6. Building a strong team: Hiring talent, delegating tasks & fostering a creative work environment.	<b>15 Hours</b>
	<b>Unit 3: Developing Your Media Business Plan</b> 3.1. Financial planning for media start-ups: Funding options, budgeting & financial projections. 3.2. Developing a comprehensive business plan: Executive summary, company description, marketing plan, financial projections & management team structure. 3.3. Pitching your idea to investors: Crafting a compelling pitch deck, negotiation strategies & securing funding. 3.4. <i>Crafting a comprehensive business plan for a media venture &amp; presenting to the class for peer feedback &amp;</i>	<b>15 Hours</b>

	revision.	
	<b>Unit 4: Managing Your Media Enterprise</b> 4.1. Legal considerations for media start-ups: Company registration, intellectual property rights & other govt regulations. 4.2. Managing legal and ethical challenges in the Indian media landscape: Defamation laws, copyright issues, fair reporting practices. 4.3. Marketing and promoting your media venture: Building brand awareness, utilizing social media platforms, and attracting an audience. 4.4. The future of media entrepreneurship: Emerging trends, technology advancements & sustainability considerations. 4.5. Personal entrepreneurial roadmap & action plan	<b>15 Hours</b>
<b>Pedagogy:</b>	Lectures, cases studies, presentations, discussions, debates, group assignments and field visits.	
<b>References/ Readings:</b>	1. Aris, A., & Bughin, J. (2009). <i>Managing Media Companies: Harnessing Creative Value</i> . John Wiley & Sons. 2. Küng, L. (2017). <i>Strategic Management in the Media: Theory to Practice</i> (2nd ed.). SAGE Publications. 3. Picard, R. G. (2011). <i>The Economics and Financing of Media Companies</i> (2nd ed.). Fordham University Press. 4. Tabassum, S. (2019). <i>Media Entrepreneurship: An Introduction</i> . Notion Press.	
<b>Course Outcomes:</b>	On completion of the course, the student will be able to: 1. Demonstrate a critical understanding of the Indian media landscape & its entrepreneurial potential. 2. Able to critically analyse and adapt various media business models. 3. Develop a well-structured business plan for a media venture. 4. Identify & address relevant legal & ethical issues associated with media entrepreneurship in India.	



**Name of the Programme** : B.A. Mass Communication & Journalism (Honours)  
**Course Code** : MCJ-414  
**Title of the Course** : Business Journalism  
**Number of Credits** : 4 (2T, 2P)  
**Effective from AY** : 2024-25

<b>Pre-requisites for the Course:</b>	Nil	
<b>Course Objectives:</b>	1. The course is designed to teach the concept of journalism and its evolving trends. 2. To analyse the constraints and limitations of financial reporting on the internet. 3. To examine current issues in business reporting. 4. To understand the functioning of financial markets and instruments.	
<b>Content:</b>	<b>Unit 1: Foundations of Business Journalism Concept &amp; Trends</b> 1.1. Concept of business journalism and changing trends 1.2. Use of technology in modern business journalism: Data visualization and analysis for business reporting 1.3. Digital strategies of leading business news organizations (Mint, Wall Street Journal, Economic Times) 1.4. Advantages and disadvantages of web-based journalism: credibility and reliability of business news sources	<b>10 Hours</b>
	<b>Unit 2: Business Reporting Issues and Public/Private Companies</b> 2.1. Public versus private companies 2.2. Research Methods and Financial Analysis: Reading company income statements 2.3. Indian economy salient features, strengths, weaknesses, and approaches 2.4. Concept of planning: Five Year Plans; Review of Indian economic policies 2.5. India's position in the world economy and market	<b>10 Hours</b>
	<b>Unit 3: Market Dynamics and Regulatory Framework</b> 3.1. How the Market Works: Money and markets: financial instruments (equity, stock, share, bond, debentures, loans, subsidies) 3.2. Stock exchanges (Wall Street, bullion market, Dalal Street, NASDAQ, NSE, BSE), online trading (bear, bull, brokers and sub-brokers) 3.3. Insider Trading and Boards of Directors: SEBI, Reserve Bank of India, NABARD 3.4. International financial institutions (IMF, WTO, World Bank, ADB), European Union, G11 3.5. Ethics: from Source Relationships to Stock Trading	<b>10 Hours</b>
	<b>PRACTICALS:</b> 1. Explore modern trends like data-driven reporting and social media's influence on news. 2. Veteran Journalist Interview: Discuss changes in business journalism with experienced reporters.	<b>60 Hours</b>

	<ol style="list-style-type: none"> <li>3. Compare past and present news articles to track business journalistic evolution.</li> <li>4. Examine strategies and impacts of thriving e-business ventures.</li> <li>5. Develop a campaign for an e-business platform.</li> <li>6. Analyse financial performance and market position of Public vs. Private Companies.</li> <li>7. Mock Press Conference Simulation: Role-play a press conference with executives from public and private companies.</li> <li>8. Research and analyse India's presence in specific global industries.</li> <li>9. Investigate and present limitations and inaccuracies in online financial reporting.</li> <li>10. Analyse recent market trends and their implications for businesses and investors.</li> <li>11. Simulate trading equities, bonds, and loans with fake money and real market data.</li> <li>12. Discuss and debate on India's economic strengths, weaknesses, opportunities, and threats.</li> <li>13. Feature Articles from Industry Expert Interviews: Craft articles based on insights from industry experts.</li> <li>14. Present hypothetical ethical dilemmas in business reporting for reflective essays.</li> <li>15. Analyse ethical issues through case studies and propose solutions.</li> <li>16. Research, write, and edit news stories for digital platforms.</li> <li>17. Utilize video, podcasts, and interactive storytelling for reporting.</li> <li>18. Create scripts for web radio, TV, or mobile platforms focusing on business narratives.</li> </ol>	
<b>Pedagogy:</b>	Lectures, Presentations, Field Visits, Screening, Discussions	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. Bose, J. (2008). <i>Co-opetition and Strategic Collaboration: The New Age Business Strategy</i>. ICFAI Press.</li> <li>2. Roush, C. (2016). <i>Show Me the Money: Writing Business and Economics Stories for Mass Communication</i>. Routledge.</li> <li>3. Shrivastava, K. M. (2000). <i>News Agencies: From Pigeon to Internet E-Commerce</i>. Publisher: Tata McGraw Hill.</li> <li>4. Taparia, J. (2004). <i>Understanding Financial Statements: A Journalist's Guide</i>. Marion Street Press, Inc.</li> <li>5. Taylor, D. (2007). <i>Doing e-Business</i>. Wiley Publication.</li> <li>6. Thompson, T. (Ed.). (2000). <i>Writing About Business: The New Knight-Bagehot Guide to Economics and Business Journalism</i>. Columbia University Press.</li> <li>7. Whiteley, D. (2007). <i>Doing E-Business</i>. Publisher: Wiley Publication.</li> </ol>	
<b>Course Outcomes:</b>	<p>On Completion of the Course Student will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the evolution of journalism concepts and trends.</li> </ol>	

	<ol style="list-style-type: none"> <li>2. Recognize the challenges and constraints in financial reporting on digital platforms.</li> <li>3. Interpret global economic trends and their implications for business journalism.</li> <li>4. Analyse the functioning of financial markets and investment instruments.</li> </ol>
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