

Course Division-M.A. (JMC)

Core Courses	Core Courses	Ability Enhancement Course (AEC)	Skill Enhancement Courses	DSE (One from each Semester)	Credit (4 credits)	GE (Any Two)	Credit (4 credits)
Semester 1							
1. Introduction to Communication Theory	4	1	2				
2. History of Media	4			1. Translation for Print Media	4		
3. Print Journalism	4			2. Digital Photography	4		
4. Print Journalism (Practical)	4						
5. English Journalistic Skills	4						
Semester 2							
1. Media Law and Society	4	1	2				
2. Radio Production	4			1. Film Studies	4	Video Documentary Production	4
3. Radio Production (Practical)	4			2. Health Journalism	4		
4. Television Journalism	4						
5. Television Journalism (Practical)	4						
Internship	2						
Semester 3							
1. Communication Research	4						
2. Web and Convergent Journalism	4			1. Media Management	4	Basics of Photography	4
3. Television and Video Production	4			2. International and Inter Cultural Communication	4		
4. Television and Video Production (Practical)	4						
Semester 4							
1. Graphic and Animation	4						
2. Advertising and Market Research	4					Film Appreciation	4
3. Public Relation and Corporate Communication	4						
4. Dissertation	4						
Total Credits	74	2	4		12		8
Grand Total	100 Credits						

Semester 1**Course Title: Introduction to Communication Theory (CORE)****Course Code: MAJM101CC****Scheme of Instruction****Scheme of examination**

Total Duration	: 60 Hrs	Maximum Score	: 100
Periods/Week	: 4	Internal Evaluations	: 30
Credits	: 4	End Semesters	: 70
Instruction Mode	: Lecture/Presentation	Exam Duration	: 3 Hrs

Course Objectives: This course gives the students the understanding of the fundamentals of communication, the framework in which they operate and major thoughts/concepts related to mass communication.

Course Outcomes: Through this course, the students get to learn about the basics of communication and the major concepts/thoughts related to mass communication.

Unit	Course Content	Instruction Hours
I	Definitions of Communication& Advanced Models of Communication Definitions of Communication – Scope – Communication Process – Basic Models of Communication SMR, SMCR, Shannon and Weaver, Lasswell, Osgood, Wilbur Schramm, Gerbener’s Ten, Advanced Models of Communication – Magic Bullet, Limited Effect theory, Attitude Change, Selective Exposure and Cognitive Dissonance, Lazarsfeld Two-Step Flow Theory, Newcomb_s Model, Propaganda Model, Hamid Maulana and Majid Tehranian	15
II	Normative Theories Normative Theories – Authoritarian – Libertarian – Communist – Social Responsibility – Development Media – Democratic Participant Theory	15
III	Sociological Theories of Communication Sociological Theories of Communication – Cultivation Theory – Agenda Setting – Socialization – Dependency Theory -Critical Cultural Theories: Marxist Theory, Neo-Marxism, Uses and Gratification Theory	15
IV	Milestones in Media Theorization and Research Milestones in Media Theorisation and Research - Major Schools of Thought: Frankfurt, Birmingham, Chicago, Introduction to key thinkers in the field of Mass Communication.	15

Examination and Evaluation Pattern:- Internal Assessment 30 marks and External Assessment 70 marks.

Text Books and References:

1. Watson, J. (2003). Media Communication: An Introduction to Theory and Process. Palgrave
2. Narula, U. (1976). Mass Communication Theory and Practice. New Delhi.
3. McQuail, D and Windhal. Communication Models
4. Fiske, J. Introduction to communication Studies. Routledge, London
5. McQuail, D. (1993). Media Performance. Sage, London,
6. McQuail, D. (2005). Mass Communication Theory. Sage, New Delhi,
7. DeFluer and Rockech, B. Theory of Mass communication
8. Berlo, D. (1960). The Process of Communication. London.
9. Griffin, E.A. (1997). A First Look at Communication Theory. McGraw-Hill, 3rd Edition,

Semester 1

Course Title: History of Media (CORE)**Course Code: MAJM102CC****Scheme of Instruction**

Total Duration	:	60 Hrs
Periods/Week	:	4
Credits	:	4
Instruction Mode	:	Lecture

Scheme of examination

Maximum Score	:	100
Internal Evaluations	:	30
End Semesters	:	70
Exam Duration	:	3 Hrs

Course Objectives: On completion of the course students should be able to. Describe Indian Journalism in a pluralistic society Enumerate the historical moments of print and broadcasting in India Identify the contribution of Urdu press in India's freedom Struggle Identify the role of media in social communication

Course Outcomes: Students will be able to trace the history and development of print and Electronic Media and will demonstrate an understanding of the origins, functions, and evolution of the Urdu Media, News Agencies and development of Radio and Television in India. Students will demonstrate an understanding of the News Agencies.

Unit	Course Content	Instruction Hours
I	Historical Development of the Press as a Media Institution in India, Urdu Press-History & Development Historical Development of the Press as a media Institution in India. Advent of Printing Press in India and Newspaper. Role of the Press in India's social awakening in 19 th century, Origin of Printing Press, Evolution of Modern Newspapers, and Growth of Newspapers in India. Development of the Urdu Press Brief history of the Urdu Press, Role of Urdu press in Indian freedom struggle Important Personalities of Indian Urdu Journalism. Evolution of contemporary Urdu Press, State of the Urdu Press, Comparative study of contemporary Urdu newspapers and magazines.	15
II	News Agencies, Press Organizations and Current Trends News Agencies, Press Organizations and Current Trends. News Agencies in India, their set up, functions and role. Formation and dismantling of News. Feature services & syndicates-, Publication Syndicate, Feature Agencies. Introduction to International News agencies & Photo agencies. Government Media Organizations- PIB, Photo Division, DAVP, RNI, Directorate of Information & Public Relations of various state governments. Other Media Related Organizations – International News	15
III	History of Radio Broadcasting in India History of Radio Broadcasting in India. Origin and Development of Radio in India- from Indian Broadcasting Company to All India Radio-Growth of AIR from 1936 to 1950. Development of AIR since 1950. All India Radio- Organizational structure, functions of different divisions and Departments/units; News Service Division of AIR External Service Broadcast, National Service, Vividh Bharati and FM service of AIR; three tiers of Radio Broadcast-Local, Regional and National & Public Service Broadcast. Autonomy of All India Radio- Chanda Committee to Verghese Group- Prasar Bharati Act 1997Formation of Prasar Bharati –Composition and Functions of Prasar Bharati. Privatisation-leasing out time slots (1993)-Privatization policy (2000)-Expansion of FM Radio channels – Development of Educational & Community Radio.	15

IV	<p>Growth of Television Broadcasting in India Origin and development of Television in India- from B/W-to colour from 1959–1982.</p> <p>Formation of Doordarshan (DD) as separate entity, SITE. Doordarshan: The slow Beginnings, Doordarshan as an information, education and entertainment media. DOORDARSHAN-Organizational structure, functions of different divisions and Departments / units & Doordarshan News. Commercialization of TV; Golden era of Doordarshan-1982-1993; Liberalization policy of Govt. and entry of private broadcasters—Satellite television broadcast- Breaking of monopoly of DD- Television channels for niche audiences- entertainment, news, sports, science, health & life style. Proliferation of DTH services Growth of Private International, National & Regional TV Networks & fierce competition for ratings</p>	15
Examination and Evaluation Pattern: - Internal Assessment 30 marks and External Assessment 70 marks.		
Text Books and References:		
1. Chantler, P., & Stewart, P. (2003). <i>Basic Radio Journalism</i> . New Delhi: Focal Press.		
2. Joshi, U. (2002). <i>Text of Mass Communication & Media</i> . New Delhi: Anmol Publication		
3. Parthasarathi, R. (2009). <i>Journalism in India</i> . Sterling		
4. Luthra, H. R. (1986). <i>Indian Broadcasting</i> .		
5. Natrajan, J. (1997). <i>History of Indian Journalism</i> . New Delhi: Publication Division, Ministry of Information & Broadcasting		
6. Bhatti, S. C. <i>Indian Press since 1955</i> . New Delhi: Publication Division, Ministry of Information & Broadcasting, Govt of India.		
7. Ravindran, P. K. <i>Indian Regional Journalism</i> . New Delhi: Author Press		
8. Rangaswamy, P. <i>Journalism in India</i> . New Delhi: Sterling Pvt.		
9. Chandan, G. D. <i>Urdu Sahafat Ka Safar</i>		
10. Chalpati Rao, M.V. <i>Sahafat</i>		
11. Sain, S. N. (1995). <i>1857</i>		
12. Gulam Haider Akhbar Ki Kahani (2000)		
13. Delhi Main urdu sahafat Kay Ibtaydai Nuqush:Delhi urdu Akhbar By Mohd Yusuf.		

Semester 1

Course Title: Print Journalism (CORE)**Course Code: MAJM103CC****Scheme of Instruction**

Total Duration :	60 Hrs
Periods/Week :	4
Credits :	4
Instruction Mode :	Lecture

Scheme of examination

Maximum Score :	100
Internal Evaluations :	30
End Semesters :	70
Exam Duration :	3 Hrs

Course Objectives: The main objective of this Paper is to understand the basic knowledge of News, News Values, News elements and qualities of a good Reporter. Will understand the nose for news and discuss the qualities of good writings, understand the setup of Print Media Editorial Desk. And another objective of this paper is to discuss the new trends and Media terminologies in Journalistic world and learn different responsibilities of Media Person.

Course Outcomes: The main outcomes of this subject are to make capable students to get entry in media industries. After completing first semester study students will be able to write up basic news stories, understand the different elements of news, understand and judge News values in the Society, understand the responsibilities of Media and Media Person, understand the nature of Media organization and its working style. And students will be able to articulate the similarities and difference between Reporting and news writing for Print Media, New Media, TV News and News for Radio.

Unit	Course Content	Instruction Hours
I	Concept and Definition of News News- Concept, definition, elements and its value, News structure (5W & 1H), News Intro & types, Obstacles in news writing, Reporting- Introduction & Concept, Reporting sense, Types of Reporting, News Sources, News Interview, News Ethics	15
II	Print Media Organization its Departments Introduction of Print Media organization (Newspaper & Magazine etc.), Role & Functions of News/Editorial Desk, Advertisement Department & Circulation Department, Hierarchy and duties of working journalist, Qualities & Responsibilities of a Reporter, Ethics in Reporting	15
III	Styling news content, typography, Editing & Design News Packaging and its element, subbing, proofing & editing of news, article and advertisement, Introduction of typography, Photo editing, Technique and significance of news headline writing, Introduction of page layout, design & style sheet, Selection and importance of Picture, Graphics, Illustrations, Maps etc.	15
IV	New feature & trends in Print Media Reporting Media Convergence, Importance of IT Technology in Print Media, Print media conversion- E-Paper, Web Journalism, online reporting, News Portal, Difference between Web Portal and E-Paper, Citizen Journalism, Blog and Blog Writing, writing for online Media, Social Media and Social Media as a tool of reporting.	15

Examination and Evaluation Pattern: - Internal Assessment 30 marks and External Assessment 70 marks.

Text Books and References:

1. Srivastava, K. M. (1987) *News Reporting and Editing*. New Delhi: Sterling Publisher
2. Sharma, K. C. & Pathak, (2011) *Anupama Sharma. Reporting and Editing in Journalism*. New

Delhi: Deep & Deep Publications Pvt. Ltd
3. Das, Ajay. (2011) <i>Journalism: Editing and Reporting</i> . New Delhi Neha Publishers and Distributors
4. Dayal, Kameshwar (2011) <i>Media Occupations and Professionals</i> . New Delhi Cyber Tech Publications
5. Ravindran. (2015). <i>R. K. Handbook of Reporting and Editing</i> , New Delhi D K Publishers and Distributors Pvt. Ltd.
6. Mukherjee .(2010). <i>Reporting Editing & Press Laws</i> , Kolkata Alpana Books
7. Kumar, Praveen. (2010). <i>Mass Communication and writing skills</i> . New Delhi. Centrum Press
8. Dubey, Neelam. (2010). <i>Media, Journalism and Prostitution</i> . New Delhi. Surrender Publication
9. Singh, Manorama. (2007). <i>Sting Operation</i> . New Delhi Discovery Publishing House
10. Prakash, Arun. (2012). <i>Textbook of Editing & Reporting</i> . New Delhi Neha Publishers and Distributors
11. Sharma, Diwakar. (2004) <i>Mass Communication Theory and Practice in the 21st Century</i> . Deep & Deep Publication Pvt. Ltd.
12. Gandhi, Ved Prakash. (2007). <i>Electronic Media Communication and Management, Elements and Areas</i> . New Delhi. Kanishka Publisher.
13. Mohanraj, Jayashree&Mohanraj, (2002). <i>S. English online, Communication information Technology</i> , Hyderabad Orient Longman Pvt. Ltd.
14. Bharagava, Gopal. (2011). <i>Mass Media and Public Issues</i> . Delhi. Isha Books.
15. Khan, Jahangir. (2006). <i>Teaching Learning, Basics of Electronic Media</i> . Delhi. Shipra Publications.

Semester 1

Course Title: Print Journalism (Practical's) (CORE)**Course Code: MAJM150CCP****Scheme of Instruction**

Total Duration	:	120 Hrs
Periods/Week	:	8
Credits	:	4
Instruction Mode	:	Practical

Scheme of examination

Maximum Score	:	100
Internal + External Evaluations	:	50 +50
End Semesters	:	
Exam Duration	:	Practical

Course Objectives: The main objectives of this subject are to understand the basic knowledge of computer and its uses in Editing and Reporting field. To understand the qualities of good writers, values of Pictures, Illustrations and Maps during editing & News Packaging. The objective of this subject is to understand the significance of Journalistic writings and its ethics and discuss the qualities of good writing, various forms of communicative skills. As well as to learn the different type of journalistic writings such as News, Article, Feature, Books Review, Film Review and editorials etc.

Course Outcomes: The main outcomes of this unit are to train students as a beginner journalist. This Practical paper will assist students to be able to report a News Story professionally, to understand Process of Reporting, and get familiar with basic terminology of Reporting & Editing and to understand the needs and uses of computer in reporting, and editing field. Also Students will be able to Sub and Package different types of News, gather different types of News related to Society and students will be prepared to enter as a Print Media Journalist in the field.

Unit	Course Content	Instruction Hours
I	Understanding the basics of Computers Understanding of the Computers, Parts of Computer-Software, Hardware, Peripherals, Types of Printers, MS Office (Word, Power Point, Excel), Quark Express, Photo shop, In Page, DTP, Design: Concept and Principles, Layout meaning, Stages, Columns, Gutter space, alignment.	30
II	Photojournalism Different types of Camera, DSLR Camera technical specifications and its use. Use of Lenses. Visual Communication, Photojournalism, photo feature, photo editing. Taking photo for News, Articles, Features, Events, and Press Conferences, etc. Students have to take photo for their respective stories.	30
III	Writing Feature, News Intro and Press Conference Every Student has to write a feature based on Human Interest Story, News Features, Bright's, Sidebars, and Personality Profiles, etc. Every student has to produce different types of News (crime, sports, legislative, political, educational, etc.), News Intro, Press Release, Interview and News Headlines.	30
IV	Production of Tabloid Students have to design two pages of a Tabloid Newspaper layout along with the content by using software's. Students have to produce a news report based on the following: a) Crime news (murder, robbery, molestation, cyber fraud, domestic violence) b) Accident, natural calamity, human made disaster, c) News related to judiciary d) Political campaign coverage,	30

e) Economical Issues
Examination and Evaluation Pattern: - Internal Assessment 50 marks & External Assessment 50 marks.
Text Books and References:
1. Srivastava, K. M. (1987). <i>News Reporting and Editing</i> . New Delhi: Sterling Publisher.
2. Sharma, K. C. & Pathak, Anupama (2011).. <i>Reporting and Editing in Journalism</i> . New Delhi: Deep & Deep Publications Pvt. Ltd.
3. Das, Ajay (2010) <i>Journalism: Editing and Reporting</i> . Delhi: Neha Publishers and Distributors.
4. Dayal, Kameshwar. (2011) <i>Media Occupations and Professionals</i> . New Delhi: Cyber Tech Publications
5. Ravindran, R. K. (2015) <i>Handbook of Reporting and Editing</i> . Delhi: D K Publishers and Distributors Pvt. Ltd.
6. Mukherjee. (2010). <i>Reporting Editing & Press Laws</i> , Kolkata: Alpana books.
7. Kumar, Praveen (2010) <i>Mass Communication and writing skills</i> , New Delhi: Centrum Press.
8. Dubey, Neelam (2010) <i>Media, Journalism and Prostitution</i> . New Delhi: Surendra Publication.
9. Singh, Manorama (2007) <i>Sting Operation</i> . New Delhi: Discovery Publishing House.
10. Prakash, Arun. (2012) <i>Textbook of Editing & Reporting</i> , Delhi: Neha Publishers and Distributors.
11. Sharma, Diwakar. (2004) <i>Mass Communication Theory and Practice in the 21st Century</i> . Delhi: Deep & Deep Pubication Pvt. Ltd.
12. Gandhi, Ved Prakash (2007) <i>Electronic Media Communication and Management, Elements and Areas</i> . New Delhi: Kanishka Publisher

Semester 1

Course Title: English Journalistic Skills (CORE)**Course Code: MAJM104CCT****Scheme of Instruction**

Total Duration	:	60 Hrs
Periods/Week	:	4
Credits	:	4
Instruction Mode	:	Lecture

Scheme of examination

Maximum Score	:	100
Internal Evaluation	:	30
End Semesters	:	70
Exam Duration	:	3Hrs

Course Objectives: As a practice-oriented paper it seeks to acquaint and familiarize the students with the finer nuances of English Journalistic language and everyday writing skills. Students will have to undertake writing assignments.

Course Outcomes: Aptitude acquired in English Journalistic Skills has broad application in fields as varied as editing newspaper and magazines, working on blogs, creating content for new media, public relations, advertising and further academic study.

Unit	Course Content	Instructions Hours
I	Revisiting the Essentials of Grammar – Basic Structure of Writing - Redundant Words – Clichés – Sentence Structure – Common Writing Errors – Synonyms and Antonyms – That and Which – Who and Whom – Dangling / Misplaced Modifiers	15
II	News Format: SVO Formula – Sources and Quotes –Importance of Short & Plain Words – Choosing the Right / Precise Word from Words Having Similar Meanings –Revising the Use of Punctuations– Correct Sentence Structure – Homophones – Avoiding Sexism – Striking a Balance– Objectivity	15
III	Writing a Feature – Practicing Different Types of Features & Human-Interest Stories –Using Title, Body, Transitions– Writing Feature Leads– The Alternative Structures of New Writing: Hourglass Style – Focus Style– Strategizing for Editorials.	15
IV	The Subbing Process– Accuracy, Balance and Consistency – How to Structure an Effective News Story by Identifying the Strongest Angle and Intro – Identify and Eliminate Wasteful Words– Proof Reading – Correction Marks – Practice on Editing and Cutting Copy.	15

Examination and Evaluation Pattern: - Internal Assessment 30 marks & External Assessment 70 marks.

Text Books and References:

- Buthcher, J. (2005). *Copy Editing: The Cambridge Handbook for Editors, Authors, and Publishers*. New Delhi: Cambridge University Press.
- Fredler, F. (2005). *Reporting for the Media*. London: Oxford University Press.
- Hicks, W. (2008). *English for Journalists*. London: Routledge.
- Hicks, W. (2009). *The Basics of Language*. London: Routledge.
- McKane, A. (2006). *News Writing*. London: Sage Publications.
- Randall, D. (2010). *The Universal Journalist* (4th ed.). London: Pluto Press.
- Redman, S. (2006). *English Vocabulary Use*. London: Cambridge University Press.
- Ryan, B., & O' Donnel, M. (2005). *The Editor's Toolbox A Reference Guide for Beginners and Professional*. New Delhi: Surjeet Publications.

Semester 1

Course Title: Translation for Print Media (DSE)**Course Code: MAJM101DS****Scheme of Instruction**

Total Duration	:	60 Hrs
Periods/Week	:	4
Credits	:	4
Instruction Mode	:	Lecture

Scheme of examination

Maximum Score	:	100
Internal Evaluations	:	30
End Semesters	:	70
Exam Duration	:	3Hrs

Course Objectives: The students will be able to demonstrate a detailed knowledge and understanding of various areas of translation theory, Produce high-quality translated text, analyze and describe, coherently and independently, translated text, undertake an independent in-depth investigation in an area of their choice, demonstrate enhanced research skills and demonstrate a close familiarity with aspects of information technology appropriate to the translator where appropriate, demonstrate a basic competence in the areas of News translation.

Course Outcomes: This paper should help students to develop the Knowledge and understanding. A detailed and systematic understanding of Journalistic translation and interpreting processes based on integration of current research data with personal insights. A detailed and critical understanding of the norms and debates concerning professional practice, interpersonal relationships and ethics in key areas of the translating and interpreting profession.

Unit	Course Content	Instruction Hours
I	Foundations of Translation: Concept, Nature, Scope, Functions and Importance of Translation, qualifications and Responsibilities of Translator	15
II	Principles of Translation: Different Principles of Translation, Formal and Informal Translation; Need for Translation in the Media. Types of Translation I. Word to Word Translation ii. Literal Translation iii. Summarized Translation IV. Free Translation v. Translation based on appropriate reference Translation according to pronunciation (Translation of words & sentences from the source language as it is) VI. Paraphrased Translation (Using Synonyms)	15
III	Techniques of Translation: Parameters of Translation, Techniques of Translation, Recent Trends and Development in Translation. The process of Translation and How to maintain its originality: i. Source Material Perception (Comprehending the Source Language) ii. Analyzing the text or Source Material. iii. Transfer of Language (Translation Process) iv. . Revision of the Translated Text v. Co-ordination & Comparison of Source Language with Original Text and Thus Final Text in Target Language	15
IV	Guidelines for Translation: Points to be kept in mind while doing Translation. Don't Opine ate. KISS rule. Maintaining Originality. Summarize with Clarity. Adhere to Norms of Translation. Media and Translation: Need for Translation in Media, Translation exercises in the Media, Role of Translation, and Avenues of challenges of Translation in the Media. Unit V: Qualities of Translator, Interpreter, and Importance of Translation, Source Language, Target Language, Machine Translation & Problems Importance of information Technology In Translation.	15

Examination and Evaluation Pattern: - Internal Assessment 30 marks & External Assessment 70 marks.

Text Books and References:

1. Qamar Raees Tarjume ki riwayat aur fun
2. Dr.Mirza Hamid Beg Tarjume ka fun

3. Dr Khaleeq Anjum Fun-E-Tarjuma Nigari
4. Dr.Mirza Hamed Baig Tarjumay Ka fun
5. Mujeebul Islam Daruterjuma Osmani ki khidmat
6. Aijaz Rahi Urdu Main tarjumay Kay masayal
7. Dr.Syed Dawood Ashraf Mashaheer-i- Daru-UI-Tarjuma 2017 8. Dr Junaid Zaker Istilahi Mutaley 2016

Semester 1

Course Title: Digital Photography (DSE)**Course Code: MAJM102DS****Scheme of Instruction**

Total Duration	:	60 Hrs
Periods/Week	:	4
Credits	:	4
Instruction Mode	:	Lecture + Practical

Scheme of examination

Maximum Score	:	100
Internal Evaluations	:	30
End Semesters	:	70
Exam Duration	:	3 Hrs

Course Objectives: This course familiarizes the students with all technical aspects of still photography equipment, materials, processes and image editing with hands-on exercises. More over course will enable students to learn photography as an expression of art.

Course Outcomes: After familiarizing with the basics of still photographic techniques and students will equip with job-oriented skills in still photography.

Unit	Course Content	Instruction Hours
I	Photography: History of Photography, DSLR & its functioning Photography: History of Photography. Elements of composition and appreciation, Masters of Photography, Movement in art and Photography. DSLR (Digital Single Lens Reflex Camera) and its functioning, various parts of camera, Types of Digital camera. Key components of DSLR- light path, lens elements, mirror, viewfinder, sensor, resolution, memory cards. How the digital camera works. Basic Principles of Auto Focus Cameras. Mechanism of Light controls- aperture, shutter, exposure, lenses - zoom, telephoto, wide angle. Using Flash Light. Using of camera accessories – Filter, reflector, lens hood, tripod	15
II	Visual language & Visual grammar Visual language. What is visual grammar? Perception, Picture Composition- Rule of Thirds, Symmetry, Geometry, Shape, colour. What is a shot? Classification of shot, Effect of Focal length on Perspective and angle of view, Frame, lens angle, principles of visual grammar, headroom, nose room, Depth of field & Depth of Focus techniques. Exposure modes, light, colour temperature.	15
III	Introduction to Photoshop Introduction to Photoshop, Introduction to compression formats, Digitizing conventional photographs, Manipulation of Digital Images using Adobe Photoshop, Photo Manipulation.	15
IV	Practical and Assignment Work Practical and Assignment Work: Shooting with Digital Cameras, Photography and Presentation, Digital Manipulation of Images, correction of colour contrast and other characteristics, Production of Photo feature.	15

Examination and Evaluation Pattern: - Internal Assessment 30 marks and External Assessment 70 marks.

Text Books and References:

1. Upton, U. A. (2010). *Photography* (11th edition ed.). Pearson Publication.
- 2 Langford, M. J. (1965). *Basic Photography: The Guide for serious Photographers*. Focal Press
3. Davies, A., & Fennessy, P. (1998). *Digital Imaging for Photographers* (3rd Edition ed.). Focal Press.
4. Ben Long. (2012). *Complete Digital Photography*. Delmar Cengage Learning; 7th Revised edition.
- 5 Torrant, . J (2012). *Understanding Digital Cameras*. Published by Delmar Cengage Learning; 7th Revised edition.
6. Carla, R.(1997). *Teach Yourself Digital Photography in 14 Days*. Techmedia.
7. Agfa. (1994). *An Introduction to Digital Scanning*. Published by Agfa-Gevaert.
8. Agfa. (1994). *An Introduction to Digital Photo Imaging*. Published by Agfa.
9. Freeman, P. (1989). *Photography and the Art of Seeing*. Key Porter Books.
10. Barnbaum, B. (2010). *The Art of Photography: An Approach to Personal Expression*. Rocky Nook.
11. William, J. B. (1990). *Image Clarity:High ResolutionPhotography*. Focal Press.
12. Bidner, J. (2004). *Complete Book of Photography*, Amphoto Books WastonGuptill Publications.
13. Sharma, O.P. (2003). *Practical Photography*. Hind Pocket Books.

Semester 2

Course Title: Media, Laws and Society (CORE)**Course Code: MAJM201CCT****Scheme of Instruction**

Total Duration	:	60 Hrs
Periods/Week	:	4
Credits	:	4
Instruction Mode	:	Lecture

Scheme of examination

Maximum Score	:	100
Internal Evaluation	:	30
End Semesters	:	70
Exam Duration	:	3Hrs

Course Objectives: In any given society the media's operation is governed and hedged in by political and social institutions. A media practitioner's role is further circumvented by operations of code of ethics, the management, and existing laws in operation. This paper seeks to present socio-political context within which the media operates.

Course Outcomes: Students will understand the operation of the media and media practices within their political, economic, cultural and historical contexts. It will help students understand the Indian political, legal and economic system enhancing their competences and sharpening their analytical skills.

Unit	Course Content	Instruction Hours
I	Introduction to Indian Constitution: Basic Features – Federal Structure of India – Parliament and Judiciary Relations – Lok Sabha And Rajya Sabha – Building the Economy 1947-1980 – Decline of Nehruvian Socialism & the Era of Economic reforms– Crisis of Secularism –Role of Identity Politics	15
II	Freedom of Speech and Expression: Scope and Importance of article 19 A & B– Press Council of India – Understanding Defamation, Libel and Slander – Contempt of Court – Laws of Sedition–Right to Information Act 2005 - Copy Right Act	15
III	Journalistic Code of Conducts– Censorship - Audit Bureau of Circulation (ABC) – Editors Guild of India – National Broadcasters Association – Registrar of News Paper of India.	15
IV	Media Ownership: Political Economy in Post-Independence India – The Indian Press: Diversity, Growth and Regionalization – Economic Reforms and Public Service Broadcasting in India: Exploring Doordarshan – Rise of the Private Radio and TV– FDI in Media– Cross Media Ownership in India	15

Examination and Evaluation Pattern: - Internal Assessment 30 marks & External Assessment 70 marks.

Text Books and References:

- Jain, M. P. (2003). Hindustan Ki Qanooni Tareekh. New Delhi: National Council for the Promotion of Urdu Language (NCPUL).
- Basu, D. D. (2012). Introduction to the Constitution of India . New Delhi: Prentice Hall of India.
- Habeebuddin, K. (1995). Siyasaat: Hukumat Hind Aur Siyasat. New Delhi. Maktaba Islamia.
- Hussain, M. S. (2013). Ablaghiyaat. New Delhi. Educational Publishing House.
- Jaffrelot, C. (2012). India Since 1950: Politics, Economy and Culture. New Delhi: Cambridge University Press.
- Jain, M. P. (n.d.). Hindustan Ki Qanooni Tareekh. New Delhi: National Council for the Promotion of Urdu Language (NCPUL).
- Parvez. S. (2002). Awami Zarai Ablagh Tarseel Aur Tameer Wa Tarraqui. New Delhi: National Council for the Promotion of Urdu Language (NCPUL).
- Rodrigues, U. M. (Ed.). (2012). Indian Media in a GLocalized World. New Delhi: Sage Publications Pvt Ltd.
- Shanker, B. L., & Rodrigues, V. (2015). Indian Parliament - A Democracy at Work . New Delhi: Oxford University Press
- Srinivas, M. N. (1989). Jadeed Hindustan Mein Zaat Paat. New Delhi: National Council for the Promotion of UrduLanguage (NCPUL).

Semester 2

Course Title: Radio Production (CORE)**Course Code: MAJM202CCT****Scheme of Instruction**

Total Duration	60 Hrs
Periods/Week	4
Credits	4
Instruction Mode	Lecture /Presentation

Scheme of examination

Maximum Score	100
Internal Evaluations	30
End Semesters	70
Exam Duration	3 Hrs

Course Objectives: Through this course the students are taught from the basics of Radio, its technology, reach, characteristics to the hands-on experience of Radio Production. The objective is to make them learn about the medium (Radio) and to make use of it for their own ideas.

Course Outcomes: By the end of this course the students should be able to know Radio (as a medium) thoroughly. They also must be able to write for this medium. They should also be able to know how to develop ideas, research, write script, give voice over, record and edit the audio. They must also be able to produce programs in different genres of Radio. Through this course the students are helped to acquire skills for the job market in Radio.

Unit	Course Content	Instruction Hours
I	Introduction to Radio & Radio Technology Introduction to Radio, Characteristics of Radio: Radio in Today's Mass Media Scenario, Strength and Weakness, Development of Radio in India: Types of Radio: Campus Radio, Community Radio, License Procedure; Required Infrastructure; cost, Private/Commercial Radio Types of Radio Broadcast, Short wave, Medium wave, Long wave, Frequency Modulation FM, Satellite, Broadcasting, Web radio (online radio)	15
II	Concept of Sound and Production Concept of Sound and Production, Understanding the Concept of Sound Acoustics, Mechanism of Recording, Reproduction of Sound, Production Studios, Microphone: Types, Basic Design & function, Polar Diagrams of Mikes, Sound Effects, Distort Filters, Artificial echo	15
III	Writing for Radio Writing for Radio, different genres, Voiceover/Narration Techniques, Talk, Discussion, Interview, Feature and Documentary, Drama, Music Programmes, Radio Commercials, News Features	15
IV	Recording, Editing and Mixing of Sound, Audio Tape Recording, Editing and Mixing of Sound, Audio Tape: Audio Console: Tape Recorder, Introduction to Editing Softwares: Soundforge, Protools, Cooledit, Sonifex machine and its operation	15

Examination and Evaluation Pattern:- Internal Assessment 30 marks and External Assessment 70 marks.

Text Books and References:

1. Masani. M, 1975, Broadcasting and the People, India International Center
2. Awasthy, G.C. 1965, Broadcasting in India, Allied Publishers
3. Baruah, U.L. This is All India Radio, Publication Division, I & B Ministry
4. Duggal, K.S. 1980, What Ails Indian Broadcasting, Marwah Publications,

5. Donnell, O, Lewis, Fritz, M and Carl, H, 2007, Modern Radio Production, Programming and Performance, 7 th edition,
6. Sterling, Christopher H, Head, S and Scholfield, B L. 1994, Broadcasting in America: A Survey of Electronic Media, 7th edition,
7. Milton, R. 1968, Radio Programming: A Basic Training Manual, London,
8. Siddiqui, KA 2011, Urdu Radio aur Television meintarseel o iblaaghkizabaan, NCPUL, New Delhi.
9. Ikramuddin, KM. 2014, Urdu Media, NCPUL, New Delhi.
10. Parvez, SFA 2015, Urdu Media, , Huda Publications, Hyderabad

Semester 2

Course Title: Radio Production (Practical's) (CORE)

Course Code: MAJM250CCP

Scheme of Instruction

Total Duration	:	120 Hrs
Periods/Week	:	8
Credits	:	4
Instruction Mode	:	Practical

Scheme of examination

Maximum Score	:	100
Internal + External Evaluations	:	50+50
Exam Duration	:	Practical/Viva

Course Objectives: After studying this lesson, student will be able to understand how to use microphones on radio, voice modulation, identify music and sound effects for radio production, classify the different stages of radio program production, and produce different programmes.

Course Outcomes: After this course student, will able to develop different types of content for radio. They can understand how to write for radio and can communicate well without visual media.

Unit	Course Content	Instruction Hours
I	<p>Script</p> <p>Through this practice the students will learn about the various stages of script writing namely how to conceive and idea, elaborate on it, do research, prepare rough draft and then final script. The script is to be written for a radio program of 5 minutes. The students will have to write script on any TWO (5 MARKS EACH) of the following:</p> <ol style="list-style-type: none"> Social Advertisement Humorous Program/Satire Musical Program Short skit 	30
II	<p>Interview</p> <p>This is a very basic Radio exercise. The students will have to conduct ONE interview for the Radio medium, which will be of 5 minutes. The students can interview any person on the campus but it should be relevant to their course. The student will learn to write the script, ask questions, record the voice and edit.</p>	30
III	<p>News Feature, Jingle/RJ Programme</p> <p>The students will have to prepare ONE news-based program for Radio. The student will have to write the script and the headlines and then the news. This program should not be of more than 5 minutes. They students can also make a Reporting for Radio in this segment.</p> <p>The student will have to prepare a Jingle or an RJ Program for which he/she shall write a script also. It should not be of more than 5 minutes.</p>	30
IV	<p>Radio Documentary</p> <p>The students shall be writing the script, recording and editing a documentary of a relevant topic. This program should not be of more than 15 minutes. This will be their final product through which they will learn about the various stages of Radio production. There will be a viva for this program to be conducted by an external examiner.</p>	30
<p>Examination and Evaluation Pattern: Internal Assessment 50 marks and External Assessment 50 marks.</p>		

Semester 2

Course Title: Television Journalism (CORE)

Course Code: MAJM203CCT

Scheme of Instruction

Total Duration	:	60 Hrs
Periods/Week	:	4
Credits	:	4
Instruction Mode	:	Lecture

Scheme of examination

Maximum Score	:	100
Internal Evaluations	:	30
End Semesters	:	70
Exam Duration	:	3 Hrs

Course Objectives: This paper gives students a chance to take their skills in the field of Television Journalism. The students will be given hands-on practice, to the fundamental principles, techniques, and to learn for better visual storytellers from Anchoring to "on-camera" reporting. The main aim to teach this paper is to produce skilled and trained journalists, for all the streams of Television journalism what we call reporters, copy editors, anchoring, news reader and producers.

Course Outcomes: Students may able to do news stories/ projects derived from their own creativity. They understand the techniques of field reporting, anchoring, copy editing and to know the aesthetic knowledge of producing current affair TV shows/programmes etc. They can explore their skills and knowledge for a mainstream media as well as regional media.

Unit	Course Content	Instruction Hours
I	Introduction to Television Journalism and camera Communicating with still pictures and video shooting with TV camera, History of Television Journalism in India and abroad, Famous Television journalist and their shows, Parts of video camera, Understanding Depth of Field, Filters, White Balance, Exposure triangle. Camera Supports system: Monopod, Tripod, Crane etc. Transmission Technology, Coordination between different departments for better transmission.	15
II	Electronic News Gathering (ENG) Electronic News Gathering (ENG), Planning For News Stories , Types of Television News Stories, Read Stories, Voice-Over and Sound Bites, Elements of News Story/News Worthiness, Basic shots and camera movements Visualization of News, Structure of News Story and Commentary; Piece-To-Camera (PTC), Grammar And Style, Use of Quotations and Attributions, Editing News, Dubbing and Sub-Titling, Film Library/Archives, Use of Graphic and Animations	15
III	TV Interview& The News Programme TV Interview: Definition and Different Types of TV Interview, The Interviewer's Skill, How to Prepare for TV Interview, Check Arrangements, Production of TV Interviews The News Programme: News Bulletin, Item Selection and News order, Organizing A News Bulletin, Different Formats of TV News Packaging, Special News Stories, Qualities of a Newsreader/Presenter (Language, Pronunciation, Vocabulary, Diction, Speed, Breathing, Emphasis, Pitch and Body Language) Using the Prompter, Breaking Newsflash News, Debates. Structure of News Channels Organization and Hierarchy	15
IV	Documentary and Non-Fiction Films Documentary and Non-Fiction Films: Definition, Nature, Different Genres and Styles, History and Theoretical Concerns, Research, Script, Structure and Process, the Presentation Structure, Interviews, Narrations and Ambience, Music In Documentary Films, Difference Between Documentary and Feature, EFP: Pre-Production to Post-Production	15

Examination and Evaluation Pattern:- Internal Assessment 30 marks and External Assessment 70 marks.

Text Books and References:

1. Boyd, A. (2000). *Broadcast Journalism: Techniques of Radio and TV News*. Focal Press
 2. Zettle, H. (2007). *Television Production Handbook*. USA: Thomson wadsworth
 3. Harris, P. L., & Wilcox, G. (2012). *Television Production & Broadcast Journalism* (2nd ed.) Goodheart Wilcox,.
 4. Jim, O., Gerald, M. (2011). *Video Production Handbook*. Focal Press; 5th edition.
 5. Nancy, R. (2013). *On Camera, how to Report, Anchor and Interview*. Focal Press; 2nd edition
 6. Amanda, W. (2012). *Video Production: A practical Guide to Radio and TV*. Routledge
 7. Donald, L, Diefenbach. (2007). *Video Production Techniques*. Routledge; 2nd Edition.
 8. Musburger, R.B. (2010). *Single Camera Video Production*. Focal Press; 5th edition.
 9. Kriwaczek P. (1997). *Documentary for the Small Screen*. Focal Press
 10. Cohler, D. K. (1985). *Broadcast Journalism: A guide for the presentation of Radio and Television News*. USA: Prentice Hall
- Naqvi, A. (2019). *Video Editing: Ibtedai Tarooif*, Creative Star Publication, New Delhi

Semester 2

Course Title: Television Journalism (Practical's) (CORE)

Course Code: MAJM251CCP

Scheme of Instruction

Total Duration	:	120 Hrs
Periods/Week	:	8
Credits	:	4
Instruction Mode	:	Practical

Scheme of examination

Maximum Score	:	100
Internal Evaluations	:	50
External Evaluations	:	50
Exam Duration	:	Practical

Course Objectives: This paper provides students a platform to train the art and craft of TV journalism and equip them with skills and practices to readily take up journalistic and production jobs in different TV channels. Through practical based learning, a student is supposed to produce news to documentaries

Course Outcomes: Through the practical based learning students will become acquaint with the best traditions and practices of Television Journalism. The Student will learn how to self-shoot and edit a TV package, how to present on television; how to report, how to interview, how to use a TV camera and how to produce and direct a studio based programme.

Unit	Course Content	Instruction Hours
I	VOX-POP, VO & VOSOT In the VOX-POP project each student will record interviews on any topic. Each student chooses a topic, shoots video, and edits a 20-30 second segment. In the VO project each student use video and natural sound to help tell a story. Each student chooses a topic, writes copy, shoots video, narrates and edits a 60 second segment. The VOSOT is comprised of video, the natural sound associated with that video and a short sound bite to tell a story. The video rolls over the anchorman or reporter speaking and then opens up full for the sound on tape (SOT). Each Student shoots their own footage, conduct interviews, write, narrate and edit the VOSOTS. Completed projects run approximately 45-60 seconds.	30
II	VOSOT WITH STAND-UP (PTC) Students learn introductory techniques of —stand-ups/PTC. The stand-up, the on-location appearance of the reporter on camera, will be written, taped and added to the VOSOT. Each Student will shoot their own footage, conduct interviews, write, narrate and edit the VOSOTS with. Completed projects run approximately 45-60 seconds —stand-ups/PTC.	30
III	INTERVIEW Students learn introductory techniques of —TV Interview. Students will be taught how to produce and direct a TV interview in a studio. A group of two students will prepare a TV Interview of any personality and conduct interviews of duration of 10-15 minutes on online setup in the studio and edit it.	30
IV	FEATURE/TV DOCUMENTARY Student will be graded (50 marks) on scripting for special TV News Story/Feature or TV Documentary of duration of 25 Minutes. The two best Scripts (either Documentary or special News Story/Feature) will be selected for final production Among Two Group of students which will carry 25 marks.	30

Examination and Evaluation Pattern: - Internal Assessment 50 marks and External Assessment 50 marks.

Semester 2

Course Title: Film Studies (DSE)**Course Code: MAJM201DS****Scheme of Instruction**

Total Duration	:	60 Hrs
Periods/Week	:	4
Credits	:	4
Instruction Mode	:	Lecture

Scheme of examination

Maximum Score	:	100
Internal Evaluation	:	30
End Semesters	:	70
Exam Duration	:	3Hrs

Course Objectives: Introduced from the academic year 2013-14, this paper aims to provide well rounded understanding of films. In the Film Studies paper, students will become acquainted with film's forms, techniques, significant Film movements, criticism, and explore film as a cultural force.

Course Outcomes: : Since cinema influences nearly every facet of our lives, a sound understanding of cinema prepares students for a wide variety of fields, including, but not limited to Film, Television, & Digital Video Production, Film Journalism, Marketing & Advertising, Internet & Social Media, Teaching & Higher Education, with prospects for further research in the area.

Unit	Course Content	Instruction Hours
I	Birth of International Cinema - Lumiere Brothers — Establishment of the Narrative Film and Standardization of Film Practices – An Overview from George Méliès to D.W.Griffith -The Growth of the Studio System	15
II	South Asian Visual Practices and Processes - Early Pioneers of the Indian Cinema – The Golden Age of Indian Cinema – Indian Art Cinema and the Parallel Indian Cinema Movement – The Problematic Decade of the 70s and the 80s - Contemporary Post-Liberalization Hindi Cinema: Trends and Transformation	15
III	Classical Hollywood Narrative Structure – Alternatives to Classical Hollywood: Sergei Eisenstein, Montage and Soviet Cinema -Robert Wiene and German Expressionism – Yasujiro Ozu and East Asian Cinema -Vittorio De Sica and Italian Neo-Realism – Jean Luc Godard and French New Wave	15
IV	Understanding Modes of Production and Consumption: Pre-Production: Film Finance – NFDC – Production: Key Production Roles – Stages of Post Production - The Revenue Model Operating in the Industry – Modes of Distribution – Modes of Film Exhibition	15

Examination and Evaluation Pattern: - Internal Assessment 30 marks & External Assessment 70 marks.

Text Books and References:

- Anand, U. (1969). Theatre Ki Kahani. New Delhi: National Council for Education Research and Training (NCERT).
- Ansari, F. (2012). Hindustani Cinema Ka Aaghaz Aur Artakah. New Delhi: Modern Publishing House.
- Ashk, P. P. (2000). Hindustani Cinema Ke Pachaas Saal. New Delhi: Modern Publishing House.
- Ashq, P. P. (2010). Hamara Cinema. New Delhi: National Council for the Promotion of Urdu (NCPUL).
- Bhowmik, S. (2008). Cinema and Censorship. New Delhi: Orient Blackswan.
- Dwyer, R., & Pinney, C. (Eds.). (1999). Pleasure and the Nation. New Delhi: Oxford University Press.
- Hayward, S. (2006). Cinema Studies. London: Routledge.GulzarGyl
- Monaco, J. (2000). How to Read Film: The World of Movies, Media, Multimedia: Language, History, Theory. London: Oxford University Press.
- Mubarki, M.A. (2016). Filming Horror: Hindi Cinema, Ghosts and Ideologies. New Delhi: Sage Publications.
- Rajadhyaksha, A. (2016). Indian Cinema: A Very Short Introduction. New Delhi: Oxford University Press.
- Virdi, J. (2006). Cinematic Imagination. New Delhi: Permanent Black.

Semester 2

Course Title: Health Journalism (DSE)**Course Code: MAJM102DS****Scheme of Instruction**

Total Duration	:	60 Hrs
Periods/Week	:	4
Credits	:	4
Instruction Mode	:	Lecture/Practical

Scheme of examination

Maximum Score	:	100
Internal Evaluations	:	30
End Semesters	:	70
Exam Duration	:	3 Hrs.

Course Objectives: The main objective of this paper is to enrichment of students regarding health journalism and helps them to equip with concept and practices of health journalism. The paper is designed to acquaint the students with all domain of health journalism and familiar them about public-private health care system, health policy, reporting on health care issues and new aspect and opportunity in health journalism.

Course Outcomes: The main outcomes of the subject are to make students handy to write and report on health issues. After completing the paper students will equip with the all domains knowledge of health-care system and acquaints with healthcare report writing skills and methods.

Unit	Course Content	Instruction Hours
I	Health care and Journalism- An overview Introduction to Health Journalism, Needs of Healthy Life, Public Health Care Aspects, Introduction to diseases, Newborn & Child Health, Woman's Health-care, Men's Health Issues, Old Age Health care, Vaccine Overview, Vaccine Herd Immunity, Vaccine- preventable infectious diseases, Vaccine Myths, Vaccine Side effects, Antibiotic Overview, Antibiotic Misuse & Resistance in India, Public Health & Sustainable Development Goals, CAS Crash Course (TED talk)	15
II	Writing for Health Journalism Health care as Journalism beat, Types of health care writings, writing for Print media, Broadcast media and web media, Significance of Health Journalism, Health care reporting, Sources of health reporting, Medical Report Writing, Ethics in Health Journalism, Health care laws, CAS & the Journalist (group work/discussion)	15
III	Health care facilities & Public Health Service Healthcare facilities in India- Public Sector, Private Sector, Corporate Sector, Charity Hospitals, Hospitals run by NGO, Pharmaceutical sector, Preliminary Health Centre, Medical regulatory bodies, Role of Public-private entities in healthcare sector, Public Health service provider institutions- NGO's, WHO, Unicef, UNDP, NHRM etc. Public health awareness campaign- Pulse Polio, HIV-AIDS, TB etc. Public health programs, CAS Case Study 1	15
IV	New aspects and approaches in Health Journalism Health communication approaches, New trends in health journalism, Health journalism and Information technology, Health Journalism Magazines, Broadcast programmes on Health Journalism, Web programme on health journalism, Social media and Health care, Assignment, Rural Health Facilities, CAS Case Study 2	15
Examination and Evaluation Pattern: - Internal Assessment 30 marks & External Assessment 70 marks.		
Text Books and References:		

1. Baggott, R. (2011). *Public Health: Policy & Politics*. New York: Palgrave Macmillan .
2. Gupta, S., & Nikhat, S. (1989). *Baacho Ke Sahet*. New Delhi: N C P U L.
3. Levi, R. (2001). *Medical Journalism: Exposing Fact, Fiction, Fraud*. New Jersey, USA: Wiley-Blackwell.
4. Nair, P. (2005). *Education and Health Infrastructure : An Overview*. Hyderabad: ICFAI Univ. Press.
5. Pandya, R. (2010). *Community health education*. Jaipur: Rawat publications.
6. Sawa, R. J. (1992). *Family Health Care*. New Delhi : Sage Publications.
7. https://www.ted.com/talks/ben_goldacre_battling_bad_science?language=en
8. <https://www.bbc.com/news/health-36540417>
9. <http://www.bbc.co.uk/news/health36540417>
10. S: <https://sustainabledevelopment.un.org/sdgs>
11. <https://sustainabledevelopment.un.org/sdgs>
12. <https://www.thequint.com/explainers/humans-vs-superbugs-decoding-the-battle-for-survival>
13. <https://qz.com/657514/superbugs-could-kill-10-million-people-by-2050-if-a-lot-of-things-dont-change-fast/>
14. <https://www.cdc.gov/vaccines/hcp/conversations/downloads/vacsafe-understand-color-office.pdf>
15. <http://data.worldbank.org/indicator/SH.DYN.MORT>
16. <http://niti.gov.in/content/under-5-mortality-rate-u-5mr-1000-live-births>

Semester 2

Course Title: Video Documentary Production (GE)**Course Code: PGJM201GET****Scheme of Instruction**

Total Duration	:	60 Hrs
Periods/Week	:	4
Credits	:	4
Instruction Mode	:	Lecture

Scheme of examination

Maximum Score	:	100
Internal Evaluations	:	30
End Semesters	:	70
Exam Duration	:	3 Hrs

Course Objectives: This course introduces key issues, debates and movements in documentary film, internationally, illustrated with screenings of selected documentary classics. It also aims to sensitize students to the formal elements and changing language of documentary film. It also explores the history of documentary film in India, locating it in the context of shifting discourses on state, nation, gender and development.

Course Outcomes: Students will know the basics techniques of Documentary Production, how to generate an idea, script writing and visualize it. They will be able to make a documentary proposal and will understand the ethical considerations as a documentarian. Moreover they will be able to know how to plan and research a story, identify and secure interviewees and how to shoot and edit the documentary film.

Unit	Course Content	Instruction Hours
I	Documentary Film in India Documentary Film in India: A Historical Introduction, Documentary Film and the State Emergence of 'Independent Documentary' Censorship and Documentary in India. Films Division and documentaries	15
II	Documentary and Non-Fiction Films Documentary and Non-Fiction Films: Definition, Nature, Different Genres and Styles, History and Theoretical Concerns, Difference between Documentary and Feature. The Language of Documentary Film: Modes and Authorial Positions The aesthetics, ethics and politics of representation Changing modes of production and distribution Influence of digital technologies	15
III	Documentary Production Documentary Production- The Process of Production: Pre-production- concept, research and reconnaissance; Writing a proposal and budget; Elements of scriptwriting- visualization, treatment, the Presentation Structure, producing a shooting script, Interviewing techniques, Narrations and Ambience, Music in Documentary Films	15
IV	Documentary Production: Development of idea Documentary Practical- Development of idea, making documentary proposal, Writing Script, Research, Handling camera, interviewing, Shooting, Voice over, Narration, Arrangement of shots, Editing. Documentary screenings: Students will be assessed for their regular attendance in the documentary screening and individual presentations/ write-ups based on their interpretation and understanding of various documentaries.	15

Examination and Evaluation Pattern: - Internal Assessment 30 marks and External Assessment 70 marks.

Text Books and References:

1. Grieson, J. *Garieson on Documentry* . University of California Press
 2. Sanjit, N. (1992). *Film Division and Indian Documentries*. Amazon
 3. Jayasankar K. P. & Anjali, M. (2016). *A Fly in the Curry: Independent Documentary Film in India*. Sage Publication.
 4. Sharma, Aprna. (2015). *Documentary Films in India*. Palgrave Macmillan, a division of Macmillan Publishers Limited.
 5. Sutoris, P. (2016). *Visions of Development: Films Division of India and the imagination of Progress, 1948-1975*. Oxford University Press India.
 6. Aitken, I. (2005). *Encyclopedia of the Documentary Film*. New York: Routledge.
 7. Barnouw, Erik. (1993). *Documentary: A History of the Non-Fiction Film*, New York: Oxford University Press, 2nd revised edition.
 8. Goldsmith, David A. (2003). *The Documentary Makers: Interviews with 15 of the Best in the Business*. Hove, East Sussex: Roto Vision.
 9. Tobias, Michael. (1997). *The Search for Reality: The Art of Documentary Filmmaking*. Studio City, CA: Michael Wiese Productions.
- Naqvi, A. (2019). *Video Editing: Ibtedai Tarooof*, Creative Star Publication, New Delhi

Semester 2**INTERNSHIP****Course Title: INTERNSHIP****Course Code:****Scheme of Instruction**

Total Duration :
Periods/Week :
Credits : 2
Instruction Mode : Internship

Scheme of examination

Maximum Score : 50
Internal Evaluations : 10 (on the
basis of internship report)
End Semesters : -
Internship Duration : 4 weeks

Semester 3

Course Title: Communication Research**Course Code: MAJM301CCT****Scheme of Instruction**

Total Duration	:	60 Hrs
Periods/Week	:	4
Credits	:	4
Instruction Mode	:	Lecture

Scheme of examination

Maximum Score	:	100
Internal Evaluations	:	30
End Semesters	:	70
Exam Duration	:	3 Hrs

Course Objectives: The primary objective of this paper is to understand basic concepts of research and its methodologies, as well to learn systematic understanding of research methods including research design, formation of appropriate research problem and its parameter, data collection and analysis and to understand difference between qualitative and quantitative research. Another objective of this is to equip students with concepts used in research and to equip them scientific Mass Media research Methods and their approaches. In spite of that to understand the Philosophy of mass media research will also be important.

Course Outcomes: The students would familiar with scientific methodology of Mass Media research, research designs, understanding of data collection and its analysis, basic knowledge on qualitative and quantitative research. Further, students would equip with independently design a research approach for a specific Mass Media research issue of their choices.

Unit	Course Content	Instruction Hours
I	Mass Media Research: Concept and Definition Introduction to Media Research, Definition, Need and Scope in the society, Development of Mass Media Research, Scientific & Objective approach in Research Method, Research Design: Meaning, Purpose and Principles, Problem in Mass media research	15
II	Methods & Strategy of Communication Research Communication Research- Methods, Tools & Technique, Research Approach, Qualitative and Quantitative Research Methods, Steps of Communication research, Types of Research- Survey Research, Content Analysis, Intensive Interview , Case Studies etc.	15
III	Hypothesis, Variables & Statics technique in Research Hypothesis- Concept, Definition & Relevance in Communication Research, Sampling Technique, importance and its types, Variable-Significance & Types, Introduction in Statics techniques in communication research, statics methods- Mean, median etc.	15
IV	Data Collection Tools& Areas of Research Data Collection- Source, method & types, Data collection tools & Technique-Questionnaire, Question Schedules, Interview, Observation etc. Difference between Questionnaire and Schedule, Data Coding, Tabulation, Graphs and Tables, Data analysis & Report writing New trends in data collection	15

Examination and Evaluation Pattern: - Internal Assessment 30 marks and External Assessment 70 marks.

Text Books and References:

1. Miller, Delbert C. & Salkind Neil J. (2002) *Handbook of Research Design & Social Measurement*. London: Sage Publication
2. Wimmer, Dage D & Dominic, Joseph R. (2011) *Mass Media Research: An Introduction*. Singapore: Wadsworth Cengage Learning

3. Berger, Arthur ASA (2011) <i>Media and Communication Research Methods</i> . New Delhi: Sage Publication Pvt. Ltd.
4. Hansen, Anders & Cottle, Simon & Negriney, Ralph & Newbold, Cheri. (2004) <i>Mass Communication Research Method</i> . London: McMillan Press Ltd.
5. Choudhary, Dr Rajat K. (2007) <i>Research Method in Mass Communication</i> . New Delhi: Pearl Books
6. Buddenbaum, Judith M & Novak, Katherine B. (2005) <i>Applied Communication Research</i> . New Delhi: Surjeet Publication
7. Dainton, Marianne & Zelley, Elaine D. (2011) <i>Applying Communication theory for Professional Life: A Practical Introduction</i> . New Delhi: Sage Publication
8. Bryant, Jennings & Oliver, Mary Beth. Edited. (2009) <i>Media Effects- Advances in Theory and Research</i> . London: Routledge Taylor & Francis Group
9. Jensen, Klaus Bruhn. Edited. (2002) <i>A Handbook of Media and Communication Research</i> . London: Routledge Taylor & Francis Group
10. Saxena, Rajiv. (2010) <i>Mass Communication Research Analysis</i> . New Delhi: Centrum Press
11. Jyotirmayee, Dr Vandana. (2013) <i>Research Media Studies. Methodology in New Delhi</i> : Kanishka Publisher.
12. Gupta, Om & Sharma, Sudesh. Edited. (2011) <i>Media and Communication Research: Changing Paradigms</i> . Delhi: Gyan Publishing House

Semester 3

Course Title: Web and Convergent Journalism (CORE)

Course Code: MAJM302CCT

Scheme of Instruction

Scheme of Examination

Total Duration	:	60 Hrs	Maximum Score	100
Periods/Week	:	4	Internal Evaluations	30
Credits	:	4	End Semesters	70
Instruction Mode	:	Lecture	Exam Duration	3 Hrs

Course Objectives: The emergence of New Media has affected everyone in today's world. The student of Mass Communication can ignore the New Media at his/her own peril. Through this course the student is taught the basics of this medium, the technology involved, its architecture, its variety, reach, effect and issues.

Course Outcomes: By the end of this course the students should be able to know Web (as a medium) thoroughly. They also must be able to write for this medium. They should be able to write/edit/hyperlink for web journalism. Through this course the students acquire skills for the ever expanding job market in the field of web media.

Unit	Course Content	Instruction Hours
I	Introduction to Web Media Introduction to Web Media, Characteristics and limitations of Web/New Media, Convergence: Technologies, Content, Users, CDot, ISPs, WAP, Types of Internet connections: Dial-up, ISDN, Lease-line, Optical fibre: Structure, advantage and application, Protocols of Internet: SLIP, CSLIP, TCP/IP, PPP, Hypertext Transfer Protocol (HTTP), Hypertext Markup Language (HTML)	15
II	Web as a medium of Journalism & Writing for online Media Web as a medium of journalism, Definition of convergent journalism, its evolution, Technology and convergence, scope, the difference between the virtual and real, The Web—and a converged multimedia news environment, Brief Introduction to major Indian News Portals, Social Networking Websites, Face book- You tube, Alternative Media Writing for online media, different genres, Conduct research online, determine reliability of sources found, Online Entertainment media, E publishing, E Paper, E zines Social, Ethical, Political and Legal issues related to New Media, Intellectual Property Rights (IPR) and New Media, Security Issues	15
III	The Elements of Digital Storytelling The elements of digital storytelling, specialized news sites: an evaluation and analysis, Blogging, Blogging evolving as a form of journalism, Death of blog, online censorship, Filtering content, surveillance	15
IV	Internet Internet, Hardware & Software, Web Search Engines, Net Surfing, Searching, Creating E-mail Accounts, Sending & Receiving Mails, Downloading from sites, Using social media for effective news gathering, Introduction to Multimedia storytelling, Mobile Journalism	15

Examination and Evaluation Pattern:- Internal Assessment 30 marks and External Assessment 70 marks.

Text Books and References:

1. Howard, Philip, N. and Steve Jones, 2003, Society Online: The internet in Context, Sage,
2. Thulow, Crispin, Laura Lengel and Alice Tomic, 2004, Computer Mediate Communication, London, Sage,
3. Mirabito, Michael M. A., 1994, the New Communication Technologies, Focal Press,
4. Minasi, 1999, Expert guide to Windows98, BPB Publications,
5. Stultz A Russel (2000) Office 2000, BPB Publications.
6. S. Jaiswal, 1999, Fundamentals of Information Technology, Galgotia Publications, New Delhi,
7. Stephen Quinn and Vincent Falk, Convergent Journalism: An Introduction, Focal Press
8. Janet Kolodzy, Convergence Journalism: Writing and Reporting across the News Media
9. August E Grant, Understanding Media Convergence, Oxford University Press.

Semester 3

Course Title: Television and Video Production (CORE)**Course Code: MAJM303CCT****Scheme of Instruction****Scheme of examination**

Total Duration	:	60 Hrs	Maximum Score	:	100
Periods/Week	:	4	Internal Evaluations	:	30
Credits	:	4	End Semesters	:	70
Instruction Mode	:	Lecture	Exam Duration	:	3 Hrs

Course Objectives: This paper gives students a chance to take their skills in the field of Television Journalism. The students will be given hands-on practice, to the fundamental principles, techniques, and to learn for better visual storytellers from Anchoring to "on-camera" reporting. The main aim to teach this paper is to produce skilled and trained journalists, for all the streams of Television journalism what we call reporters, copy editors, anchoring, news reader and producers.

Course Outcomes: Students may able to do news stories/ projects derived from their own creativity. They understand the techniques of field reporting, anchoring, copy editing and to know the aesthetic knowledge of producing current affair TV shows/programmes etc. They can explore their skills and knowledge for a mainstream media as well as regional media.

Unit	Course Content	Instruction Hours
I	Visual Communication : Visual Communication Pedagogy of Video, Selection of Media, Different Types of Usage of Video, Inter-Active Video, Story Telling Through Video, Distribution of Television Channels Through Cable, DTH, IPTV, Video Games, IPOD and Mobile TV. ENG/EFP and studio based production Nature, Types of TV Programme and Production Formats, Introduction to Popular Programme, Documentaries, Developmental Programme, Tele-films, Talk Shows, Audience Participatory Programme, Soap Operas and Serials etc. Phone-In-Programme, Educational TV Programme, Teaser, Promos, Montage and Title Song	15
II	Scripting and Development for Video Production Scripting for Video production fiction and nonfiction Idea Development for Fiction and Non-Fiction, Elements of Fiction ,One-Page Idea Write-Up, Concept and Research, Style Treatment and Different Genres of Fiction, Writing a Draft Script and Shooting Script, Screenplay Writing, Characterization, Dramatic Construction and Climax, Proposal Writing, Budgeting, Research and Recce for Shooting, The Production Book, The Story Board, Handling other Departments: Casting, Acting, Costumes, Make Up Art, Set Design, Television Market Reports , Audience Research and TRP	15

III	Camera work and Studio Equipment Grammar of Shots- Shot, Scene & Sequence, Visual Thinking, Single Camera and multi camera Production Procedure. Five C's: Camera Angles, Continuity, Cutting, Close-Up, Composition; Camera Positioning; Camera Blocking. Introduction and Familiarization with Studio Production, On-Line Production, Studio Based Production, Studio Equipment, Roles and Responsibilities of Studio Personal, Director's Cues/Commands, Studio Lighting System, Lighting For Chroma Keying , Chroma Key Technique, Microphones factors governing the selection of mikes Basic Designs and Recording Techniques; Cable and Connectors and Their Uses	15
IV	Production & Basic Editing Equipment Different stages of video Production, Editing Concept and Meaning of Editing, Editing Equipment's –Understanding Final Cut Pro Work Station: Viewer –Browser – Canvas – Timeline –Setting General Preferences: Formats (NTSC, PAL, MESECAM) and Frame Rates – Working in the Timeline: Elements in the Timeline Window–Trimming Edits: Accessing Trimming Functions – Laying Soundtrack –Creating Transitions: Types of Effects and Transitions, Understanding Keyboard Shortcuts. Creative Audio and Sound treatment for Editing	15
Examination and Evaluation Pattern:-Internal Assessment 30 marks and External Assessment 70 marks.		
Text Books and References:		
1. Boyd, A. (2000). <i>Broadcast Journalism: Techniques of Radio and TV News</i> . Focal Press		
2. Zettle, H. (2007). <i>Television Production Handbook</i> . USA: Thomson wadsworth		
3. Harris, P. L., & Wilcox, G. (2012). <i>Television Production & Broadcast Journalism</i> (2nd ed.) Goodheart Wilcox,.		
4. Jim, O., & Gerald, M. (2011). <i>Video Production Handbook</i> . Focal Press; 5th edition.		
5. Nancy, R. (2013). <i>On Camera, how to Report, Anchor and Interview</i> . Focal Press; 2nd edition		
6. Amanda, W. (2012). <i>Video Production: A practical Guide to Radio and TV</i> . Routledge		
7. Donald, L, Diefenbach. (2007). <i>Video Production Techniques</i> . Routledge; 2nd Edition.		
8. Musburger, R.B. (2010). <i>Single Camera Video Production</i> . Focal Press; 5th edition.		
9. Kriwaczek P. (1997). <i>Documentary for the Small Screen</i> . Focal Press		
11 Fang, I.E. (1982). <i>Television News. ABC News Communication Arts Books</i> NY.		
12. Bhatt, S. C. (1991). <i>Broadcast Journalism: Basic Principles</i> . New Delhi: Sage Publication		
13. George A. A, (2004). <i>News Writing</i> . Delhi Kanishka Publisher.		
14. White, T. (2010). <i>Broadcast News Writing, Reporting and Production</i> . Focal Press.		
15 Hartley, J. (1982). <i>Understanding News</i> . London Methuem Pub..		
16. Chatterji. P.C. (1991). <i>Broadcasting in India</i> . New Delhi: Sage Publication.		
17. White, T. (2013). <i>Broadcast News Writing, Reporting and Production</i> . Focal Press, 6th edition.		
18. Naqvi, A. (2019). <i>Video Editing: Ibtedai Tarooif</i> , Creative Star Publication, New Delhi		

Semester 3

Course Title: Television & Video Production (Practical's) (CORE)

Course Code: MAJM350CC

Scheme of Instruction

Total Duration	:	120 Hrs
Periods/Week	:	8
Credits	:	4
Instruction Mode	:	Practical

Scheme of Examination

Maximum Score	:	100
Internal Evaluations	:	50
External Evaluations	:	50
Exam Duration	:	Practical

Course Objectives: This paper will introduce the primary elements of video production through practical based learning and covers all the main aspects of professional television production from field to studio-based programmes. Students will complete group projects and get instruction to develop an idea/concept, format and script and then produce it on TV studio.

Course Outcomes: The Student will be able to do lightings techniques required for TV productions, set designing, chroma-keying, Sound recording, on line-direction, Switching, Audio mixing, white balance, exposure, character generator, camera positioning, Multi-Camera Production Procedure, camera blocking of TV cameras in a Studio/PCR, Floor Plan etc.

Unit	Course Content	Instruction Hours
I	Social Message A group of Two students (02) have to develop an idea of a social message and its concept, writes the script, shooting schedule, and budget and to breakdown of Scripts, shoots video and edits into a 90-120 second film.	30
II	ON-LINE Productions Students shall have to submit a script for a Studio Based TV Programmes like- Talk Shows, Game Shows, Travel Shows, Phone-In-Programme, Educational TV Programme, tele-film etc	30
III	Script Writing Best Three (03) scripts will be selected for the final production. The script writing exercise will carry 30 marks.	30
IV	Multi Camera Shooting and Studio Operations A group of student will be given responsibility to produce said productions on Multi Camera Setup in the studio. And to edit and package it of duration of 25 minutes each. Final Production will carry 45 marks and will be judged by External Examiner and Internal Examiner.	30
Examination and Evaluation Pattern: - Internal Assessment 50 marks and External Assessment 50 marks.		

Semester 3

Course Title	: Media Management (DSE)	Scheme of examination
Course Code	: MAJM301DST	
Scheme of Instruction		
Total Duration	: 60 Hrs	Maximum Score : 100
Periods/Week	: 4	Internal Evaluations :30
Credits	: 4	End Semesters :70
Instruction Mode	: Lecture	Exam Duration : 3 hrs

Objective: This course intends to familiarize the students with the management practices of media organizations, and special characteristics of media organizations.

Unit	Course Content	Instruction Hours
I	Media Management Principles Principles of media management and their significance, Media as an industry and profession, Organizational principles and their importance. Policy formulation-Planning and control; problems, process and prospects of launching media venture.	15
II	Ownership in Media Ownership patterns of mass media in India: sole proprietorship, partnership, private limited companies, public limited companies, trusts, Co-operatives, religious institutions (societies), franchisees (chains), cross ownership and ownership pattern of electronic media. Human resources development, Managing Resources, ways to cut cost and boost revenue.	15
III	Organizational Structure of Print Media & Electronic media Functions, Organizational structure: editorial, general management, finance and circulation of newspapers and magazines, Sales promotion: Pricing, Advertising, Marketing, Personnel management, production and reference sections, Apex bodies: DAVP, INS and ABC. Functions, Organizational structure: editorial, general management, finance, distribution, personal management and production department, Sales promotion: pricing, advertising, marketing, public relations, And promotion of the programs, Role of allied organizations: TAM and various broadcasting associations, Organizational structure of new media. Legal aspect of launching a Publication/Channel/Site. FDI foreign media entry.	15
IV	Event Management Historical Perspective, Introduction to event Management, Size & types of events as a communication tool, and as a marketing tool , Growing importance of events like exhibitions, seminars conventions worldwide, Event Team, Code of ethics, Principles of event Management, concept & designing. Aim of event, Types and category, Sports, Rallies, Wedding corporate events, Develop a mission, Establish Objectives Preparing event proposal, Use of planning tools. Analysis of concept, Logistics of concept	15

Examination and Evaluation Pattern:- Internal Assessment 30 marks and External Assessment 70 marks.

Text Books and References:

1. Redman, J., & Robert, T. *Balancing on the Wire-The Art of Managing Media Organisation.*

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|----------------------------------------------------------------------------------------------------------------------------------|
| 2. Gilbert, C. <i>Talking Stock-Journalism and Publicity Traded Newspaper</i> . Iowa State Press. |
| 3. James, R., & Trager, R. <i>Balancing on the Wire– The Art of Managing Media Organizations</i> . Cengage Learning |
| 4. Albarran, A. B. <i>Management of Electronic Media</i> . Wadsworth Publications |
| 5. Roberts, G. <i>Breach of Faith – A Crisis of Coverage in the Age of Corporate Newspapering</i> . University of Arkansas Press |
| 6. Robert, G. <i>Leaving Readers Behind –The Age of Corporate Newspapering</i> . University of Arkansas Press |
| 7. Herrik, F.D. <i>Media Management in the age of Giants</i> . Surjit Publications |

Semester 3**Course Title: International and Inter-Cultural Communication (DSE)****Course Code: MAJM401DST****Scheme of Instruction**

Total Duration	:	60 Hrs
Periods/Week	:	4
Credits	:	4
Instruction Mode	:	Lecture

Scheme of examination

Maximum Score	:	100
Internal Evaluations	:	30
End Semesters	:	70
Exam Duration	:	3 Hrs

Course Objectives: The objective of this paper is to make the students abreast with communication at international level. The cultural dimension of communication is also taught to the students.

Course Outcomes: By the end of this course the students should be able to know about International Communication, the problems, issues and challenges related to intercultural and international communication.

Unit	Course Content	Instruction Hours
I	International Communication & International News Flow International Communication: Meaning and concept, Historical overview, Information society, Global village International News Flow: Free, fair and balanced flow of communication, One-way free flow, Two-way flow of communication, New World Information and Communication Order (NWICO), Embedded journalism, International efforts in regulating news flow and mass media, McBride Committee report, Democratization of information flow and media systems	15
II	New information technology and its impact International news agencies, Foreign radio and TV channels, Internet and digital communication, Criticism and violence against media persons, Effects of globalization on media, Intellectual property rights, ITU, WAC, IOJ, AMIC	15
III	Inter-cultural Communication Culture, definition, process, Culture as social institution Eastern and Western perspective, Inter-cultural communication: definition, process Eastern and Western cultures, Inter-civilization dialogue.	15
IV	Barriers in Cultural Communication Barriers in inter-cultural communication, Religious, political and cultural barriers, UN's efforts in promoting inter-cultural communication, Mass media monopoly, Field trips to UN local units, Foreign Desks of print and electronic media	15

Examination and Evaluation Pattern: - Internal Assessment 30 marks and External Assessment 70 marks.

Text Books and References:

1. Mohammad, A. (1997). *International communication and Globalization*. Sage Publication.
2. Oatey, H. S., & Kottloff, H. *Handbook of Intercultural Communication*. Mouton de Gruyter.

3. Kumar, K. J. (2012). <i>Mass communication in India</i> (4th ed.). Mumbai: Jaico Publication.
4. James, S. (1979). <i>The Ethnographic Interview</i> . Wadsworth Group.
5. Lewis, R. D.(2006). <i>When Cultures Collide, Leading Across Cultures</i> (3rd edition). Nicholas Brealey Publishers
6. Hall, Edward T., (1990). <i>The Hidden Dimension, Anchor Books - a Doubleday Anchor Book</i>
7. Hofstede, G. (2007). <i>Culture's Consequences: Composing Values, Behaviours, Institutions and Organisations Across Nations</i> (2nd ed.). Sage Publications.
8. Osland, J. (1995), <i>The Adventure of Working Abroad, John Wiley & Sons</i>
9. Jandt, F. E. (2012). <i>An Introduction to Intercultural Communication: Identities in a Global Community</i> , (Eighth Edition)
10. Parkinson, E. (2005). <i>International and Intercultural Public Relations: A Campaign Case Approach</i> , Pearson

Semester 3

Course Title: Basics of Photography (GE)**Course Code: PGJM301GET****Scheme of Instruction**

Total Duration	:	60 Hrs
Periods/Week	:	4
Credits	:	4
Instruction Mode	:	Lecture /Practical

Scheme of examination

Maximum Score	:	100
Internal Evaluations	:	30
End Semesters	:	70
Exam Duration	:	3 Hrs

Course Objectives: This course familiarizes the students with all technical aspects of still photography equipment, materials, processes and image editing with hands-on exercises. Moreover, this course will enable students to learn photography as an expression of art.

Course Outcomes: After familiarizing with the basics of still photographic techniques, students will equip with job-oriented skills in still photography.

Unit	Course Content	Instruction Hours
I	Photography: DSLR & its functioning DSLR (Digital Single Lens Reflex Camera) and its functioning, various parts of camera, types of digital camera. Key components of DSLR- light path, lens elements, mirror, viewfinder, sensor, resolution, memory cards.	15
II	Visual language. What is visual grammar? Visual language. What is visual grammar? Perception, Picture Composition- Rule of Thirds, Symmetry, Geometry, Shape, colour. What is a shot? Classification of shot, Exposure modes, light, colour temperature.	15
III	Introduction to Photoshop Introduction to Photoshop, Introduction to compression formats, Digitizing conventional photographs, Manipulation of Digital Images using Adobe Photoshop	15
IV	Practical and Assignment Work Practical and Assignment Work: Shooting with Digital Cameras, Photography and Presentation	15

Examination and Evaluation Pattern: - Internal Assessment 30 marks and External Assessment 70 marks.

Text Books and References:

1. Upton, and Upton. (2010). *Photography*. 11th Edition- Pearson Publication.
2. Langford, M. J. (1965). *Basic Photography: The Guide for serious Photographers*. Focal Press
3. Adrian, D., & Phil, F. (1998). *Digital imaging for photographers*, Focal Press 3rd Edition,
4. Long, B.(2012). *Complete Digital Photography*. Delmar Cengage Learning; 7th Revised edition.
5. Jon,t. (2012). *Understanding Digital Cameras*. Published by Delmar Cengage Learning; 7th Revised edition.
6. Rose, C.(1997). *Teach Yourself Digital Photography in 14 Days*. Techmedia.

7. Agfa. (1994). <i>An Introduction to Digital Scanning</i> . Published by Agfa-Gevaert.
8. Agfa. (1994). <i>An Introduction to Digital Photo Imaging</i> . Published by Agfa.
9. Patterson, F. (1989). <i>Photography and the Art of Seeing</i> . Key Porter Books.
10. Barnbaum, B. (2010). <i>The Art of Photography: An Approach to Personal Expression</i> . Rocky Nook.
11. Williams, John, B. (1990). <i>Image Clarity: High Resolution Photography</i> . Focal Press.
12. Jenni, B. (2004). <i>Complete Book of Photography</i> , Amphoto Books WastonGuptill Publications.
13. Sharma, O.P. (2003). <i>Practical Photography</i> . Hind Pocket Books.

Semester 4**Course Title: Graphics and Animation (CORE)****Course Code: MAJM402CCT****Scheme of Instruction**

Total Duration	:	60 Hrs
Periods/Week	:	4
Credits	:	4
Instruction Mode	:	Lecture / Practical

Scheme of examination

Maximum Score	:	100
Internal Evaluations	:	30
End Semesters	:	70
Exam Duration	:	3 Hrs

Course Objectives: The objective of this paper is to produce professional animators/graphic designers who can make use of effective and strategic interventions in various processes related to the animation, graphics and visual effects industry. Students will learn how to develop an idea, its visualization and storytelling.

Course Outcomes: They will use their knowledge gained through this paper in the field of animation/visual effects/graphic design. The impact of learning will definitely enhance and engage the students to use creativity and imagination in the best possible way with various outlets.

Unit	Course Content	Instruction Hours
I	Defining Animation What is animation? Different methods of animation, History of World Animation, Pre-Cinema Origin, Contemporary art form, Pre-post Disney era, Contribution of Major Studios, Contemporary world animation. Different types of animation techniques - an overview (only) (by watching movies etc.), Elements and Principle of Design	15
II	Animation in view of Visual Art and its Elements Contemporary world animation, Basic Principles of Animation and Cell Animation (Theory only), Colour theory, Visual Composition, Typography and its importance, Motion graphics and its importance, Cartoon stripe to animated film (will include theory on basic principles of animation in sync with the practical module), Various production techniques and process.	15
II	Basic 3D Modelling using MAYA Introduction to polygon: Sub-Division Modelling; Nurbs Modelling; Advanced Modelling. Introduction to shaders and textures: Using Hyper shade; Applying texture to models/characters; Photoshop; shaders; bump mapping; Displacement mapping; Utility nodes. UV MAPPING: UV's; Planner map; Automatic/spherical/ cylindrical map; Unfold, Repace. Rigging-Introduction: Building skeleton- understanding joints, Forward & inverse kinematics; Constraint; Skinning; Local Rotation Axis Controllers; Set driver key; Blend Shapes, Reverse foot; Spline I.K.; FK – IG Switch. Lighting-Introduction: Basic 3 point lighting (TODS DESCRIPTION); Directional light; Ambient light; Spot light; Depth map shadow; Indoor / Outdoor lighting. Animation – Introduction; Key frames; Squash & stretch; Graph editor; Posing	15

	a character; Keys – Extreme & in-betweens; Animating to Dialogue; Lip Syncing; Mechanics of Facial Animation. Dynamics: Particle; Emitters; Fields, Soft bodies; Springs; Rigid bodies; Hardware Rendering	
IV	<p>Advance 3D and Special Effects</p> <p>Camera: Creating Camera; Angle of view; Focal length; Depth of field; Aperture; Film aspect ratio; Pixel aspect ratio; Clip planes; Z – depth; Motion blur. Rendering: Using software renderer: Scan Line renders; Render settings. Nubs Modelling: Nubs curves & surfaces; Components; Nubs continuity; Tools.</p> <p>Mental Ray: Special effects (after effect): Introduction to after effects, Basic Tips and Tricks; Colour Correction Using different techniques like Curve; level; channels; Rules of Colour Correction; Editing images using Camera raw, Luminance and colours; Blending Layers and aid Compositing (Lights, Tints, Colour Balance, Wiggles); Advanced Effects, Effects with Layers (Particles); 3D Displacements; Motion Graphic + Creating Staggered Video; Creating Animated Textures; Light Saber Effects; Making Silhouettes; Blending masks.</p>	15
Examination and Evaluation Pattern: - Internal Assessment 30 marks and External Assessment 70 marks.		
Text Books and References:		
Scott, J. (2003). <i>How to write for Animation</i> . USA: Penguin.		
Wright, J. A. (2005). <i>Animation Writing and Development: From Script Development to Pitch</i> . Focal Press.		
Hart, J. (2007). <i>The Art of Storyboard</i> . Focal Press.		
Lasseter, J. & Daly, S. (2009). <i>Toy Story (The art and making of the animated film)</i> . Disney Editions.		
Wellins, M. (2005). <i>Storytelling through Animation</i> . Cengage Learning.		
Lanier, L. (2007). <i>Maya Professional Tips and Techniques</i> . Sybex.		
(2007). <i>The Art of Maya: An Introduction to 3D Computer Graphics</i> . Autodesk Maya Press.		
Read, H. (1974). <i>The Meaning of Art</i> . Faber & Faber.		
Kurtz, B. D. <i>Visual Imagination</i> . Prentice Hall College Div.		
Arnheim, R. (2004). <i>Art & Visual Perception: A Psychology of the Creative Eye</i> . University of California Press.		
Lauer, D. (2011). <i>Design Basics</i> . Wadsworth		
White, W. A. (2011). <i>The Elements of Graphic Design</i> . Allworth Press.		
Blair, P. (1994). <i>Cartoon Animation</i> . Walter Foster.		
Norling, E. (1999). <i>Perspective Drawing</i> . Dover Publications Inc.		

Semester 4**Course Title: Advertising & Market Research (CORE)****Course Code: MAJM403CCT****Scheme of Instruction**

Total Duration	:	60 Hrs
Periods/Week	:	4
Credits	:	4
Instruction Mode	:	Lecture

Scheme of examination

Maximum Score	:	100
Internal Evaluation	:	30
End Semesters	:	70
Exam Duration	:	3Hrs

Course Objectives Emphasizing the strong functional linkages that exist in practice between Advertising and Marketing this paper combines both. Advertising is an ever-growing field with new job and research-based opportunities opening up all the time. In recent years, the addition of online advertising has opened further possibilities. Students will understand concepts relating to Sales, Advertising, Creative Design and Market Research.

Course Outcomes: Post-Graduates with an understanding of Advertising and Market Research typically enjoy a wide range of employment opportunities in the fields of advertising, consumer behaviour, market research, product and brand management, public relations, retail management, and academics.

Unit	Course Content	Instruction Hours
I	Definition and Scope of Advertising – Advertising Principles & Objectives – Evolution of Advertising– Classification of Advertising – Difference between Advertising, Public Relations, and Publicity – Principles of Persuasions – Social and Economic Aspects of Advertising	15
II	Advertising Media & Advertising Agency: Characteristics of Different Mediums– Understanding Out-of-Home Media (OOH) and Indoor Media – New Media– Media Mix – Media Planning – Media Strategy –Role of an Ad Agency –Various Departments of an Ad Agency –Stages of Campaign Planning	15
III	Law and Ethics impacting Advertising Practices in India –Drugs and Magic Remedies Act –Indecent Representation of Women (Prohibition) Act, 1986 – Consumer Protection Act, 1986–Cigarettes and Other Tobacco Products (Prohibition of Advertisement Rules) 2005 – Surrogate Advertising –Public Service Advertising– Advertising Agencies Association of India (AAAI) – Advertising Standards Council of India (ASCI)	15
IV	Lifecycle of a Product– Determinants of Consumer Behaviour: Psychographics, Demographics – Factors influencing Consumer Behaviour: Personal, Social and Cultural –Market Research: Nature and Scope – Marketing Mix – Sales Promotion – Definition of Brand: Brand Image – Brand Loyalty –Brand Positioning - Conceptualizing Strategies–Study of Successful Advertising Campaigns.	15

Examination and Evaluation Pattern: - Internal Assessment 30 marks & External Assessment 70 marks.

Text Books and References:

- Ahtaramullah, M. Saneeti Tanzeem Aur Intazam. NewDelhi
 Azeem, M.A. & Sahaab, Z.H. (2009). Marketing Management. Himalaya Publishing
 Brierly, S. (2002). The Advertising Handbook. London: Routledge.
 Fletcher, W. (2010). Advertising: A Very Short Introduction. London: Oxford University Press.
 Gerard, J. T. (2004). Effective Advertising. London: Response Books .
 Gupta, O. (2009). Advertising In India . New Delhi: Gyan Book Pvt Ltd.

Gupta, R. (2012). Advertising: Principles and Practices. New Delhi: S. Chand.

Jain, S., & Jethwaney, J. (2007). Advertising Management. New Delhi: OUP.

Kazmi, S. H., & Batra, S. K. (2002). Advertising and Sales Promotion (Second ed.). New Delhi: Excel Books.

Sage Handbook of Advertising. (2007). London: Sage.

Sengupta, S. (2008). Brand Positioning: Strategies and Practice for Competitive Advantages. New Delhi: Tata Mac GrawHill .

Tiwari, S. (2007). The (Un) common Sense of Advertising: Getting the Basics Right. New Delhi: Response Books.

Vilnilam, J. V., & Verghese, A. K. (2012). Advertising Basics! A Resource Guide for Beginners. New Delhi: Sage.

Semester 4

Course Title: Public Relations & Corporate Communication (CORE)

Course Code: MAJM404CCT

Scheme of Instruction

Total Duration	:	60 Hrs
Periods/Week	:	4
Credits	:	4
Instruction Mode	:	Lecture

Scheme of examination

Maximum Score	:	100
Internal Evaluations	:	30
End Semesters	:	70
Exam Duration	:	3 Hrs

Course Objectives: The main objective of this paper is to equip students with analytical public, Private and Corporate Communication issues from a range of academic and Practical Perspective as well as train them to communicate effectively in the business world with the emerging concepts, principles and strategies in relation to better decision making in the area of Public Relation and Corporate Communication.

Course Outcomes: The main outcome of this paper is to train students with clearly, concisely and strategically writing in range of formats and media. Develop a communication campaign or plan that incorporates the key elements of planning, including situation analysis, strategies, objective, research, target audiences, key messages and evaluation as well as equip with them analytically thinking about communication problems and identify creative solution as per industry demand.

Unit	Course Content	Instruction Hours
I	Evolution and History of Public Relations Public Relations (PR)- An Introduction, Origin of PR in world & India, Definition & Significance of PR, Basic Principles of PR, Kinds of PR, Publicity, Propaganda, Public Affairs, Lobbying, Marketing PR, Corporate PR, Publicity Bureau, Public relation Process, PRCE Model. PR Ethics	15
II	Public & Corporate communication and its Strategic management PR tools & technique, PR Campaigns, PR in Central and State Govt. PR in Private entities, PR in Corporate Industries, Difference among Public, Private and Corporate Public Relations, Public Relations regulatory Institutions, Corporate Communication and Management, PR's Planning, Stakeholders, Disaster Management, Conflict Resolution, Role of PR in Crisis	15
III	Stakeholders, Customer and Media Relations Publics in Public Relations, Customer and Media Relations, Medium of PR- Press Conference, Press Releases, Broachers, Circular, Meeting, Exhibitions, House Journal, Newsletters, Open House, Press kit, Press briefing, Tele-Conferencing, e-mail, suggestion Boxes, Backgrounders, Rejoinders etc. Feedback and evaluation of PR	15
IV	Event Management & its Strategies Introduction of Event Management (EM), Strategies for EM- Planning, Developing, Organizing and Execution of Events, tool and Technique of Event Management, Precautions during EM, Significance of EM, EM Elements	15

Examination and Evaluation Pattern: - Internal Assessment 30 marks and External Assessment 70 marks.

Text Books and References:

1. Singh, JK. (2014) *Media and Public Relations*. New Delhi: APH Publishing Corporation

2. Verma, Shekhar. (2011) <i>Advertising and Public Relations</i> . New Delhi: Sonali Publications.
3. Winterson, David. (2010) <i>Advertising and Corporation Communication</i> . New Delhi Centrum Press.
4. Fernandez, Joseph (2009) <i>Corporate Communication: A 21st Century Primer</i> . New Delhi: Response Books.
5. Butterick, Keith (2012) <i>Introducing Public Relations: Theory and Practice</i> . New Delhi: Sage Publication.
6. Brown, Rob (2010) <i>Public Relations and the social web: How to use Social Media and Web 2.0 in Communications</i> . London: Kogan Page Ltd.
7. Sharma, Diwakar (2004) <i>Public Relations: An emerging specialized profession</i> New Delhi: Deep & Deep Publication Pvt. Ltd.
8. Banik, Dr. G.C. (2005) <i>PR & Media Relations</i> . Delhi: Jaico Publishing House
9. Ganesh, S. (1999) <i>Introduction to Public Relations</i> . Delhi: Indian Publishers and Distributors
11. Moore, H. Frazier & Kalumpa, Fran B. (2002) <i>Public Relations: Principle cases and Practice</i> . Delhi: Surjeet Publications

Semester 4**Course Title: Dissertation****Course Code: MAJM452CC****Scheme of Instruction**

Total Duration	:	60 Hrs
Periods/Week	:	4
Credits	:	4
Instruction Mode	:	Practical

Scheme of examination

Maximum Score	:	100
Internal + External Evaluations	:	50+50
End Semesters	:	
Exam Duration	:	Viva-Voce etc.

Course Objectives: The basic objective of this course is to inculcate the idea of academic research in the mind of students.

Course Outcomes: They can learn how to do research for a given topic and they can imply methodology to do the research and share their conclusion for the benefit of society.

Semester 4

Course Title: Film Appreciation (GE)**Course Code: PJM402GET****Scheme of Instruction**

Total Duration	:	60 Hrs
Periods/Week	:	4
Credits	:	4
Instruction Mode	:	Lecture

Scheme of examination

Maximum Score	:	100
Internal Evaluations	:	30
End Semesters	:	70
Exam Duration	:	3 Hrs

Course Objectives: The course focuses on helping the students appreciate cinema by understanding its distinct language, its narrative complexity. Students will become acquainted with film's forms and techniques.

Course Outcomes: This paper will allow students to understand, comprehend and appreciate cinema as a form of popular art.

Unit	Course Content	Instruction Hours
I	Origins of Cinema: The Theatre Scene- From Still to Motion Picture Camera –Early Pioneers –Silent Era	15
II	Indian Cinema: Evolution & Development –Pioneer Indian Film Makers – The Silent Era - Urdu and Indian Film Making - The Studio System	15
III	Language of Cinema: Theme, Story and Screenplay – Characteristics – Semiotics - Cinematic Terms - Cinematography and Editing - Types of Shot - Set and Design - Lighting - Sound/Music	15
IV	Hindi Cinema: 1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob) - The Indian New-Wave - Globalization and Indian Cinema - The Multiplex Era	15

Examination and Evaluation Pattern: - Internal Assessment 30 marks and External Assessment 70 marks.

Text Books and References:

- Anand, U. (1994). *Theatre Ki Kahani*. New Delhi: National Council for Education Research and Training (NCERT).
- Ansari, A. (2012). *Hindustani Cinema Ka Aagaz Aur Artakah*. New Delhi: Arshia Publications.
- Ashk, P. P. (1994). *Hindustani Cinema Ke Pachaas Saal*. New Delhi: Modern Publishing House.
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