Bachelor of Arts (Journalism and Mass Communication) - BA(JMC) Programme

Scheme and Syllabus
03 Years Degree / 04 Years Honours / 04 Years Honours with Research
(NEP Compliant Choice Based Credit System)

W.e.f. Academic Year 2024-2025

with

Syllabus

For First and Second Semesters

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY (GGSIPU)
Sector 16C, Dwarka, New Delhi-110078

Bachelor of Arts (Journalism and Mass Communication) - BA(JMC) Programme

List of Programme Educational Objectives (PEOs) for BA(JMC) Programme

It is expected that after reasonable period of time, the students having completed the BA(JMC) Programme, shall be able to exhibit the following PEOs:-

S. No.	PEO No.	Programme Educational Objectives (PEOs)
1	PEO1	Exhibit professional, social and entrepreneurial competencies and knowledge for being a successful professional in the Journalism, Media and Entertainment industry
2	PEO2	Be a lifelong learner, adapt and maintain leadership in a rapidly changing multi-dimensional, contemporary world
3	PEO3	Act as a catalyst and inspire (change agent) for people-centric societal empowerment
4	PEO4	Facilitate transparency and strengthen democracy as its fourth pillar

List of Programme Outcomes (POs) for BA(JMC) Programme

It is expected that after the completion of the BA(JMC) Programme, the students shall be able to exhibit the following abilities of learning, as Programme Outcome:-

S. No.	PO Number	Programme Outcomes (POs)	Detailed Statement of the PO
1.	PO1	Critical Thinking and Problem Solving (CTPS)	The ability to use knowledge, facts, and data to critically analyze and develop a well thought out solution within a reasonable time frame.
2.	PO2	Communication Efficiency (CE)	The ability to effectively communicate with the professional community and with the society at large and being able to write effective reports, design documentation, make effective presentations with the capability of giving and taking clear instructions.
3.	PO3	Modern Tools Usage (MTU)	The ability to explore, select, adapt and apply appropriate technologies and tools to a wide range of activities.
4.	PO4	Professional Ethics (PE)	The ability to perform professional practices in an ethical way, keeping in the

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S. No.	PO Number	Programme Outcomes (POs)	Detailed Statement of the PO
			mind cyber regulations & laws, responsibilities and norms of professional practices.
5.	PO5	Individual and Team Work (ITW)	The ability to work in multi-disciplinary team collaboration both as a member and leader, as per need.
6.	PO6	Social and Environmental Concern (SEC)	The ability to recognize and assess societal, environmental, health, safety, legal and cultural issues within local and global contexts and the consequential responsibilities applicable to professional practices.
7.	PO7	Life-long Learning (LLL)	The ability to engage in independent learning for continuous self-development as a professional.
8.	PO8	Innovation and Entrepreneurship (I&E)	The ability to apply innovation to track a suitable opportunity to create value and wealth for the betterment of the individual and society at large.
9.	PO9	Project Management and Finance (PMF)	The ability to apply knowledge to manage projects in multidisciplinary environments.

Need for Syllabus Revision

As per the feedback of students, alumni, teachers and Employers, a need was felt to update the curriculum of the BA(JMC) programme to make it industry ready. In addition, it was also mandated to align the curriculum with National Education Policy (NEP) -2020, especially major features like CBCS, Multiple-Entry and Multiple-Exits, Academic Bank of Credits, etc. In view of this, the current scheme of examination with detailed syllabus have been worked out for 03 and 04 years of BA(JMC) Degree with flexible entry and exits.

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Scheme of Examination

Assessment Criteria

All the courses, irrespective of their Number of Credits (1, 2, 3, 4, 8, 12, etc.), shall be of 100 marks each, having following Assessment Criteria:-

Type of Courses	:	Formative Assessment (Internal Examination)	Summative Assessment (External Examination)	Total Marks
Theory	:	40	60	100
Practical	:	40	60	100
Internship / Summer Training Report	:	40	60	100
Mini Project	:	40	60	100
Major Project		40	60	100
Research Project / Dissertation	:	40	60	100
NUES	:	There shall not be any External Examination conducted by the University for the papers under Non-University Examination System (NUES). Assessment against 100% Marks of NUES papers shall be conducted internally by the respective College / Institute / School / Department / etc., as per the Guidelines approved by the Programme Coordination Committee		

Breakup for Formative Assessment (Internal Examination)

The Breakup for Formative Assessment (Internal Examination), which is of 40 Marks, is given as under:-

Components of Assessment	:	Theory	Practical	Internship / Summer Training Report	Mini Project	Major Project	Research Project / Dissertation
Mid-Semester Written Test	:	15	-	-	-	-	-
Programme Execution Test / Presentation / Group Discussion	:	05	20	10	10	10	10
Class Test / Quiz	:	05	-	-	-	-	-
Assignment	:	10	-	-	-	-	-

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Components of Assessment	:	Theory	Practical	Internship / Summer Training Report	Mini Project	Major Project	Research Project / Dissertation
Class Participation / Attendance	:	05	-	-	-	-	-
Progress Report	:	-	-	10	10	10	10
Practical File / Project Report	:	-	10	10	10	10	10
Viva Voce	:	-	10	10	10	10	10
Total	:	40	40	40	40	40	40

Note: Record should be maintained by the Institution and made available to the University, as and when required.

Breakup for Summative Assessment (External Examination)

Components of Assessment	:	Theory*	Practical	Internship / Summer Training Report	Mini Project	Major Project	Research Project / Dissertation
End Semester Examination	:	60	-	-	-	-	-
Programme Execution Test / Presentation / Group Discussion	:	-	20	20	20	20	20
Project Report / Practical File	:	-	20	20	20	20	20
Viva Voce	:	-	20	20	20	20	20
Total	:	60	60	60	60	60	60

*Note: Question No. 01 shall be compulsory. Question No. 01 shall have 10 parts (a to j) of 02 Marks each i.e. 10 x 2 = 20 Marks and all 10 parts (a to j) covering all the 04 units having a minimum of 02 parts from every unit. Apart from Question No. 1, rest of the paper shall consist of four units as per the syllabus. Every unit should have 02 questions (preferably each question should have 02 parts (a and b)) to evaluate analytical/technical skills of the student. However, student shall be asked to attempt any 01 question from each unit. Each question shall be of 10 Marks, including its subparts. In total, there shall be 09 questions in the Paper, including Question Number 01.

Bachelor of Arts (Journalism and Mass Communication) – BA(JMC) Programme

SUMMARY OF CREDITS

Distribution of Credits for 03 Years / 04 Years BA(JMC) Programme with Multiple-Entry-Multiple-Exits

SEMESTER-WISE SUMMARY OF CREDITS

Semester	Discipline Specific Course (DSC) Major	Inter-Disciplinary Course (IDC) Minor	Multi-Disciplinary Course (MDC)	Skill Enhancement Course (SEC)	Ability Enhancement Course (AEC)	Value Added Course (VAC)	Internship/Vocational/In-house Industrial/Work based Training	Dissertation/Seminar/Research Project	Semester wise Total
First	07	04	04	03	02	03	-	-	23
Second	07	04	04	03	-	03	-	02	23
Third	08	04	03	-	03	01	04	-	23
Fourth	08	04	-	03	03	03	-	02	23
Fifth	08	04	-	03	-	04	04	-	23
Sixth	08	03	-	03	02	03	-	04	23
Seventh	10	04	-	04	-	02	-	-	20
Eighth	06	03	-	-	-	-	-	11	20
Total	62	30	11	19	10	19	08	19	178
Eighth (Research)	03	03	-	-	-	-	-	14	20
Total	59	30	11	19	10	19	08	22	178

YEAR-WISE SUMMARY OF CREDITS

Year	Programme	Discipline Specific Course (DSC) Major	Inter-Disciplinary Course (IDC) Minor	Multi-Disciplinary Course (MDC)	Skill Enhancement Course (SEC)	Ability Enhancement Course (AEC)	Value Added Course (VAC)	Internship/Vocational/In-house Industrial/Work Based Training	Dissertation/Seminar/Research Project	Year wise Total Credits
1st	Certificate	14	08	08	06	02	06	-	02	46
2nd	Diploma	30	16	11	09	08	10	04	04	92
3rd	Degree	46	23	11	15	10	17	08	08	138
4th	Honours	62	30	11	19	10	19	08	19	178
4th	Honours with Research	59	30	11	19	10	19	08	22	178

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EXIT OPTIONS AND CREDIT REQUIREMENTS

Exit Options	Duration	Type of the Certificate / Diploma / Degree / Honours	Minimum Credits	Maximum Credits
After 1st Year i.e. 1st and 2nd Semesters	01 Year	Under Graduate Certificate in Journalism and Mass Communication [Certificate (JMC)]	46 (42 + 04 Credits of Vocational Course)	50 (46 + 04 Credits of Vocational Course)
After 2nd Year i.e. 1st, 2nd, 3rd and 4th Semesters	02 Years	Under Graduate Diploma in Journalism and Mass Communication [Diploma (JMC)]	92 (88 + 04 Credits of Vocational Course)	96 (92 + 04 Credits of Vocational Course)
After 3rd Year i.e. 1st, 2nd, 3rd, 4th, 5th and 6th Semesters	03 Years	Under Graduate Degree Bachelor of Arts in Journalism and Mass Communication BA(JMC)	130	138
After 4th Year i.e. 1st, 2nd, 3rd, 4th, 5th, 6th, 7th and 8th Semesters	04 Years	Under Graduate Degree Bachelor of Arts with Honours in Journalism and Mass Communication BA(JMC)-Honours	170	178
		Under Graduate Degree Bachelor of Arts with Honours with Research in Journalism and Mass Communication BA(JMC)-Honours with Research	170	178

Note: Each student shall be required to appear for the examination in all the courses. However, for award of the degree, the minimum number of the Credit, as given in the above table, shall be followed.

Bachelor of Arts (Journalism and Mass Communication) - BA(JMC) Programme

UNDER GRADUATE CERTIFICATE IN JOURNALISM AND MASS COMMUNICATION

CERTIFICATE (JMC)

Exit Criteria after First Year of BA(JMC) Programme:

1. The students shall have an option to exit after 1st Year of BA(JMC) Programme and will be awarded with a UG **Certificate in Journalism and Mass Communication**.

2. Students on exit have to compulsorily complete one 04 Credit in work based Vocational Course / Inhouse industrial skill-based training / Internship / Apprenticeship after the first semester or during the second semester of minimum 40 hours of duration.

3. The exiting students will submit the Report at the end of the second semester and the same will be evaluated for the assessment, under NUES Scheme, by the respective Institutions.

Re-entry Criteria into Second Year (Third Semester):

The student, who takes an exit after one year with an award of Certificate, may be allowed to re-enter into Third Semester for completion of the BA(JMC) Programme within a maximum period of 3 Years, subject to the condition that the total term for completing the degree course should not exceed 07 Years.

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Bachelor of Arts (Journalism and Mass Communication) - BA(JMC) Programme

UNDER GRADUATE DIPLOMA IN JOURNALISM AND MASS COMMUNICATION

DIPLOMA (JMC)

Exit Criteria after Second Year of BA(JMC) Programme:

1. The students shall have an option to exit after 2nd Year of BA(JMC) Programme and will be awarded with a UG **Diploma in Journalism and Mass Communication**.

2. Students on exit have to compulsorily complete one 04 Credit in work based Vocational Course / Inhouse industrial skill-based training / Internship / Apprenticeship after the first year or during second year of minimum 8 Weeks of duration.

3. The exiting students will submit the Report at the end of the fourth semester and the same will be evaluated for the assessment, under NUES Scheme, by the respective Institutions.

Re-entry Criteria in to Third Year (Fifth Semester):

The student, who takes an exit after two years with an award of UG Diploma, may be allowed to re-enter into Fifth Semester for completion of the BA(JMC) Programme within a period of 3 years subject to the condition that the total term for completing the degree course should not exceed 07 Years.

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Bachelor of Arts (Journalism and Mass Communication) - BA(JMC) Programme

UNDER GRADUATE DEGREE BACHELOR OF ARTS IN JOURNALISM AND MASS COMMUNICATION

BA(JMC)

Exit Criteria after Third Year of BA(JMC) Programme:

1. The students shall have an option to exit after 3rd Year of BA(JMC) Programme and will be awarded with a UG Degree; **Bachelor of Arts in Journalism and Mass Communication.**

Re-entry Criteria in to Fourth Year (Seventh Semester):

The student, who takes an exit after three years with an award of UG Degree, may be allowed to re-enter into Seventh Semester for completion of the BA(JMC) Programme within a period of 3 years subject to the condition that the total term for completing the degree course should not exceed 07 Years.

Eligibility for BA(JMC) (Honours with Research):

Any student aspiring for BA(JMC) (Honours with Research) Programme will have to secure at-least 75% aggregate marks upto the end of the sixth semesters.

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OTHER IMPORTANT GUIDELINES

A. Minor Projects:

The Minor Projects shall be undertaken at respective Institutions, as per the guidelines approved by the Programme Coordination Committee, well in time, before commencement of the semester.

B. Summer Internship / Major Project / Dissertation and Viva Voice:

1. **Summer Training Reports (STR)**: At the end of the Second Semester and Fourth Semester, every student shall undergo Summer Training for a minimum period of 06 Weeks in any Industry / Research / Academic Institutions. After completion of training, they would be required to submit the Summer Training Reports (STR) in the subsequent semester. Evaluation / Viva Voice of STR-I shall be undertaken during 03rd Semester and STR-II shall be undertaken during 05th Semester, as per the schedule notified by the University.

2. **Major Project-I**: Major Project-I shall start from the beginning of the sixth semester of BA(JMC) Programme and shall be undertaken in any contemporary area of study related to the Journalism and Mass Media Industry to apply the overall learning of the last 05 semesters.

3. **Major Project-II**: Major Project-II shall start from the beginning of the eighth semester of BA(JMC) (Honours) Programme and shall be undertaken in any Industry / Research / Academic Institutions, in any contemporary area of study related to the Journalism and Mass Media Industry, to apply the overall learning of the last 07 semesters.

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4. **Dissertation:** Dissertation work shall be research based and shall start from the beginning of the eighth semester of BA(JMC) (Honours) Programme and shall be undertaken in any Industry / Research / Academic Institutions, in any contemporary area of study related to the Journalism and Mass Media Industry, to apply the overall learning of the last 07 semesters and shall have at-least one quality publication. The parameters of quality publication will be assessed by the Academic Programme Committee (APC) of the concerned Institutions, as per the guidelines issued by the Programme Coordination Committee.

C. Elective Courses:

In order to conduct classes for Electives, there must be a minimum of 20 students in that Elective. However, if the numbers of students are less than 20 in any of the Electives, the elective course may still be offered but no classes will be held and the students shall be required to successfully complete that course from the MOOC using SAWAYAM or any other similar platforms subject to the advance approval of the same by the Programme Coordination Committee. Requirement of attendance, to such students, shall be waived off based upon the document of having completed the course from MOOC platforms. However, in absence of timely availability of the valid certificate from the MOOC Platform, students may be required to appear for the examinations conducted by the University to earn these credits. The MOOC course should have at least 30 hours of teaching.

D. Practical / Laboratory based Courses:

For all the Practical / Laboratory based Courses, the detailed List of Practicals / Laboratory Exercises, guidelines for Practical File and Workbook, etc. shall be finalized by the Programme Coordination Committee, well in time, before commencement of the semester.

E. MOOC Courses:

There are five (05) Courses offered in the scheme to be taken through the MOOC using SAWAYAM or any other similar platforms subject to the advance approval of the same by the Programme Coordination Committee. NUES and other courses, wherever permitted in the Scheme and Elective Courses, having less than 20

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students can also be completed through MOOC using SAWAYAM or any other similar platforms subject to the advance approval of the same by the Programme Coordination Committee. The student shall be required to choose MOOC courses of at-least 03 credits or as mentioned in the Scheme, as per his / her preference / choice. The choices shall be submitted to the Academic Programme Committee of the concerned Institutions, well in time, before commencement of the respective semesters. The Academic Programme Committee of the concerned Institutions shall in turn send the details of such MOOC Courses to the Programme Coordination Committee and seek their approval before commencement of the respective semesters. MOOC course(s) shall be offered to the students at the respective Institutions, only after the prior approval of the Programme Coordination Committee. After completing the MOOC Course(s), the student has to produce successful course completion certificate for claiming the credit.

F. Non-University Examination System (NUES) Courses:

For all the NUES Courses, the Course Outcome (CO), the detailed syllabus, assessment modalities and other guidelines, etc. shall be finalized by the Programme Coordination Committee, well in time, before commencement of the semester. There shall not be any External Examination conducted by the University for the courses placed under NUES scheme. Assessment against 100% Marks of NUES Courses shall be conducted internally by the respective Institutions, as per the guidelines approved by the Programme Coordination Committee.

G. The BA(JMC) Programme of study shall be governed by Ordinance 11 of the University.

H. All the courses shall follow Internal : External : : 40 : 60 Scheme, or as notified by the University, from time to time.

I. Passing Marks shall be 40 out of 100 marks for all the courses, or as notified by the University, from time to time.

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FIRST SEMESTER – BA(JMC)

Course Code	Course Title	NEP Category	L	T/P	Credit
BA(JMC)-DSC-101	Fundamentals of Mass Communication	Discipline Specific Course (DSC-I) - Major	3	-	3
BA(JMC)-DSC-103	Photo Journalism	Discipline Specific Course (DSC-II) - Major	2	1	3
BA(JMC)-IDC-105	Design and Graphics	Inter-Disciplinary Course (IDC-I) - Minor	2	1	3
Elective-I (Choose any one)		Multi-Disciplinary Course (MDC-I)	3	-	3
BA(JMC)-MDC-107	Communication Skills				
BA(JMC)-MDC-109	Culture and Communication				
BA(JMC)-MDC-111	Current Affairs and Media Issues				
BA(JMC)-MDC-113	Computer Applications for Media				
BA(JMC)-SEC-115	Writing Skills	Skill Enhancement Course (SEC-I)	2	-	2
Practical & Project					
BA(JMC)-DSC-151	Photo Journalism Lab.	Discipline Specific Course (DSC-I) – Major Lab.	-	2	1
BA(JMC)-IDC-153	Design and Graphics Lab.	Inter-Disciplinary Course (IDC-I) – Minor Lab.	-	2	1
BA(JMC)-MDC-155	Lab. based on Elective-I	Multi-Disciplinary Course (MDC-I) Lab.	-	2	1
BA(JMC)-SEC-157	Writing Skills Lab.	Skill Enhancement Course (SEC-I) Lab.	-	2	1
Non-University Examination System (NUES)					
Elective-II (Choose any one)		Ability Enhancement Course (AEC-I)	2	-	2
BA(JMC)-AEC-171	Hindi				
BA(JMC)-AEC-173	English				
BA(JMC)-AEC-175	Punjabi				
BA(JMC)-AEC-177	Bengali				
BA(JMC)-AEC-179	Telugu				
BA(JMC)-AEC-181	Marathi				
BA(JMC)-VAC-183	Life Skills and Personality Development	Value Added Course (VAC-I)	2	-	2

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Course Code	Course Title	NEP Category	L	T/P	Credit
BA(JMC)-VAC-185	Thoughts, Ideas and Experiments for Developed India – I	Value Added Course (VAC-II)	-	2	1
TOTAL			16	12	23

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SECOND SEMESTER – BA(JMC)

Course Code	Course Title	NEP Category	L	T/P	Credit
BA(JMC)-DSC-102	Print Journalism	Discipline Specific Course (DSC-III) - Major	3	-	3
BA(JMC)-DSC-104	Development Communication	Discipline Specific Course (DSC-IV) - Major	3	-	3
BA(JMC)-IDC-106	Media Law and Ethics	Inter-Disciplinary Course (IDC-II) - Minor	3	-	3
Elective-III (Choose any one)		Multi-Disciplinary Course (MDC-II)	3	-	3
BA(JMC)-MDC-108	Public Speaking				
BA(JMC)-MDC-110	Socio-Economic and Political Ecosystem				
BA(JMC)-MDC-112	Beat Communication				
BA(JMC)-MDC-114	Animation				
BA(JMC)-SEC-116	Translation for Media	Skill Enhancement Course (SEC-II)	2	-	2
Practical & Project					
BA(JMC)-DSC-152	Print Journalism Lab.	Discipline Specific Course (DSC-III) – Major Lab.	-	2	1
BA(JMC)-IDC-154	Media Law and Ethics Lab.	Inter-Disciplinary (IDC-II) – Minor Lab.	-	2	1
BA(JMC)-MDC-156	Lab. based on Elective-III	Multi-Disciplinary Course (MDC-II) Lab.	-	2	1
BA(JMC)-SEC-158	Translation for Media Lab.	Skill Enhancement Course (SEC-II) Lab.	-	2	1
BA(JMC)-RP-160	Mini Project – I	Research Project (RP-I)	-	4	2
Non-University Examination System (NUES)					
BA(JMC)-VAC-172	MOOC / Human Values and Professional Ethics	Value Added Course (VAC-III)	2	-	2
BA(JMC)-VAC-174	Thoughts, Ideas and Experiments for Developed India - II	Value Added Course (VAC-IV)	-	2	1
TOTAL			16	14	23

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THIRD SEMESTER – BA(JMC)

Course Code	Course Title	NEP Category	L	T/P	Credit
BA(JMC)-DSC-201	Broadcast Journalism	Discipline Specific Course (DSC-V) - Major	2	1	3
BA(JMC)-DSC-203	Audio - Visual Production	Discipline Specific Course (DSC-VI) - Major	2	1	3
BA(JMC)-IDC-205	Audio and Video Editing	Inter-Disciplinary Course (IDC-III) - Minor	2	1	3
Elective-IV (Choose any one)		Multi-Disciplinary Course (MDC-III)	3	-	3
BA(JMC)-MDC-207	News Reporting and Analysis				
BA(JMC)-MDC-209	International Communication				
BA(JMC)-MDC-211	Global Media Studies				
BA(JMC)-MDC-213	AI for Media				
Practical & Project					
BA(JMC)-DSC-251	Broadcast Journalism Lab.	Discipline Specific Course (DSC-V) – Major Lab.	-	2	1
BA(JMC)-DSC-253	Audio - Visual Production Lab.	Discipline Specific Course (DSC-VI) – Major Lab.	-	2	1
BA(JMC)-IDC-255	Audio and Video Editing Lab.	Inter-Disciplinary Course (IDC-III) – Minor Lab.	-	2	1
BA(JMC)-SI-257	Summer Training Report-I	Summer Internship (SI-I)	-	8	4
Non-University Examination System (NUES)					
BA(JMC)-AEC-271	MOOC / Environmental Studies	Ability Enhancement Course (AEC-III)	3	-	3
BA(JMC)-VAC-273	Thoughts, Ideas and Experiments for Developed India - III	Value Added Course (VAC-V)	-	2	1
TOTAL			12	19	23

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FOURTH SEMESTER – BA(JMC)

Course Code	Course Title	NEP Category	L	T/P	Credit
BA(JMC)-DSC-202	Advertising	Discipline Specific Course (DSC-VII) - Major	3	-	3
Elective-V (Choose any one)		Discipline Specific Course (DSC-VIII) - Major	3	-	3
BA(JMC)-DSC-204	Media Literacy				
BA(JMC)-DSC-206	Integrated Marketing Communication				
BA(JMC)-DSC-208	Film Studies				
BA(JMC)-DSC-210	Investigative Journalism				
BA(JMC)-IDC-212	New Media and Online Journalism	Inter-Disciplinary Course (IDC-IV) - Minor	2	1	3
BA(JMC)-SEC-214	Podcast Production	Skill Enhancement Course (SEC-III)	2	-	2
Practical & Project					
BA(JMC)- DSC-252	Advertising Lab.	Discipline Specific Course (DSC-VII) – Major Lab.	-	2	1
BA(JMC)-DSC-254	Lab. based on Elective - V	Discipline Specific Course (DSC-VIII) – Major Lab.	-	2	1
BA(JMC)-IDC-256	New Media and Online Journalism Lab.	Inter-Disciplinary Course (IDC-IV) – Minor Lab.	-	2	1
BA(JMC)-SEC-258	Podcast Production Lab.	Skill Enhancement Course (SEC-III) Lab.	-	2	1
BA(JMC)-RP-260	Mini Project – II	Research Project (RP-II)	-	4	2
Non-University Examination System (NUES)					
Elective-VI (Choose any one)		Ability Enhancement Course (AEC-IV)	3	-	3
BA(JMC)-AEC-272	French				
BA(JMC)-AEC-274	Japanese				
BA(JMC)-AEC-276	German				
BA(JMC)-AEC-278	Spanish				
BA(JMC)-VAC-280	MOOC / Indian Knowledge Management System	Value Added Course (VAC-VI)	2	-	2
BA(JMC)-VAC-282	Thoughts, Ideas and Experiments for Developed India - IV	Value Added Course (VAC-VII)	-	2	1
TOTAL			15	15	23

Bachelor of Arts (Journalism and Mass Communication) - BA(JMC) Programme

FIFTH SEMESTER – BA(JMC)

Course Code	Course Title	NEP Category	L	T/P	Credit
BA(JMC)-DSC-301	PR and Corporate Communication	Discipline Specific Course (DSC-IX) - Major	3	-	3
BA(JMC)-DSC-303	Media Research	Discipline Specific Course (DSC-X) - Major	3	-	3
Elective-VII (Choose any one)		Inter-Disciplinary Course (IDC-V) - Minor	2	1	3
BA(JMC)-IDC-305	Digital Media Marketing				
BA(JMC)- IDC-307	Media Psychology				
BA(JMC)- IDC-309	Cyber Journalism				
BA(JMC)- IDC-311	News Processing and Editing				
BA(JMC)-SEC-313	Mobile Journalism	Skill Enhancement Course (SEC-IV)	2	-	2
Practical & Project					
BA(JMC)-DSC-351	PR and Corporate Communication Lab.	Discipline Specific Course (DSC-IX) – Major Lab.	-	2	1
BA(JMC)- DSC-353	Media Research Lab.	Discipline Specific Course (DSC-X) – Major Lab.	-	2	1
BA(JMC)- IDC-355	Lab. based on Elective-VII	Inter-Disciplinary Course (IDC-V) – Minor Lab.	-	2	1
BA(JMC)-SEC-357	Mobile Journalism Lab.	Skill Enhancement Course (SEC-IV) Lab.	-	2	1
BA(JMC)-SI-359	Summer Training Report-II	Summer Internship (SI-II)	-	8	4
Non-University Examination System (NUES)					
BA(JMC)-VAC-371	Yoga and Sports	Value Added Course (VAC-VIII)	3	-	3
BA(JMC)-VAC-373	Thoughts, Ideas and Experiments for Developed India - V	Value Added Course (VAC-IX)	-	2	1
TOTAL			**13**	**19**	**23**

Bachelor of Arts (Journalism and Mass Communication) - BA(JMC) Programme

SIXTH SEMESTER – BA(JMC)

Course Code	Course Title	NEP Category	L	T/P	Credit
BA(JMC)-DSC-302	Media Management	Discipline Specific Course (DSC-XI) - Major	3	–	3
BA(JMC)-DSC-304	Event Management	Discipline Specific Course (DSC-XII) - Major	3	–	3
Elective-VIII (Choose any one)		Inter-Disciplinary Course (IDC-VI) - Minor	2	1	3
BA(JMC)-IDC-306	Organizational Behaviour				
BA(JMC)-IDC-308	Project Management and Finance for Media				
BA(JMC)-IDC-310	Theatre and Drama				
BA(JMC)-IDC-312	Art Direction				
BA(JMC)-SEC-314	The Art of Story Telling	Skill Enhancement Course (SEC-V)	2	–	2
Practical & Project					
BA(JMC)-DSC-352	Media Management Lab.	Discipline Specific Course (DSC-XI) – Major Lab.	–	2	1
BA(JMC)-DSC-354	Event Management Lab.	Discipline Specific Course (DSC-XII) – Major Lab.	–	2	1
BA(JMC)-SEC-356	The Art of Story Telling Lab.	Skill Enhancement Course (SEC-V) Lab.	–	2	1
BA(JMC)-RP-358	Major Research Project-I	Research Project (RP-III)	–	8	4
Non-University Examination System (NUES)					
BA(JMC)-AEC-372	Media Entrepreneurship	Ability Enhancement Course (AEC-V)	2	–	2
BA(JMC)-VAC-374	Mindful Communication	Value Added Course (VAC-X)	2	–	2
BA(JMC)-VAC-376	Thoughts, Ideas and Experiments for Developed India - VI	Value Added Course (VAC-XI)	–	2	1
TOTAL			14	17	23

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Bachelor of Arts (Journalism and Mass Communication) - BA(JMC) Programme

SEVENTH SEMESTER – BA(JMC)-Honours

Course Code	Course Title	NEP Category	L	T/P	Credit
BA(JMC)-DSC-401	Data Journalism	Discipline Specific Course (DSC-XIII) - Major	3	-	3
BA(JMC)-DSC-403	MOOC – I	Discipline Specific Course (DSC-XIV) - Major	3	-	3
BA(JMC)-DSC-405	MOOC – II	Discipline Specific Course (DSC-XV) - Major	3	-	3
Elective-IX (Choose any one)		Inter-Disciplinary Course (IDC-VII) - Minor	2	1	3
BA(JMC)-IDC-407	Digital Film Making				
BA(JMC)-IDC-409	Documentary Film Production				
BA(JMC)-IDC-411	Sound Designing				
BA(JMC)-IDC-413	Virtual and Augmented Reality				
BA(JMC)-SEC-415	Design Thinking	Skill Enhancement Course (SEC-VI)	2	1	3
Practical & Project					
BA(JMC)-DSC-451	Data Journalism Lab.	Discipline Specific Course (DSC-XIII) - Major	-	2	1
BA(JMC)-IDC-453	Lab. based on Elective-IX	Inter-Disciplinary Course (IDC-VII) – Minor Lab.	-	2	1
BA(JMC)-SEC-455	Design Thinking Lab.	Skill Enhancement Course (SEC-VI) Lab.	-	2	1
Non-University Examination System (NUES)					
BA(JMC)-VAC-471	NSS and Indian Society	Value Added Course (VAC-XII)	2	-	2
TOTAL			15	08	20

Bachelor of Arts (Journalism and Mass Communication) - BA(JMC) Programme

EIGHT SEMESTER – BA(JMC)-Honours

Course Code	Course Title	NEP Category	L	T/P	Credit
BA(JMC)-DSC-402	MOOC - III	Discipline Specific Course (DSC-XVI) - Major	3	–	3
BA(JMC)-DSC-404	MOOC - IV	Discipline Specific Course (DSC-XVII) - Major	3	–	3
BA(JMC)-IDC-406	MOOC - V	Inter-Disciplinary Course (IDC-VIII) - Minor	3	–	3
Practical & Project					
BA(JMC)-RP-452	Major Project – II	Research Project (RP-IV)	–	16	8
Non-University Examination System (NUES)					
BA(JMC)-RP-454	Seminar and Progress Report	Research Project (RP-V)	–	6	3
TOTAL			09	22	20

Bachelor of Arts (Journalism and Mass Communication) - BA(JMC) Programme

EIGHT SEMESTER – BA(JMC)-Honours with Research

Course Code	Course Title	NEP Category	L	T/P	Credit
BA(JMC)-DSC-402	MOOC - III	Discipline Specific Course (DSC-XVI) - Major	3	–	3
BA(JMC)-IDC-406	MOOC - V	Inter-Disciplinary Course (IDC-VIII) - Minor	3	–	3
Practical & Project					
BA(JMC)-RP-456	Dissertation	Research Project (RP-VI)	–	–	12
Non-University Examination System (NUES)					
BA(JMC)-RP-458	Seminar and Progress Report	Research Project (RP-VII)	–	4	2
TOTAL			06	4	20

Bachelor of Arts (Journalism and Mass Communication) - BA(JMC) Programme

Mapping of Semester-wise Courses with POs

S. No.	Course Code	PO1: CTPS	PO2: CE	PO3: MTU	PO4: PE	PO5: ITW	PO6: SEC	PO7: LLL	PO8: I&E	PO9: PMF
	BA(JMC) – 1st Semester									
1.	BA(JMC)-DSC-101	✓	✓			✓		✓		
2.	BA(JMC)-DSC-103	✓	✓		✓	✓	✓	✓		
3.	BA(JMC)-IDC-105	✓	✓	✓	✓	✓	✓	✓		
4.	BA(JMC)-MDC-107	✓	✓	✓	✓	✓	✓	✓	✓	
5.	BA(JMC)-MDC-109	✓	✓	✓	✓	✓	✓	✓	✓	✓
6.	BA(JMC)-MDC-111	✓	✓	✓	✓	✓	✓	✓	✓	✓
7.	BA(JMC)-MDC-113	✓	✓	✓	✓	✓	✓	✓	✓	
8.	BA(JMC)-SEC-115	✓	✓	✓	✓	✓	✓	✓	✓	
9.	BA(JMC)-DSC-151	✓	✓	✓	✓	✓	✓	✓	✓	✓
10.	BA(JMC)-IDC-153	✓	✓	✓	✓	✓	✓	✓	✓	
11.	BA(JMC)-MDC-155	✓	✓	✓	✓	✓	✓	✓	✓	
12.	BA(JMC)-SEC-157	✓	✓	✓	✓	✓	✓	✓	✓	
13.	BA(JMC)-AEC-171 to 181	✓	✓		✓	✓	✓	✓	✓	
14.	BA(JMC)-VAC-183	✓	✓	✓	✓	✓	✓	✓	✓	
15.	BA(JMC)-VAC-185	✓	✓	✓	✓	✓	✓	✓	✓	✓
	BA(JMC) – 2nd Semester									
16.	BA(JMC)-DSC-102	✓	✓		✓	✓		✓	✓	

S. No.	Course Code	PO1: CTPS	PO2: CE	PO3: MTU	PO4: PE	PO5: ITW	PO6: SEC	PO7: LLL	PO8: I&E	PO9: PMF
17.	BA(JMC)-DSC-104	✓	✓		✓	✓	✓	✓	✓	
18.	BA(JMC)-IDC-106	✓	✓	✓	✓	✓	✓	✓	✓	✓
19.	BA(JMC)-MDC-108	✓	✓	✓	✓	✓	✓	✓	✓	
20.	BA(JMC)-MDC-110	✓	✓		✓	✓	✓	✓	✓	
21.	BA(JMC)-MDC-112	✓	✓	✓	✓	✓	✓	✓	✓	
22.	BA(JMC)-MDC-114	✓	✓	✓	✓	✓	✓	✓		✓
23.	BA(JMC)-SEC-116	✓	✓	✓	✓	✓	✓	✓	✓	
24.	BA(JMC)-DSC-152	✓	✓	✓	✓	✓	✓	✓		✓
25.	BA(JMC)-IDC-154	✓	✓	✓	✓	✓	✓	✓		✓
26.	BA(JMC)-MDC-156	✓	✓	✓	✓	✓	✓	✓		✓
27.	BA(JMC)-SEC-158	✓	✓	✓	✓	✓	✓	✓		✓
28.	BA(JMC)-RP-160	✓	✓	✓	✓	✓	✓	✓	✓	
29.	BA(JMC)-VAC-172	✓	✓		✓	✓	✓	✓	✓	
30.	BA(JMC)-VAC-174	✓	✓	✓	✓	✓	✓	✓	✓	✓
	BA(JMC) – 3rd Semester									
31.	BA(JMC)-DSC-201	✓	✓		✓	✓		✓	✓	
32.	BA(JMC)-DSC-203	✓	✓	✓	✓	✓		✓	✓	
33.	BA(JMC)-IDC-205	✓	✓	✓	✓	✓	✓	✓	✓	
34.	BA(JMC)-MDC-207	✓	✓	✓	✓	✓	✓	✓	✓	
35.	BA(JMC)-MDC-209	✓	✓		✓	✓	✓	✓	✓	

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S. No.	Course Code	PO1: CTPS	PO2: CE	PO3: MTU	PO4: PE	PO5: ITW	PO6: SEC	PO7: LLL	PO8: I&E	PO9: PMF
36.	BA(JMC)-MDC-211	✓	✓		✓	✓	✓	✓	✓	
37.	BA(JMC)-MDC-213	✓	✓	✓	✓	✓	✓	✓	✓	
38.	BA(JMC)-DSC-251	✓	✓	✓	✓	✓	✓	✓	✓	
39.	BA(JMC)-DSC-253	✓	✓	✓	✓	✓	✓	✓	✓	
40.	BA(JMC)-IDC-255	✓	✓	✓	✓	✓	✓	✓	✓	✓
41.	BA(JMC)-SI-257	✓	✓	✓	✓	✓	✓	✓	✓	✓
42.	BA(JMC)-AEC-271	✓	✓		✓	✓	✓	✓	✓	
43.	BA(JMC)-VAC-273	✓	✓	✓	✓	✓	✓	✓	✓	✓
	BA(JMC) – 4th Semester									
44.	BA(JMC)-DSC-202	✓	✓	✓	✓	✓	✓	✓	✓	
45.	BA(JMC)-DSC-204	✓	✓	✓	✓	✓	✓	✓	✓	
46.	BA(JMC)-DSC-206	✓	✓	✓	✓	✓	✓	✓	✓	
47.	BA(JMC)-DSC-208	✓	✓		✓	✓	✓	✓	✓	
48.	BA(JMC)-DSC-210	✓	✓		✓	✓	✓	✓	✓	
49.	BA(JMC)-IDC-212	✓	✓	✓	✓	✓	✓	✓	✓	
50.	BA(JMC)-SEC-214	✓	✓	✓	✓	✓	✓	✓	✓	
51.	BA(JMC)-DSC-252	✓	✓	✓	✓	✓	✓	✓	✓	
52.	BA(JMC)-DSC-254	✓	✓	✓	✓	✓	✓	✓	✓	
53.	BA(JMC)-IDC-256	✓	✓	✓	✓	✓	✓	✓	✓	
54.	BA(JMC)-SEC-258	✓	✓	✓	✓	✓	✓	✓	✓	✓

S. No.	Course Code	PO1: CTPS	PO2: CE	PO3: MTU	PO4: PE	PO5: ITW	PO6: SEC	PO7: LLL	PO8: I&E	PO9: PMF
55.	BA(JMC)-RP-260	✓	✓	✓	✓	✓	✓	✓	✓	✓
56.	BA(JMC)-AEC-272 to 278	✓	✓	✓	✓	✓	✓	✓	✓	
57.	BA(JMC)-VAC-280	✓	✓		✓	✓	✓	✓	✓	
58.	BA(JMC)-VAC-282	✓	✓	✓	✓	✓	✓	✓	✓	✓
	BA(JMC) – 5th Semester									
59.	BA(JMC)-DSC-301	✓	✓	✓	✓	✓	✓	✓	✓	✓
60.	BA(JMC)-DSC-303	✓	✓	✓	✓	✓	✓	✓	✓	✓
61.	BA(JMC)-IDC-305	✓	✓	✓	✓	✓	✓	✓	✓	✓
62.	BA(JMC)-IDC-307	✓	✓	✓	✓	✓	✓	✓	✓	
63.	BA(JMC)-IDC-309	✓	✓	✓	✓	✓	✓	✓	✓	
64.	BA(JMC)-IDC-311	✓	✓	✓	✓	✓	✓	✓	✓	
65.	BA(JMC)-SEC-313	✓	✓	✓	✓	✓	✓	✓	✓	✓
66.	BA(JMC)-DSC-351	✓	✓	✓	✓	✓	✓	✓	✓	✓
67.	BA(JMC)-DSC-353	✓	✓	✓	✓	✓	✓	✓	✓	✓
68.	BA(JMC)-IDC-355	✓	✓	✓	✓	✓	✓	✓	✓	✓
69.	BA(JMC)-SEC-357	✓	✓	✓	✓	✓	✓	✓	✓	✓
70.	BA(JMC)-SI-359	✓	✓	✓	✓	✓	✓	✓	✓	✓
71.	BA(JMC)-VAC-371	✓	✓	✓	✓	✓	✓	✓	✓	✓
72.	BA(JMC)-VAC-373	✓	✓	✓	✓	✓	✓	✓	✓	✓

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S. No.	Course Code	PO1: CTPS	PO2: CE	PO3: MTU	PO4: PE	PO5: ITW	PO6: SEC	PO7: LLL	PO8: I&E	PO9: PMF
				BA(JMC) – 6th Semester						
73.	BA(JMC)-DSC-302	✓	✓	✓	✓	✓	✓	✓	✓	✓
74.	BA(JMC)-DSC-304	✓	✓	✓	✓	✓	✓	✓	✓	✓
75.	BA(JMC)-IDC-306	✓	✓	✓	✓	✓		✓	✓	
76.	BA(JMC)-IDC-308	✓	✓	✓	✓	✓	✓	✓	✓	✓
77.	BA(JMC)-IDC-310	✓	✓		✓	✓	✓	✓	✓	
78.	BA(JMC)-IDC-312	✓	✓	✓	✓	✓	✓	✓	✓	✓
79.	BA(JMC)-SEC-314	✓	✓	✓	✓	✓	✓	✓	✓	✓
80.	BA(JMC)-DSC-352	✓	✓	✓	✓	✓	✓	✓	✓	✓
81.	BA(JMC)-DSC-354	✓	✓	✓	✓	✓	✓	✓	✓	✓
82.	BA(JMC)-SEC-356	✓	✓	✓	✓	✓	✓	✓	✓	✓
83.	BA(JMC)-RP-358	✓	✓	✓	✓	✓	✓	✓	✓	✓
84.	BA(JMC)-AEC-372	✓	✓		✓	✓	✓	✓	✓	
85.	BA(JMC)-VAC-374	✓	✓	✓	✓	✓	✓	✓	✓	✓
86.	BA(JMC)-VAC-376	✓	✓	✓						
				BA(JMC) – 7th Semester						
87.	BA(JMC)-DSC-401	✓	✓	✓	✓	✓	✓	✓	✓	✓
88.	BA(JMC)-DSC-403	✓	✓		✓	✓	✓	✓	✓	
89.	BA(JMC)-DSC-405	✓	✓		✓	✓	✓	✓	✓	
90.	BA(JMC)-IDC-407	✓	✓	✓	✓	✓	✓	✓	✓	✓

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S. No.	Course Code	PO1: CTPS	PO2: CE	PO3: MTU	PO4: PE	PO5: ITW	PO6: SEC	PO7: LLL	PO8: I&E	PO9: PMF
91.	BA(JMC)-IDC-409	✓	✓	✓	✓	✓	✓	✓	✓	✓
92.	BA(JMC)-IDC-411	✓	✓	✓	✓	✓	✓	✓	✓	✓
93.	BA(JMC)-IDC-413	✓	✓	✓	✓	✓	✓	✓	✓	✓
94.	BA(JMC)-SEC-415	✓	✓	✓	✓	✓	✓	✓	✓	✓
95.	BA(JMC)-DSC-451	✓	✓	✓	✓	✓	✓	✓	✓	✓
96.	BA(JMC)-IDC-453	✓	✓	✓	✓	✓	✓	✓	✓	✓
97.	BA(JMC)-SEC-455	✓	✓	✓	✓	✓	✓	✓	✓	✓
98.	BA(JMC)-VAC-471	✓	✓	✓	✓	✓	✓	✓	✓	
	BA(JMC) – 8th Semester									
99.	BA(JMC)-DSC-402	✓	✓	✓	✓	✓	✓	✓	✓	
100.	BA(JMC)-DSC-404	✓	✓	✓	✓	✓	✓	✓	✓	
101.	BA(JMC)-IDC-406	✓	✓	✓	✓	✓	✓	✓	✓	
102.	BA(JMC)-RP-452	✓	✓	✓	✓	✓	✓	✓	✓	✓
103.	BA(JMC)-RP-454	✓	✓	✓	✓	✓	✓	✓	✓	✓
104.	BA(JMC)-RP-456	✓	✓	✓	✓	✓	✓	✓	✓	✓
105.	BA(JMC)-RP-458	✓	✓	✓	✓	✓	✓	✓	✓	✓

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Course Code: **BA(JMC)-DSC-101**   L T C

Course Name: **Fundamentals of Mass Communication**   3 - 3

INSTRUCTIONS TO THE PAPER SETTERS:

1. Question No. 1 should be compulsory and cover the entire syllabus. Question No. 01 shall have 10 parts (a to j) of 02 Marks each i.e. 10 x 2 = 20 Marks and all 10 parts (a to j) covering all the 04 units having a minimum of 02 parts from every unit.

2. Apart from Question No. 1, rest of the paper shall consist of four units as per the syllabus. Every unit should have 02 questions (preferably each question should have 02 parts (a and b)) to evaluate analytical/technical skills of the student. However, student may be asked to attempt only 1 question from each unit. Each question should be of 10 Marks, including its subparts, if any. In total, there shall be 09 questions in the Paper, including Question Number 01.

3. Examiners are requested to go through the Course Outcomes (CO) of this course and prepare the Question Paper accordingly, using Bloom's Taxonomy (BT), in such a way that every question be mapped to some or other CO and all the questions, put together, must be able to achieve the mapping to all the CO(s), in balanced way.

LEARNING OBJECTIVES:

On completion of this course, the student should be able to:

1. Define Mass Communication.
2. Describe the functions of Mass Communication.
3. Explain the various Theories of Mass Communication.
4. Elaborate the tools of Mass Communication.

PRE-REQUISITES:

To have the basic knowledge of Communication.

COURSE OUTCOMES (COs):

After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BT Level
CO1	Explain the concept and elements of Mass Communication.	BTL2
CO2	Apply the concept of Mass Communication to media activism.	BTL3
CO3	Appraise the varied theories of Mass Communication.	BTL5
CO4	Elaborate the effective tools of Mass Communication.	BTL6

UNIT – I
(No. of Hours: 12)

Introduction to Mass Communication: Mass Communication: Concept, Definition, Elements and Process, Characteristics, Visual Communication, and Mass Culture.

UNIT – II
(No. of Hours: 10)

Functions of Mass Communication: Persuade, Inform, Educate, and Entertain; Other Functions; Impact and Influence of Mass Media, Media activism.

UNIT – III
(No. of Hours: 12)

Theories of Mass Communication:

Cognitive Theory, Dissonance Theory, Agenda Setting Theory, Cultivation Theory, Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, Soviet Communist Theory, Magic Bullet theory, Two Step Flow Theory, Uses and Gratification Theory.

UNIT – IV
(No. of Hours: 10)

Tools of Mass Communication:

Newspapers, Magazines, Radio, TV, Films, Internet, Social Media, Mobiles, Advertising, Public Relations and Public Affairs, Traditional and Folk Media, Media and Modern Society, Media and Democracy.

TEXT BOOKS:

TB1. Hasan S., "Mass Communication Principles and Concepts", CBS Publishers & Distributors, New Delhi, 3rd Edition, 2022.

TB2. Baran S. J., "Introduction to Mass Communication: Media Literacy and Culture", McGraw Hill Education, Boston, 2002.

TB3. Aggarwal V. B. and Gupta V. S., "Handbook of Journalism and Mass Communication", Concept Publishing, New Delhi, 2001.

REFERENCE BOOKS:

RB1. Rayudu C. S., "Media and Communication Management", Himalaya Publishing House, Mumbai, 2011.

RB2. McQuail D., McQuail's Reader in Mass Communication Theory", Sage Publications, London, 2002.

RB3. Kumar K. J., "Mass Communication in India", Jaico Publishing House, Mumbai, 2000.

RB4. Stone G., Singletary M. W. and Richmond V. P., "Clarifying Communication Theories: A Hands-on Approach", Ames: Iowa State University Press, 1999

Course Code: **BA(JMC)-DSC 103**

Course Name: **Photo Journalism**

L T C
2 1 3

INSTRUCTIONS TO THE PAPER SETTERS:

1. Question No. 1 should be compulsory and cover the entire syllabus. Question No. 01 shall have 10 parts (a to j) of 02 Marks each i.e. 10 x 2 = 20 Marks and all 10 parts (a to j) covering all the 04 units having a minimum of 02 parts from every unit.

2. Apart from Question No. 1, rest of the paper shall consist of four units as per the syllabus. Every unit should have 02 questions (preferably each question should have 02 parts (a and b)) to evaluate analytical/technical skills of the student. However, student may be asked to attempt only 1 question from each unit. Each question should be of 10 Marks, including its subparts, if any. In total, there shall be 09 questions in the Paper, including Question Number 01.

3. Examiners are requested to go through the Course Outcomes (CO) of this course and prepare the Question Paper accordingly, using Bloom's Taxonomy (BT), in such a way that every question be mapped to some or other CO and all the questions, put together, must be able to achieve the mapping to all the CO(s), in balanced way.

LEARNING OBJECTIVES:

On completion of this course, the student should be able to:-

1. Comprehend the historical aspects of photojournalism and the practice of documentary photography.

2. Develop proficiency in the artistic and technical aspects of photography, encompassing the ability to effectively convey narratives through visual means and accurately analyse and analyse photographs.

3. Proficient critical awareness and analytical skills for interpreting visual representations and composing scholarly essays on the subject matter.

PRE-REQUISITES:

To have basic knowledge of camera and photography.

COURSE OUTCOMES (COs):

After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BT Level
CO1	Explain the concept and genres of photography.	BTL2
CO2	Analyse and demonstrate the techniques of Still Camera operations.	BTL4
CO3	Appraise types of photographic lenses.	BTL5
CO4	Prepare a detailed floor plan in context of lighting techniques.	BTL6
CO5	Elaborate the role and importance of ethics-based photojournalism	BTL6

UNIT – I
(No. of Hours: 10)

Basics of Photography: Definition, Meaning & Concept, Brief History of

Photography, Types of Cameras: Digital vs. Film, Types of Photography: Portrait, Wildlife, Nature, Advertising, Fashion, Night Photography.

UNIT – II
(No. of Hours: 10)

Camera Basics: Basic Parts of Digital Single Lens Reflex (DSLR) Camera: Lens, Sensor, Shutter, View Finder, Camera Control and Adjustment: Exposure - Aperture, Shutter, ISO, Depth of Focus, and Depth of Field. Measurement of light-Exposure Metering System, Composition and Perspective, Type of Lenses and Special Purpose Lenses, Camera Accessories.

UNIT – III
(No. of Hours: 12)

Lighting: Sources of Light: Natural and Artificial, Nature and Physical Properties of Light, Three Point Lighting: Key, Fill and Back, Flash Photography, Documentary Photography Lighting, Lighting Aesthetics: Controlling Contrast through Lighting.

UNIT – IV
(No. of Hours: 12)

Introduction to Photojournalism: Basics of Photojournalism: Visual reading of images through visual codes and symbols, Introduction to iconic images: Visual interpretation of iconic images, Relationship between photo caption and images., Photo editing and Morphing Techniques, Legal and Ethical Issues.

TEXT BOOKS:
TB1. Ang T., "Fundamentals of Modern Photography", Mitchell Beazley, 2008.
TB2. Aiyer B., "Digital Photo Journalism", Authors Press, 2005.
TB3. Sharma O. P., "Practical Photography", Hind Pocket Books, 2003.

REFERENCE BOOKS:
RB1. Langford M., "Basic Photography", Oxford: Focal Press.
RB2. Langford M., "Starting Photography", Oxford: Focal Press.
RB3. Langford M., "Advanced Photography", Oxford: Focal Press.
RB4. www.karltaylorphotography.com/photography-tips-training-structure

Approved by BoS dated 16-12-2023 and Academic Council (AC) in its 57th meeting held on 20-12-2023 to be made effective from the Academic Year 2024-2025 onwards.

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Course Code: **BA(JMC)-IDC-105** L T C
Course Name: **Design and Graphics** 2 1 3

INSTRUCTIONS TO THE PAPER SETTERS:

1. Question No. 1 should be compulsory and cover the entire syllabus. Question No. 01 shall have 10 parts (a to j) of 02 Marks each i.e. 10 x 2 = 20 Marks and all 10 parts (a to j) covering all the 04 units having a minimum of 02 parts from every unit.
2. Apart from Question No. 1, rest of the paper shall consist of four units as per the syllabus. Every unit should have 02 questions (preferably each question should have 02 parts (a and b)) to evaluate analytical/technical skills of the student. However, student may be asked to attempt only 1 question from each unit. Each question should be of 10 Marks, including its subparts, if any. In total, there shall be 09 questions in the Paper, including Question Number 01.
3. Examiners are requested to go through the Course Outcomes (CO) of this course and prepare the Question Paper accordingly, using Bloom's Taxonomy (BT), in such a way that every question be mapped to some or other CO and all the questions, put together, must be able to achieve the mapping to all the CO(s), in balanced way.

LEARNING OBJECTIVES:

On completion of this course, the student should be able to:-
1. Describe basics of Design and Graphics.
2. Utilize knowledge gained in the application of elements and principles of design in different forms of visual and graphic communication for Print and Web Media.

PRE-REQUISITES:

1. Computer literacy.
2. Ability to install graphic design software.
3. Basic understanding of color and typography.
4. Interest in design and visuals.
5. Access to graphic design tools and learning resources.
6. Basic knowledge of image and file formats.
7. Attention to detail and a creative mindset.

COURSE OUTCOMES (COs):

After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BT Level
CO1	Explain the basics of design and graphics.	BTL2
CO2	Analyse various desktop publishing layouts and their related designs.	BTL3
CO3	Elaborate various visual designs.	BTL4
CO4	Appraise contemporary printing methods in the context of emerging trends.	BTL5
CO5	Elaborate the current trends in media through effective communication strategies.	BTL6

UNIT – I
(No. of Hours: 12)
Principles of Design & Graphics:

Basics of Design and Graphics, Elements and principles of design, Typography: Physical form, aesthetics, and classifications, Color: Physical forms, psychology, color scheme and production.

UNIT – II
(No. of Hours: 10)
Layout:

Components of Layout and Layout Planning, Publication Design: Newspaper, Tabloid, Magazine, Book and Print Ad, Package Design, Layout Design for Web Banner.

UNIT – III
(No. of Hours: 12)
Visuals and Design:

Visuals: Physical Forms, Functions, Editing and Ethics, Poster Design, Logo Design, Brochure Design.

UNIT – IV
(No. of Hours: 10)
DTP and Printing:

History of Printing Process, Basics of Desktop Publishing: WYSIWYG, Hardware and Software Paper and Finishing, Contemporary Printing Methods: Letterpress, Offset and Digital.

TEXT BOOKS:

TB1   Sarkar N. N., "Art and Print Production", Oxford University Press, 2012.

TB2   Sarkar N. N., "Designing Print Communication", S. Publications, New Delhi, 1998.

TB3   Joss M. and Nelson L., "Graphic Design Tricks & Techniques", Cincinnati OH: North Light Books, 1977.

REFERENCE BOOKS:

RB1   Davis M., "Graphic Design Theory", Thames & Hudson, London, 2012.

RB2   http://design.tutsplus.com/graphic Design Illustration Tutorial.

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Course Code: **BA(JMC)-MDC-107**   L T C
Course Name: **Communication Skills**   3 - 3

INSTRUCTIONS TO THE PAPER SETTERS:

1. Question No. 1 should be compulsory and cover the entire syllabus. Question No. 01 shall have 10 parts (a to j) of 02 Marks each i.e. 10 x 2 = 20 Marks and all 10 parts (a to j) covering all the 04 units having a minimum of 02 parts from every unit.

2. Apart from Question No. 1, rest of the paper shall consist of four units as per the syllabus. Every unit should have 02 questions (preferably each question should have 02 parts (a and b)) to evaluate analytical/technical skills of the student. However, student may be asked to attempt only 1 question from each unit. Each question should be of 10 Marks, including its subparts, if any. In total, there shall be 09 questions in the Paper, including Question Number 01.

3. Examiners are requested to go through the Course Outcomes (CO) of this course and prepare the Question Paper accordingly, using Bloom's Taxonomy (BT), in such a way that every question be mapped to some or other CO and all the questions, put together, must be able to achieve the mapping to all the CO(s), in balanced way.

LEARNING OBJECTIVES:
On completion of this course, the student should be able to:-
1. Define Communication
2. Discuss the meaning of self-communication.
3. Understanding the theories of Communication.
4. Explain the techniques of effective Communication.

PRE-REQUISITES:
Student must have self awareness, empathy, active listening skills and clarity of thought process.

COURSE OUTCOMES (COs):
After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BT Level
CO1	Explain the concept and elements of Communication.	BTL2
CO2	Analyse the varied theories of Communication.	BTL4
CO3	Appraise the meaning of self-communication.	BTL5
CO4	Elaborate the techniques of effective communication.	BTL6

UNIT – I
(No. of Hours: 12)

Introduction to Communication:
Communication: Concept, Definition, Elements and Process, Brief history, evolution and the development of communication in the world with special reference to India, Types of Communication and Barriers to Communication, 7 C's of Communication.

UNIT – II
(No. of Hours: 10)

Understanding Self:

Facets of self: thoughts-feelings-attitude-needs-physical self, Communicating with self-introspection, Voice and speech, Speech personality, Pitch, Volume, Timbre, Tempo, Vitality, Tone and Enthusiasm, Using your voice-conversation to present-actions, Communication with others, inter personal communication skills.

UNIT – III
(No. of Hours: 12)

Communication Models:

Communication Models: definition, scope and purpose, Aristotle's Classical Model; Shannon- Weaver's Mathematical Model; Wilbur Schramm's Model; Laswell's Model, Newcomb's Model; Westley-Mclean's Model; George Gerbner's Model; Mccombs and Shaw's Agenda Setting Model; Spiral of Silence Model.

UNIT – IV
(No. of Hours: 10)

Listening, Reading and Presentation Skills

Listening a Process & Purpose, Common barriers to listening, Reading Skills: purpose and types, techniques for effective reading, oral and business presentation: purpose, audience, locale, steps in making presentations, Technology based Communication, Writing Emails, Power point presentation.

TEXT BOOKS:

TB1 Hasan S., "Mass Communication Principles and Concepts", CBS Publishers & Distributors, New Delhi, 3rd Edition, 2022.

TB2 Rajat Gupta, "Soft Skills: Tools for Success", Yking Books, 2022.

REFERENCE BOOKS:

RB1 Luntz Frank I., "Words that work: It's Not What You Say, It's What People Hear", Hachette Books, 2008.

RB2 Jay Sullivan, "Simply Said: Communicating Better at Work and Beyond", Wiley, 2016.

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Course Code: **BA(JMC)-MDC-109** L T C
Course Name: **Culture and Communication** 3 - 3

INSTRUCTIONS TO THE PAPER SETTERS:
1. Question No. 1 should be compulsory and cover the entire syllabus. Question No. 01 shall have 10 parts (a to j) of 02 Marks each i.e. 10 x 2 = 20 Marks and all 10 parts (a to j) covering all the 04 units having a minimum of 02 parts from every unit.
2. Apart from Question No. 1, rest of the paper shall consist of four units as per the syllabus. Every unit should have 02 questions (preferably each question should have 02 parts (a and b)) to evaluate analytical/technical skills of the student. However, student may be asked to attempt only 1 question from each unit. Each question should be of 10 Marks, including its subparts, if any. In total, there shall be 09 questions in the Paper, including Question Number 01.
3. Examiners are requested to go through the Course Outcomes (CO) of this course and prepare the Question Paper accordingly, using Bloom's Taxonomy (BT), in such a way that every question be mapped to some or other CO and all the questions, put together, must be able to achieve the mapping to all the CO(s), in balanced way.

LEARNING OBJECTIVES:
On completion of this course, the student should be able to:-
1. To focus on traditional values disseminated from Indian Cultural Heritage.
2. To understand the interconnections between the legacy of our past and needs of our contemporary society.
3. To learn to adapt, interact and celebrate our diversity and pluralistic culture.
4. To integrate ethical values and life skills.

PRE-REQUISITES:
Student must have the knowledge of cultural awareness and sensitivity and basic understanding of journalism.

COURSE OUTCOMES (COs):
After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BT Level
CO1	Define cultural diversity and its implications.	BTL2
CO2	Demonstrate inter-cultural communication skills.	BTL2
CO3	Apply cultural sensitivity and ethical decision making.	BTL3
CO4	Explore the Media influence on cultural.	BTL4

UNIT – I
(No. of Hours: 10)
Introduction to Culture and Communication:
Definition and components of Culture, Cultural diversity and its implications, Cross-cultural communication challenges, Case studies on cross-cultural communication.

UNIT – II
(No. of Hours: 12)
Cultural Dimensions and Frameworks:

Understanding Cultural Dimensions, Individualism vs. Collectivism, Developing intercultural communication skills, Time orientation in different cultures, Case studies and group discussions.

UNIT – III
(No. of Hours: 12)
Media, Technology, and Globalization:

Media Influence on Culture, Stereotypes and cultural representations, Impact of technology on cultural exchange, cultural norms & social media, Case studies on Globalized Communication.

UNIT – IV
(No. of Hours: 10)
Contemporary Issues and Future Trends:

Multiculturalism and intercultural relationships, Ethical Considerations in Cultural Communication, Cultural sensitivity and ethical decision-making, Balancing freedom of expression and cultural respect.

TEXT BOOKS:

TB1 Larry A. Samovar, Richard E. Porter, and Edwin R. McDaniel, "Communication Between Cultures", Cengage Learning, 09th Edition, 2016.

TB2 Richard Campbell, Christopher R. Martin and Bettina Fabos, "Media & Culture: An Introduction to Mass Communication", Bedford/st. Martins, 07th Edition, 2009.

TB3 Stuart Hall, "Cultural Studies 1983: A Theoretical History", Selected Writing, 2016.

REFERENCE BOOKS:

RB1 Larry A. Samovar, Richard E. Porter, and Edwin R. McDaniel, "Intercultural Communication: A Reader", Wadsworth Publishing Co Inc., 14th Edition, 2014.

RB2 Bernard Bel, "Communication, Culture and Confrontation: 03 (Communication Processes)", Sage India, 1st Edition, 2009.

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INSTRUCTIONS TO THE PAPER SETTERS:

1. Question No. 1 should be compulsory and cover the entire syllabus. Question No. 01 shall have 10 parts (a to j) of 02 Marks each i.e. 10 x 2 = 20 Marks and all 10 parts (a to j) covering all the 04 units having a minimum of 02 parts from every unit.
2. Apart from Question No. 1, rest of the paper shall consist of four units as per the syllabus. Every unit should have 02 questions (preferably each question should have 02 parts (a and b)) to evaluate analytical/technical skills of the student. However, student may be asked to attempt only 1 question from each unit. Each question should be of 10 Marks, including its subparts, if any. In total, there shall be 09 questions in the Paper, including Question Number 01.
3. Examiners are requested to go through the Course Outcomes (CO) of this course and prepare the Question Paper accordingly, using Bloom's Taxonomy (BT), in such a way that every question be mapped to some or other CO and all the questions, put together, must be able to achieve the mapping to all the CO(s), in balanced way.

LEARNING OBJECTIVES:

1. To explore the historical development and evolution of media in covering current affairs.
2. To analyse the role of cultural and political factors in shaping international news coverage.
3. To develop a conceptual understanding of human, mass and organisational communications and their social, economic and political dimensions.

PRE-REQUISITES:

1. Students must have the basic knowledge of national and international affairs.
2. Students should be willing to explore various perspectives and understand the impact of cultural contexts on media representation.

COURSE OUTCOMES (COs):

After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BT Level
CO1	Explore the historical development and evolution of media in covering current affairs.	BTL3
CO2	Explore the potential future developments and challenges facing the media landscape.	BTL3
CO3	Investigate how international media cover global events and issues.	BTL4
CO4	Evaluate the impact of media on public opinion and political discourse.	BTL5

UNIT – I
(No. of Hours: 12)

Understanding Current Affairs:

Sources of current affairs information, Ministries of Government of India and Autonomous government bodies, Ministry of Home Affairs Enforcement Organizations Internal Security Police, Review of any three Central Government projects and policies.

UNIT – II
(No. of Hours: 10)

Global Issues:

International News and Global Perspectives, Security Council; Structure and Role, Role of United Nations, General Assembly, Other main organs of the UNO, Four conflicts / issues of international importance.

UNIT – III
(No. of Hours: 12)

Political Landscape:

Political parties reach and challenges, political leaders, Media Public Opinion and Elections, News relating to the marginalized and displaced tribes, The latest news on floods and drought, unemployment, health issues, etc.

UNIT – IV
(No. of Hours: 10)

Emerging Trends and Future Challenges:

Mobile Application for Journalists, Media literacy campaigns and initiatives, Research projects on current media issues, Presentation on emerging trends.

TEXT BOOKS:

TB1   Kaushik Mishra and Padmaja Tamuli, "Contemporary Issues of Media: The Indian Dialogue", Evince Publication, 2018.

TB2   Janet M. Cramer and John Wiley, "Media History Society: A Cultural History of U.S. Media", John Wiley, 2009.

TB3   Ghosh K.,"Freedom or Fraud of the Press", Calcutta: Rupa & Co., 1973.

REFERENCE BOOKS:

RB1   Mankekar D. R., "The Press under Pressure", Indian Book, 1973.

RB2   Newspapers – Indian express, The Hindu, Hindustan Times.

RB3   India Today Mazagines and Media Watch.

Approved by BoS dated 16-12-2023 and Academic Council (AC) in its 57th meeting held on 20-12-2023 to be made effective from the Academic Year 2024-2025 onwards.

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Course Code: **BA(JMC)-MDC-113**
Course Name: **Computer Applications for Media**

L T C
3 - 3

INSTRUCTIONS TO THE PAPER SETTERS:

1. Question No. 1 should be compulsory and cover the entire syllabus. Question No. 01 shall have 10 parts (a to j) of 02 Marks each i.e. 10 x 2 = 20 Marks and all 10 parts (a to j) covering all the 04 units having a minimum of 02 parts from every unit.

2. Apart from Question No. 1, rest of the paper shall consist of four units as per the syllabus. Every unit should have 02 questions (preferably each question should have 02 parts (a and b)) to evaluate analytical/technical skills of the student. However, student may be asked to attempt only 1 question from each unit. Each question should be of 10 Marks, including its subparts, if any. In total, there shall be 09 questions in the Paper, including Question Number 01.

3. Examiners are requested to go through the Course Outcomes (CO) of this course and prepare the Question Paper accordingly, using Bloom's Taxonomy (BT), in such a way that every question be mapped to some or other CO and all the questions, put together, must be able to achieve the mapping to all the CO(s), in balanced way.

LEARNING OBJECTIVES:

On completion of this course, the student should be able to:-

1. Comprehend fundamental concepts of computer.
2. Apply computer skills to print and electronic journalism.
3. Familiarize themselves with Internet applications.
4. Utilize information technology skills in print and broadcast projects.
5. Showcase proficiency in web-based broadcasting.

PRE-REQUISITES:

Students should have basic knowledge and uses of computers.

COURSE OUTCOMES (COs):

After completion of this course, the learners will be able to:-
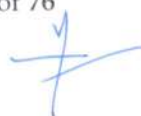
CO #	Detailed Statement of the CO	BT Level
CO1	Understand and explain fundamental concepts of computers.	BTL2
CO2	Analyze and demonstrate computer proficiency in both print and electronic journalism.	BTL4
CO3	Explore and utilize the Internet for interactive communication.	BTL4
CO4	Specify applications of computer in various forms of media.	BTL6

UNIT – I
(No. of Hours: 12)

Fundamentals of Computer and Operating System: Definition-History & Generation of Computers, Applications of Computer, Advantages of Computers, Characteristics of Computers, Computer Hardware – Input and Output Devices, CPU, Storage, Computer Software and their Applications, Types of Computers,

Functions and Types of Operating System, Introduction to Windows, Working with Windows – Desktop Operations, Windows Explorer, Creation and Manipulation of Files and Folders, Windows Accessories and Control Panel.

UNIT – II
(No. of Hours: 10)

Operating System and Office Tools: Introduction to Operating System and Office Tools, Classification of Operating System, single user, multi-user, M.S. Office Tools: Word, Excel, Power Point Presentation, Google Doc., Google Form.

UNIT – III
(No. of Hours: 10)

Introduction to Internet:
History and Facilities of Internet, Domain Names, Internet Protocols, Websites, Portals and Search Engines, Introduction to Networks, Client and Server concept, Browsers, Internet Chatting-Voice chat, Text chat, Video chat.

UNIT – IV
(No. of Hours: 12)

Multimedia Skill: Developing and editing content and stories on Internet, file, transfer protocol and uploading images and text creating graphic and animation. Edit software for various media, inserting images, supporting file format, JPEG, PNG, GIF

TEXT BOOKS:

TB1. Priti Sinha and Pradeep K., Sinha, "Computer Fundamentals", BPB Publications, 06th Edition, 2022.

TB2. Rajaraman V and Adabala N, "Fundamentals of Computers", Prentice Hall India Learning, 06th Edition, 2021.

TB3. Benedict M., "Cyber Space: First Step", Cambridge, MIT Press, 2016.

REFERENCE BOOKS:

RB1. Kovach B. and Rosenstiel T., "The Elements of Journalism", 4th Edition. Crown, 2021.

RB2. Sunder R., "Computer Today", John Wiley, 2nd Edition, 2000.

Approved by BoS dated 16-12-2023 and Academic Council (AC) in its 57th meeting held on 20-12-2023 to be made effective from the Academic Year 2024-2025 onwards.

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Course Code: **BA(JMC)-SEC-115**   L T C
Course Name: **Writing Skills**   2 - 2

INSTRUCTIONS TO THE PAPER SETTERS:

1. Question No. 1 should be compulsory and cover the entire syllabus. Question No. 01 shall have 10 parts (a to j) of 02 Marks each i.e. 10 x 2 = 20 Marks and all 10 parts (a to j) covering all the 04 units having a minimum of 02 parts from every unit.

2. Apart from Question No. 1, rest of the paper shall consist of four units as per the syllabus. Every unit should have 02 questions (preferably each question should have 02 parts (a and b)) to evaluate analytical/technical skills of the student. However, student may be asked to attempt only 1 question from each unit. Each question should be of 10 Marks, including its subparts, if any. In total, there shall be 09 questions in the Paper, including Question Number 01.

3. Examiners are requested to go through the Course Outcomes (CO) of this course and prepare the Question Paper accordingly, using Bloom's Taxonomy (BT), in such a way that every question be mapped to some or other CO and all the questions, put together, must be able to achieve the mapping to all the CO(s), in balanced way.

LEARNING OBJECTIVES:

On completion of this course, the student should be able to:-

1. Describe the writing process for various media.
2. Describe the process of translation.
3. Utilize knowledge gained in writing accurately and creatively for mass media.

PRE-REQUISITES:

Basic knowledge of English Grammar.

COURSE OUTCOMES (COs):

After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BT Level
CO1	Illustrate the concepts and elements of Media Writing.	BTL-2
CO2	Demonstrate the process of writing varied items.	BTL-3
CO3	Analyse online writing skills for varied media forms.	BTL-4
CO4	Appraise the intricacies and significance of translation process in media writing.	BTL-5
CO5	Create write-ups and the complete writing plan for different media.	BTL-6

UNIT – I
(No. of Hours: 08)

Understanding Writing: Fundamentals of Media Writing: Descriptive, Narrative, Objective and Reflective, ABCD of Media Writing: Grammar and Vocabulary (remedial exercises based on print and electronic media), Writing for News and Non-news Mediums (print and electronic media), Ethics in Media Writing.

UNIT – II
(No. of Hours: 08)

Understanding Writing Process: Process Writing: Brainstorming for Ideas, Idea Organization and Audience Analysis, Writing Mechanism: Opening, Developing and Winding up the Argument/ Narrative, Editing and Formatting: APA Style Sheet Basics, Abstract, Summary, Paragraph, Essay and Column Writing.

UNIT – III
(No. of Hours: 07)

Online Writing Skills: Introduction to Online Writing: Social Media Writing Skills and Etiquettes, Online Official Correspondence, Social Media and Language Change: e-mail, SMS, Emoticons, Blogs, Social Networking Sites, Maintaining Digital Databases.

UNIT – IV
(No. of Hours: 07)

Translation: Translation Practices: Translation, Transliteration and Trans-Creation; Concept, Forms and Manifestations, The Location, Scope and Significance of Translation in Indian Media, Process of Translation from English to Hindi and vice – versa

TEXT BOOKS:

TB1. N. Meera Raghavendra Rao, "Feature Writing", PHI Learning Pvt. Ltd., 2nd Edition, 2022.

TB2. Gambier Y. and Doorslaer L. Van., "Handbook of Translation Studies", John Benjamins Pub., Vol. 1., 2010.

TB3. Whitaker W.R., Smith, R.D., Whitaker W.R., Ramsey J.E. and Smith R.D., "Media Writing: Print, Broadcast and Public Relations", Routledge, 2nd Edition, 2004.

REFERENCE BOOKS:

RB1. Kumar P., "Mass Communication and Writing Skills", Centrum Press, 2010.

RB2. Choudhary R., "Media Writing", Centrum Press, 2010.

Approved by BoS dated 16-12-2023 and Academic Council (AC) in its 57th meeting held on 20-12-2023 to be made effective from the Academic Year 2024-2025 onwards.

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Course Code: **BA(JMC)-DSC-151** L P C
Course Name: **Photo Journalism Lab.** - 2 1

LEARNING OBJECTIVES:
In this course, the learners will be able to develop expertise related to:-
1. Proficiency in camera functionality, composition techniques, and fundamental principles of photography.
2. Proficiency in crafting a captivating narrative through a series of images.
3. Possessing adept editing abilities to boost visual appeal while maintaining ethical guidelines.
4. Comprehension and implementation of ethical principles in the field of photojournalism.
5. Proficiency in discerning and capturing pivotal moments that effectively communicate the core of a news narrative.

PRE-REQUISITES:
1. Understanding of camera.
2. Familiarity with tools like Adobe Photoshop.
3. Knowledge of accuracy, fairness, and storytelling principles.
4. Understanding ethical considerations in journalism and Photo Journalism.
5. Basic ability to write captions and accompanying articles.

COURSE OUTCOMES (COs):
After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BT Level
CO1	Apply still camera exposure techniques to capture photographs.	BTL3
CO2	Create photos based on the ideas of varied composition rules.	BTL6
CO3	Incorporate lighting techniques for various photoshoots.	BTL6
CO4	Develop a coffee table book based on photo stories in teams.	BTL6
CO5	Compose effective, clear and informative captions.	BTL6

Approved by BoS dated 16-12-2023 and Academic Council (AC) in its 57th meeting held on 20-12-2023 to be made effective from the Academic Year 2024-2025 onwards.

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Course Code: **BA(JMC)-IDC-153**
Course Name: **Design and Graphics Lab.**

L P C
- 2 1

LEARNING OBJECTIVES:
In this course, the learners will be able to develop expertise related to:-
1. Apply design principles, use layers and manipulate images.
2. Create a consistent layout, use typography, and optimize for print or digital.
3. Master filters, enhance photos, and maintain a natural look.
4. Layout understanding, manage multiple pages, and effectively organize content.

PRE-REQUISITES:
1. Computer literacy.
2. Ability to install graphic design software.
3. Basic understanding of color and typography.
4. Interest in design and visuals.
5. Access to graphic design tools and learning resources.
6. Basic knowledge of image and file formats.
7. Attention to detail and a creative mindset.

COURSE OUTCOMES (COs):
After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BT Level
CO1	Apply photo editing skills for quality enhancement.	BTL3
CO2	Apply photo editing skills for quality enhancement.	BTL3
CO3	Make use of appropriate DTP software tools to create various layouts for several media platforms.	BTL6
CO4	Design an e-newspaper, in a team, to demonstrate the design and graphics concepts.	BTL6
CO5	Design a poster for any specified scenario.	BTL6

Approved by BoS dated 16-12-2023 and Academic Council (AC) in its 57th meeting held on 20-12-2023 to be made effective from the Academic Year 2024-2025 onwards.

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Course Code: **BA(JMC)-MDC-155**
Course Name: **Communication Skills Lab.**
        (Lab. based on Elective-I)

L P C
- 2 1

LEARNING OBJECTIVES:
In this course, the learners will be able to develop expertise related to:-
1. Understand and apply principles of visual design to enhance the impact of digital stories and presentations.
2. Demonstrate proficiency in capturing essential details during meetings.
3. Analyze the effectiveness of the social media communication strategy.

PRE-REQUISITES:
1. Students must have basic knowledge of communication skills.
2. Students should have basic skills in active listening and Competency in reading and writing.

COURSE OUTCOMES (COs):
After completion of this course, the learners will be able to: -

CO #	Detailed Statement of the CO	BT Level
CO1	Apply active listening and note-taking skills during meetings.	BTL4
CO2	Develop multimedia presentations that effectively convey information and engage the audience.	BTL6
CO3	Develop and deliver a script or role play demonstrating effective negotiation techniques.	BTL6
CO4	Design a visually appealing business report on a relevant topic (e.g., market analysis, project proposal.	BTL6
CO5	Outline specific platforms suitable for the organization's goals and target audience.	BTL6

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Course Code: **BA(JMC)–MDC-155**
Course Name: **Culture and Communication Lab.**
            (Lab. based on Elective-I)

L P C
- 2 1

LEARNING OBJECTIVES:
In this course, the learners will be able to develop expertise related to:-
1. Develop a case study for cultural diversity and recognize the influence of culture on communication practices.
2. Enhance cultural competence in verbal and non-verbal communication.
3. Explore the ethical challenges related to cross-cultural communication.

PRE-REQUISITES:
Student must have the knowledge of cultural awareness and sensitivity and basic Understanding of journalism.

COURSE OUTCOMES (COs):
After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BT Level
CO1	Explore the concept of cultural diversity with the help of different case study and its implications for effective communication.	BTL4
CO2	Explore the ethical responsibilities of communicators in multicultural contexts.	BTL4
CO3	Examine the common challenges in cross-cultural communication and conflict resolution.	BTL5

Course Code: **BA(JMC)-MDC-155**   L P C
Course Name: **Current Affairs and Media Issues Lab.**   - 2 1
             (Lab. based on Elective-I)

LEARNING OBJECTIVES:
In this course, the learners will be able to develop expertise related to:-
1. Develop critical thinking skills to assess the impact of current events on the society.
2. Identify key media issues and challenges in the current landscape.
3. Facilitate Q&A and discussions to gain real-world insights.

PRE-REQUISITES:
Students should be willing to explore various perspectives and understand the impact of cultural contexts on media representation.

COURSE OUTCOMES (COs):
After completion of this course, the learners will be able to: -

CO #	Detailed Statement of the CO	BT Level
CO1	Explore the practical analysis of current affairs.	BTL4
CO2	Explore the relationship between media representation and public perception.	BTL4
CO3	Develop practical skills in creating media content related to current affairs.	BTL6

Course Code: **BA(JMC)-MDC-155**   **L P C**
Course Name: **Computer Applications for Media Lab.**   **- 2 1**
    (Lab. based on Elective-I)

LEARNING OBJECTIVES:
In this course, the learners will be able to develop expertise related to:-
1. Understand fundamental computer concepts.
2. Apply computer skills to print and electronic journalism.
3. Familiarize themselves with relevant Internet applications.
4. Utilize information technology skills in print and broadcast projects.
5. Showcase proficiency in web-based broadcasting.

PRE-REQUISITES:
Basic of Computers

COURSE OUTCOMES (COs):
After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BT Level
CO1	Demonstrate proficiency in using MS Word for document creation and formatting.	BTL3
CO2	Utilize MS Excel for data analysis, visualization, and basic spreadsheet functions.	BTL3
CO3	Design and deploy online forms using Google Forms for data collection.	BTL3
CO4	Create effective multimedia presentations using various tools.	BTL6
CO5	Develop and manage a Blog and Vlog, incorporating multimedia elements for effective communication.	BTL6

Course Code: **BA(JMC)-SEC-157**
Course Name: **Writing Skills Lab.**

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LEARNING OBJECTIVES:
In this course, the learners will be able to develop expertise related to:-
1. Practice effective sentences and paragraph structure.
2. Understand and apply writing styles specific to Print, Online, Broadcast, and Social Media.
3. Develop the ability to construct compelling headlines and lead paragraphs.

PRE-REQUISITES:
Basic knowledge of the grammar.

COURSE OUTCOMES (COs):
After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BT Level
CO1	Apply fundamentals of writing for reporting a specific case.	BTL3
CO2	Interpret and implement the translation of relevant cases.	BTL3
CO3	Examine transliteration and trans-creation for different media.	BTL4
CO4	Appraise appropriate translation practices for academic purposes.	BTL6
CO5	Create appropriate content for online media.	BTL6

Approved by BoS dated 16-12-2023 and Academic Council (AC) in its 57th meeting held on 20-12-2023 to be made effective from the Academic Year 2024-2025 onwards.

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Course Code: **BA(JMC)-DSC-102**
Course Name: **Print Journalism**

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INSTRUCTIONS TO THE PAPER SETTERS:

1. Question No. 1 should be compulsory and cover the entire syllabus. Question No. 01 shall have 10 parts (a to j) of 02 Marks each i.e. 10 x 2 = 20 Marks and all 10 parts (a to j) covering all the 04 units having a minimum of 02 parts from every unit.
2. Apart from Question No. 1, rest of the paper shall consist of four units as per the syllabus. Every unit should have 02 questions (preferably each question should have 02 parts (a and b)) to evaluate analytical/technical skills of the student. However, student may be asked to attempt only 1 question from each unit. Each question should be of 10 Marks, including its subparts, if any. In total, there shall be 09 questions in the Paper, including Question Number 01.
3. Examiners are requested to go through the Course Outcomes (CO) of this course and prepare the Question Paper accordingly, using Bloom's Taxonomy (BT), in such a way that every question be mapped to some or other CO and all the questions, put together, must be able to achieve the mapping to all the CO(s), in balanced way.

LEARNING OBJECTIVES:

On completion of this course, the student should be able to:-

1. Define Journalism and News.
2. Describe techniques of writing & reporting beats.
3. Explain the structure and functions of a news room.
4. Utilize knowledge gained in editing & designing of a print layout of newspaper, magazine and journal.

PRE-REQUISITES:

knowledge of English Grammar and Writing Skills.

COURSE OUTCOMES (COs):

After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BT Level
CO1	Explain the concept of journalism and news.	BTL2
CO2	Analyse and explain the structure of news room, roles of editor and relevance of stylesheet.	BTL4
CO3	Elaborate the process of editing and its principles.	BTL5
CO4	Apply the concept of reporting and writing to create a news story.	BTL6
CO5	Collaborate in teams to develop the design and layout of print material.	BTL6

UNIT – I
(No. of Hours: 10)

Evolution and Growth of Print Journalism in India: Journalism: Definition, Roles and Responsibilities of a Journalist / Reporter, Journalism as a Fourth Estate, Citizen

Journalism, Penny Press and Yellow Journalism, News: Meaning, Definition and Nature, Elements of News and News Values, Types of News: Hard and Soft, Differences between News, Features, Articles and Backgrounders, News Sources: Attribution and its types; Credibility and Quotations, By Line, Credit Line and Embargo.

UNIT – II
(No. of Hours: 10)

News Reporting and Writing: News Reporting: Reporting for Various Beats, Types of News Reports: Investigative and Interpretative, Reporting for Newspapers, Magazines and News Agencies, Structure and Style of News Writing, Types of Headlines, Leads and Body, Guidelines for Headline Writing.

UNIT – III
(No. of Hours: 12)

Structure of a News Room: Typical set up and functions of a City Reporting Room in a Daily and a Bureau, Functions and Responsibilities of a News Editor, Sub-Editor and Chief Sub-Editor, Editorial Writing and its Importance, Letter to the Editor, Book Review and Film Review, Stylesheet: Definition, Purpose and Relevance.

UNIT – IV
(No. of Hours: 12)

Editing and Layout Design: Editing: Definition, Objectives and Principles, Editing Symbols and Proofreading Symbols, Advent of Electronic Editing, Copy Editing for Newspapers, Magazines and Journals, Use of Graphics, Cartoons and Info graphics in Print, Photo Caption and Cutline: Definition, Relevance and Guidelines, Design and Layout for Newspaper, Magazine and Journal

TEXT BOOKS:

TB1. N. Meera Raghavendra Rao, "Feature Writing", PHI Learning Pvt. Ltd., 2nd Edition, 2022.
TB2. Raman U., "Writing for the Media", Oxford University Press, 2010.
TB3. Aggarwal V. B., and Gupta V. S., "Handbook of Journalism and Mass Communication", Concept Publications, 2001.
TB4. Ahuja B. N., "History of Indian Press: Growth of Newspapers in India", Surjeet Publications, 1996.

REFERENCE BOOKS:

RB1. Helmut Kipphan, "Handbook of Print Media: Technologies and Production Methods", Springer, 2016.
http://www.springer.com/in/book/9783540673262
RB2. Lorenz A. L. and Vivian J., "News: Reporting and Writing", Allyn & Bacon, 1995.
RB3. Natarajan, J., "History of Indian Journalism", Publications Division, Ministry of Information and Broadcasting, 1955.

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Course Code: **BA(JMC)-DSC-104**   L T C
Course Name: **Development Communication**   3 - 3

INSTRUCTIONS TO THE PAPER SETTERS:

1. Question No. 1 should be compulsory and cover the entire syllabus. Question No. 01 shall have 10 parts (a to j) of 02 Marks each i.e. 10 x 2 = 20 Marks and all 10 parts (a to j) covering all the 04 units having a minimum of 02 parts from every unit.

2. Apart from Question No. 1, rest of the paper shall consist of four units as per the syllabus. Every unit should have 02 questions (preferably each question should have 02 parts (a and b)) to evaluate analytical/technical skills of the student. However, student may be asked to attempt only 1 question from each unit. Each question should be of 10 Marks, including its subparts, if any. In total, there shall be 09 questions in the Paper, including Question Number 01.

3. Examiners are requested to go through the Course Outcomes (CO) of this course and prepare the Question Paper accordingly, using Bloom's Taxonomy (BT), in such a way that every question be mapped to some or other CO and all the questions, put together, must be able to achieve the mapping to all the CO(s), in balanced way.

LEARNING OBJECTIVES:

On completion of this course, the student should be able to:-

1. Define and describe the process of Development Communication.
2. Explain the models and paradigms of Development Communication.
3. Utilize the knowledge gained in designing social media marketing campaign on a development issue.

PRE-REQUISITES:

Basic knowledge of English Grammar.

COURSE OUTCOMES (COs):

After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BT Level
CO1	Develop distinct understanding of economic indicators with respect to Development Communication.	BTL3
CO2	Identify the importance of social change campaign and CSR.	BTL3
CO3	Analyze the previous models & theory with contemporary trends of development.	BTL4
CO4	Discuss the initiatives supporting Development Support Communication.	BTL6
CO5	Follow the development techniques and principles in real life.	BTL6

UNIT – I
(No. of Hours: 12)

Introduction to Development Communication: Development Communication: Definition, Meaning and Process, Economic and social indicators of development: GDP/GNP, Human Development Index, Happiness Index, Communication as an

indicator: Role of ICT, Human Rights as an Indicator, Approaches to Development Communication: Diffusion of Innovation; Magic Multiplier; Empathy, Communication and Social Change: Gandhian Perspective; Panchayati Raj, Case Studies: Kheda, SITE, Water Harvesting Management, MNREGA, NHRM, Sustainable Development Goals.

UNIT – II
(No. of Hours: 10)

Models and Paradigms of Development Communication: Linear Models: Rostow's Demographic (Stages of Growth), Transmission, Non-Linear: World System Theory, Neo-Marxist Theory, Changing Paradigms of Development, Alternative Paradigms: Participatory, Think local/Act global - Think global/Act local.

UNIT – III
(No. of Hours: 10)

Development Journalism: Role and performance of Mass Media in Development, Development Support Communications: Social Audit, Grass-root Activism, Whistle-blowers, Role of NGOs in Development, Cyber Media and Development: e-governance, digital democracy & e-chaupal.

UNIT – IV
(No. of Hours: 12)

Social Marketing: Social Marketing and Development: An Overview, Corporate Social Responsibility: Case studies in India, Social change campaigns in India (Case studies), Development of social media marketing campaigns.

TEXT BOOKS:
TB1. Narula U., "Development Communication: Theory and Practice", Har-Anand Publications, 2007.
TB2. Gupta V. S., "Communication & Development", Concept Pub., 2004.
TB3. Melkote S. R., "Communication for Development in the Third World: Theory and Practice", Sage Publication, 2001.

REFERENCE BOOKS:
RB1. Jethwaney J. N., "Social Sector Communication in India: Concepts, Practices, and Case Studies", Sage Publication, 2016.
RB2. Sood R., "Message Design for Development Communication", S. Kapoor & Sons, 2014.
RB3. Sharma R., "Breakout Nations: In Pursuit of the Next Economic Miracles", W.W. Norton, New York, 2012.

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Course Code: **BA(JMC)-IDC-106**

Course Name: **Media Law and Ethics**

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INSTRUCTIONS TO THE PAPER SETTERS:

1. Question No. 1 should be compulsory and cover the entire syllabus. Question No. 01 shall have 10 parts (a to j) of 02 Marks each i.e. 10 x 2 = 20 Marks and all 10 parts (a to j) covering all the 04 units having a minimum of 02 parts from every unit.

2. Apart from Question No. 1, rest of the paper shall consist of four units as per the syllabus. Every unit should have 02 questions (preferably each question should have 02 parts (a and b)) to evaluate analytical/technical skills of the student. However, student may be asked to attempt only 1 question from each unit. Each question should be of 10 Marks, including its subparts, if any. In total, there shall be 09 questions in the Paper, including Question Number 01.

3. Examiners are requested to go through the Course Outcomes (CO) of this course and prepare the Question Paper accordingly, using Bloom's Taxonomy (BT), in such a way that every question be mapped to some or other CO and all the questions, put together, must be able to achieve the mapping to all the CO(s), in balanced way.

LEARNING OBJECTIVES:

On completion of this course, the student should be able to:-

1. Define Freedom of Press as per Article 19(1) (a) of the Indian Constitution.
2. Explain reasonable restrictions in freedom of press.
3. Describe the need & importance of the Press Council of India.
4. Utilize knowledge gained in coverage of judicial proceedings, Parliament and State Legislature.

PRE-REQUISITES:

1. To have basic understanding of Constitutional Law and Fundamental Rights.
2. To have basic knowledge of Media and Journalism Ethics.

COURSE OUTCOMES (COs):

After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BT Level
CO1	Explain Freedom of Press with reference to Indian Constitution.	BTL2
CO2	Describe the bodies of Press and Parliamentary Privileges.	BTL2
CO3	Apply the various Media Acts and Laws.	BTL3
CO4	Function as Responsible, Accountable and Ethical Media Professional for Nation building.	BTL4

UNIT – I
(No. of Hours: 12)

Freedom of Press & Indian Constitution:

Legal Terminology: Bills and Acts, Ordinance, Regulations, Statute, Code, Norms, Conventions, Affidavit, Accused, Acquittal, Bail, Conviction, Defendant, Evidence,

Plaintiff, Prosecution, Prima Facie, Sub-Judice. Press Laws Before and After Independence, Bill to Act: Case Study of Lokpal, Freedom of the Press and the Indian Constitution, Freedom of Speech and Expression: Article 19(1) (a) and Reasonable Restrictions Article 19(2).

UNIT – II
(No. of Hours: 10)

Press Commissions and Committees:
Press Commissions and Press Council of India, Committees: Chanda Committee, P.C. Joshi Committee, Sengupta Committee and Verghese Committee, The State: Sedition-incitement to violence (section 124A IPC), Legislature: Parliamentary Privileges - Article 361A, Article 105 (Parliament), Article 194 (State Legislation), Judiciary: Contempt of Court 1971.

UNIT – III
(No. of Hours: 12)

Media Acts and Laws:
Press & Registration of Books Act 1867 and 1955, Copyright Act 1957, Working Journalists Act 1955 & 1958, Young Persons Harmful Publications Act 1956, Prasar Bharati Act 1990 and Cinematograph Act 1952, Official Secrets Act 1923 and Right to Information Act 2005 (Case studies), Defamation, Libel & Slander (Case studies).

UNIT – IV
(No. of Hours: 12)

Regulatory Bodies:
Defining Media Ethics: Social Responsibility of Press, Legal Rights and Responsibilities of Journalists, Code of Ethics: Editors' Guild, Press Council of India, AIR & Doordarshan Code, Regulatory Framework: TRAI, BCCC, News Broadcasters Association (NBA) and their functioning.

TEXT BOOKS:
TB1. M. Neelamalar, "Media Law and Ethics", PHI Learning Pvt. Ltd., 2023.
TB2. Brij Kishore Sharma, "Introduction to the Constitution of India", PHI Learning, 11th Edition, 2023.
TB3. Thakurta P. G., "Media Ethics: Truth, Fairness, and Objectivity", Oxford University Press, 2011.
TB4. Shrivastava K. M., "Media Ethics: Veda to Gandhi & Beyond", Publications Division, Ministry of Information and Broadcasting, Govt. of India, 2005.

REFERENCE BOOKS:
RB1. Basu D. D., "Introduction to the Constitution of India". Prentice Hall, 2002.
RB2. Rayudu C. S., "Mass Media Laws and Regulations", Bombay: Himalaya Publication House, 1995.
RB3. Venkateswaran K. S., "Mass Media Laws and Regulations in India", Singapore Asian Mass Communication Research and Information Centre, 1993.
RB4. Aggarwal S. K., "Media Credibility", Mittal Publications, 1989.

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Course Code: **BA(JMC)-MDC-108**
Course Name: **Public Speaking**

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LEARNING OBJECTIVES:

On completion of this course, the student should be able to:-
1. Articulate the significance of public speaking and its foundational elements.
2. Demonstrate effective delivery techniques, including vocal variety and visual aids.
3. Adapt communication to diverse situations, mastering impromptu and persuasive speaking.
4. Apply advanced skills such as storytelling, Q&A handling, and ethical considerations for impactful public speaking.

PRE-REQUISITES:

1. Basic proficiency in verbal communication and comprehension.
2. A foundational understanding of general communication principles.
3. Willingness to engage in self-reflection and actively participate in speech activities.

COURSE OUTCOMES (COs):

After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BT Level
CO1	Articulate the significance and foundational elements of public speaking.	BTL2
CO2	Demonstrate effective delivery techniques, including vocal variety and visual aids.	BTL3
CO3	Adapt communication to diverse situations, mastering impromptu and persuasive speaking.	BTL4
CO4	Apply advanced skills such as storytelling, Q&A handling, and ethical considerations for impactful public speaking.	BTL5

UNIT – I
(No. of Hours: 12)

Foundations of Public Speaking: Introduction to Public Speaking, Historical evolution of public speaking, Understanding the audience, Overcoming Public Speaking Anxiety, Strategies for managing nervousness, Building confidence and self-esteem, Speech Planning and Organization, The speech writing process, Structuring a compelling speech.

UNIT – II
(No. of Hours: 10)

Delivery Techniques and Style: Importance of tone and pitch, Enhancing clarity in speech, Body Language and Gestures, Developing a confident and engaging posture, Use of Visual Aids, Design principles for effective visual communication, Crafting memorable phrases and quotes, Mastering rhetorical techniques for persuasion.

UNIT – III
(No. of Hours: 10)

Adapting to Different Speaking Situations: Tailoring Your Message to the Audience, Definition, Elements and Process, Characteristics and Functions of Mass Communication, Analyzing demographics and psychographics, Impromptu Speaking, Strategies for handling unexpected questions, Persuasive Speaking.

UNIT – IV
(No. of Hours: 12)

Advanced Public Speaking Skills:

Techniques for handling audience questions, Turning challenges into opportunities, Libertarian, Storytelling in Public Speaking, The power of narrative in communication, Crafting and delivering engaging stories, Speech Critique and Self-Reflection, Constructive feedback and improvement, Maintaining integrity and credibility as a speaker.

TEXT BOOKS:
TB1. Avijit Ghosh, "The Master of Public Speaking", Notion Press, 2021.
TB2. Dale Carnegie, "World's Greatest Books on Public Speaking", Fingerprint Publishing, 2021.
TB3. Matt Deaton, "The Best Public Speaking Book", Notead Press, 2019.

REFERENCE BOOKS:
RB1. Topher Morrison, "The Book on Public Speaking", Morgan James Publishing, 2017.
RB2. Dale Carnegie and Marie Carnegie Hill, "Tips for Public Speaking", E & E Publishing, 2007.
RB3. DOWIS, "The Lost Art of The Great Speech", McGraw-Hill Education, 1999.

INSTRUCTIONS TO THE PAPER SETTERS:

1. Question No. 1 should be compulsory and cover the entire syllabus. Question No. 01 shall have 10 parts (a to j) of 02 Marks each i.e. 10 x 2 = 20 Marks and all 10 parts (a to j) covering all the 04 units having a minimum of 02 parts from every unit.

2. Apart from Question No. 1, rest of the paper shall consist of four units as per the syllabus. Every unit should have 02 questions (preferably each question should have 02 parts (a and b)) to evaluate analytical/technical skills of the student. However, student may be asked to attempt only 1 question from each unit. Each question should be of 10 Marks, including its subparts, if any. In total, there shall be 09 questions in the Paper, including Question Number 01.

3. Examiners are requested to go through the Course Outcomes (CO) of this course and prepare the Question Paper accordingly, using Bloom's Taxonomy (BT), in such a way that every question be mapped to some or other CO and all the questions, put together, must be able to achieve the mapping to all the CO(s), in balanced way.

LEARNING OBJECTIVES:

On completion of the course students should be able to:-

1. Explain various aspects of Indian culture and heritage.
2. Identify, discuss and explain various issues and concerns of contemporary Indian socio-economic and political system.
3. Apply their knowledge in restructuring the system by developing positive, differentiative and analytical capabilities.

PRE-REQUISITES:

Student must have the basic knowledge of historical backgrounds, understanding of political scenario and economic principles.

COURSE OUTCOMES (COs):

After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BT Level
CO1	Explain various aspects of Indian culture and heritage.	BTL2
CO2	Identify and discuss the various issues and concerns of contemporary Indian socio-economic and political system.	BTL4
CO3	Appraise Presidential and Parliamentary Form of Governments in the context of changing ecosystem.	BTL5
CO4	Evaluate the impact of various Regional political parties in Indian Political System.	BTL5

UNIT – I
(No. of Hours: 10)

Indian History, Culture and Heritage:

Ancient and Medieval History of India, The Great Indian Heritage: Art, Culture,

Mythology, Language, Fairs and Festivals of India., Landmarks in Indian Freedom Movements (history, reforms, refer series-Bharat Ek Khoj by Shyam Benegal).

UNIT – II
(No. of Hours: 12)

Indian Economy: Issues and Concerns:

Nature of Indian Economy (reasons for underdevelopment), India's planning for development (5-year plans), Figures Speak: Ground realities of Indian Economy based on HDI, Explanation of economic concepts and terminologies, Mixed Economy: Public Sector Undertakings and Private Enterprises, Globalization and opening up of Indian Economy, Understanding Markets (Concepts-Sensex-Index-Bulls and Bears, Inflation-Cost of Living Index-Role of SEBI), Foreign trade and balance of payment, Indian industry: An overview.

UNIT – III
(No. of Hours: 12)

The Indian Polity:

Salient Features of Indian Constitution: Relevance of Fundamental Rights and Directive Principles, Parliamentary Democracy (Federal and Unitary features): Do we need to switch over to Presidential system, Centre-State Relations: Issues of Regionalism, Decentralization of Power, and Legislative Procedures-From Bill to Act.

UNIT – IV
(No. of Hours: 10)

Major Issues and Concerns:

Laws - Bills and Acts, Ordinance, Regulations, Statute, Code, Norms, Conventions, Indian Judicial System: Judicial Activism, General Elections: Electoral Reforms, Politics of Vote Bank. Major National and Regional political parties in India and their changing trends.

TEXT BOOKS:

TB1 Shukla V.N., "Constitution of India", Eastern Book Company, Lucknow, 2019.
TB2 Ram Chander Guha, "India After Gandhi: The History of the World's Largest Democracy", Picador India, 2017.
TB3 Jhabvala Noshirvan H., "The Constitution of India", C Jamnadas and Co., Mumbai, 2003.

REFERENCE BOOKS:

RB1 A.N. Aggarwal, "Indian Economy", New Age International Pvt. Ltd., 2019.
RB2 Rajni Kothari, "Caste in Indian Politics, Orient BlackSwan, 2010.
RB3 A.L. Basham, "A Cultural History of India", Oxford Press, 1997.
RB5 Shyam Benegal, Bharat Ek Khoj (TV Series).

Approved by BoS dated 16-12-2023 and Academic Council (AC) in its 57th meeting held on 20-12-2023 to be made effective from the Academic Year 2024-2025 onwards.

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Course Code: **BA(JMC)-MDC-112**
Course Name: **Beat Communication**

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INSTRUCTIONS TO THE PAPER SETTERS:

1. Question No. 1 should be compulsory and cover the entire syllabus. Question No. 01 shall have 10 parts (a to j) of 02 Marks each i.e. 10 x 2 = 20 Marks and all 10 parts (a to j) covering all the 04 units having a minimum of 02 parts from every unit.
2. Apart from Question No. 1, rest of the paper shall consist of four units as per the syllabus. Every unit should have 02 questions (preferably each question should have 02 parts (a and b)) to evaluate analytical/technical skills of the student. However, student may be asked to attempt only 1 question from each unit. Each question should be of 10 Marks, including its subparts, if any. In total, there shall be 09 questions in the Paper, including Question Number 01.
3. Examiners are requested to go through the Course Outcomes (CO) of this course and prepare the Question Paper accordingly, using Bloom's Taxonomy (BT), in such a way that every question be mapped to some or other CO and all the questions, put together, must be able to achieve the mapping to all the CO(s), in balanced way.

LEARNING OBJECTIVES:

On completion of this course, the student should be able to:-

1. Articulate the significance and role of beat communication in political, sports, health, entertainment, education, and crime reporting.
2. Demonstrate effective research, interviewing, and reporting techniques specific to each beat.
3. Analyse and report on complex issues within each beat, mastering the skills of Investigative Journalism.
4. Apply ethical considerations and navigate challenges inherent in beat reporting, contributing responsibly to public discourse.

PRE-REQUISITES:

1. Basic proficiency in journalistic writing and reporting.
2. Familiarity with fundamental principles of media ethics.
3. Strong interest in current affairs and social issues.

COURSE OUTCOMES (COs):

After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BT Level
CO1	Articulate the significance and role of Beat Communication in various Journalistic contexts.	BTL2
CO2	Demonstrate effective Research, Interviewing and Reporting Techniques specific to Political, Sports, Health, Entertainment, Education, and Crime Beats.	BTL3
CO3	Analyze and Report on complex issues within each Beat, mastering the skills of Investigative Journalism.	BTL4
CO4	Apply ethical considerations and navigate challenges inherent in Beat Reporting, contributing responsibly to Public discourse.	BTL5

UNIT – I
(No. of Hours: 14)
Health, Sports and Entertainment Beat - Lifestyle and Fashion:
Health: Roles & Responsibilities of a Health Journalist, Role of Media in Public Health Ethics in Health Reporting, Structure and Guidelines for Health Reporting, Health Reporting for Various Media: Traditional and Digital Media.

Sports: Roles & Responsibilities of a Sports Journalist, Types and techniques of writing sports stories: Feature, Interviews, Advanced Story, Trend Story, Column, News Story and Game Story, Sports writing for Print, Broadcast and Online: Commentaries; Live Telecast, Sportscast, Web Commentaries and News Alerts for Mobiles, Emerging Trends Trends in Sports Journalism: e-magazines and Blogs.

Entertainment: Trends and developments in the industry, Crafting engaging lifestyle features, Addressing cultural nuances in lifestyle reporting, Covering fashion events and trends, Visual storytelling in fashion journalism, Analyzing the societal impact of lifestyle and fashion reporting, Ethical considerations in entertainment journalism.

UNIT – II
(No. of Hours: 10)

Political Beat:

Understanding Political Reporting, Importance and role of political beat journalism, Analyzing political trends and events, Conducting in-depth research for political stories, Techniques for interviewing politicians, Investigative reporting in political journalism, Principles of responsible political reporting, Navigating bias and objectivity in political journalism.

UNIT – III
(No. of Hours: 10)

Education Beat:

Role of education reporters in society, Identifying key issues in education reporting, Analyzing and reporting on emerging trends in education.

Investigating challenges within the education system, Effective interviewing techniques for educators and administrators, Addressing sensitive topics in education reporting, Maintaining objectivity and accuracy in education reporting.

Balancing advocacy and journalism in education coverage.

UNIT – IV
(No. of Hours: 10)

Crime Beat:

Significance of crime reporting in journalism, Understanding the crime beat and its challenges, Techniques for investigating and reporting crime stories, Navigating legal and ethical challenges, Sensitivity in interviewing crime victims.

Interacting with law enforcement and legal professionals, Balancing public interest and privacy concerns, Maintaining integrity in crime reporting.

TEXT BOOKS:

TB1. Vaughn S. L., Crime and Journalism: An Evolutionary Tale", Peter Lang Inc.,

International Academic Publishers, 2012.

TB2. Sayre S., King C., and Hayden J., "Entertainment Journalism: Communicating Popular Culture", Rowman & Littlefield Publishers, 2010.

TB3. Kovach B. and Rosenstiel T., "The Elements of Journalism: What Newspeople Should Know and the Public Should Expect", Three Rivers Press, 2001.

TB4. Phil Andrews, "Sports Journalism: A Practical Guide", Sage Publications, 2013

TB5. S. Renata, "Health Communication: From Theory to Practice", Jossey-Bass, 2nd Edition, 2013.

REFERENCE BOOKS:

RB1. Bradford J., "Fashion Journalism", Routledge, 2017.

RB2. Williams, K., "Crime and the Media: Headlines vs. Reality", Oxford University Press, 2016.

RB3. McKinney E. H., Wheeler S. and Gade P. J., "Education Journalism: A Handbook for Reporters on the Beat", Routledge, 2014.

RB4. Negrine R. M., "The Political Communication Reader", Psychology Press, 1998.

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Course Code: **BA(JMC)-MDC-114**   L T C
Course Name: **Animation**   3 - 3

LEARNING OBJECTIVES:
On completion of this course, the student should be able to:
1. Define the basics and principles of animation.
2. Developing skills in 2D and 3D animation.
3. Explain various stop-motion techniques and motion graphics.
4. Utilize knowledge in mastering project planning, storyboarding, and collaboration.

PRE-REQUISITES:
1. Basic computer skills and digital literacy.
2. Fundamental drawing skills and artistic awareness.
3. Clear communication skills for storytelling.

COURSE OUTCOMES (COs):
After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BT Level
CO1	Demonstrate a thorough understanding of animation principles and their application.	BTL3
CO2	Design and rig characters effectively for various animation projects.	BTL6
CO3	Create animation projects through well-executed storyboards.	BTL6
CO4	Develop quality animation projects in collaboration with a team.	BTL6

UNIT – I
(No. of Hours: 12)

Introduction to Animation:
Definition and history of animation; Types of animation (2D, 3D, stop-motion, etc.);

Basic principles of animation; Fundamentals of Drawing for Animation: Basic sketching techniques, Character design principles.

UNIT – II
(No. of Hours: 10)

2D Animation Techniques:

Traditional Animation Techniques: Frame-by-frame animation, creating a walk cycle, Timing and spacing; Digital 2D Animation: Basics of vector and raster graphics, Digital drawing tablets and their use, Transitioning from traditional to digital animation; Character Design and Rigging: Basics of character design; Lip Sync and Sound in Animation: Understanding lip sync, Incorporating sound into animations.

UNIT – III
(No. of Hours: 12)

3D Animation Fundamentals:

Introduction to 3D Animation: Overview of 3D animation concepts, Introduction to 3D modeling and rendering, Key differences between 2D and 3D animation; 3D Animation Tools and Software: Introduction to 3D animation software (e.g., Blender, Autodesk Maya), Basic navigation and interface understanding; Basics of keyframing in 3D animation; Importance of camera angles and movement; Lighting techniques in 3D animation.

UNIT – IV
(No. of Hours: 10)

Specialized Animation Techniques:

Stop-motion Animation: Introduction to stop-motion, Basic stop-motion techniques; Motion Graphics and Effects: Understanding motion graphics, Basics of visual effects in animation, Introduction to compositing software (e.g., After Effects); Project Planning and Storyboarding: Importance of pre-production in animation, Basics of storyboarding, Project planning and time management.

TEXT BOOKS:
TB1. Rao Heidmets, "The Animation Textbook", Routledge, 2023.
TB2. Robin Beauchamp, "Designing Sound for Animation", CRC Press, 2nd Edition, 2013.
TB3. Richard Williams, "Animator's Survival Kit", Faber & Faber, 2009.

REFERENCE BOOKS:
RB1. Harold Whitaker and John Halas, "Timing for Animation", Focal Press 2nd Edition, 2009.
RB2. Chris Patmore, "The Complete Animation Course: The Principles, Practice and Techniques of Successful Animation", BES Publication, 2003.

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Course Code: **BA(JMC)-SEC-116**

Course Name: **Translation for Media**

L T C
2 - 2

INSTRUCTIONS TO THE PAPER SETTERS:

1. Question No. 1 should be compulsory and cover the entire syllabus. Question No. 01 shall have 10 parts (a to j) of 02 Marks each i.e. 10 x 2 = 20 Marks and all 10 parts (a to j) covering all the 04 units having a minimum of 02 parts from every unit.
2. Apart from Question No. 1, rest of the paper shall consist of four units as per the syllabus. Every unit should have 02 questions (preferably each question should have 02 parts (a and b)) to evaluate analytical/technical skills of the student. However, student may be asked to attempt only 1 question from each unit. Each question should be of 10 Marks, including its subparts, if any. In total, there shall be 09 questions in the Paper, including Question Number 01.
3. Examiners are requested to go through the Course Outcomes (CO) of this course and prepare the Question Paper accordingly, using Bloom's Taxonomy (BT), in such a way that every question be mapped to some or other CO and all the questions, put together, must be able to achieve the mapping to all the CO(s), in balanced way.

LEARNING OBJECTIVES:

On completion of this course, the student should be able to:-

1. Develop a deep understanding of the language and style used in various media formats, such as news articles, scripts and advertisements.
2. Describe the process of translation.
3. Utilize knowledge gained in writing accurately and creatively for mass media.

PRE-REQUISITES:

Students must have the basic knowledge of translation skills and understanding of media industry.

COURSE OUTCOMES (COs):

After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BT Level
CO1	Explore the historical development of translation in the Indian context.	BTL3
CO2	Analyse and understand translation theories proposed by scholars such as Nida, Newmark, and Catford.	BTL4
CO3	Demonstrate an understanding of the challenges and techniques involved in translating literary texts.	BTL6

UNIT – I
(No. of Hours: 07)

Introduction to Translation: History of Translation - Global Perspective, Indian Perspective, Understanding Translation, Theories of Translation - Nida – Newmark – Catford Translation of Literary Texts, Problems and Techniques.

UNIT – II
(No. of Hours: 07)

Translator: Translator and translation process and types of translation, Translator's role, qualities of a translator, Translator as a mediator the translator's tools, the translator as an editor. Introduction to the practice of translation; introduction to translation tools.

UNIT – III
(No. of Hours: 08)

Translation Process: Analysis of Text, Approach in Translation (Textual referential, cohesive, naturalness), Language Functions (The expressive function, The informative function, The aesthetic function, The metalingual function), Translation and Discourse Analysis (Coherence, Dialogue cohesion, Punctuation, Sound- effects, Culture specifics), Types of Translation (Process, problems and solutions to be studied).

UNIT – IV
(No. of Hours: 08)

Media Discourse and Media Translation: The basic problems and solutions to media translation, Manipulation of the terminology, idiom, and culture bound language in the area of media translation, Logical and rhetorical strategies for dealing with recurrent practical problems in various text types and Media. Practice of Translation.

TEXT BOOKS:
TB1 Olena Pidhrushna, "Media Content Translation", Lambert Academic Publishing, 2023.
TB2 Tong King Lee and Dingkun Wang, "Translation and Social Media Communication in the Age of the Pandemic", Routledge, 2022.
TB3 Federico Zanettin, "News Media Translation", Cambridge University Press, 2021.

REFERENCE BOOKS:
RB1 Kirsten Malmkjaer, "The Routledge Handbook of Translation Studies and Linguistics", Routledge, 2017.
RB2 Bassnett S. Bielsa, "Translation in Global News", Routledge, 2009.

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Course Code: **BA(JMC)-DSC-152** L P C
Course Name: **Print Journalism Lab.** - 2 1

LEARNING OBJECTIVES:
In this course, the learners will be able to develop expertise related to:-
1. Identify news values and comprehend the news process.
2. Write different leads, the body text and tail.
3. Demonstrate interviewing and news gathering skills.
4. Display editing skills including proof reading and headline writing.

PRE-REQUISITES:
Basic knowledge of various writing styles used in Print Media.

COURSE OUTCOMES (COs):
After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BT Level
CO1	Make use of appropriate writing style to write leads and stories for different beats.	BTL3
CO2	Inspect, review and write soft stories.	BTL4
CO3	Compose effective news stories.	BTL6
CO4	Design a copy by using editing and proof-reading symbols.	BTL6
CO5	Elaborate, analyse and rewrite photo captions and cutlines.	BTL6

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Course Code: **BA(JMC)-IDC-154**
Course Name: **Media Law and Ethics Lab.**

L P C
- 2 1

LEARNING OBJECTIVES:

In this course, the learners will be able to develop expertise related to

5. Proficiency in Constitutional Understanding and Legal Terminology.
6. Critical Analysis of Press Commissions, Committees, and Legal Frameworks.
7. Application of Media Laws and Understanding Regulatory Bodies.

PRE-REQUISITES:

1. Basic Knowledge of Press History in India.
2. Understanding of Indian Constitution and Legal Terminology.

COURSE OUTCOMES (COs):

After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BT Level
CO1	Understand and explain legal terminology and historical evolution of press laws.	BTL4
CO2	Analyse and explain the legislative process and its impact on freedom of the press.	BTL4
CO3	Describe the constitutional provisions related to freedom of the press and its restrictions.	BTL4
CO4	Analyse and evaluate defamation cases, considering legal and ethical dimensions.	BTL5
CO5	Critical Analysis of Press Commissions, Committees, and Legal Frameworks.	BTL5

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Course Code: **BA(JMC)-MDC-156**
Course Name: **Public Speaking Lab.**
            (Lab. based on Elective-III)

L P C
- 2 1

LEARNING OBJECTIVES:

In this course, the learners will be able to develop expertise related to
1. Demonstrate Proficiency in Effective Communication Skills.
2. Apply theoretical concepts to create and deliver engaging multimedia presentations.
3. Develop the necessary skills and mindset for successful public speaking.

PRE-REQUISITES:

Students should possess a foundational understanding of verbal and non-verbal communication principles.

COURSE OUTCOMES (COs):

After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BT Level
CO1	Demonstrate Proficiency in Verbal and Non-verbal Communication Skills.	BTL3
CO2	Apply Theoretical Knowledge to Plan, Design, and Present Engaging Multimedia Presentations.	BTL3
CO3	Effectively Adapt Communication Strategies in Various Situations, Mastering Impromptu and Persuasive Speaking.	BTL4
CO4	Apply Advanced Public Speaking Skills, including Storytelling, Q&A Handling, and Ethical Considerations.	BTL5

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Course Code: **BA(JMC) –MDC-156**
Course Name: **Socio-Economic and Political Ecosystem Lab.**
                    (Lab. based on Elective-III)

L P C
- 2 1

LEARNING OBJECTIVES:

In this course, the learners will be able to develop expertise related to:-
1. Demonstrate various aspects of Indian culture and heritage.
2. Apply theoretical concepts to identify various issues and concerns of contemporary Indian socio-economic and political system.
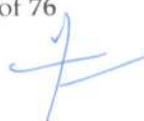
PRE-REQUISITES:

Student must have the basic knowledge of historical backgrounds, understanding of political scenario and economic principles.

COURSE OUTCOMES (COs):

After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BT Level
CO1	Demonstrate Proficiency in representing various aspects of Indian culture and heritage	BTL3
CO2	Evaluate various 05 years Indian Plans	BTL5
CO3	Analyse various electoral reforms.	BTL5
CO4	Formulate various legislative procedures	BTL6

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Course Code: **BA(JMC)-MDC-156**
Course Name: **Beat Communication Lab.**
       (Lab. based on Elective-III)

L P C
- 2 1

LEARNING OBJECTIVES:
In this course, the learners will be able to develop expertise related to
1. Develop a comprehensive understanding of Beat Reporting Principles, including Research, Interviewing, and Information gathering specific to assigned Beats.
2. Demonstrate proficiency in writing clear, accurate, and engaging Beat Reports that align with Journalistic Standards.

PRE-REQUISITES:
1. Basic understanding of Journalism Principles and Reporting Techniques.
2. Proficiency in Written and Verbal Communication Skills.

COURSE OUTCOMES (COs):
After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BT Level
CO1	Articulate the significance and role of Beat Communication in various Journalistic contexts.	BTL2
CO2	Demonstrate effective Research, Interviewing, and Reporting Techniques specific to Political, Entertainment, Education, and Crime Beats.	BTL3
CO3	Analyze and Report on complex issues within each Beat, mastering the skills of Investigative Journalism.	BTL4
CO4	Apply ethical considerations and navigate challenges inherent in Beat Reporting, contributing responsibly to public discourse.	BTL5

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Course Code: **BA(JMC)–MDC-156**
Course Name: **Animation Lab.**
            (Lab. based on Elective-III)

L   P   C
-   2   1

LEARNING OBJECTIVES:
In this course, the learners will be able to develop expertise related to
1. Develop proficiency in using fundamental animation software.
2. Apply core animation principles in practical assignments.
3. Acquire skills in creating 2D animations.
4. Develop basic character design and rigging skills.
5. Understand the importance of timing and pacing in animation.

PRE-REQUISITES:
1. Familiarity with operating systems (Windows / MacOS / Linux).
2. Basic knowledge of animation software.
3. Basic drawing skills and an understanding of shapes and proportions.
4. Interest in design and visuals.
5. Access to graphic design tools and learning resources.
6. Basic knowledge of storytelling and creative writing.

COURSE OUTCOMES (COs):
After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BT Level
CO1	Apply animation principles, such as timing, spacing, etc.	BTL3
CO2	Develop technical proficiency in using animation software tools and techniques.	BTL6
CO3	Develop skills in presenting and pitching storyboards effectively to convey narrative intent.	BTL6
CO4	Design a landscape using 3D animation software.	BTL6
CO5	Develop effective visual communication skills to convey narrative ideas through images.	BTL6

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Course Code: **BA(JMC)-SEC-158** L P C
Course Name: **Translation for Media Lab.** - 2 1

LEARNING OBJECTIVES:
In this course, the learners will be able to develop expertise related to:-
1. Translate the given stories keeping in mind the requirements of clients.
2. Gain a mastery over the techniques of translation.

PRE-REQUISITES:
Students must have the basic knowledge of language and writing skills.

COURSE OUTCOMES (COs):
After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BT Level
CO1	Understand the differences between translations for different media and practice it.	BTL2
CO2	Explore the different stories to translate in different languages.	BTL4
CO3	Develop practical skills by using different techniques of translation.	BTL6

Course Code: **BA(JMC)-RP-160**   L P C
Course Name: **Mini Project –I**   - 4 2

LEARNING OBJECTIVES:
In this course, the learners will be able to develop expertise related to:-
1. Demonstrate Research Competence.
2. Formulate Precise Research Questions.
3. Effectively Communicate Findings.

PRE-REQUISITES:
1. Students should have a solid understanding of fundamental concepts, theories, and key issues in Media Studies to engage effectively in the Research Project.
2. Proficiency in Written and Verbal Communication Skills.

COURSE OUTCOMES (COs):
After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BT Level
CO1	Demonstrate advanced skills in conducting Literature Reviews, accessing relevant databases, and synthesizing scholarly articles to build a comprehensive understanding of the chosen topic.	BTL2
CO2	Formulate precise and focused Research Questions related to the chosen topic.	BTL3
CO3	Design and implement appropriate research methodologies, demonstrating a sound understanding of both quantitative and qualitative approaches in media studies.	BTL3