

No	Paper Code and Nature of Paper	Title of the Paper	Credits	Class Duration in Hours			
				L	T	P	
Semester - I							
1	Core1	Introduction to Mass Communication	6	5	1	0	
2	Core2	Introduction to Journalism	6	5	1	0	
3	Core3	Any Subject of Choice (Urdu/Hindi/English/Arabic/Persian/Sociology/Political Science)	6	5	1	0	
4	AEC	Ability Enhancement Course AEC	2	2	0	0	
Total			20				
Semester – II							
1	Core1	Television Journalism	6	5	1	0	
2	Core2	Health Journalism	6	5	1	0	
3	Core3	Any Subject of Choice (Urdu/Hindi/English/Arabic/Persian/Sociology/Political Science)	6	5	1	0	
4	AEC	Ability Enhancement Course AEC	2	2	0	0	
Total			20				
Semester – III							
1	Core1	Reporting and Editing for Print Media	6	5	1	0	
2	Core2	Media Ethics & Law	6	5	1	0	
3	Core3	Any Subject of Choice (Urdu/Hindi/English/Arabic/Persian/Sociology/Political Science)	6	5	1	0	
4	SEC	Skill Enhancement Courses	2	2	0	0	
Total			20				
Semester - IV							
1	Core1	Public Relations	6	5	1	0	
2	Core2	Radio Production	6	5	1	0	
3	Core3	Any Subject of Choice (Urdu/Hindi/English/Arabic/Persian/Sociology/Political Science)	6	5	1	0	
4	SEC	Skill Enhancement Courses	2	2	0	0	
Total			20				
Internship of one month after fourth Semester examination i.e. during summer vacations (4 credits)							
Semester V							
1	Core1	Communication for Development	6	5	1	0	
2	Core2	Media Research	6	5	1	0	
3	Core3	Advertising	6	5	1	0	
4	(DSE – 1)	Photography	6	5	1	0	
5	(DSE – 2)	} Any Two	Introduction to Cinema Studies	6	5	1	0
6	(DSE – 3)		National and International Affairs	6	5	1	0
7	(DSE – 4)	Basics of Video Documentary	6	5	1	0	
8	(GE – 1)	} Any One	Visual Culture	6	5	1	0
9	(GE – 2)		Basics of Radio Documentary Production	6	5	1	0
10	SEC	Skill Enhancement Courses	2	2	0	0	
Total			38				
Semester VI							
1	Core1	Digital Media	6	5	1	0	
2	Core2	Urdu Media	6	5	1	0	
3	Core3	Media Research Project	6	5	1	0	
4	(DSE – 1)	Graphic and Design	6	5	1	0	

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6	(DSE - 2)	} Any Two	Human Rights and Media	6	5	1	0
7	(DSE - 3)		Mediated Identities	6	5	1	0
8	(DSE - 4)	} Any One	Science Communication	6	5	1	0
9	(GE -1)		Social Media	6	5	1	0
10	(GE -2)		Introduction to Film Making	6	5	1	0
11	SEC		Skill Enhancement Courses	2	2	0	0
	Core4		Internship	4	0	0	4
			Total	38			
			Grand Total	20+20+20+20+38+38+4=160			

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SEMESTER I

Course Title: Introduction to Mass Communication (CORE)**Course Code: Core-1****Scheme of Instruction**

Total Duration	:	90 Hrs
Periods/Week	:	6
Credits	:	6
Instruction Mode	:	Lecture/Tutorial

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	Nature and Processes of human communication; functions of communication; types of communication: verbal and non-verbal communication, intra-personal, inter-personal, group, public and mass communication	15
II	Nature and Process of Mass Communication; Media of Mass Communication; Characteristics and Typology of audiences; Definition, scope and nature of Journalism; Duties and Responsibilities of journalists	15
III	Models of Communication: SMR, SMCR, Shannon and Weaver, Lasswell, Osgood, Wilbur Schramm, Dance, Gerbener, Newcomb, Communication and Socialization	15
IV	Media Systems: Authoritarian, Libertarian, Socialistic, Social Responsibility; Indian Communication Theory, cultural integration and cultural pollution	15
V	Folk Media as a medium of mass communication; Origin and characteristics of folk media; Relevance of Folk Media in modern society, Well-known folk media forms of India; Use of folk media for development by government in India; Role of Govt agencies such as Information and Publicity Dept, Song and Drama Division.	15
VI	Introduction to key thinkers and their ideas in the field of Mass Communication, milestones in media research.	15

Text Books and References:

1. Mcquail, Denis, (1995) *Mass Communication Theory*, Sage, London
2. Defleur, Melvin L and Dennis Everette E, 1993, *Understanding Mass-Communication*, Houghton Mifflin
3. Watson, Jim, Anne Hill and James Watson, 1984, *A Dictionary of Communication and Media Studies*, Edward Arnold Publications, London
4. Bittner, John R. (1986) *Mass Communication: An Introduction*.
5. Dr. N. Usha Rani, 1996, *Folk Media for Development*, Karnataka Book Publishers, First Edition,
6. H. K. Ranganath, (1980), *Folk Media & Communication*, Chinthana Prakashana
7. Agee, W.K., P.H. Ault and E. Emery, 1990, *An Introduction to Mass Communication*, Harper and Row, New York,

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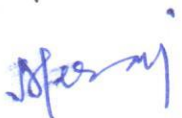
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Books in Urdu

8. Urdu Sahafat Uneesvi Sadi Me (Educational Publishing House)
9. Maulana Azad baHaisyat e Sahafi by Dr. M. Fariyad
10. Farhanag e Sahafat (Mass Communication) NCPUL
11. Ablaghiyat by Shahid Hussain (Available in Library)
12. Urdu aur Awami Zaraye Ablagh by Shahid Hussain and Izhar Usmani (Available in Library)
13. Mass Communication and Mass Media, NCPUL
14. Istalahat-e-Zara-e-Ablagh by Dr. Jameel Akhtar (Available in Library)
15. Jadeed Ablagh Aain by Dr. Mehdi Hasan (Available in Library)
16. Ablagh Aam ke Nazaryat by Dr. Shamsuddin (Available in Library)
17. Urdu Mass Media by Prof. Fazalul Haq
18. Tareekh-e-Sahafat by Muhammed Iftiqar Kokhar, EPH



SEMESTER 1

Course Title: Introduction to Journalism (CORE)**Course Code: Core-2****Scheme of Instruction****Scheme of Examination**

Total Duration : 90 Hrs
 Periods/Week : 6
 Credits : 6
 Instruction Mode : Lecture/Tutorial

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

Course Objectives: The Objective of this Paper is to understand the Basic, Knowledge of Journalism including history of Print Media, Principles of News Organisational Structure and Function of Print and Electronic Media, Reporting Skills and Introduction of Journalistic skills and its Technology.

Course Outcomes: The outcome of this Paper are to make Capable to Students to get entry into Media Industry as a Fresher as trainee Journalist after completing this Paper Students will be able to Understand about Basic of Print and Electronic Media and its Different responsibilities. Students will understand the basic of Journalistic Skills.

Unit	Course Content	Instruction Hours
I	History of Journalism in world and India, Journalism- Needs, Importance and responsibilities, Media work Nature, Various forms of Mass Media- T.V., Radio, Newspapers, Web-Portal, Magazine, Social Media etc.	15
II	Basic News, Scope, Definition, Concept and Principles of News, News Value, News Source, Basic elements of News, Structure of News, Soft and Hard News, writing of News, News formula	15
III	Introduction of Print Media Organisation- Editorial, Advertisement and Circulation, Work nature of Editorial Desk, City Desk, Sports Desk, Responsibilities of Reporter, Sub Editor, News Editor, Editor and Photographer	15
IV	Introduction of Electronic and New Media Journalism-News Room, Reporter, Anchor, News Reader, Input Desk, Output Desk, Assignment Desk, Social Media handling, Different Sections of Electronic Media etc.	15
V	Reporting of News, Technique of Reporting, Types of Reporting, Reporting in Digital Age, Social Media as a tool of Reporting, Function and Responsibility of Good Reporter, Nose for News, Ethics in Reporting	15
VI	Basic Principles of Editing in Print Media, Language Importance, Proof Reading, Translation, Subbing, Selection of photos, Photo Caption, Headline, intro, Layout, Design of page	15

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

Text Books and References:

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1. Agarwal, VirBala. (2006). *Essentials of Practical Journalism*. New Delhi: Concept Publishing Company
2. Srivasthava, K.M. (2003). *Reporting and Editing*. New Delhi: Sterling Publishers Pvt. Ltd
3. Maloney, Martin Joseph & Rubenstein, Paul. (1987). *Writing for Media*. Prentice-Hall Publisher
5. Burack, Sylvia K.(1999). *The Writer's Handbook*. The Writer, Inc.; Book Club
6. Campbell, Walter S. (1940). *Professional Writing*. The Macmillan Company
7. Hohenberg, John. (1983). *Professional Journalists*. Holt Rinehart & Winston Publisher
8. Teel, Leonard Ray Intro. (1983). *Into The Newsroom: An Introduction to Journalism*. PrenticeHall Publisher
9. Kamath, M.V. (2009). *Professional Journalism*. New Delhi: Vikas Publishing House
10. Charnley, M.V. (1975). *Reporting*. New York: Holt, Rinehart & Winston of Canada Ltd
11. Robinson, Sol. (1971). *Guidelines for news reporters*. T A B Books Publishers
12. Kundra, S. (2007). *Reporting Methods*. Delhi: R.K. Books
13. Joseph, M.K. (2007). *Outline of Reporting*. New Delhi: Anmol Publications Pvt. Ltd.
14. Ravindran, R.K. (1999). *Handbook of Reporting and Editing*. New Delhi: Anmol Publications Pvt. Ltd
15. Parthasarathi, Rangaswamy. (2004). *Basic Journalism*. Laxmi Publications (P) Ltd .

Books in Urdu

Urdu ke Chhote Akhbarat by A. Kumar

Urdu Sahafataur Jung-e- Azadi by A. Kumar

Urdu Media aur Jadeed Rujhanaat (Educational Publishing House)

Urdu Sahafat Zabaan, Tareekh aur Tanazur (Educational Publishing House)

Hyderabad ke Urdu Roznamon ki Adabi Khidmat by Syed Mumtaz Mehdi

Urdu Sahafat ke Do Sau Saal Part I & II by Prof. Irteza Karim

Urdu Sahafat ka Safar by Gurubcha Chandra (Available in Library)

Awami Tarseel (Available in Library)

Qaumi Mahaz Azadi aur UP ke Musalman Sahafi by Abida Samiuddin (Available in Library)

Urdu Sahafataur Jung-e-Azadi 1857 by Masoom Moradabadi (Available in Library)

Khabarnama by Azam Azmi (Available in Library)

Islami Sahafat by Sayyed Obaidusalam (Available in Library)

Urdu Sahafataur Tareekh-e-Azadi by Dr. Sami Ahamed

Urdu Sahafataur Hasrath Mohani by Dr. Sharefuddin, EPH, New Delhi

Khabar Nawisi aur Ibtidai Idarat by Imdad Ahmad Miyan

Urdu Sahafat unni swi Sadi Mein by Dr. Tahir Masood Arshad (Available in Library)

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19/04/2021

SEMESTER 1

Course Title: Any Subject of Choice

(Urdu/Hindi/English/Arabic/Persian/Sociology/Political Science)

Course Code: Core-3

Scheme of Instruction

Total Duration	:	90 Hrs
Periods/Week	:	6
Credits	:	6
Instruction Mode	:	Lecture/Tutorial

Scheme of Examination

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

Course will be offered by respective department selected by candidate

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SEMESTER 2

Course Title: Television Journalism (CORE)

Course Code: Core-1

Scheme of Instruction

Scheme of Examination

Total Duration	: 90 Hrs	Maximum Score	: 100
Periods/Week	: 6	Internal Evaluations	: 30
Credits	: 6	End Semesters	: 70
Instruction Mode	: Lecture/Tutorial & Practical	Exam Duration	: 3 Hrs

Course Objectives: Aim of this paper is to understand the development of Broadcast journalism in context of India and to learn the skills and techniques required for the broadcast field. This paper provides students a platform to train in 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. Student will also be taught how to write news pieces and then present them on TV and how to operate as a video journalist. In a nutshell the paper will provide an in depth understanding of Television Journalism.

Course Outcomes: Students will produce basic news stories (news packages) and how to edit news stories on computers. They will produce news shows that feature their news stories and projects related to news (commercial spots, music videos, PSAs, promotional pieces, and graphical introductions and transitions, etc.) 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 it.

Unit	Course Content	Instruction Hours
I	Introduction to Television News Television in India, News Sources, News Studio, Elements of TV News Story, Planning of a TV News Story, Writing TV News Story, Writing Commentary, Writing for Visuals, Editing News, Layout of the TV News Story: Split Screen Format, Visualization of News, and Sub-Titling.	15
II	Reporting and Writing for Television Television reporting: Visualising news, Research, investigation, Electronic News Gathering (ENG), Electronic Field Production (EFP). Piece to Camera (PTC), voice over (VO), News Stories- What is news story, different formats of news stories, VOSOT, RDR, Package)-elements of the news package, shooting the news package-assembling the news package-editing the news package.	15
III	Introduction to camera and Sound Types of Camera, Video Camera Format, Different parts of camera and its functions (Shutter, Iris, Lenses, Focal Length, Filters, Viewfinder, White Balance, Exposure etc.) Tripod, Lightings, Grammar of Shots and angles, Scene & Sequence, Single camera and Multi Camera Production Procedure, Introduction and Familiarization with studio equipment and production personnel. Microphones: Capturing natural Sound, Capturing Primary Audio Track Sound, Video and Audio Tracks, Dubbing.	15

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IV	Television Program and Presentation The News Programme: News Bulletin, News Programmes, Item Selection and News order or Run down, 24 Hour News, Organizing A News Bulletin, Different Formats of TV News Packaging, Interview techniques, Panel Discussion, Special News Stories, News Anchors and Presenters, Qualities of a Newsreader/Presenter (Language, Pronunciation, Vocabulary, Diction, Speed, Breathing, Emphasis, Pitch and Body Language) Using the teleprompter, Breaking News/Flash New	15
V	Television Production and Video Editing Techniques Editing Procedure - Linear, Non-linear, types of editing modes: assemble mode, insert mode, on line mode, computer editing - time code, roll editing, etc. Assembling shots, symbolic editing and editing errors. The language of editing and shooting-sound in editing-categories of sound, post-synchronization, voiceover or narration & Dubbing, Television graphics & titling and specials effects, Background Music, synchronizing of video and audio, Presentation skills: Telling a cohesive story	15
VI	Suggested Practical VOX-POP: (10 marks) - In the VOX-POP project a group of four student will record interviews on any topic. Student will choose a topic, shoots the video, and edits a 20-30 second segment. VO: (10 marks) -In the VO project a group of four student, use video and natural sound to help tell a story. Each student chooses a topic, shoots video, writes copy, narrates and edits a 30-second segment. VOSOT: (10 marks) -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). A group of four-student will shoots footage, conduct interviews, write, narrate and edit the VOSOTS. Completed projects run approximately 45-60 seconds. VOSOT WITH STAND-UP (ptc): (20 marks) - 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. A group of four students will shoot their own footage, conduct interviews, write, narrate and edit the VOSOTS with Completed projects run approximately 45-60 seconds "stand-ups/PTC". News Bulletins: (50 marks) Students learn introductory techniques of producing "News Bulletins" of duration of 5 minutes. Each student will anchor the news bulletin show. External Examiner and Internal Examiner will judge the final programme.	15
Examination and Evaluation Pattern: - Internal Assessment 30 marks and External Assessment 70 marks.		
Text Books and References:		
Andrew, B. (2000). Broadcast Journalism: Techniques of Radio and TV News. Focal Press		
Herbert, Z. (2007). Television Production Handbook. Thomson Wadsworth., USA		



Haris, P. L., & Wilcox, G. (2012). Television Production & Broadcast Journalism (2nd edition). Goodheart wilcox.
Nancy, R. (2013). On Camera, how to Report, Anchor and Interview. (2nd edition). Focal Press
Kriwaczek, P. (1997). Documentary for the Small Screen. Focal Press
Cohler, D. K. (1985). Broadcast Journalism: A guide for the presentation of Radio and Television News. USA: Prentice-Hall.
Cohler, D. K. (1985). Broadcast Journalism: A guide for the presentation of Radio and Television News. Prentice-Hall, USA.
Fang, I.E. (1982). Television News. ABC News Communication Arts Books NY.
Bhatt, S.C. (1991). Broadcast Journalism: Basic Principles. New Delhi. Sage Publication,
Hough, G. A. (2004). News Writing. Kanishka Publisher. Delhi.
White, T. (2010). Broadcast News Writing, Reporting and Production. Focal Press.
Hartley, (1982). Understanding News. Methuem Pub. London.
Chatterji, P.C. (1991). Broadcasting in India. Sage Publication, New Delhi.
White, T. (2013). Broadcast News Writing, Reporting and Production (6th edition). Focal Press,
Hartley, J. (1982). Understanding News. Methuen Publisher, London.
Rizvi, G. Barqi Sahafat
Barqi Sahafat by Mustafa Ali Sarwari
TV News wa Production: Fun aur Tariqa-e-Kaar by Dr.Samiurrahman
Television ki Sahafat by Shakkeel Hasan Shamsi
Television Nashriyat: Tareekh tahreek taknik, Anjum Osmani, 557 Laksmi Publications.

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SEMESTER 2

Course Title: Health Journalism (CORE)**Course Code: Core-2****Scheme of Instruction****Scheme of Examination**

Total Duration	: 90 Hrs	Maximum Score	: 100
Periods/Week	: 6	Internal Evaluations	: 30
Credits	: 6	End Semesters	: 70
Instruction Mode	: Lecture/Tutorial & Practical	Exam Duration	: 3 Hrs

Course Objectives: The objective of the paper is to help the students to understand basic knowledge of health journalism, strengthen their ability to report, and write about health journalism.

Course Outcomes: The paper will assist the students to understand healthcare system and familiar them about basic understanding of health journalism. As well, this paper will train the students to report and write healthcare issues with the scientific manner.

Unit	Course Content	Instruction Hours
I	Healthcare - An overview Healthcare Awareness, Basic Introduction of Diseases, Immunisation, Vaccine Overview, Vaccine Herd Immunity, Vaccine-Preventable Infectious Diseases	15
II	Introduction to Health Journalism Basic understanding of Health Journalism, Significance of Health Journalism, Pitfalls in Health Journalism writing, Ethics in Health Journalism	15
III	Challenges for Reporting Health issues Healthcare reporting, Sources of Healthcare reporting, Vaccine Myths, Vaccine Side-effects, AEFI or Adverse Effects Following Immunization , Introduction to major health media outlets and magazines	15
IV	Sustainable Development, Public Health Care in India, Men-Women-New born- Child and Adolescent Health Care, Malnutrition.	15
V	Antibiotics Overview , A brief history of Antibiotics, Antibiotic resistance in India, Misuse of Antibiotics, Tuberculosis	15
VI	Major Health Campaigns, Health Care Awareness, Role of NGOs, Civil Society, WHO, UNICEF	15

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

Text Books and References:

- Asad Faisal Farooqui, Hindustan me Urdu Tibbi Sahafat-Aghaz aur Irtiq
- Ghazali, M. Husain (2017): Sehat Safai aur Mahauliat, EPH, Delhi
- Baggott, R. (2011). Public Health:Policy & Politics. New york: Palgrave macmillan .
- Gupta, S., & Nikhat, S. (1989). Baacho Ke Sahet. New Delhi: N C P U L.
- Levi, R. (2001). Medical Journalism: Exposing Fact, Fiction, Fraud. New Jersey, USA: Wiley-Blackwell.
- Nair, P. (2005). Education and Health Infrastructure: An Overview. Hyderabad: ICAFI Univ. Press
- Pandya, R. (2010). Community health education. Jaipur: Rawat publications.
- Sawa, R. J. (1992). Family Health Care. New Delhi: Sage Publications.

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SEMESTER 2

Course Title: Any Subject of Choice**(Urdu/Hindi/English/Arabic/Persian/Sociology/Political Science)****Course Code: Core-3****Scheme of Instruction**

Total Duration	:	90 Hrs
Periods/Week	:	6
Credits	:	6
Instruction Mode	:	Lecture/Tutorial

Scheme of Examination

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

Course Objectives:**Course Outcomes:****Course will be offered by respective department selected by candidate**

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SEMESTER 3

Course Title: Reporting and Editing for Print Media (CORE)**Course Code: Core-1****Scheme of Instruction**

Total Duration	:	90 Hrs.
Periods/Week	:	6
Credits	:	6
Instruction Mode	:	Lecture/Tutorial & Practical

Scheme of Examination

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

Course Objectives: The Paper seeks to introduce the students to introductory writing skills in English and inform them about the common writing errors, usage of punctuation marks and balanced and objective writing. One of the objectives of this Paper is to understand the basic practical knowledge of Print Media Including creative writing skills.

Course Outcomes: The learning outcomes of the paper are to make students understand the basics structures of simple but effective writing techniques in the English language. Students will be able to demonstrate their creative writing skills.

Unit	Course Content	Instruction Hours
I	Various Types of News: Development news, mishap news, accident and crime news, court news, Agricultural - Industrial News, Sports, Theatre and Music - Cultural News. A student is expected to write at least one news item of each type.	15
II	Non-news Articles: These include topical articles such as side article, Biography, Book review, Film Review and Special article. The student must produce at least one article of each type.	15
III	Interview: All students are required to write interviews of 5 personalities in various fields. Editing Processes: Editing Tools, Symbols, Correctness of Spellings, Grammar, Idioms Usage, Adjusting Story Length to the Space Requirements, Proof Reading & Correcting Errors	15
IV	Making Stories Objective, Fair & Legally Safe. Restructuring / Rewriting, Improving the Lead, Interpretative & Investigative Approach, Articles & Developing Stories; Reading Proofs. Modern Conventions, Punctuation, Some facts on Spellings, Principles behind Modification	15
V	Planning of Pages: Organised, Purposeful Flow of material to Press, Tentative earmarking of Matter for each page & the manner of their treatment; Handling of Supplements & Magazine Space.	15
VI	Digital Technology. Basics of MS Office and its Applications; MS-Word with Features; MS Excel, Basics of Urdu Software, In-page, Typing of Urdu on Computer, Basics of Page making QuarkXPress	15
Examination and Evaluation Pattern: - Internal Assessment 30 marks and External Assessment 70 marks. (Note As Internal Assessment each student have to do News Reporting: News items regarding programmes in the University campus i.e. Different Departments (minimum 10) - News items about different programmes in the city assigned by the teachers (minimum 10)		
Text Books and References:		

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1. H Bruce Westley (2016) News Editing **Publisher:** Houghton Mifflin **ISBN-13:** 978-0395055298
2. M.K. Joseph (2003) Outline Of Editing Publisher: Anmol Publications Pvt Ltd ISBN-13: 9788174885456
3. M.V. Kamath (2018) Professional Journalism Vikas Publication House Pvt Ltd; **ISBN-13:** 978-0706990287
4. Adarsh Kumar Varma (2007) Advanced Editing Har Anand Publications, India ISBN-13: 978-8124108369
5. Rahul Mudgal (1999) the Making Of An Editor Sarup & Sons ISBN 8176250538, 9788176250535
6. Srivastava, K.M. (2003). Reporting and Editing. New Delhi: Sterling Publishers Pvt. Ltd
7. Robinson, Sol. (1971). Guidelines for news reporters. T A B Books Publishers
8. Joseph, M.K. (2007). Outline of Reporting. New Delhi: Anmol Publications Pvt. Ltd.
9. Agarwal, Vir Bala. (2006). Essentials of Practical Journalism. New Delhi: Concept Publishing Company
10. Joseph, M.K. (2007). Outline of Reporting. New Delhi: Anmol Publications Pvt. Ltd.

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SEMESTER 3

Course Title: Media Ethics & Laws (CORE)**Course Code: Core-2****Scheme of Instruction****Scheme of Examination**

Total Duration	:	90 Hrs	Maximum Score	:	100
Periods/Week	:	6	Internal Evaluations	:	30
Credits	:	6	End Semesters	:	70
Instruction Mode	:	Lecture/Tutorial	Exam Duration	:	3 Hrs

Course Objectives: The learning objectives of this paper are to understand the basics of Indian constitution and its silent feature. Another object is to understand the basic structure of Legislature, Executive and Judiciary system of Indian laws related to mass media.

Course Outcomes The learning outcomes of the paper are to make students understand the basics of Indian constitution and its important features. After completion of this paper, students will be able to understand about Executive, Legislature and Judiciary system. Students will also able to know about laws and ethics related to mass media.

Unit	Course Content	Instruction Hours
I	The Legislature - The Executive - The Judiciary and Its Structure - The President- The Cabinet - Emergency Declaration - Separation of Powers.	15
II	Media Freedom: Right to Information - Freedom of Speech and Expression - Media Economics & Advertisers and Pressure Groups - Trade Unionism & Political Parties	15
III	Concept of Censorship - Audit Bureau of Circulation (ABC) – Editors Guild of India – National Broadcasters Association – Registrar of News Paper of India.	15
IV	Indian Constitution and Freedom of Mass Media: Reasonable Restrictions - Parliamentary Privileges - Fair Comment - Laws of Defamation - Contempt of Legislature and Court - Censorship	15
V	Press and Registration of Books Act 1867 - Official Secret Act 1923 - IPC1860 (Section 124A, 153AB, 292, 293), Intellectual Property Rights - Copy Right Act 1957 - Prasar Bharti Act 1990 - Information Technology Act 2000, Cyber Laws.	15
VI	Press Council of India – Structure & Functions - Press and Ethics – Journalistic Code of Ethics	15

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

Text Books and References:

- Basu, D. D. (2012). Introduction to the Constitution of India . New Delhi: Prentice Hall of India (PHI).
- Habeebuddin, K. (1995). Siyasaat: Hukumat Aur Siyasat. New Delhi: Maktaba Islamia .
- Jaffrelot, C. (2012). India since 1950: Society, Politics, Economy and Culture. New Delhi: Cambridge University Press India Private Limited .
- Kumar, K. J. (2012). Mass Communication in India . New Delhi: JAICO.
- Manzar, M. (1999). Bainul Aqwami Siyasat. New Delhi: Saud Printing Agency.
- Naqvi, S. H. (1976). Ibtadai Ilm Shahriyat. New Delhi: Taraqqi Urdu Board .
- Neelamalar, M. (2009). Media Law and Ethics. New Delhi: Prentice Hall of India (PHI).
- Parvez, S. (2002). Awami Zarai Ablagh : Tarseel Aur Tameer Wa Taraqqi. New Delhi: National Council for the Promotion of Urdu Language (NCPUL).

Handwritten signatures and initials:

Meraj, Mohd. Razaq, Entina, Razaq, Qam, Shabbaz

Qayoom, A. (2003). Hindustan Ki Hukumat Aur Siyasat. Hyderabad: Nisaab Publishers.

Sharma, B. K. (2017). Introduction to the Constitution of India Paperback. New Delhi: Prentice Hall of India (PHI).

Books in Urdu

1. Fun-e-Sahafat by Raham Ali al Hashmi
2. Hindostani press by Nadir Ali Khan
3. Ekiswisadi me Urdu Sahafat by Imam Azam

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SEMESTER 3**Course Title: Any Subject of Choice****(Urdu/Hindi/English/Arabic/Persian/Sociology/Political Science)****Course Code: Core-3****Scheme of Instruction****Scheme of Examination**

Total Duration : 90 Hrs
Periods/Week : 6
Credits : 6
Instruction Mode : Lecture/Tutorial

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

Course Objectives:**Course Outcomes:**

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SEMESTER 4

Course Title: Public Relations (CORE)**Course Code: Core-1****Scheme of Instruction****Scheme of Examination**

Total Duration	: 90 Hrs	Maximum Score	: 100
Periods/Week	: 6	Internal Evaluations	: 30
Credits	: 6	End Semesters	: 70
Instruction Mode	: Lecture/Tutorial	Exam Duration	: 3 Hrs

Course Objectives: To introduce students to the idea of public relations and its significance in business, economy and the society at large. Students will understand basic concepts and tools of Public Relations and their issues in private and government sectors.

Course Outcomes: In the world of infinite communication possibilities, this course should enable students to understand the working of Public Relations, its role in the society and its possible uses in various spheres of social life.

Unit	Course Content	Instruction Hours
I	What is Public Relations? Meaning and Definitions, Basic elements of PR, History of Public Relations, Growth of PR in India.	15
II	Public Relation and kinds of Public Relations, Publicity, Propaganda and Lobbying, Public Affairs, Formation of Public Opinion, Brand Image and Brand Promotion. PR practitioners and Media relations Press Conference - Press Releases - other PR tools	15
III	Communication with public-internal and external Public Relations-PR in private sectors, PR counselling, PR agencies, PR and advertising - PR for media institutions.	15
IV	PR for Multinational Companies, PR and law, PR and new technology - Code of ethics for PR, Emerging trends in Public Relations, Public Relation in Government Sector, DAVP, PIB, RNI, DFP, IIMC, PCI, DD, AIR etc.	15
V	Tools of public relations: press releases- newsletter- brochure- house journals- advertising- exhibitions- annual reports. PR and corporate image; public relations in central and state government in India	15
VI	Public Opinion – Meaning and Definition. Opinion Leaders-Individuals Institution, Role of PR in opinion formation-persuasion. The Ethics of PR – Social Responsibility, Code of Professional Standards for the practice of PR	15

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

Text Books and References:

- Azeem, M. A., & Sahaab, Z. H. (2009). Marketing Management. New Delhi: Himalaya Publishing.
- Broom, Glen M & Sha, Bey-Ling. (2012). Cutlip and Centre's Effective Public Relations. USA: Pearson Higher Education
- Sachdeva, Iqbal. (2009). Public Relations: Principles and Practices. New Delhi: Oxford University Press
- Ravindran, R.K. (1999). Handbook of Public Relations. New Delhi: Anmol Publications Pvt. Ltd
- C.V. Narasimha. (2014). Effective Public Relations and Media Strategy. New Delhi: PHI Learning Pvt. Ltd
- Ahuja, BN & Chhabra, SS. Advertising & Public Relations. New Delhi: Surjeet Publications Sardana,

C.K. (2016). The Challenge of Public Relations. New Delhi: HarAnand Publications Black, Sam.
(1976). Practical Public Relations. NewYork: Beekman Publications
Mehta D. S. Handbook of Public Relations in India. New Delhi: Allied Publishers Pvt. Ltd

Book in Urdu:

Fariyad, Dr. Mohammad (2017). Taluqaat-e-Amma, New Delhi: Educational Publishing House

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SEMESTER 4

Course Title: Radio Production (CORE)**Course Code: Core-2****Scheme of Instruction****Scheme of Examination**

Total Duration	:	90 Hrs	Maximum Score	:	100
Periods/Week	:	6	Internal Evaluations	:	30
Credits	:	6	End Semesters	:	70
Instruction Mode	:	Lecture/Tutorial & Practical	Exam Duration	:	3 Hrs

Course Objectives: The main aim of the course is to gain understanding about basics of sound and a functional knowledge of audio production equipment and software. By the end of the course, the students shall acquire a basic understanding of audio procedures and practices.

Course Outcomes: Through this course, the students would be able to have a basic understanding of Sound, the sound wave, the basics of Radio technology, basic experience of operating audio equipment etc.

Unit	Course Content	Instruction Hours
I	Nature and scope of Audio, What is "Audio"?, The Field of Audio Work, Inside an Audio studio, Concepts of sound-scope, sound culture, Types of sound-Sync, Non-Sync, Natural sound, Ambience Sound, Sound Design-Its Meaning with examples from different forms	15
II	What is Sound Wave? How Sound Waves Works? Sound Wave Properties, How Sound Waves Interact.	15
III	Characteristics of Radio as a medium, Sound Systems, what is a simple sound system?, Transducer, Amplifier, signal processor, record and playback section	15
IV	Introduction to software, its operation, Sound Effects, Distort Filters, Artificial echo	15
V	Writing for Radio, Introduction to different genres.	15
VI	Recording, Editing and Mixing of Sound, Audio Tape: Audio Console: Tape Recorder, Introduction to Editing Software's: Soundforge, Protools, Cooledit, Sonifex machine	15

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

Text Books and References:

Dwight V. Swain, Joye R. Swain (1988), Scriptwriting; A Practical Manual, Focal Press Publications USA

1. Mehra Masani, 1976, Broadcasting and the People, National Book Trust, India
2. G C Awasthy, 1965 Broadcasting in India, Allied Publishers
3. U L Baruah, This is all India Radio, Publication Division of India,
4. Robert c Allen and Annette Hill (Ed- 2004), The Television Reader, Routledge
5. P.C Chatterjee, 1987, Broadcasting in India, New Delhi, Sage
6. Carrol Fleming, 2002, The Radio Handbook, Routledge London & New York Books in Urdu

1. Urdu Radio aur Television Me Tarseel-o-IblaaghkiZubaan by Kamal Ahmed Siddiqi
2. Radio Journalism keJadidRushanaat by Mohd. ZubairSajidBadar (Maktaba-eDaneyal:Pakistan)

Handwritten signatures and initials: Mehra, Mohd. Baruah, Entana, Sajid, Zubair, Kamal, Daneyal.

3. Radio ke Din by Raza Ali Abedi (Sang-e-Mil Publication: Pakistan)
4. Radio Zahan-e-Awaz by Aftab Iqbal (Aftab Iqbal Publisher: Pakistan)
5. Radio Nasaryat by Dr. Hasan Mosanna (Available in Library)
6. Radio Nasaryat, Tareekh, Asnaf aur Peshkash by Zubair Shadab (Available in Library)
7. Radio aur Nashriyat by Dr. Akhlaq Asar
8. Radiyayi Sahafat by Sajjad Haider (Muqtadira Qaumi zaban, Islamabad)
9. Jarnaili Sadak (BBC) by Raza Ali Abedi (Sa'd Publications, Karachi, 1989)

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SEMESTER 4**Course Title: Any Subject of Choice****(Urdu/Hindi/English/Arabic/Persian/Sociology/Political Science)****Course Code: Core-3****Scheme of Instruction****Scheme of Examination**

Total Duration	:	90 Hrs	Maximum Score	:	100
Periods/Week	:	6	Internal Evaluations	:	30
Credits	:	6	End Semesters	:	70
Instruction Mode	:	Lecture/Tutorial	Exam Duration	:	3 Hrs

Course Objectives:**Course Outcomes:****Course Content will be developed by respective department***Shiraj**Prof. Rana**L.**Entan*
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SEMESTER 5

Course Title: Communication for Development (CORE)**Course Code: Core-1****Scheme of Instruction**

Total Duration	:	90 Hrs
Periods/Week	:	6
Credits	:	6
Instruction Mode	:	Lecture/Tutorial

Scheme of Examination

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

Course Objectives: To upgrade human resource with specialized knowledge and skills on Development communication for social change and Understand the newer approaches to C4D concepts, methods and techniques.

Course Outcomes: After Completion of this paper, students will be able to understand the basic issues of the Society especially related to Development through Communications. Communication is integral to Human existence. After Completion of the paper students also exposed to understand Communication for Development and its effective using day to day life to address various Social issues and how to address them through Communication.

Unit	Course Content	Instruction Hours
I	Nature and Processes of Human Communication, Functions of Communication, Types of Communication: Verbal and Non-verbal Communication, Intra-Personal Communication, Inter-personal Communication, Group Communication, Public and Mass Communication	15
II	Concepts of Development Communication- Philosophy and Goal of Development Communication, Approaches to Development Communication, Theories of Communication for Development- Diffusion of Innovation Theory- Modernization Theory, Dependency Theory etc.	15
III	Information & Communication Technology for Development, Making ICT Work for Education in India: Issues, Challenges and Solutions, Public and Private Sector Partnership Expands Education in India, Health Education: Reaching to Reach or unexposed, Remote Ethnic, Linguistic & Religious Minorities. Scheduled Cast/Scheduled Tribes/Other Backward Communities.	15
IV	Folk and Community Media:- Importance of Folk Media in a Rural Community Types of Folk Media, their reach. Changing Scenario of Folk Media in the Age of ICT. Issues and Awareness Program regarding Immunization, Child Marriage, Dowry, Drugs, AIDS, Social Evils and Customs, Child and Mothers Health, Family Planning, Open Defecation etc.	15
V	NGO participation and Management, The Meaning and Definition of NGO-Types of NGO, Service Orientation, Participatory Orientation, Empowering Orientation. Characteristics of NGOs Role and Importance of NGOs in India Significance of NGOs in India-Strengths and Weakness of NGO. United Nation Organizations and its different wing, UNICEF, UNESCO, World Bank, IMF etc.	15
VI	India: Demography, Culture and Identity, Different Parts of India. India and its Cultural Diversity, Culture and its Components :- Language, Dialects, Food Habits, Religion, Customs, Festivals, Dress, Folks, Music etc,	15
Examination and Evaluation Pattern:- Internal Assessment 30 marks and External Assessment 70 marks.		

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Suggested Reading:

- Agarwal, VirBala. (2006). Essentials of Practical Journalism. New Delhi: Concept Publishing Company
- Srivasthava, K.M. (2003). Reporting and Editing. New Delhi: Sterling Publishers Pvt. Ltd
- Maloney, Martin Joseph & Rubenstein, Paul. (1987). Writing for Media. Prentice-Hall Publisher
- Burack, Sylvia K.(1999). The Writer's Handbook. The Writer, Inc.; Book Club
- Campbell, Walter S. (1940). Professional Writing. The Macmillan Company
- Mirabito , Michael M. A. (1994). The New Communication Technologies, Frederick, MD, U.S.A.Focal Press
- Mohanraj, Jayashree & Mohanraj. (2002). S. English online, Communication information Technology, Hyderabad Orient Longman Pvt. Ltd
- Hachten, William (2002) World News Prison, Iowa: Iowa State Press
- Rantaner, Tehri. (2006).Globalization and Media. London: Sage Publications
- Hamlink, Cees. The Politics of World Communication. London: Sage Publication
- Azeem, M. A., &Sahaab, Z. H. (2009). Marketing Management. New Delhi: Himalaya Publishing.
- Broom, Glen M &Sha, Bey-Ling. (2012). Cutlip and Centre's Effective Public Relations. USA:Pearson Higher Education
- Sachdeva, Iqbal. (2009). Public Relations: Principles and Practices. New Delhi: Oxford University Press
- Ravindran, R.K. (1999). Handbook of Public Relations. New Delhi: Anmol Publications Pvt. Ltd Reddi, C.V. Narasimha. (2014). Effective Public Relations and Media Strategy. New Delhi: PHI Learning Pvt. Ltd
- Ahuja, BN & Chhabra, SS. Advertising & Public Relations. New Delhi: Surjeet Publications Sardana, C.K. (2016). The Challenge of Public Relations. New Delhi: HarAnand Publications Black, Sam. (1976). Practical Public Relations. NewYork: Beekman Publications
- Mehta D. S. Handbook of Public Relations in India. New Delhi: Allied Publishers Pvt. Ltd

Book in Urdu:

- Fariyad,Dr.Mohammad (2017).Taluqaat-e-Amma, New Delhi:Educational Publishing House

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SEMESTER 5

Course Title: Media Research (CORE)

Course Code: Core-2

Scheme of Instruction

Scheme of Examination

Total Duration	:	90 Hrs	Maximum Score	:	100
Periods/Week	:	6	Internal Evaluations	:	30
Credits	:	6	End Semesters	:	70
Instruction Mode	:	Lecture/Tutorial	Exam Duration	:	3 Hrs

Course Objectives: The objective of the paper is to introduce the basics of research to the students, including framing the research problem, and steps of conduct research.

Course Outcomes: The learning outcome of this paper will be to make the students capable to undertake basics research, use tools of research, and understand basics statistics and ethical perspective of research.

Unit	Course Content	Instruction Hours
I	Theories of Knowledge - Kinds of Knowledge	15
II	Research Objectives & Motives – Types of Research - Research Method & Methodology	15
III	Scientific Social Research: Characteristics –Steps in Scientific Research - Criteria of Good Research	15
IV	Social Research and its Problems: Nature of Social Research – Problems of Objectivity – Problems of Social Research – Importance of Social Research - Qualities of a Researcher	15
V	Selection of Research Topic: - Formulation of Research Question – Techniques of Formulating Research Questions – Techniques of Defining a Problem – Types of Research Questions	15
VI	Research Design – Characteristics –Advantages of Phases in Research Design – Hypothesis – Types – Observation – Interview – Questionnaire –Schedule – Survey Method –Scaling Techniques – Sampling –Report Writing	15

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

Text Books and References:

- Ahuja, R. (2001). *Research Methods*. New Delhi: Rawat Publishers.
 Gupta, M., & Gupta, D. (2011). *Research Methodology*. New Delhi: Prentice Hall of India.
 Kothari, C. R. (2009). *Research Methodology: Methods and Techniques*. New Delhi: New Age International Publishers.
 Qayoom, A. (2009). *SamajiTahqeeqKeTareeqay*. New Delhi: Nisaab Publishers.

Books in Urdu

1. *Iblaagh-e-AmmaAfkaar-o-Nazariyat*(Mass Communication theory)(Sang-e-Mil Publication: Pakistan)
2. *AdabiSahafat: AzadikeBaad* by Abdul Hai
3. *Mass Communication Advance Studies* by Mohd. ZubairSajidBadar (Maktaba-eDaneyal:Pakistan)

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SEMESTER 5**Course Title: Advertising (CORE)****Course Code: Core-3****Scheme of Instruction****Scheme of Examination**

Total Duration	:	90 Hrs.
Periods/Week	:	6
Credits	:	6
Instruction Mode	:	Lecture/Tutorial

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

Course Objectives: To introduce students to the idea of advertising, and its impact on business, the economy and the society at large. Students will understand the circumstances that led to the emergence of advertising, and its influence in consumer decision making.

Course Outcomes: In view of the expanding horizons of the field of advertising and this course should enable students to understand the working of advertising, its role in the process of marketing and communication.

Unit	Course Content	Instruction Hours
I	Origin and Growth of Advertising – Development of Modern Advertising – Evolution of Advertising in India	15
II	Definition of Advertising – As Communication Process – Marketing Communication / Promotion Mix – Principles & Objectives – Classification of Advertising	15
III	Characteristics of Different Mediums: Print Media – Concept of Out-of-Home Media(OOH)and Indoor Media –New Media	15
IV	Role of an Ad Agency–Various Departments of an Ad Agency – Client Agency Relationship	15
V	Campaign Planning – Brand Building Campaign – Characteristics & Features – Defining Target Markets – Factors influencing an Ad Campaign	15
VI	Advertising and Creativity Copy Writing: Headline, Sub-headline, Slogan, Photo, Body Copy, Illustration – Layout Considerations – Layout Patterns – Typography –Advertisements for Different Media	15

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

Text Books and References:

Ahtaramullah, M. (n.d.). Saneeti Tanzeem Aur Intazam. New Delhi.

Azeem, M. A., & Sahaab, Z. H. (2009). Marketing Management. New Delhi: Himalaya Publishing.

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

Jaishri Jethwaney, S. J. (2012). Advertising Management. New Delhi: Oxford University Press.

Qayoom, A. (n.d.). Tanzeemi Rawayya. Hyderabad: Nisab Publishers.

S.A.Chunawalla. (2014). Foundations of Advertising: Theory and Practice. New Delhi: Himalaya Publishing House.

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SEMESTER 5

Course Title: Photography (DSE)**Course Code: DSE-1****Scheme of Instruction**

Total Duration	:	90 Hrs
Periods/Week	:	6
Credits	:	6
Instruction Mode	:	Lecture/Tutorial & Practical

Scheme of Examination

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

Course Objectives: This course familiarizes the students with all technical aspects of still photography equipment, materials, processes and image editing with hands-on exercises. More over course will enable students to learn photography as an expression of art. Students will assess and evaluate the creative work of their peers through both written and verbal critique. Students will research and analyse the creative work of a contemporary artist.

Course Outcomes: On successful completion of this course, the student will be able to understand the digital photographic and its processes. They will demonstrate and apply an advanced understanding of the basics of photographic techniques, students will equip with job-oriented skills in still photography.

Unit	Course Content	Instruction Hours
I	Basics of Photography Photography: History of Photography. Movement in art and photography, Photographing people - portrait and still, wildlife; environment; sports; landscape; industrial disasters; photography for advertising; conflicts - war - political and social photography. News values for pictures – Photo essays, photo features; qualities essential for photojournalism; picture magazines.	15
II	Visual language What is visual grammar? Perception, Picture Composition- Rule of Thirds, Symmetry, Geometry, Shape, color. 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, color temperature.	15
III	Digital Camera 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.	15
IV	Working with DSLR Basic principles of auto focus, Mechanism of Light controls: aperture, shutter, and exposure, lenses: zoom, telephoto, wide angle. Using Flash Light. Using camera accessories – Filters, reflectors, lens hood, tripod.	15
V	Working with Photoshop	15

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	Introduction to Photoshop, Intr. to compression formats, Digitizing conventional photographs, Manipulation of Digital Images using Adobe Photoshop-Basics	
VI	Practical and Assignment Work 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.

1. Upton, & U. (2010). *Photography*. Pearson Publication.
2. Langford, M. J. (1965). *Basic Photography: The Guide for serious Photographers*. Focal Press
3. Langford, M. (1978). *The step by step guide to Photography*. Alfred A. Knopf Publications
4. Keppler, H. (1984). *The NIKON way in Focal Encyclopaedia of Photography*. Crown Publishers Inc.
5. Davies, A. & Fennessy, P. (1998). *Digital imaging for photographers*, Focal Press.
6. Long, B. (2012). *Complete Digital Photography*. Delmar Cengage Learning.
7. Krejcarek, P. (1996). *Digital Photography-A hands on Introduction*. Delmer Publishers.
8. Davies, A. and Fennessy, P. (2001). *Digital for photographers*, Focal Press.
9. Torrant, J. (2012). *Understanding Digital Cameras*. Delmar Cengage Learning.
10. Rose, C. (1997). *Teach Yourself Digital Photography in 14 Days*. Techmedia.
11. Agfa. (1994). *An Introduction to Digital Scanning*. Agfa-Gevaert.
12. Agfa. (1994). *An Introduction to Digital Photo Imaging*. Agfa.
13. Patterson, F. (1989). *Photography and The Art of Seeing*. Key Porter Books.
14. Barnbaum, B. (2010). *The Art of Photography: An Approach to Personal Expression*. Rocky Nook.
15. Williams, J. B. (1990). *Image Clarity: High Resolution Photography*. Focal Press.
16. Jones, A. (2004). *The Step-By-Step Photography Workshop*. Writer's Digest Book.
17. Bidner, J. (2004). *Complete Book of Photography*. Amphoto Books. Waston Guptill Publications.
18. Sharma, O.P. (2003). *Practical Photography*. Hind Pocket Books.
19. Folts, J., Lovell, R.P. & Zwahlen, J. F. (2005). *Handbook of Photography*. Thompson Delmar Learning.
20. David & Charles. (1995). *the Question and Answer Guide To Photo Technique*. Touchstone.

Books in Urdu

1. Adobe Photoshop CS2 by Irfana Yasmeen Arshad (Available in Library)
2. Tasweeri Sahafat by Sajjad haider Arshad (Available in Library)
3. Aaye Graphic Design seekhey by www.itelam.com

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SEMESTER 5

Course Title: Introduction to Cinema Studies (DSE)**Course Code: DSE-2****Scheme of Instruction****Scheme of Examination**

Total Duration	:	90 Hrs	Maximum Score	:	100
Periods/Week	:	6	Internal Evaluations	:	30
Credits	:	6	End Semesters	:	70
Instruction Mode	:	Lecture/Tutorial	Exam Duration	:	3 Hrs

Course Objectives: This course traces the growth of cinema as an art form, an industrial commodity, and a socio-historical product. In addition, it will introduce students to the rich cultural heritage of Indian cinema, different period styles, and artistic expressions.

Course Outcomes: Students will be well conversant with the rich history of the medium, recognize its struggle to come on its own as a form of entertainment.

Unit	Course Content	Instruction Hours
I	The Pre-Cinema Scene: Public Performativity in India - Sanskrit, Parsi & Urdu Theatre - Context for the Emergence of Cinema	15
II	The Technologies of Cinematic Reproduction: From Magic Lantern to The Lumiere Brothers. - From the Cinema of Attractions to the Emergence of Narrative.	15
III	Cinema in India - The Early Pioneers - The Silent Era - Studio System.	15
IV	Film and The Freedom Movement: Colonial Censorship and the Documentary Movement	15
V	The Coming of Age of Hindi Cinema: From 1930s to the 1960s: From V. Shantaram to Guru Dutt and beyond.	15
VI	Consolidation of Genres - Post-Emergency Cinema - Cinema and National Integration	15

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

Text Books and References:

1. Anand, U. (1969). Theatre Ki Kahani. New Delhi: National Council for Education Research and Training (NCERT).
2. Ansari, A. (2012). Hindustani Cinema Ka Aaghaaz Aur Artakah. New Delhi: Arshia Publications.
3. Ashk, P. P. (2000). Hindustani Cinema Ke Pachaas Saal. New Delhi: Modern Publishing House.
4. Ashq, P. P. (2010). Hamara Cinema. New Delhi: National Council for the Promotion of Urdu (NCPUL).
5. Azmi, A. Urdu Theatre: Kal Aur Aaj. New Delhi: Urdu Academy.
6. Gulzar. (2003). Manzarnama - Khushboo. New Delhi: National Council for the Promotion of Urdu Language (NCPUL).
7. Hameed, J. (2012). Aasmaane Film Ke Darakhshandaan Sitaray. New Delhi.
8. Hayward, S. (2016). Cinema Studies: Key Concepts. London: Routledge.
9. Rajadhyaksha, A. (2016). Indian Cinema: A Very Short Introduction. New Delhi: Oxford University Press.
10. Siddiqui, N. A. (2015). Celluloid Ki Duniya. New Delhi: Educational Publishing House.

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SEMESTER 5

Course Title: National and International Affairs (DSE)**Course Code: DSE-3****Scheme of Instruction**

Total Duration	:	90 Hrs
Periods/Week	:	6
Credits	:	6
Instruction Mode	:	Lecture/Tutorial

Scheme of Examination

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

Objectives of the Course: On completion of the course, students should be able to contribute to the society in a positive manner by researching and broadening their horizons of knowledge. Identify, discuss and explain various issues and concerns. Differentiate and apply their knowledge in reforming the society.

Course Outcomes: The learning outcomes of the paper are to make students understand the basics of National and International Affairs. They will be able to identify, discuss, and explain different issues and concerns

Unit	Course Content	Instruction Hours
I	Global Scenario of Communication The World after WW II, Cold War, Uni Polar World, International News Agencies, Flow of Information from West, Demand for NWICO & MacBride Commission, International News Scenario & Global communication culture	15
II	Balance of Information Flows India's Foreign Policy after Liberalisation, India and SAARC, India and UN, Role of UN, & UNESCO in bridging the gap between north and south	15
III	India and Major Concerns Privatisation and Rapid Urbanization, Food security & Self-Sufficiency Criminalization of Politics, Quality Education and Skill Development	15
IV	Global Issues Terrorism and anti-terror measures, De radicalisation, NATO, EU, Brexit, G8, BRICS, DAVOS, Human Rights Issues, Amnesty International	15
V	Global Media Organisation CNN, BBC, Aljazeera, RTN	15
VI	Indian Media Scenario Prasar Bharti, DD, AIR, PIB Ministry Of Information & Broadcasting, Private Print & Electronic Media	15
Examination and Evaluation Pattern: - Internal Assessment 30 marks and External Assessment 70 marks.		

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Text Books and References:

1. Tapan Biswal (First edition (2006) Human Rights Gender and Environment, Vina Books ISBN-13: 978-8130902944
2. S.D. Muni (1992) Indian and Nepal ,Konark Publisher, Konark Publishers Pvt.Ltd ,India ISBN-13: 978-8122001815
3. Madan Gopal; Edited By K.S. Gautam (1990) India Through the Ages Published by Publications Division, Ministry of Information and Broadcasting, Government of India, New Delhi, India
4. Dubey, Muchkund (2013). India's foreign policy: coping with the changing world. Delhi: Pearson. ISBN 9788131730577.
5. Prakash Chander (2018) International Politics Vikas Publishing house Delhi ISBN-13: 978-0706999044
6. Prasar Bharti (Broadcasting Corporation of India) Act, 1990 Paperback – 2015 Professional Book Publishers; 2015 edition (2015 ISBN-13: 978-9385416149
7. Vanita Kohli-Khandekar(2010) The Indian Media Business (Response Books) SAGE Response; Third edition ISBN-13: 978-8132102359

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SEMESTER 5

Course Title: Basics of Video Documentary (DSE)**Course Code: DSE-4****Scheme of Instruction**

Total Duration	:	90
Periods/Week	:	6
Credits	:	6
Instruction Mode	:	Lecture/Tutorial & Practical

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	Introduction to Documentary: Documentary: Definitions, TV Documentary Formats, types: nature, institutional, event-based, personality etc., Brief overview on the history of Fiction films and Documentary films, Difference between Documentary and Feature Film, Evolution, Growth and Present Scenario of Documentary Films. Role of Choosing of right subject, importance of research and references	15
II	Documentary and Non-Fiction Films Documentary and Non-Fiction Films: Definition, Nature, Different Genres and Styles, History and Theoretical Concerns, 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 Stages of Production- Pre-Production Production and Post Production, The Process of Production: Pre-production- concept, research; Writing a proposal and budget; Elements of scriptwriting- visualization, treatment, the Presentation Structure, producing a shooting script.	15
IV	Camera, Sound and Lighting Understanding Camera movements, shots and angles, lighting techniques etc. Types of microphones used, Voice Over, Narrations and Ambience, Music in Documentary Films	15
V	Applications and uses of documentaries Role of Documentaries in social awareness, Nation Building, knowledge gain, Censorship	15

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VI	<p>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.</p>
Examination and Evaluation Pattern:- Internal Assessment 30 marks and External Assessment 70 marks.	
Text Books and References:	
1. Grierson, J. <i>Grierson on Documentary by John Grierson</i> . University of California Press	
2. Narwekar, S. (1992). <i>Films Division and the Indian Documentary</i> . Amazon	
3. Jayasankar K. P., & Monteiro, A. (2016). <i>A Fly in the Curry: Independent Documentary Film in India</i> . Sage Publication.	
4. Sharma, A. (2015). <i>Documentary Films in India</i> . Palgrave Macmillan, a division of Macmillan Publishers Limited.	
5. Sutoris, P. (2016). <i>Visions of Development: Films Division of India and the imagination of Progress, 1948-1975</i> . Oxford University Press India.	
6. Aitken, I. (2005). <i>Encyclopedia of the Documentary Film</i> . New York: Routledge.	
7. Barnouw, E. (1993). <i>Documentary: A History of the Non-Fiction Film</i> (2 nd revised edition), Oxford University Press, New York:	
8. Goldsmith, D. A. (2003). <i>The Documentary Makers: Interviews with 15 of the Best in the Business</i> . Hove, East Sussex: Roto Vision.	
9. Tobias, M. (1997). <i>The Search for Reality: The Art of Documentary Filmmaking</i> . Studio City, CA: Michael Wiese Productions.	
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SEMESTER 5

Course Title: Visual Culture (GE)**Course Code: GE-1****Scheme of Instruction**

Total Duration	:	90
Periods/Week	:	6
Credits	:	6
Instruction Mode	:	Lecture/Tutorial

Scheme of Examination

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

Course Objectives: This paper introduces the students to the construction of “seeing” as a social process. Covering various visual environments, the course allows a scope to contextualise everyday visual culture within larger social debates around power, politics, identity and resistance.

Course Outcomes: Through this course, the students will be enabled to understand the various processes of ‘seeing’ in a social setting. Through examples of different visual environments, the students will understand the visual culture within larger themes. They will know ways of looking at all things visual.

Unit	Course Content	Instruction Hours
I	Introduction, Definition, Nature and Scope, The predominance of visual forms of media, communication, and information in the postmodern world. Verbal, Textual, Visual transition, The Visual Turn	15
II	Introducing Visual Cultures and the Process of ‘Seeing’, Cultural and Paradigm shift, world of cross-mediation, Visual Content and Codes	15
III	The Spectacles of Modernity, Visual Environments and Representations, visual mediation, Micro and Macro institutions producing visual culture	15
IV	Power, Knowledge and gaze of the State, Counter Politics and the Art of resistance	15
V	Visual Practices and Identity formation, The Eye of Power, Field of vision	15
VI	Visual Cultures of Everyday Life, Media sphere, site of power and social control	15

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

Text Books and References:

1. Mitchell, W.J.T. ‘Showing Seeing: A Critique of Visual Culture’ In Journal of Visual Culture August 2002 vol. 1 no. 2
2. Berger, John. Ways of Seeing. London: British Broadcasting, 1972.
3. The Spectacles of Modernity, Debord, Guy. Society of the Spectacle. Detroit: Black & Red, 1983.
4. Shohat, Ella & Robert Stam ‘Narrativizing Visual Culture’, In Nicholas Mirzoeff (ed) The Visual Culture Reader. 2nd ed. London: Routledge, 2002.
5. Fenske, Gail & Deryck Holdsworth, ‘Corporate Identity and the New York Office Building: 1895-1915’ In David Ward and Olivier Zunz (ed) The Landscape of Modernity: New York City, 1900-1940. Baltimore: Johns Hopkins, UP, 1997.
6. Roma Chatterji ‘Global Events and Local Narratives: 9/11 and the Chitrakaars’ In Speaking with Pictures: Folk Art and Narrative Tradition in India

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7. Foucault, Michel. 'Panopticism' In Discipline and Punish: The Birth of the Prison. New York: Pantheon, 1977.
8. Mirzoeff, Nicholas. 'The Right to Look, or, How to Think With and Against Visuality' In The Right to Look: A Counterhistory of Visuality. Durham, NC: Duke UP, 2011.
9. Cohn, Bernard, 1987 (1983), "Representing Authority in Colonial India", in An Anthropologist Among the Historians and Other Essays, Delhi: OUP,
10. Tagg, John. 'Evidence, Truth and Order: Photographic Records and the Growth of the State' In Essays on Photographies and Histories. Amherst: University of Massachusetts, 1988
11. Ranciere, Jacques. 'Problems and Transformations of Critical Art' In Aesthetics and Its Discontents. Cambridge, UK: Polity, 2009.
12. Bakhtin, Mikhail. 'The Grotesque Image of the Body and Its Sources' In Mariam Fraser & Monica Greco (ed) The Body: A Reader. London: Routledge, 2005.
13. Mally, Lynn. Revolutionary Acts: Amateur Theater and the Soviet State, 1917-1938. Ithaca: Cornell UP, 2000.
14. Bourdieu, Pierre. 'Identity and Representation: Elements for a Critical Reflection on the Idea of Region' In John B. Thompson (ed) Language and Symbolic Power. Cambridge: Polity, 1991.
15. Srivastava, Sanjay. 'Urban spaces, Disney-Divinity and Moral Middle classes in Delhi' In Economic and Political Weekly Vol. XLIV, Nos. 26 & 27 (June 27, 2009)
16. MacDougall, David. 'Photo Hierarchicus: Signs and Mirrors in Indian Photography' in Indian Photography" Visual Anthropology, 1992, 5 (2)
17. Certeau, Michel De. The Practice of Everyday Life. (Trans) Steven Rendall, Berkeley: University of California, 1984
18. Pinney, Christopher. 'What do Pictures Want Now: Rural Consumers of Images, 1980-2000' In Photos of the Gods: The Printed Image and Political Struggle in India. London: Reaktion, 2004.
19. Thomas de la Peña, Carolyn. 'Ready-to-Wear Globalism: Mediating Materials and Prada's GPS' In Winterthur Portfolio. Vol. 38, No. 2/3
20. Weinbaum, Alys Eve. The Modern Girl around the World: Consumption, Modernity, and Globalization. Durham: Duke UP, 2008. Print.
21. Pinney, Christopher. Camera Indica: The Social Life of Indian Photographs. Chicago: University of Chicago, 1997.
22. Babb, Lawrence A., and Susan Snow Wadley. Media and the Transformation of Religion in South Asia. Philadelphia: University of Pennsylvania, 1995.
23. Sciorra, Joseph. 'Religious Processions as Ethnic and Territorial Markers in a Multi-ethnic Brooklyn Neighborhood' In Robert A. Orsi (ed) Gods of the City. Indiana University Press: 1999
24. Rappoport, Erika D. 'A New Era of Shopping: The Promotion of Women's Pleasure', Leo Charney and Vanessa R. Schwartz (ed) Cinema and the Invention of Modern Life. Berkeley & Los Angeles: University of California Press, 1995
25. Mazumdar, Ranjani. Bombay Cinema: An Archive of the City. Minneapolis: University of Minnesota, 2007
26. Appadurai, Arjun, and Carol A. Breckenridge. 'Museums are Good to Think: Heritage on View in India.' Representing the Nation: A Reader: Histories, Heritage, and Museums. (Eds.) David Boswell and Jessica Evans .New York: Routledge, 1999.

A series of handwritten signatures and initials in blue ink. From left to right: a signature that appears to be 'M. D. Ranjan', a signature 'Entan', a signature 'mph', a large circular signature, a signature 'Shalhas', and a signature 'Spermy'.

SEMESTER 5**Course Title: Basics of Radio Documentary Production (GE)****Course Code: GE-2****Scheme of Instruction****Scheme of Examination**

Total Duration	:	90 Hrs	Maximum Score	:	100
Periods/Week	:	6	Internal Evaluations	:	30
Credits	:	6	End Semesters	:	70
Instruction Mode	:	Lecture/Tutorial	Exam Duration	:	3 Hrs

Course Objectives: On completion of the course, students should be able to understand working of a Radio organisation and Radio Programs.

Course Outcomes: After completing a student may be to produce Radio programme and able to utilize equipment and conversion of Idea to sound.

Unit	Course Content	Instruction Hours
I	The Grammar & Aesthetics of Radio, What is a Documentary? Definition, nature and scope. What is a Radio Documentary, Characteristics of a Radio Documentary, Other broadcast formats: Feature, Interview, Talk Show, Discussion	15
II	Stages of Documentary production: Basic idea, thinking aurally, research, proposal writing, script writing, budget, floor plan, pilot, recording, editing, music/sound selection, SFX, post production	15
III	Writing for Radio: what are the characteristics for writing for the ear? Writing for radio documentary, language, words, usage, pronunciation, things to avoid, Idiom of the spoken word	15
IV	Broadcast Production Techniques: Working of a Radio Studio, Personnel in Production process – Role and Responsibilities, Production equipment,	15
V	Editing, Creative use of Sound Editing, packaging.	15
VI	Production–Creative use of Sound; Listening, Recording, using archived sounds, (execution, requisite, challenges), VO.	15

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

Text Books and References:

1. Chatterjee, P.C. The adventures of Indian Broadcasting, Konark.
 2. Luthra, H.R. Indian Broadcasting, Publication Division.
 3. Mc Liesh, Robert, Radio Production, Focal Press.
 4. Saxena, Ambrish, Radio in New Avatar –AMTO FM, Kanishka Publishers, New Delhi.
- Books in Urdu**
1. Urdu Radio aur Television Me Tarseel-o-IblaaghkiZubaan by Kamal Ahmed Siddiqi
 2. Radio Journalism keJadidRushanaat by Mohd. ZubairSajidBadar (Maktaba-eDaneyal:Pakistan)
 3. Radio Zahan-e-Awaz by Aftab Iqbal (Aftab Iqbal Publisher: Pakistan)
 4. Radio Nasaryat by Dr. Hasan Mosanna (Available in Library)
 5. Radio Nasaryat, Tareekh, Asnaf aur Peshkash by Zubair Shadab (Available in Library)
 6. Radio aur Nashriyat by Dr. Akhlaq Asar

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SEMESTER 6

Course Title: Digital Media (Core)

Course Code: Core-1

Scheme of Instruction

Scheme of Examination

Total Duration	:	90 Hrs	Maximum Score	:	100
Periods/Week	:	6	Internal Evaluations	:	30
Credits	:	6	End Semesters	:	70
Instruction Mode	:	Lecture/Tutorial & Practical	Exam Duration	:	3 Hrs

Course Objectives: The Objectives of this Paper are to understand the Basic Concepts of Digital and Social Media and its History .to understand the Types of Social Media its characteristics and Social Media Impact on Indian Society, Socio-Political and Economic Development.

Course Outcomes: The Learning Outcome of this Paper will be to make students capable of using different social media such as Face book, Twitter, YouTube, blog, etc. after completing this paper students will be able to know interactive features of digital and social media, downloading, uploading, sharing, its impact on society and negative effect of social media on society.

Unit	Course Content	Instruction Hours
I	Introduction to Social Media: Concept, History, Definition, Theory of New Media, History of Internet, Indian History of Social Media.	15
II	Types of Social Media: Orkut, Face book, YouTube, Twitter, Instagram, Yahoo, Blog, Introduction to Elements of Social Media, News Feeds, Comments, Follow, Uploading, sharing.	15
III	Interactive Features of Social Media. Convergent of Technology, Reporting Through Social Media. Social Media Blogger, Websites, Online Web Pages and Newspaper Limitation of Social Media, Negative Effect on society.	15
IV	Impact of Social Media an Indian Society, Social, Political and Economic Development Through Social Media, Social Media: Voice to Once Less, Legal Perspective of Social Media, People Related to Social Media.	15
V	Characteristics of Social Media: Proximity Inter personal, Maximum Reach Instant Feedback, Voice calling, Video Chat, New Trends in Social Media, Famous Personalities of Social Media like Mark Zuckerberg etc.	15
VI	Social, Ethical, Political and Legal issues related to New Media, Intellectual Property Rights (IPR) and New Media, Security Issues	15

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

Text Books and References:

1. Howard, Philip and Steve Jones. (2003). Society Online: The internet in Context, London Sage Publication,
2. Thulow, Crispin, Laura Lengel and Alice Tomic. (2004). Computer Mediate Communication, London, Sage Publications.
3. Mirabito , Michael M. A. (1994). The New Communication Technologies, Frederick, MD, U.S.A.Focal Press,
4. Minasi. (1999). Expert guide to Windows 98. BPB Publications, New Delhi,
5. Stultz A Russel. (2000). Office 2000, BPB Publications. New Delhi, Vistas Publications

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6. Stephen Quinn and Vincent Falk. Convergent Journalism: An Introduction, Frederick, MD, U.S.A Focal Press
7. Janet Kolodzy. (2006). Convergence Journalism: Writing and Reporting across the News Media, Maryland Rowman & Littlefield Publishers
8. August E Grant. (2009). Understanding Media Convergence, Oxford Oxford University Press.
9. Mohanraj, Jayashree & Mohanraj. (2002). S. English online, Communication information Technology, Hyderabad Orient Longman Pvt. Ltd
10. Computer Application Multi Lingual DTP by Dr. Muhammed Jahangeer Varsi 6.Ibtidaee Computer Training Course by EBH

Books in Urdu

- a Television Internet aur Iblag-e-Amma by Mohd. Zubair Sajid Badar (Maktaba-e-Daneyal: Pakistan)
- b SLM of Diploma in Journalism and Mass Communication offered by DDE, MANUU
- c Urdu mein Malumati aur Tarseeli Technology by Zahoor Ahmad Geelani (Available in Library)
- d Internet Guide by Nayeem Ahsan (Available in Library)

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SEMESTER 6

Course Title: Urdu Media**Course Code: Core-2****Scheme of Instruction**

Total Duration	:	60 Hrs
Periods/Week	:	4
Credits	:	6
Instruction Mode	:	Lecture/Tutorial

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 explain the Basic, Knowledge about Urdu Media including history of Urdu Newspapers in freedom Struggle, Organisational Structure and working style of Urdu newspapers after completing this paper student will have fair understanding about the role of Urdu papers during freedom struggle.

Course Outcomes: The learning outcomes of the paper are to make students understand the History and Role of Urdu Press in the freedom Struggle, Present status of Urdu News Media and Problem, prospects of Urdu newspapers. Students will be able to understanding of the working style of Urdu Media.

Unit	Course Content	Instructi on Hours
I	History of press in India, History of Urdu Press, Role of Urdu Press in India's freedom struggle, Urdu press after independence contemporary Urdu press	15
II	Special features of Urdu Press, Ownership pattern, Urdu newspapers and professionalism, trained man power, Urdu news agencies, and popular Urdu news web sites	15
III	Structure of Urdu newspapers, Working style, Introduction of Urdu News channels, Urdu Magazines and types of Urdu Magazines	15
IV	News sources for Urdu Newspapers, Procedure and Problems, Urdu newspapers and Advertisements, Column writing in Urdu, Urdu Literary journalism, Religious supplements and film editions	15
V	Renowned Urdu journalist, Maulvi Mohd Baqar, Sir syed Ahmed Khan, Maulana Abul Kalam Azad, Maulana Mohd Ali Jowher, Maulana Zafar Ali Khan, Maulana Hasrat Mauhani, G.D. Chanden, Ashfaqullah Khan.	15
VI	Problem of Urdu News papers, Circulation and Distribution, Less Advertisement revenue, Online edition, E papers, Latest technological Development, Communication resources, Future of Urdu Journalism, important mile stones	15

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

Text Books and References:

Mohd. Darood
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 Mohd. Darood
 G.D. Chanden
 Ashfaqullah Khan
 Hasrat Mauhani
 G.D. Chanden

4. G.D Chanden Urdu Sahafat Ka Safar Publisher Educational Publication House Delhi
5. Syed Iqbal Quadri Rehber-e- Akhbar Nawaysi Publisher NCPUL
6. Mohd Mustafa Ali Sarwar Urdu Sahafat Ka Tehqiqi Wo Tenqidi Jayeza Publisher EPH Delhi
7. Khawaja Ikram Uddin Urdu Media Publisher NCPUL
8. Mufti Aijaz Arshed Qasmi Men Shahey Jahanum
9. Dr Humyon Ashraf Urdu Sahafat Masayal Aur Imkanat
10. Prof.Irteza Karim Urdu Sahafatke Do SauSaal Part I & II NCPUL
11. Masoom moradabadi Urdu Sahafat aur Jung-e-Azadi 1857
12. Dr. Sami Ahamed Urdu Sahafat aur Tareekh-e-Azadi

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SEMESTER 6

Course Title: Media Research Project (CORE)**Course Code: Core-3****Scheme of Instruction**

Total Duration : 40 Hrs
Periods/Week : 4
Credits : 4
Instruction Mode : Practical **Exam Duration** : 3 Hrs

Learning Objective: The Objective of the this Practical Paper is to Under Stand the Basics of Operational Media Research, and Understand Practical aspects of media Research.

Learning Outcome: The Learning Outcome of this Practical Paper is to make Students Capable to Understand and carry the Short Research related to media issues. After completion of this paper, students will be able to do basic research work in any Media Organization.

Media Research Project:

Every student will be assigned a Media or its related project for Research at the beginning of the 6th Semester and will be asked to work under the supervision of an internal supervisor. The Project will be on the topics relating to any media issue taught in course. Students should assign and submit their Projects within stipulated time period given by the Department. It should be research-based Projects and Presentation should be made both for Internal and External assessment.

Media Research Projects shall be evaluated by the internal and external evaluator on five parameters viz., Language, Content, Originality, Power Point Presentation and Viva Voce each carrying equal weight age. The faculty members shall also be present during the presentations. The marking pattern for dissertation of 100 marks is given below:

Marks	Language	Content	Originality	Power Point Presentation	Viva Voce
Internal	10	10	10	10	10
External	10	10	10	10	10

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SEMESTER 6

Course Title: Graphic and Design (DSE)**Course Code: DSE-1****Scheme of Instruction****Scheme of Examination**

Total Duration: 90 Hrs

Maximum Score : 100

Periods/Week: 6

Internal Evaluations : 30

Credits : 6

End Semesters : 70

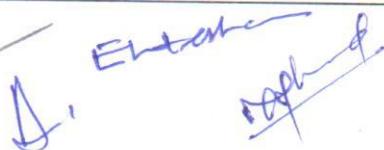
Instruction Mode: Lecture/Tutorial & Practical

Exam Duration : 3 Hrs

Learning Objective: Students will demonstrate development in their abilities to develop a planned approach to the design and completion of practical assignments, as it applies to the computer graphics industry. To educate the student for developing a planned approach: to communicate their ideas and concepts visually to an audience.

Learning Outcome: Students will learn about the graphics and design and be made to equip various techniques related to software. At the end of this course, they will acquire a broader knowledge and perspective about the global animation business

Unit	Course Content	Instruction Hours
I	Introduction to Design and Graphics Elements of design and graphics, visualization, convergence and divergence - conceptualization - functions and significance - fundamentals of creativity in art - logic - style- value - tools of art - illustrations - graphs.	15
II	Principles of Graphics Basic elements and principles of graphics: Design layout and production; typeface families- kinds - principles of good typography; spacing - measurement - point system.	15
III	Photoshop and basic software Introduction to Photoshop, Interface, Bridge and basics, Selection Tools, Layers-Masking and Blend mode, Photo Manipulation and Adjustment- Histograms, Limiting masks, Noise, Photo Retouching- Healing, patching, clone, Painting basic, Texts: Wrapping, Special Effects, Combining Images (Panorama Photography), Actions, Batch and Image processor, Image Editing Using Motion Twin- Two times with different techniques,	15
IV	Principles of Animation: Bouncing ball, Pendulum action, Delay action, Follow thorough, etc. Advanced principles like - walk cycle, run cycle, slow in and slow out, arcs, timing, solid drawing, appeal	15
V	Animation – Introduction: Introduction to MAYA, 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
VI	Introduction to After Effects Working on After Effect, Graphics, Making Intro, making of motion graphics & its manipulation. Key Frames etc	15




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

Text Books and References:

- Scott, J. (2003). *How to write for Animation*. USA: Penguin.
- Wright, J. A. (2005). *Animation Writing and Development: From Script Development to Pitch*. Focal Press.
- Hart, J. (2007). *The Art of Storyboard*. Focal Press.
- Lasseter, J. & Daly, S. (2009). *Toy Story (The art and making of the animated film)*. Disney Editions.
- Wellins, M. (2005). *Storytelling through Animation*. Cengage Learning.
- Lanier, L. (2007). *Maya Professional Tips and Techniques*. Sybex.
- (2007). *The Art of Maya: An Introduction to 3D Computer Graphics*. Autodesk Maya Press.
- Read, H. (1974). *The Meaning of Art*. Faber & Faber.
- Kurtz, B. D. *Visual Imagination*. Prentice Hall College Div.
- Arnheim, R. (2004). *Art & Visual Perception: A Psychology of the Creative Eye*. University of California Press.
- Lauer, D. (2011). *Design Basics*. Wadsworth
- White, W. A. (2011). *The Elements of Graphic Design*. Allworth Press.
- Blair, P. (1994). *Cartoon Animation*. Walter Foster.
- Norling, E. (1999). *Perspective Drawing*. Dover Publications Inc.

Books in Urdu

1. Modern 3D Studio Makers by Irfana Yasmeen (Available in Library)
2. Ibtada Computer Graphics by Mohd. Basheer (Available in Library)
3. Coral Draw-13 by Irfana Yasmeen (Available in Library)
4. Coral Draw-10 by Yasaf Jawed (Available in Library)
5. Graphic Design (Edt.) Zargar Zahoor/(Tr.) Syed Marghoob Ahmed
6. Aaye Graphic Design seekhey by www.itelam.com

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SEMESTER 6

Course Title: Human Rights and the Media (DSE)**Course Code: DSE-2****Scheme of Instruction**

Total Duration	:	90 Hrs
Periods/Week	:	6
Credits	:	6
Instruction Mode	:	Lecture/Tutorial

Scheme of Examination

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

Course Objectives: All segments of society need to understand the provisions of the UDHR and how these international standards affect governments and individuals. They also need to understand the interdependence of rights, civil and political and social, economic, and cultural.

Course Outcomes: Human rights as a subject is a natural complement to studies in political science, philosophy, international relations, social work, journalism, history, development studies, and sustainability. This should be helpful to students looking to work in the field of human resources development, charitable institutions, and government agencies.

Unit	Course Content	Instruction Hours
I	Meaning and Concept of Human Rights - Notion and Classification of Rights: Natural, Moral and Legal Rights - Three Generations of Human Rights: Magna Carta - The French Declaration of the Rights of Man and the Citizen; United States Bill of Rights	15
II	United Nations and Human Rights: Universal Declaration of Human Rights – Significance – Civil and Political Rights - (Art. 1-21) - Economic, Social and Cultural Rights - (Art. 22-28) - Duties and Limitations - (Art. 29) - Final Provision (Art. 30).	15
III	Human Rights & Enforcement Mechanism - Supreme Court (Art 32) and High Courts (Art 226) - Human Rights Commission - National and State - Commission of Women, Children, Minority, SC/ST.	15
IV	The Directives Principles of State Policy - Concept of Welfare State & Fundamental Rights - Constitutional Vision of Role of The State – Suspension of Fundamental Rights	15
V	Role and Functions of International Non-Governmental Organizations: Amnesty International, Red Cross, Human Rights Watch, Asia Watch, Human Rights Without Frontiers (HRWF), Oxfam, National Association for the Advancement of Colored People (NAACP) - Role of NGOs and Advocacy Groups in protection of Human Rights.	15
VI	Press and Democracy –Media and Human Rights – Media and Accountability	15

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

Text Books and References:

1. Darooka, P. (2016). Road to Rights: Women, Social Security and Protection in India. New Delhi: Sage Publications.
2. Hussain, M. H. (2013). Ablaghiyaat. New Delhi: Educational Publishing House.
3. Hussain, S. A. Hindustani Mussalman Aina E Ayyam. New Delhi: Maktaba Jamia.
4. Jain, M. P. Hindustan Ki Qanooni Tareekh. New Delhi: National Council for the Promotion of Urdu Language (NCPUL).
5. Kidwai, S. U. Hindustan Men Samaji Aslahat Ki Tarrekh Aur Unke Asraat. New Delhi: Ghalib Institute.
6. Manzar, M. (1999). Bainul Aqwami Siyasat. New Delhi: Saud Printing Agency.
7. Mehdi, S. Hindustan Mein Aurat Ki Haseeyat. New Delhi: National Council for the Promotion of Urdu Language (NCPUL).

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8. Muntaqim, K. A. Insani Huqooq. New Delhi: National Council for the Prmotion of Urdu Language (NCERT).
9. Naqvi, S. H. (1976). Ibtadai Ilm Shahriyat. New Delhi: Taraqqui Urdu Board.
10. Nations, U. (1998). Aqwam Mutahida Ka Insani Huqooq ke Muhafizon Se Mutaliq Alamiya. New York: United Nations (UN).
11. Parvez, S. (2002). Awami Zarai Ablagh : Tarseel Aur Tameer Wa Taraqqui. New Delhi: National Council for the Promotion of Urdu Language (NCPUL).
12. Qayoom, A. Bainul Aqwami Tallukath. Hyderabad: Nisaab Publishers.
13. Sallahuddin, M. (2009). Bunyaadi Huqooq. New Delhi: Markazi Maktaba Islamia.
14. Srinivas, M. N. (1989). Jadeed Hindustan Mein Zaat Paat. New Delhi: National Council for the Promotion of Urdu Language (NCPUL).
15. Sultana, S. F. (1995). Ilm-E-Shahriyat. New Delhi: Tarriqui Urdu Bureau.

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SEMESTER 6

Course Title: Mediated Identities (DSE)**Course Code: DSE-3****Scheme of Instruction****Scheme of Examination**

Total Duration	:	90 Hrs	Maximum Score	:	100
Periods/Week	:	6	Internal Evaluations	:	30
Credits	:	6	End Semesters	:	70
Instruction Mode	:	Lecture/Tutorial	Exam Duration	:	3 Hrs

Course Objectives: The specific objective of this course is to make the students aware of the concept of identity created through the use of mass media.

Course Outcomes: Through this course, the students will be able to know what identity is. How a human being is made aware of his/her identity in a social setup. The student will also be able to understand the role of media in the construction of identity.

Unit	Course Content	Instruction Hours
I	What is Mediation? How it works? Definition, Nature & Scope	15
II	What is Identity? Definition, Nature & Scope, How is it constructed? "Them" and "Us"	15
III	Social Construction of Reality, Mediated construction of Reality, Rhetoric vs Reality, Theoretical framework for understanding the Identity Formation	15
IV	Formation of Racial, Gender, Ethnic, Regional, National identities, Gauntlet's Gender and Identity Theory.	15
V	Religion, Minority/Majority, Caste, Urban/Rural Stuart Hall's Positioning Theory	15
VI	Introduction to key thinkers of the field and their works.	15

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

Text Books and References:

1. Bignell, J. (2002). Media Semiotics: An Introduction, 2nd edn. Manchester: Manchester University Press.
2. Hall, S. (ed.). (1997). Representation: Cultural Representations and Signifying Practices. London: Sage and The Open University.
3. Morley, D. and Chen, K-H. (eds). (1996). Stuart Hall: Critical Dialogues in Cultural Studies. London: Routledge.
4. Media and culture, Karen Ross/ Deniz Derman/ Nevena Dakovic, Istanbul Bilgi University Press; 1. ed edition (2001)
5. Mediated Identities: Youth, Agency, & Globalization, Divya C., McMillin
6. Mediated Identity Formation, Current Trends in Research and Society, Johan Fornäs & Charis Xinaris
7. From Media and Identity to Mediated Identity, Helen Wood, In: The SAGE Handbook of Identities, Edited by: Margaret Wetherell & Chandra Talpade Mohanty
8. Mediated Identities and New Journalism in the Arab World Mapping the "Arab Spring", Ed, Aziz Douai and Mohamed Ben Moussa, Palgrave Macmillan, 2016
9. Shinakht, Aqeeda aur Tasadum by Raza Rumi

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SEMESTER 6

Course Title: Science Communication (DSE)**Course Code: DSE-4****Scheme of Instruction**

Total Duration	:	90 Hrs
Periods/Week	:	6
Credits	:	6
Instruction Mode	:	Lecture/Tutorial

Scheme of Examination

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

Course Objectives: To enable the students to learn the nature and scope of science Communication as well as developing scientific temper for writing and understanding the science news..

Course Outcomes: The Learning Outcome of this Paper will be to make students capable of understanding scientific attitude and learning the importance of science in life of human being and its importance in National Development etc.

Unit	Course Content	Instruction Hours
I	Introduction to Science Communication Definition, nature and scope of science Communication, scientific attitude, great ideas of science, development of technology. Role of science and technology in human development. Role of science and technology in National Development.	15
II	Role of media in Science Communication Role of media in creating scientific temper and popularizing science communication. Need for Science Journalism: Science has potential for breaking news, impact on Human life, impact on framing policies at national and international levels. Science communication for popularization of science. Careers in science journalism	15
III	Sources of Science Communication Doing Science Journalism: Sources of information, scientists, institutes and periodicals, understanding science research and its significance, press releases and announcements like Nobel prizes, etc.	15
IV	Writing skills for Science Communication Science and language, science-writing skills, understanding basic concepts. How to write a basic science story? Writing a feature story on science and technology. Uses of Photographs, Charts and other illustrations in layout of scientific and technological publication. Interviewing scientists, and Visits to science and technology institutes. Attending science conferences and seminars, reading science journals like- Nature, Lancet, Current Science, etc.	15
V	Domain of Science Journalism Health communication, Public health policies, general hospitals, patient care, New diseases like Coronavirus, Swine Flu, Bird Flu, SARS, HIV/AIDS, etc., Epidemics and response of govt., society, WHO guidelines, new research institutes like NARI, NCCS, NIV etc. Weather and agriculture: Importance of weather, Monsoon and rainfall pattern, impact of monsoon on economy, forecast models, research institutes like IITM, Observatory, etc.. Crop patterns Kharip and Rabi, Green Revolution, need for Evergreen Revolution, Fertilizers,	15

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	pesticides, biotechnology, seed banks, irrigation and land use. Environment: Pollution (Air and water): Causes and solutions, Global warming and climate change, greenhouse gases, possible effects on India, international efforts and agreements, emission standards, carbon credit, ecological footprint, green technology, city environment reports, Govt. policies and institutions about environment.	
VI	NGOs and Science Communication Technology Role of NGOs in Effective science communication, Prominent NGOs in India in effectively communicating science. New research and technology: New research trends in various fields. Information Communication technology: Computer, Internet, Mobile phones, i-pads, etc. Intellectual Property.	15
Examination and Evaluation Pattern:- Internal Assessment 30 marks and External Assessment 70 marks.		
Text Books and References:		
<ol style="list-style-type: none"> 1. Solway, Andrew. <i>Communication: the impact of science and Technology</i>; Gareth Stevens Publication. 2. Cheng, Donghong. <i>Communicating science in social Context</i>; Springer. 3. Patariya, M., <i>Indian journal of science communication</i>; ISCOS 4. Angler, M. W. (n.d.). <i>Science Journalism: An Introduction</i> (1st). Routledge. 5. Bauer, M. W., & Bucchi, M. (2007). <i>Journalism, Science and Society: Science Communication Between News and Public Relations</i>. Routledge. 6. Brake, M., & Weitkamp, E. (2009). <i>Introducing Science Communication: A Practical Guide</i>. Palgrave Macmillan. 7. Wilson, A. (1998). <i>Handbook of Science Communication</i>. CRC Press. 8. Holliman, R., Thomas, J., & Samidt, S. (2009). <i>Practising Science Communication in the Information Age: Theorizing Professional Practices</i>. USA: Oxford University Press. 		



SEMESTER 6

Course Title: Social Media (GE)

Course Code: GE-1

Scheme of Instruction

Scheme of Examination

Total Duration	:	90 Hrs	Maximum Score	:	100
Periods/Week	:	6	Internal Evaluations	:	30
Credits	:	6	End Semesters	:	70
Instruction Mode	:	Lecture/Tutorial	Exam Duration	:	3 Hrs

Course Objectives: The Objectives of this Paper are to understand the Basic Concepts of Social Media and its History .To understand the Types of Social Media its Characteristics and Social Media Impact on Indian Society, Socio-Political and Economic Development.

Course Outcomes: The Learning Outcome of this Paper will be to make students capable of using different social media such as Face book, Twitter, YouTube, blog, etc. after completing this paper students will be able to know interactive features of digital and social media, downloading, uploading, sharing, its impact on society and negative effect of social media on society.

Unit	Course Content	Instruction Hours
I	Introduction to Social Media: Concept, History, Definition, Theory of New Media, History of Internet, Indian History of Social Media.	15
II	Types of Social Media: Orkut, Facebook, YouTube, Twitter, Instagram, Yahoo, Blog, Introduction to Elements of Social Media, News Feeds, Comments, Follow, Uploading, sharing.	15
III	Interactive Features of Social Media. Convergent of Technology, Reporting Through Social Media. Social Media Blogger, Websites, Online Web Pages and Newspaper Limitation of Social Media, Negative Effect on society.	15
IV	Impact of Social Media an Indian Society, Social, Political and Economic Development Through Social Media, Social Media: Voice to Once Less, Legal Perspective of Social Media, People Related to Social Media.	15
V	Characteristics of Social Media: Proximity Interpersonal, Maximum Reach Instant Feedback, Voice calling, Video Chat, New Trends in Social Media, Famous Personalities of Social Media like Mark Zuckerberg etc.	15
VI	Social Media as a tool of Journalism, Social Media-Use, Misuse and Abuse, How to deal with Social Media. Limitation of Social Media, Armchair Activism etc.	15

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

Text Books and References:

1. Howard, Philip and Steve Jones. (2003). Society Online: The internet in Context, London Sage Publication,
2. Thulow, Crispin, Laura Lengel and Alice Tomic. (2004). Computer Mediate Communication, London, Sage Publications.
3. Mirabito , Michael M. A. (1994). The New Communication Technologies, Frederick, MD, U.S.A.Focal Press,
4. Minasi. (1999). Expert guide to Windows 98. BPB Publications, New Delhi,

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5. Stultz A Russel. (2000). Office 2000, BPB Publications. New Delhi, Vistas Publications
6. 8. S. Jaiswal. (1999). Fundamentals of Information Technology, New Delhi Galgotia Publications,
7. Stephen Quinn and Vincent Falk. Convergent Journalism: An Introduction, Frederick, MD, U.S.A Focal Press
8. Janet Kolodzy. (2006). Convergence Journalism: Writing and Reporting across the News Media, Maryland Rowman & Littlefield Publishers
9. August E Grant. (2009). Understanding Media Convergence, Oxford Oxford University Press.
10. Mohanraj, Jayashree & Mohanraj. (2002). S. English online, Communication information Technology, Hyderabad Orient Longman Pvt. Ltd
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Books in Urdu

1. Television Internet aur Iblag-e-Amma by Mohd. Zubair Sajid Badar (Maktaba-e-Daneyal: Pakistan)
2. SLM of Diploma in Journalism and Mass Communication offered by DDE, MANUU
3. Urdu mein Malumati aur Tarseeli Technology by Zahoor Ahmad Geelani (Available in Library)
4. Internet Guide by Nayeem Ahsan (Available in Library)
5. Computer Application Multi Lingual DTP by Dr. Muhammed Jahangeer Varsi
6. Ibtidae Computer Training Course by EBH

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SEMESTER 6**Course Title: Introduction to Film Making (GE)****Course Code: GE-2****Scheme of Instruction**

Total Duration	:	90 Hrs
Periods/Week	:	6
Credits	:	6
Instruction Mode	:	Lecture/Tutorial

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 Film Making, the framework in which they operate and major thoughts/concepts related to Films as a mass communication.

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

Unit	Course Content	Instruction Hours
I	Film History: Films - Nature, historical, background, technical aspects of film production, film industry in India, status issues, problems, regional cinema, future prospects, film language and grammar; impact of new technology on films.	15
II	Equipment used in Film Making Basics of Camera and its Handling, Lenses, Different types of Lights and its Uses, Three point lighting, Different kind of Microphones and its uses, Tripods, Reflectors, Properties, Makeup etc	15
III	Scripting Basics of Script writing, Different kinds of Plot, Basics of Final Draft	15
IV	Direction Basics of Direction, Directing a film, Characterization, Rehearsals, Coordination with other crew members, budgeting	15
VI	Editing An introduction to Final Cut Pro, Capturing, Rendering, EDL, Different types of Cuts, Different kinds of transitions, sequence editing	15
VI	Practical's of Film Making Pre and Post Production, Preparing a script, shooting with camera, Direction and Editing.	15

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

Text Books and References:

1. Television production by Azahar Nayyaz
2. Celluloid ki Duniya by Nasar Ahmed Siddiqui
3. Hindustani cinema Ke Pachaas Saal by Prem Pal Ishq, Modern Publishing House

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Paper- Core Internship and Activities (.....) Credit: 04 Max. Marks: 100

Each student shall work for a period of four to six weeks in a media organization (e.g. newspaper, TV Channel, production house, ad agency, market research firm, IT Company, NGO etc.) at the end of Second semester. Each student shall make a written presentation on his/her experiences achievement and learning which he/she had during the period of internship. During the internship period, the student is expected to participate, contribute and learn the ropes of the work/activities of the organizations. The student should also submit a certificate given by the organization detailing the work done by the student and his/her contribution to the organization. This internship will carry two (02) Credits. Two (02) credits will be awarded based on student's participation in workshop, Guest Lecture/Tutorials, Field visits, departmental research and surveys organised by the department as well as student's participation in tutorials / presentation of the students held during all the semesters

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