

Tentative Course Division
M.A.(JMC)

Core Courses	Credits	Ability Enhancement Course (AEC)	Skill Enhancement Courses	DSE (One from each Semester except IV semester)	Credits	GE (Any Two)	Credits
Semester I							
1. Introduction to Communication Theory	4	2	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 II							
1. Media Law and Society	4	2	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 III							
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 IV							
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	4	4		12		8
Grand Total	102 Credits						

Semester 1**Course Title: Introduction to Communication Theory****Course Code: MAJM101CC****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 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. James Watson. (2003). *Media Communication: An Introduction to Theory and Process*. Palgrave
2. Uma Narula. (1976). *Mass Communication Theory and Practice*. New Delhi.
3. Denis McQuail and Windhal. *Communication Models*
4. John Fiske. *Introduction to communication Studies*. Routledge, London
5. Denis McQuail. (1993). *Media Performance*. Sage, London,
6. Denis McQuail. (2005). *Mass Communication Theory*. Sage, New Delhi,
7. DeFluer and Ball Rockech. *Theory of Mass communication*
8. David Berlo. (1960). *The Process of Communication*. London.
9. Emory A Griffin. (1997). *A First Look at Communication Theory*. McGraw-Hill, 3rd Edition,

Course Title: History of Media**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	Instructi on 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	History of Radio Broadcasting in India 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	News Agencies, Press Organizations and Current Trends. 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, VividhBharati 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-PrasarBharati Act 1997-Formation of PrasarBharati –Composition and Functions of PrasarBharati. Privatisation-leasing out time slots (1993)-Privatization policy (2000)- Expansion of FM Radio channels – Development of Educational & Community Radio.	15
IV	Growth of Television Broadcasting in India	15

	Growth of Television Broadcasting in India. Origin and development of Television in India- from B/W-to colour from 1959–1982. 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	
Examination and Evaluation Pattern:- Internal Assessment 30 marks and External Assessment 70 marks.		
Text Books and References:		
1. Paul Chantler & Peter Stewart Basic Radio Journalism, Focal Press 2003 by Focal Press		
2. Uma Joshi Text Book of Mass Communication & Media 2002 Anmol Publication, Delhi		
3. R.Parthasarathy Journalism in India, Sterling Publishers 2009		
4. H.R.Luthra Indian Broadcasting 1986		
5. J Natrajan History of Indian Journalism, Publications Divisions, Ministry of Information of Broadcasting Government of India 1997		
6. S C Bhatt Indian Press since 1955, Publication Division, Ministry of Information of Broadcasting Government of India, New Delhi		
7. P.K Ravindran. Indian Regional Journalism, Author Press, New Delhi		
8. Parthasarthy Ranganaswami Journalism in India, Sterling Publishers Private Limited, New Delhi		
9. Urdu Sahafat Ka Safar by G.D.Chandan.		
10. Sahafat by M.V Chalapati Rao		
11. Surender Nath Sain. 1857 (1995)		
12. Gulam Haider Akhbar Ki Kahani (2000)		
13. Delhi Main urdusahafat Kay Ibtaydai Nuqush: Delhi Urdu Akhbar By Mohd Yusuf.		

Course Title: Print Journalism**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) Journalism: Editing and Reporting. New Delhi Neha Publishers and Distributors
4. Dayal, Kameshwar. (2011) Media Occupations and Professionals. New Delhi Cyber Tech Publications

5. Ravindran. (2015). R. K. Handbook of Reporting and Editing, New Delhi D K Publishers and Distributors Pvt. Ltd.
6. Mukherjee .(2010). Reporting Editing & Press Laws, Kolkata Alpana Books
7. Kumar, Praveen. (2010). Mass Communication and writing skills. New Delhi. Centrum Press
8. Dubey, Neelam. (2010). Media, Journalism and Prostitution. New Delhi. Surrender Publication
9. Singh, Manorama. (2007). Sting Operation. New Delhi Discovery Publishing House
10. Prakash, Arun. (2012). Textbook of Editing & Reporting. New Delhi Neha Publishers and Distributors
11. Sharma, Diwakar. (2004) .Mass Communication Theory and Practice in the 21st Century. Deep & Deep Publication Pvt. Ltd.
12. Gandhi, Ved Prakash. (2007). Electronic Media Communication and Management, Elements and Areas. New Delhi. Kanishka Publisher.
13. Mohanraj, Jayashree&Mohanraj, (2002). S. English online, Communication information Technology, Hyderabad Orient Longman Pvt. Ltd.
14. Bharagava, Gopal. (2011). Mass Media and Public Issues. Delhi. Isha Books.
15. Khan, Jahangir. (2006). Teaching Learning, Basics of Electronic Media. Delhi. Shipra Publications.
16. Sinha, Pramod K. (2007). Elements of Electronic Media, Tools and Technique. New Delhi. Kanishka Publishers and Distributes.
17. Sehgal, Vivek. (2010). Media and Crime, New Delhi Cyber Tech Publications.
18. Aiyer, Balakrishana. (2005). Digital Newsroom. New Delhi Author Press.
19. Shukla, A.S. (2010) Journalism Today, Concept and Practice, New Delhi Rajat Publications.
20. Bell, Philip &Leuw en, (2007). The Media Interview. Delhi. Anmol Publication Pvt. Ltd. New.
21. शर्मा, राधेश्याम, (2010) जनसंचार, पंचकूलाहरियाणासाहित्यअकादमी.
22. ओझा, प्रफुल्लचंद्रमुक्त (1992) मुद्रणपरिचय, नईदिल्लीहिंदीमाध्यमकार्यान्वयनिदेशालय, दिल्लीविश्वविद्यालय.
23. राही, डॉ. राजेन्द्र, (2001) आधुनिकरिपोर्टिंग, वाराणसीरहीप्रकाशन.
24. देव, हर्ष (2008) सामायिकमीडियाशब्दकोष, नईदिल्लीसामायिकप्रकाशन.
25. मेहता, अलोक (2007) भारतमेंपत्रकारिता, दिल्लीनेशनलबुकट्रस्ट.
26. दिवेदी, मनीषा (2007), पत्रकारिताएवंप्रेसकानून, नईदिल्लीकनिष्कपब्लिशर्स, डिस्ट्रीब्यूटरस.
27. रतू, डॉकृष्णकुमार (2007), नईसंचारप्रौद्योगिकीपत्रकारिता, पंचकूलाहरियाणासाहित्यअकादमी.
28. भानावत, संजीव (2008), पत्रकारिताकाइतिहासएवंजनसंचारमाध्यम, जयपुरयूनिवर्सिटीपब्लिकेशन.
29. Misbahi, Dr.Afzal (2013), Urdu SahafatAzadike bad, New Delhi Arshiya Publications.
30. Azam, M.(2012), Khabar Nama , Hyderabad Huda Publications.
31. Anjum, Usman (2013), Hindustan mai Urdu Sahafat: Azadike Bad, Vishakhapatnam Ashnam Publications.

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

Total Duration	:	120Hrs.
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 unit 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, Illustration and Maps during the editing & News Packaging. The objective of this unit 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 editorial etc.

Course Outcomes: The main outcomes of this unit are to trained students as a beginner journalist. This Print Media Practical's paper will assist students to able to report professionally News Story, to understand Process of Reporting and familiar with basic terminology of Reporting & Editing and to understand the needs and uses of computer in reporting and editing field. As well as Students will be able to Subbing and Packaging different types of News, gathering different types of News related to Society and Student will be made prepare to entry level Print Media Journalist.

Unit	Course Content	Instruction Hours
I	To 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, Photoshop, In Page, DTP, Design: Concept and Principles, Layout meaning, Stages, Columns, Gutter space, alignment.	30
II	Photojournalism Different types of Camera, DSLR Camera technical specification and its use. Use of Lenses. Visual Communication, Photojournalism, photo feature, photo editing. Taking photo for News, Articles, Features, Events, and Press Conferences etc. Student has to take photo for their respective story.	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 content by using software's. Students have to produce a news report based on follows: 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, e) Economical Issues	30

Examination and Evaluation Pattern: - Internal Assessment 50 marks & External Assessment 50 marks.	
Text Books and References:	
1.	Srivastava, K. M. (1987). News Reporting and Editing. New Delhi: Sterling Publisher.
2.	Sharma, K. C. & Pathak, Anupama (2011).. Reporting and Editing in Journalism. New Delhi: Deep & Deep Publications Pvt. Ltd.
3.	Das, Ajay (2010) Journalism: Editing and Reporting. Delhi: Neha Publishers and Distributors.
4.	Dayal, Kameshwar. (2011) Media Occupations and Professionals. New Delhi: Cyber Tech Publications
5.	Ravindran, R. K. (2015) Handbook of Reporting and Editing. Delhi: D K Publishers and Distributors Pvt. Ltd.
6.	Mukherjee. (2010). Reporting Editing & Press Laws, Kolkata: Alpana books.
7.	Kumar, Praveen (2010) Mass Communication and writing skills, New Delhi: Centrum Press.
8.	Dubey, Neelam (2010) Media, Journalism and Prostitution. New Delhi: Surendra Publication.
9.	Singh, Manorama (2007) Sting Operation. New Delhi: Discovery Publishing House.
10.	Prakash, Arun. (2012) Textbook of Editing & Reporting, Delhi: Neha Publishers and Distributors.
11.	Sharma, Diwakar. (2004) Mass Communication Theory and Practice in the 21 st Century. Delhi: Deep & Deep Publication Pvt. Ltd.
12.	Gandhi, Ved Prakash (2007) Electronic Media Communication and Management, Elements and Areas. New Delhi: Kanishka Publisher
13.	Mohanraj, Jayashree&Mohanraj, S. (2002), English online, Communication information Technology, Hyderabad: Orient Longman Pvt. Ltd.
14.	Bharagava, Gopal (2011), Mass Media and Public Issues. Delhi Isha Books.
15.	Khan, Jahangir. (2006) Teaching Learning, Basics of Electronic Media. Delhi: Shipra Publications.
16.	Sinha, Pramod K. (2007) Elements of Electronic Media, Tools and Technique. New Delhi: Kanishka Publishers and Distributors.
17.	Sehgal, Vivek (2010) Media and Crime. New Delhi: Cyber Tech Publications..
18.	Aiyer, Balakrishana. (2005), Digital Newsroom, New Delhi: Author Press.
19.	Shukla, A.S. (2010) Journalism Today, Concept and Practice New Delhi, Rajat Publications.
20.	Bell, Philip &Leuwen (2007), The Media Interview New Delhi. Anmol Publication Pvt. Ltd.

Course Title: English Journalistic Skills**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 Evaluations	:	30
End Semesters	:	70
Exam Duration	:	3 Hrs.

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	Instruction 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 and 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' Donnell, M. (2005). *The Editor's Toolbox A Reference Guide for Beginners and Professional*. New Delhi: Surjeet Publications.

Course Title: Translation for Urdu Media**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	:	3 Hrs.

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 Opinion 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 and 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-ul-Tarjuma 2017
8. Dr Junaid Zaker Istilahi Mutaleey 2016

Course Title: Digital Photography**Course Code: MAJM102DS****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 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. 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, 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	Shooting with DSLR Shooting with Digital Cameras, Photography and Presentation, Digital Manipulation of Images, correction of color 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 and Upton. (2010). Photography. 11th Edition- Pearson Publication.
2. M J Langford. (1965). Basic Photography: The Guide for serious Photographers. Focal Press
3. Adrian Davies & Phil Fennessy. (1998). Digital imaging for photographers, Focal Press 3rd Edition,
4. Ben Long.(2012). Complete Digital Photography. Delmar Cengage Learning; 7th Revised

edition.
5. Jon Torrant. (2012). Understanding Digital Cameras. Published by Delmar Cengage Learning; 7th Revised edition.
6. Carla Rose.(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 Patterson. (1989). Photography and the Art of Seeing. Key Porter Books.
10. Bruce Barnbaum. (2010). The Art of Photography: An Approach to Personal Expression. Rocky Nook.
11. John B. Williams. (1990). Image Clarity: High Resolution Photography. Focal Press.
12. Jenni Bidner. (2004). Complete Book of Photography, Amphoto Books WastonGuptill Publications.
13. O.P. Sharma, (2003). Practical Photography. Hind Pocket Books.

Semester 2

Course Title: Media, Laws and Ethics**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 Evaluations	:	30
End Semesters	:	70
Exam Duration	:	3 Hrs.

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 – <i>Lok Sabha</i> And <i>Rajya Sabha</i> – 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 <i>Doordarshan</i> – Rise of the Private Radio and TV– FDI in Media– Cross Media Ownership in India	15

Examination and Evaluation Pattern: - Internal Assessment 30 marks and 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 Globalized 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 Urdu Language (NCPUL).

Course Title: Radio Production**Course Code: MAJM202CCT****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: 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. The 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. MehraMasani, 1975, Broadcasting and the People, India International Center
2. G.C. Awasthy, 1965, Broadcasting in India, Allied Publishers
3. U.L. Baruah, This is All India Radio, Publication Division, I & B Ministry
4. K.S. Duggal, 1980, What Ails Indian Broadcasting, Marwah Publications,
5. O'Donnell, Lewis, Fritz Messere and Carl Hausman, 2007, Modern Radio Production, Programming and Performance, 7th edition,
6. Sterling, Christopher H, Sidney Head and Lemuel B Scholfield, 1994, Broadcasting in America: A Survey of Electronic Media, 7th edition,
7. Milton, Ralph, 1968, Radio Programming: A Basic Training Manual, London,
8. Kamaal Ahmad Siddiqui, 2011, Urdu Radio aur Television me intarseel o iblaagh kizabaan,

NCPUL, New Delhi.
9. Khwaja Mohammad Ikramuddin, 2014, Urdu Media, NCPUL, New Delhi.
10. Syed Fazil Hussain Parvez, 2015, Urdu Media, , Huda Publications, Hyderabad

Course Title: Radio Production (Practical's)**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
End Semesters	:	
Exam Duration	:	Practical

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	Script 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: a. Social Advertisement b. Humorous Program/Satire c. Musical Program d. Short skit	30
II	Interview 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.	30
III	News Feature, Jingle/RJ Programme 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. 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.	30
IV	Radio Documentary 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.	30
Examination and Evaluation Pattern: Internal Assessment 50 marks and External Assessment 50 marks.		

Course Title: Television Journalism**Course Code: MAJM103CCT****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-Overs 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. Andrew Boyd. (2000). <i>Broadcast Journalism: Techniques of Radio and TV News</i> . Focal Press
2. Herbert Zettl. (2007). <i>Television Production Handbook</i> . Thomson Wadsworth., USA
3. Phillip L. Harris, Goodheart Wilcox. (2012). <i>Television Production & Broadcast Journalism</i> . Goodheart Wilcox, 2 nd Edition.
4. Jim Owens, Gerald Millerson. (2011). <i>Video Production Handbook</i> . Focal Press; 5th edition.
5. Nancy Reardon. (2013). <i>On Camera, how to Report, Anchor and Interview</i> . Focal Press; 2 nd edition
6. Amanda Willett. (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. R.B. Musburger. (2010). <i>Single Camera Video Production</i> . Focal Press; 5th edition.
9. P. Kriwaczek. (1997). <i>Documentary for the Small Screen</i> . Focal Press
10. David Keith Cohler. (1985) <i>Broadcast Journalism: A guide for the presentation of Radio and Television News</i> . Prentice-Hall, USA.
11. I.E. Fang. (1982). <i>Television News</i> . ABC News Communication Arts Books NY.
12. S.C. Bhatt. (1991). <i>Broadcast Journalism: Basic Principles</i> . Sage Publication, New Delhi.
13. George A. Hough, (2004). <i>News Writing</i> . Kanishka Publisher, New Delhi.
14. Ted White. (2010). <i>Broadcast News Writing, Reporting and Production</i> . Focal Press.
15. J. Hartley. (1982). <i>Understanding News</i> . Methuen Pub. London.
16. Chatterji. P.C. (1991). <i>Broadcasting in India</i> . Sage Publication, New Delhi.
17. Ted White. (2013). <i>Broadcast News Writing, Reporting and Production</i> . Focal Press, 6th edition.
18. J. Hartley. (1982). <i>Understanding News</i> . Methuen Publisher, London.
19. Peter Utz. (1982). <i>Today's Video: Equipment, Setup & Production</i> . Prentice Hall, USA.

Course Title: Television Journalism (Practical's)**Course Code: MAJM251CCP****Scheme of Instruction**

Total Duration	:	120Hrs.
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, shoots video, writes copy, 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 a 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 a 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.		

Course Title: Film Studies**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 Evaluations	:	30
End Semesters	:	70
Exam Duration	:	3 Hrs.

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 M��lies 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 and 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.
 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.
 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.

Course Title: Health Journalism**Course Code: MAJM102DS****Scheme of Instruction**

Total Duration	:	60Hrs.
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 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 healthcare system, health policy, reporting on healthcare 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 healthcare system and acquaints with healthcare report writing skills and methods.

Unit	Course Content	Instructi on Hours
I	Healthcare and Journalism- An overview Introduction to Health Journalism, Needs of Healthy Life, Human body and Environment, Physical fitness & exercise, Food & Nutrition, Healthy Diet, cleanliness and sanitation, Introduction to diseases, Public Healthcare Aspects, Healthcare issues of new born babies, Children's Healthcare Issues, Healthcare Issues of Women, Men's Health Issues, Healthcare issues related to old age persons	15
II	Writing for Health Journalism Healthcare as journalism beat, General Principals of Health Journalism Writing, Types of writings, writing for Print media, Broadcast media and web media, Significance of Health Journalism, Healthcare reporting, Sources of health reporting, Medical Report Writing, Ethics in Health Journalism, Healthcare laws	15
III	Healthcare facilities & Public Health Service Healthcare facilities in India- Public Sector, Private Sector, Corporate Sector, Charity Hospitals, Hospitals run by NGO, Pharmaceutical sector, Preliminary Health Center, Medical regulatory bodies, Role of Public-private entities in healthcare sector, Public Health service provider institutions- NGO's, WHO, UNDP, NHRM etc. Public health awareness campaign- Pulse Polio, HIV-AIDS, TB etc. Public health programs	15
IV	New aspects and approaches in Health Journalism Health communication theories & 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 Healthcare, Assignment, Rural Health Facilities.	15

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

Course Title: Video Documentary Production**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. John Grierson. *Grierson on Documentary by John Grierson*. University of California Press
2. NarwekarSanjit. (1992). *Films Division and the Indian Documentary* . Amazon

3. K. P. Jayasankar and Anjali Monteiro. (2016). <i>A Fly in the Curry: Independent Documentary Film in India</i> . Sage Publication.
4. Sharma, Aprna. (2015). <i>Documentary Films in India</i> . Palgrave Macmillan, a division of Macmillan Publishers Limited.
5. Peter Sutoris. (2016). <i>Visions of Development: Films Division of India and the imagination of Progress, 1948-1975</i> . Oxford University Press India.
6. Aitken, Ian (ed.). (2005). <i>Encyclopedia of the Documentary Film</i> . New York: Routledge.
7. Barnouw, Erik. (1993). <i>Documentary: A History of the Non-Fiction Film</i> ,. New York: Oxford University Press, 2 nd revised edition.
8. Goldsmith, David A. (2003). <i>The Documentary Makers: Interviews with 15 of the Best in the Business</i> . Hove, East Sussex: Roto Vision.
9. Tobias, Michael. (1997). <i>The Search for Reality: The Art of Documentary Filmmaking</i> . Studio City, CA: Michael Wiese Productions.

Course Title: Internship**Course Code: MAJM453CC****Scheme of Instruction**

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

Scheme of examination

Maximum Score	:	
Internal Evaluations	:	
End Semesters	:	
Exam Duration	:	

Course Objectives: Through internship, Students will learn during the course about the professional field they are going to enter. The different activities will develop their personality for the professional field.

Course Outcomes: Through internship, programme students may explore their interest and passion of their respective fields and they may get hands on training of the profession. The activities will develop their personality and they will present themselves better.

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 of 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) Media and Communication Research Methods. New Delhi: Sage Publication Pvt. Ltd.
4. Hansen, Anders & Cottle, Simon & Negriney, Ralph & Newbold, Cheris. (2004) Mass Communication Research Method. London: McMillan Press Ltd.

5. Choudhary, Dr Rajat K. (2007) Research Method in Mass Communication. New Delhi: Pearl Books
6. Buddenbaum, Judith M & Novak, Katherine B. (2005) Applied Communication Research. New Delhi: Surjeet Publication
7. Dainton, Marianne & Zelley, Elaine D. (2011) Applying Communication theory for Professional Life: A Practical Introduction. New Delhi: Sage Publication
8. Bryant, Jennings & Oliver, Mary Beth. Edited. (2009) Media Effects- Advances in Theory and Research. London: Routledge Taylor & Francis Group
9. Jensen, Klaus Bruhn. Edited. (2002) A Handbook of Media and Communication Research. Londo: Routledge Taylor & Francis Group
10. Saxena, Rajiv. (2010) Mass Communication Research Analysis. New Delhi: Centrum Press
11. Jyotirmayee, Dr Vandana. (2013) Research Methodology in Media Studies. New Delhi: Kanishka Publisher.
12. Gupta, Om & Sharma, Sudesh. Edited. (2011) Media and Communication Research: Changing Paradigms. Delhi: Gyan Publishing House
13. Aluwaliya, JP. (2007) Media Research Methodology. New Delhi: Adhyayan Publisher & Distribution
14. Kerlinger, Fred N. (2014) Foundations of Behavioral Research. New Delhi: Surjeet Publication
15. Kothari, C.R. (2007) Research Methodology Methods & Techniques. New Delhi: New Age International Publishers
16. Goode, William J & Hatt, Paul K. (2006) Methods in Social Research. Delhi: Surjeet Publications.
17. Majumdar, P.k. (2005) Research Methods in Social Science. New Delhi: Viva Books Pvt. Ltd.
18. Krishnaswami, O.R. & Ranganathan. (2006) Methodology of Research in social Sciences. New Delhi: Himalaya Publishing House
19. Chand, Dr.Gyan. (2005) Tahqeeqka fan. Delhi: Educational Publishing House
20. दयाल, डॉमनोज. (2006) मीडियाशोध. पंचकुला: हरियाणाग्रन्थअकादमी
21. महाजन, डॉसंजीव. (2004) सामाजिकअनुसन्धान, सर्वेक्षणएवंसांख्यिकी. नईदिल्ली: अर्जुनपब्लिशिंगहाउस
22. त्रिपाठी, डॉरमाशंकर. (2004) सामाजिकशोधएवंसांख्यिकीयताकिकता. वाराणसी: विजयप्रकाशन
23. मुकर्जी, रविन्द्रनाथ. (2008) सामाजिकवसांख्यिकी. दिल्ली: विवेकप्रकाशन

Course Title: Online Journalism**Course Code: MAJM302CCT****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 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. They should also be able to make audio programs for uploading on the internet. 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.

Course Title: Television and Video Production**Course Code: MAJM303CCT****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	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:	15

	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	
Examination and Evaluation Pattern:- Internal Assessment 30 marks and External Assessment 70 marks.		
Text Books and References:		
1. Andrew Boyd. (2000). <i>Broadcast Journalism: Techniques of Radio and TV News</i> . Focal Press		
2. Herbert Zettl. (2007). <i>Television Production Handbook</i> . Thomson Wadsworth., USA		
3. Phillip L. Harris, Goodheart Wilcox. (2012). <i>Television Production & Broadcast Journalism</i> . Goodheart Wilcox, 2 nd Edition.		
4. Jim Owens, Gerald Millerson. (2011). <i>Video Production Handbook</i> . Focal Press; 5th edition.		
5. Nancy Reardon. (2013). <i>On Camera, how to Report, Anchor and Interview</i> . Focal Press; 2 nd edition		
6. Amanda Willett. (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. R.B. Musburger. (2010). <i>Single Camera Video Production</i> . Focal Press; 5th edition.		
9. P. Kriwaczek. (1997). <i>Documentary for the Small Screen</i> . Focal Press		
10. David Keith Cohler. (1985) <i>Broadcast Journalism: A guide for the presentation of Radio and Television News</i> . Prentice-Hall, USA.		
11. I.E. Fang. (1982). <i>Television News</i> . ABC News Communication Arts Books NY.		
12. S.C. Bhatt. (1991). <i>Broadcast Journalism: Basic Principles</i> . Sage Publication, New Delhi.		
13. George A. Hough, (2004). <i>News Writing</i> . Kanishka Publisher, New Delhi.		
14. Ted White. (2010). <i>Broadcast News Writing, Reporting and Production</i> . Focal Press.		
15. J. Hartley. (1982). <i>Understanding News</i> . Methuen Pub. London.		
16. Chatterji. P.C. (1991). <i>Broadcasting in India</i> . Sage Publication, New Delhi.		
17. Ted White. (2013). <i>Broadcast News Writing, Reporting and Production</i> . Focal Press, 6th edition.		

Course Title: Television & Video Production (Practical's)**Course Code: MAJM350CC****Scheme of Instruction**

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

Scheme of Examination

Maximum Score	:	50
Internal +External Evaluations	:	50+50
End Semesters	:	
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, 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 <i>External Examiner and Internal Examiner</i> .	30
Examination and Evaluation Pattern:- Internal Assessment 50 marks and External Assessment 50 marks.		

Course Title: Media Management**Course Code: MAJM301DST****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.

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. James, Redmond; Trager, Robert; <i>Balancing on the Wire– The Art of Managing Media Organizations</i> ; Cengage Learning		

2.	Cranberg, Gilbert; <i>Taking Stock – Journalism and the Publicly Traded Newspaper</i> ; Iowa State Press
3.	James, Redmond; Trager, Robert; <i>Balancing on the Wire– The Art of Managing Media Organizations</i> ; Cengage Learning
4.	James, Redmond; Trager, Robert; <i>Balancing on the Wire– The Art of Managing Media Organizations</i> ; Cengage Learning
5.	James, Redmond; Trager, Robert; <i>Balancing on the Wire– The Art of Managing Media Organizations</i> ; Cengage Learning
6.	Albarran, Alan B.; <i>Management of Electronic Media</i> ; Wadsworth Publications
7.	Roberts, Gene; <i>Breach of Faith – A Crisis of Coverage in the Age of Corporate Newspapering</i> ; University of Arkansas Press
8.	Robert, Gene; <i>Leaving Readers Behind –The Age of Corporate Newspapering</i> ; University of Arkansas Press
9.	Herrik, F. Dennis; <i>Media Management in the age of Giants</i> ; Surjit Publication

Course Title: International and Inter-Cultural Communication**Course Code: MAJM302DST****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.

Units	Course Content	Instructions Hour
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. Ali Mohammad, 1997, International Communication and Globalization, Sage London
2. Helen Spencer-Oatey, Helga Kotthoff, 2007, Handbook of Intercultural Communication, Mouton de Gruyter
3. Keval J Kumar, Mass Communication in India
4. Spradley, James, 1979, The Ethnographic Interview, Wadsworth Group
5. Lewis, Richard D., 2006, When Cultures Collide, Leading Across Cultures, 3rd edition, Nicholas Brealey Publishers
6. Hall, Edward T., 1990, The Hidden Dimension, Anchor Books - a Doubleday Anchor Book
7. Geert Hofstede, 2007, Culture's Consequences: Comparing Values, Behaviors, Institutions and

Organizations Across Nations, Sage, 2nd Edition
8. Osland, Joyce, 1995, The Adventure of Working Abroad, John Wiley & Sons
9. Fred E. Jandt , 2012, An Introduction to Intercultural Communication: Identities in a Global Community, Eighth Edition
10. Parkinson and Ekachai, 2005, International and Intercultural Public Relations: A Campaign Case Approach, Pearson

Course Title: Basics of Photography**Course Code: PGJM301GET****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 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: 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	Shooting with DSLR 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. M J Langford. (1965). Basic Photography: The Guide for serious Photographers. Focal Press
3. Adrian Davies & Phil Fennessy. (1998). Digital imaging for photographers, Focal Press 3rd Edition,
4. Ben Long.(2012). Complete Digital Photography. Delmar Cengage Learning; 7th Revised edition.
5. Jon Torrant. (2012). Understanding Digital Cameras. Published by Delmar Cengage Learning; 7th Revised edition.
6. Carla Rose.(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 Patterson. (1989). Photography and the Art of Seeing. Key Porter Books.
10. Bruce Barnbaum. (2010). The Art of Photography: An Approach to Personal Expression. Rocky Nook.

11. John B. Williams. (1990). Image Clarity: High Resolution Photography. Focal Press.
12. Jenni Bidner. (2004). Complete Book of Photography, Amphoto Books WestonGuptill Publications.
13. O.P. Sharma, (2003). Practical Photography. Hind Pocket Books.

Semester 4**Course Title: Graphics and Animation****Course Code: MAJM402CCT****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 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, 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), Color 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
III	Basic 3D modeling 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 DISCRIPTION); Directional light; Ambient light; Spot light; Depth map shadow; Indoor / Outdoor lighting. Animation – Introduction; Key frames; Squash & stretch; Graph editor; Posing 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	15
IV	Advance 3D and Special Effects	15

	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. Mental Ray: Special effects (after effect): Introduction to after effects, Basic Tips and Tricks; Color Correction Using different techniques like Curve; level; channels; Rules of Color Correction; Editing images using Camera raw, Luminance and colors; Blending Layers and aid Compositing (Lights, Tints, Color 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.	
Examination and Evaluation Pattern:- Internal Assessment 30 marks and External Assessment 70 marks.		
Text Books and References:		
1. Jeffrey Scott. (2003). How to write for Animation Published by Penguin USA.		
2. Jean Ann Wright. (2005). <i>Animation Writing and Development: From Script Development to Pitch</i> . Published by Focal Press		
3. John Hart. (2007). <i>The Art of Storyboard</i> . Published by Focal Press.		
4. John Lasseter & Steve Daly. (2009). <i>Toy Story (The art and making of the animated film)</i> . Published by Disney Editions.		
5. Mike Wellins. (2005). <i>Storytelling through Animation</i> . Published by Cengage Learning.		
6. Lee Lanier. (2007). <i>Maya Professional Tips and Techniques</i> . Published by Sybex.		
7. Autodesk Maya Press. (2007). <i>The Art of Maya: An Introduction to 3D Computer Graphics</i> . Published by Autodesk Maya Press.		
8. Herbert Read. (1974). <i>The Meaning of Art</i> . Published by Faber & Faber.		
9. Bruce D Kurtz. <i>Visual Imagination</i> . Published by Prentice Hall College Div.		
10. Rudolph Arnheim. (2004). <i>Art & Visual Perception: A Psychology of the Creative Eye</i> . Published by University of California Press; 2nd Revised edition edition.		
11. David Lauer. (2011). <i>Design Basics</i> . Published by Wadsworth, 8 th edition.		
12. Alexander W. White. (2011). <i>The Elements of Graphic Design</i> . Published by Allworth Press; 2nd Revised edition edition		
13. Preston Blair. (1994). <i>Cartoon Animation</i> . Published by Walter Foster.		
14. Ernest Norling. (1999). <i>Perspective Drawing</i> . Published by Dover Publications Inc.		

Course Title: Advertising & Market Research**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 Evaluations	:	30
End Semesters	:	70
Exam Duration	:	3 Hrs.

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 Behavior: Psychographics, Demographics – Factors influencing Consumer Behavior: 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 and External Assessment 70 marks.		
Text Books and References:		
Ahtaramullah, M. <i>Saneeti Tanzeem Aur Intazam</i> . NewDelhi		
Azeem, M.A. & Sahaab, Z.H. (2009). <i>Marketing Management</i> . Himalaya Publishing		
Brierly, S. (2002). <i>The Advertising Handbook</i> . London: Routeldge.		
Fletcher, W. (2010). <i>Advertising: A Very Short Introduction</i> . 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.

Course Title: Public Relations & Corporate Communication**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) Advertising and Public Relations. New Delhi: Sonali Publications.
3. Winterson, David. (2010) Advertising and Corporation Communication. New Delhi Centrum Press.
4. Fernandez, Joseph (2009) Corporate Communication: A 21st Century Primer. New Delhi: Response Books.
5. Butterick, Keith (2012) Introducing Public Relations: Theory and Practice. New Delhi: Sage Publication.

6. Brown, Rob (2010) Public Relations and the social web: How to use Social Media and Web 2.0 in Communications. London: Kogan Page Ltd.
7. Sharma, Diwakar (2004) Public Relations: An emerging specialized profession New Delhi: Deep & Deep Publication Pvt. Ltd.
8. Banik, Dr. G.C. (2005) PR & Media Relations. Delhi: Jaico Publishing House
9. Ganesh, S. (1999) Introduction to Public Relations. Delhi: Indian Publishers and Distributors
11. Moore, H. Frazier & Kalumpa, Fran B. (2002) Public Relations : Principle cases and Practice. Delhi: Surjeet Publications
12. Singh, J.K. (2011) Media and Public Relations. New Delhi: APH Publishing Corporations
13. Shrimesh, K.. Edited. (2005) Public Relations in Asia: An anthology. Singapore: Thomson Learning
Ravindran, R.K. Edited. (1999) Handbook of Public Relations. New Delhi: Anmol Publication Pvt. Ltd.
Vilani, J.V. (2011) Publications in India. New Delhi: Sage Publications.
Lesly, Philip. Edited. (2002) Handbook of Public Relations & Communications, New Delhi: Jaico Publishing House
Sharma, Diwakar. (2004) Mass Communication- Theory and Practice in the 21st Century. New Delhi: Deep & Deep Publication.
Taylor, Shirley. (1991) Communication for Business. Delhi: Addison Wesley Longman Ltd.
Wilcox, Dennis L. (1995) Public Relations: Strategies and Tactics
19. पाण्डेय, प्रो. (डॉ) वंदना. (2013) विशेषीकृतजनसंपर्क. पंचकुला: हरियाणाग्रन्थअकादमी
20. मंडल, दिलीप. (2011) कॉर्पोरेटमीडिया, दलालस्ट्रीट: पब्लिकरिलेशन, कॉर्पोरेटकम्युनिकेशनऔरलॉबिंग. नईदिल्ली: राजकमालप्रकाशन
21 तिवारी, डॉ.अर्जुनवंतिवारी, विमलेश. (2007) जनसंपर्कसिद्धांतऔरव्यवहार. वाराणसी:विश्वविद्यालयप्रकाशन
22 पंत, एन.सी. वद्विवेदी, मनीषा. (2007) पत्रकारिताएवंजन-संपर्क. नईदिल्ली: कनिष्कपब्लिशर्स, डिस्ट्रीब्यूटर्स
23 भानावत, डॉ.संजीववक्षिप्रामाथुर. (2008) जनसंपर्कसिद्धांतऔरतकनी. जयपुर: राजस्थानहिंदीग्रन्थअकादमी

Course Title: Film Appreciation**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 Aaghaz Aur Artakah*. New Delhi: Arshia Publications.

Ashk, P. P. (1994). *Hindustani Cinema Ke Pachaas Saal*. New Delhi: Modern Publishing House.

Ashq, P. P. (2012). *Hamara Cinema*. New Delhi: National Council for the Promotion of Urdu (NCPUL).

Azmi, A. (n.d.). *Urdu Theatre: Kal Aur Aaj*. New Delhi: Urdu Academy.

Gulzar, (2003) *Manzarnama: Hu Tu Tu*. New Delhi: National Council for the Promotion of Urdu (NCPUL).

Hameed, J. (2012). *Aasmaane Film Ke Darakhshandaan Sitaray*. New Delhi:

Hayward, S. (2016). *Cinema Studies: Key Concepts*. London: Routledge.

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	:	100
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.