Sl No	Paper Code and Nature of Paper	Title of the Paper	Credits	Class Duration in Hours		
				L	T	P
Semester – I						
1	Core-1	Introduction to Communication Theory	4	3	1	0
2	Core-2	History of Media	4	3	1	0
3	Core-3	Print Journalism	4	3	1	0
4	Core-4	Print Journalism (Practical's)	4	0	0	8
5	Core-5	English Journalistic Skills	4	3	1	0
6	DSE-1	Data Journalism	4	3	1	0
7	DSE-2	Digital Photography	4	3	1	0
8	AEC } Any One	Ability Enhancement Course (AEC)	2	2	0	0
9	SEC	Skill Enhancement Courses (SEC)	2	2	0	0
10	Core-6	Digital Media Production	2			2
		Total	**30**			
Semester – II						
1	Core-1	Media Law and Ethics	4	3	1	0
2	Core-2	Radio Production	4	3	1	0
3	Core-3	Radio Production Practical's	4	0	0	8
4	Core-4	Television Journalism	4	3	1	0
5	Core-5	Television Journalism Practical's	4	0	0	8
6	Core-6	Digital Media Projects-II	2			2
7	DSE-1 } Any One	Film Studies	4	3	1	0
8	DSE-2	Health Journalism	4	3	1	0
9	GE	Video Documentary Production	4	3	1	0
10	AEC	Ability Enhancement Course (AEC)	2	2	0	0
11	SEC	Skill Enhancement Courses (SEC)	2	2	0	0
		Internship of one month after Second Semester examination during summer vacations (4 Credits)				
		Total	**38**			
Semester - III						
1	Core-1	Communication Research	4	3	1	0
2	Core-2	Online Journalism	4	3	1	0
3	Core-3	Multimedia Production	4	3	1	0
4	Core-4	Multimedia Production Practical's	4	0	0	8
5.	Core-5	Digital Media Projects-III	2			4
6	DSE-1 } Any One	Media Management	4	3	1	0
7	DSE-2	International and Inter Cultural Communication	4	3	1	0
8	GE	Basics of Photography	4	3	1	0
9	Core-5	Digital Media Production	2			2
		Total	**28**			
Semester – IV						
1	Core-1	Graphics and Animation	4	3	1	0
2	Core-2	Advertising and Market Research	4	3	1	0
3	Core-3	Public Relation and Corporate Communication	4	3	1	0

4	Core-4	Dissertation	4	3	1	0
5	Core-5	Digital Media Projects-IV	2			4
6	GE	Film Appreciation	4	3	1	0
		Total	22			
		Grand Total	118			

SEMESTER 1

Course Title: Introduction to Communication Theory (CORE)
Course Code:

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

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

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

Unit	Course Content	Instruction Hours
I	**Foundations of Communication & Models** 1.1 Nature and Scope of Communication Definitions and essential features of communication, Scope and functions of human communication, Communication as a symbolic, cultural, and meaning-making process, Linear vs. interactive vs. transactional understandings 1.2 Communication Process Elements and mechanics of communication, Encoding, decoding, noise, context, culture, Emergence of feedback and circularity in modern communication theory 1.3 Classical Models of Communication SMR and SMCR, Shannon & Weaver, Mathematical Model, Lasswell's Formula, Osgood–Schramm Circular Model, Wilbur Schramm's Models (field of experience; feedback loops), Gerbner's General Model of Communication (structure + perceptual dimension) 1.4 Advanced and Mid-Century Models Magic Bullet/Hypodermic Needle Model, Limited Effects Tradition, Attitude Change Models - Selective Exposure, Selective Perception, Cognitive Dissonance, Lazarsfeld's Two-Step Flow of Communication, Newcomb's ABX Model (balance and social equilibrium 1.5 International and Non-Western Perspectives Hamid Mowlana, Majid Tehranian, Communication theory from a Global South perspective	15
II	**Normative Theories of Media Systems** 2.1 Classical Normative Theories Authoritarian Theory, Libertarian Theory Communist (Soviet) Theory, Social Responsibility Theory 2.2 Post-War and Development-Era Normative Approaches Development Media Theory, Democratic Participant Theory 2.3 Contemporary Extensions: Media accountability, transparency, and ethical governance, Hybrid media systems (state–market–platform relationships), Global communication governance and AI-driven regulatory challenges	15

III	**Sociological & Cultural Theories of Communication**	15
	3.1 Sociological Approaches	
	Socialization through media, Media-society relationships, Dependency Theory and contemporary digital dependency	
	3.2 Audience-Oriented Theories	
	Cultivation Analysis, Agenda Setting, Uses and Gratification Theory	
	3.3 Critical & Cultural Theorization: Marxist Theory, Neo-Marxist developments (ideology, hegemony, media power), Critical Cultural Studies: meaning, representation, popular culture	
IV	**Milestones, Schools of Thought & Intellectual Lineages**	15
	4.1 Major Schools in Communication Thought	
	Frankfurt School (culture industry, ideology critique), Birmingham School (cultural studies, subculture, resistance), Chicago School (interactionism, community, early media sociology)	
	4.2 Landmark Research Traditions	
	Media effects research, Political communication traditions (propaganda, persuasion, public opinion), Public sphere debates (Habermas & contemporary critiques), Information society, network society, and platformization, Attention Economy Theory, Data Capitalism Theory	
	4.3 Key Thinkers in Communication and Media Theory	
	Walter Lippmann, Harold Lasswell, Wilbur Schramm, Herbert Schiller, Stuart Hall Manuel Castells, Noam Chomsky, Elihu Katz, George Gerbner, Raymond Williams	
	4.4 Emerging Directions	
	Algorithmic communication, AI, automation, and media epistemology, Digital infrastructures and datafication,	

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

Text Books and References:

Watson, J. (2003). Media Communication: An Introduction to Theory and Process. Palgrave

Baran, Stanley J. Introduction to Mass Communication: Media Literacy and Culture. 11th ed., McGraw-Hill Education, 2021.

McQuail, Denis, and Mark Deuze. McQuail's Media and Mass Communication Theory. 7th ed., SAGE Publications Ltd, 2020

Carey, James W. Communication as Culture: Essays on Media and Society. Routledge, 1989, New York / London

A First Look at Communication Theory. McGraw-Hill, 3rd Edition

Siebert, Fred, Theodore Peterson, and Wilbur Schramm. Four Theories of the Press: The Authoritarian, Libertarian, Social Responsibility, and Soviet Communist Concepts of What the Press Should Be and Do. University of Illinois Press, 1956.

Gerbner, George, et al. Cultivation Analysis: New Directions in Media Effects Research

Hall, Stuart. Selected Essays from "Encoding/Decoding". In Culture, Media, Language: Working Papers in Cultural Studies, 1972-79, edited by Stuart Hall, et al., Routledge, 1980

McCombs, Maxwell E. Setting the Agenda: Mass Media and Public Opinion. 2nd ed., John Wiley & Sons, 2018.

Hesmondhalgh, David. The Cultural Industries. 4th ed., SAGE Publications Ltd, 2018.

Kellner, Douglas. Media Culture: Cultural Studies, Identity and Politics Between the Modern and the Postmodern. (Publisher, year depend on edition — e.g., Routledge)

Habermas, Jürgen. The Structural Transformation of the Public Sphere: An Inquiry into a Category of Bourgeois Society. Translated by Thomas Burger and Frederick Lawrence, MIT Press, 1991

Castells, Manuel. The Rise of the Network Society. 2nd ed., Wiley-Blackwell, 2010

قریشی, ناصر الدین ڈاکٹر. ابلاغیات کا تعارف.
خاں, سہیل احمد پروفیسر. ابلاغی نظریات
الاسلام, خورشید ڈاکٹر. ابلاغی سماجیات
حسن, زید پروفیسر. میڈیا اور ثقافت
مسعود, طاہر ڈاکٹر. ابلاغیات: نظریات اور مباحث
احمد, وقار پروفیسر. میڈیا ریسرچ کے سنگ میل

SEMESTER 1

Course Title: History of Media (CORE)
Course Code:

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

Course Description:
This course provides a comprehensive historical exploration of media evolution, tracing the journey from the invention of the printing press to the rise of digital and social media platforms. It examines how each technological revolution—print, electronic, broadcast, and digital—has fundamentally reshaped human communication, culture, politics, and social structures. The course adopts a global perspective while integrating specific case studies from the Indian context to understand the local nuances of media history.

Learning Outcomes:
Upon successful completion of this course, students will be able to: Trace the chronological and thematic evolution of media technologies and their societal impact. Analyze the interplay between media technologies, power structures, and cultural change. Critically evaluate the impact of different media eras on journalism, public discourse, and individual identity. Contextualize contemporary media phenomena within a broader historical framework.

Unit	Course Content	Instruction Hours
I	**The Gutenberg Galaxy: The Print Revolution and its Aftermath** **The Printing Press as an Agent of Change:** The technological innovation by Johannes Gutenberg and its diffusion. **The Rise of the Public Sphere:** Jürgen Habermas's concept and its application to the coffee houses, salons, and early newspapers. **Knowledge, Reformation, and Revolution:** The role of print in the Scientific Revolution, the Protestant Reformation, and the American/French Revolutions. **The Birth of Modern Journalism:** The rise of the pamphlet, the periodical, and the daily newspaper. **The Indian Context:** Early printing in India; the role of missionaries; newspapers and the nationalist public sphere (e.g., *Hickey's Bengal Gazette*, *Kesari*, *Young India*).	15
II	**The Age of Electro-Magnetic Media: Shrinking Time and Space** **The Telegraph and the Newswire:** The invention of the telegraph and the rise of news agencies (Reuters, AP); the standardization of time and language. **The Phonograph and Cinema:** The birth of recorded sound and the moving image; the creation of mass entertainment and celebrity culture. **The Wireless World:** Marconi and the invention of radio; its impact on politics (e.g., FDR's fireside chats) and wartime propaganda. **The Indian Context:** The introduction of the telegraph in colonial India; the founding of All India Radio (AIR) and its role in the freedom struggle and nation-building.	15
III	**The Broadcast Century: Television and the Mass Audience** **From Radio to Television:** The technological and cultural transition. **Network Era and Mass Culture:** The rise of broadcast networks, scheduled programming, and the concept of "prime time." **The Global Village?** Marshall McLuhan's theories and the global flow of television programming.	15

		Television, Consumerism, and Politics: The role of TV advertising; the impact of television on political campaigns and public opinion. **The Indian Context:** The SITE experiment; the era of Doordarshan monopoly; the impact of the *Ramayana* serial; the satellite television revolution post-1991.	
IV		**The Digital Turn: Internet, Participatory Culture, and Social Media** **The Origins of the Internet:** From ARPANET to the World Wide Web. **From Audience to User:** The shift from one-to-many to many-to-many communication; the rise of participatory culture and blogs. **The Age of Platforms:** The rise of Facebook, YouTube, Twitter, and the "platform society." **Algorithmic Culture and Datafication:** How algorithms shape our access to information and culture. **Challenges and Futures:** Misinformation, echo chambers, surveillance capitalism, the crisis of legacy journalism, and the quest for digital public infrastructure. **The Indian Context:** The IT revolution; the rise of the "WhatsApp University"; social media and political campaigning; digital divides.	15

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

Text Books and References:

Castells, M. (2010). *The Rise of the Network Society*. Wiley-Blackwell.

Jenkins, H. (2006). *Convergence Culture: Where Old and New Media Collide*. NYU Press.

Van Dijck, J., Poell, T., & de Waal, M. (2018). *The Platform Society*. Oxford University Press.

Zuboff, S. (2019). *The Age of Surveillance Capitalism*. PublicAffairs.

Udupa, S. (2018). *Gaali Cultures: The Politics of Abusive Exchange on Social Media*. International Journal of Communication.

SEMESTER 1

Course Title: Print Journalism (CORE)
Course Code:

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

Course Description
This course provides a comprehensive understanding of the principles, practices, and evolving role of print journalism in the Indian context. Students will move beyond the theoretical to gain hands-on experience in the core skills of print media, including news writing, feature writing, editing, headline writing, and page design.

Learning Outcomes:
Explain the history, structure, and business model of the print media industry in India. Identify and differentiate between various news beats and genres of writing specific to the Indian context (e.g., political, civic, and developmental reporting). Apply the fundamentals of news writing to craft clear, concise, accurate, and engaging hard news and feature stories. Demonstrate proficiency in copy editing, proofreading, and crafting compelling headlines and captions. Apply basic principles of typography and layout to design reader-friendly newspaper pages. Critically assess the challenges and opportunities for print media in the era of digital convergence.

Unit	Course Content	Instruction Hours
I	Foundations of Print Journalism Key Focus Areas Evolution of Indian press; key theories (Fourth Estate, Social Responsibility); core principles (news values, objectivity); editorial processes and page design.	15
II	Advanced Reporting and Editing Specialized reporting (political, development, business); in-depth editing skills; feature and editorial writing; headline crafting.	15
III	Indian Print Media: Industry, Laws, and Ethics Industry structure and management; readership trends; legal framework (Press laws, defamation); professional ethics and codes of conduct.	15
IV	The Future of Print in the Digital Age Challenges from digital media; convergence (e-papers, social media); new business models (paywalls, niche publications); future prospects in India.	15
Examination and Evaluation Pattern: - Internal Assessment 30 marks and External Assessment 70 marks.		
Text Books and References:		
The Elements of Journalism by Bill Kovach & Tom Rosenstiel		
· Manufacturing Consent by Edward S. Herman and Noam Chomsky		
· The Sociology of News by Michael Schudson		
· Comparing Media Systems by Daniel C. Hallin and Paolo Mancini		
· Public Opinion by Walter Lippmann		
· The Associated Press Stylebook by The Associated Press		
· Inside Reporting by Tim Harrower		
· On Writing Well by William Zinsser		
· The Universal Journalist by David Randall		
· Mass Communication in India by Keval J. Kumar		

· The Indian Media: Illusion, Delusion, and Reality by Paranjape, Makwana & Bhadania
· The Press in India: A New History by S. Natarajan
· Reporting India by Prem Prakash
The Elements of Journalism by Bill Kovach & Tom Rosenstiel
· Manufacturing Consent by Edward S. Herman and Noam Chomsky
· The Sociology of News by Michael Schudson

SEMESTER 1

Course Title: Print Journalism (Practical's) (CORE)
Course Code:

Scheme of Instruction			Scheme of examination		
Total Duration	:	120 Hrs	Maximum Score	:	100
Periods/Week	:	8	Internal + External Evaluations	:	50 +50
Credits	:	4	End Semesters	:	
Instruction Mode	:	Practical	Exam Duration	:	Practical

Course Objectives: Course Description:
This is a hands-on course where you will learn how to be a print journalist. You will learn how to find news, report it accurately, write different types of stories, and understand how a newspaper page is designed. The goal is to give you the practical skills needed to work in a newsroom.

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

Unit	Course Content	Instruction Hours
I	*Finding and Reporting the News* **Finding Story Ideas:** How to spot news in your community. Pitching your story to an editor. **News Sources:** How to develop and talk to sources. Using the Right to Information (RTI) Act to get official data. **Covering Key Areas:** Basics of covering the **Police** and **Courts** (understanding FIRs, court procedures), and **Local Government** (municipal meetings). **Mobile Journalism:** Using your phone to take good photos and videos for your stories. **Ethics and Law:** Understanding the basics of defamation and privacy laws in India. **What You Will Do:** File one RTI and write a short report on what you find. Write two reports from a beat you choose (e.g., local market, police station).	30
II	*Writing Different Types of Stories* **The News Report:** Mastering the inverted pyramid structure. Writing a strong opening sentence (lead). **Beyond the Basic Report:** **The Feature Story:** Telling a human-interest story. **The Profile Story:** Writing about a person in an interesting way. **The Opinion Piece (Op-Ed):** Writing a persuasive article with your viewpoint. **Headlines:** Writing catchy and accurate headlines for print and online. **Editing Your Work:** Checking your own writing for errors, clarity, and fairness. **What You Will Do:** Write one hard news report and one feature story on a local event. Write a profile of a interesting person in your community. Practice writing headlines for different stories.	30

III	*In-Depth and Data Journalism* **Investigative Thinking:** What makes a story "investigative"? Planning a deep-reporting project. **Finding the Story in Data:** How to read government data (like budgets or education reports) to find a news angle. Creating simple charts from data. **Writing Long-Form Stories:** Structuring a longer, more detailed article to keep readers engaged. **Fact-Checking:** How to verify information and avoid spreading misinformation. **What You Will Do:** Find a story in a simple data set (provided by the instructor) and write a short data-driven report. Write a proposal for one investigative story idea, explaining how you would repo	30
IV	*Editing and Newspaper Design* **The Editor's Job:** How to edit a reporter's story for mistakes, length, and style. **Introduction to Design:** Basic principles of making a newspaper page look good – using headlines, photos, and text effectively. **Learning InDesign:** A hands-on introduction to Adobe In Design software to design a simple newspaper page. **The Final Project:** Working in a team to create your own small newspaper or magazine from scratch. **What You Will Do:** Edit a story written by another student. Use In Design to design a front page for a newspaper. **Final Team Project:** Create a 4-page newspaper with your team. a)	30

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

Text Books and References:

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

SEMESTER 1

Course Title: English Journalistic Skills (CORE)
Course Code:

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

Course Objectives: Build confidence in English language usage within journalistic contexts. Enhance reading comprehension of English news materials. Strengthen oral communication for interviews and presentations. Cultivate critical thinking and analytical skills necessary for journalism.
Course Outcomes: Write basic news stories and reports in English with proper structure and clarity. Transition between languages strategically in journalistic contexts. Identify and correct common grammatical errors in English writing. Apply journalistic principles to various English writing formats.

Unit	Course Content	Instruction Hours
I	**Building Blocks: Essential Grammar for Journalists:** Understanding Sentence Structure: Subject — Verb-Object Patterns — Common Writing Errors in Indian English Contexts — Identifying and Eliminating Redundant Words — Vocabulary Building: Synonyms & Antonyms — **Grammar Troubleshooting:** That/which, who/whom — Dangling Modifiers— Punctuation Essentials	15
II	**News Writing Foundations:** The Inverted Pyramid Structure — Crafting Effective Headlines and Leads — Sourcing and Attribution — Choosing Appropriate Words — Achieving Objectivity and Balance	15
III	**Feature Writing and Storytelling:** Differences Between News and Feature Writing — Human Interest Stories — Structure: Beginning, Middle, End with Effective Transitions — Feature Leads that Capture Attention — Alternative Structures: Hourglass and Focus Styles — Developing an Editorial Voice	15
IV	**The Subbing Process:** Copy editing for Accuracy, Balance, and Consistency — Proofreading and Correction Marks — Mock Exercises on Copy Editing	15
Examination and Evaluation Pattern: - Internal Assessment 30 marks & External Assessment 70 marks.		
Text Books and References:		
1. Rangaswami, Subramaniam. *Journalism in India: From the Earliest Times to the Present Day* (Sterling Publishers) 2. Hicks, Wynford. *English for Journalists* (Routledge) - Indian edition 3. Puri, Narain D. *Practical Journalism: How to Write News* (Anmol Publications) 4. Chauhan, Swati & Singh, Suraj. *Professional Communication Skills* (PHI Learning) 5. Joseph, Ammu. *Journalism: Ethics and Codes* (Oxford University Press India) 6. Menon, Krishna. *Everyday English for Journalists* (Konark Publishers) 7. Katyal, Akhil. *The New Indian Journalism* (Sage Publications India) 8. Rodrigues, Usha M. & Ranganathan, Maya. *Indian News Media: From Observer to Participant* (Sage Publications)		

SEMESTER 1

Course Title: Data Journalism (DSE)
Course Code:

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

Course Objectives: This course gives the students the Basic understanding of the Data Journalism fundamentals of Data journalism, the major 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	**Data Journalism; History of Data Journalism;** Concept, usages and importance, WikiLeaks and the United States diplomatic cables leak (Cablegate), Hacks and Hackers, Understanding Data sources/resources for Data based stories, Internet as data search engines, Importance of Data driven Journalism; Data analysis, interpretation and Data Patterns; Writing/Narrating skills/ techniques for telling stories based on Data Journalism; Computer Assisted Reporting (CAR), Best stories based on Data journalism. Usage of RTI Act for data Collection	15
II	Digital Information: Data Sets; Google Public Data Sets; Public records, community data; Google Research; Google Cloud, Data Sheets; Difference between Data Sets and Data Sheets, Basics of Spreadsheets; rows, columns, cells, importing, sorting, filtering, applied analysis basics: calculating the formula for percent change, mean, median, min, max, ranking - Finding and Correcting Errors in Data Sets. Common issues: nulls, duplicates, formatting errors, Techniques to Extract, analyse and Interpret Statistical Data for Journalism	15
III	Info-Graphics: Overview; Information Visualization, information structure, Data visualization, statistical graphics, Types of Info-Graphics, Designing Effective Infographics for Storytelling, Tools for Creating Infographics.	15
IV	Data Cleaning, Open Refine (Google Refine), Sorting and filtering data, Presenting data into news stories, challenges Data Journalist to interpret the Data, Business models for Data Journalism, Data Journalism and Ethics. Data Journalism, Citizen Journalism, Digital Journalism, Present and Future prospects of Data Journalism in context of India. AI assisted data analysis tools,	15
**Examination and Evaluation Pattern: -** Internal Assessment 30 marks and External Assessment 70 marks.	
**Text Books and References:**	
1-Felle. T. (Ed.). (2015). Data Journalism: Inside the Global Future (I ed.). London, UK: Abramis. 2-Mair, J. , Richard,L.K.(2017). Data Journalism: Past, Present and Future. UK: Abramis, 3- Lucy, C., Liliana, B.(2012). Data Journalism Handbook.UK:O'reilly 3- John, M. , Richard L. K.(2014).Data Journalism: mapping the future.UK: Abramis. 4-Ramón, S., & Mathias, F.S.(2021).Journalism, Data and Technology in Latin America.Palgrav-Mcmillan 5-Mutsvairo,B., & Bebawi, Saba, B.e.(2019).Data Journalism in the Global South. Palgrav-Mcmillan	

6-Alfred,H.,& MaryLynn,Y.(2019). Data Journalism and the Regeneration of News.Routledge

7-Oliver,H.& Florian,S.(2018).Digital Investigative Journalism: Data, Visual Analytics and Innovative Methodologies in International Reporting.Palgrav-Mcmillan

8-Jonathan,G.& Lucy,C.(2012). The Data Journalism Handbook: How Journalists Can Use Data to Improve the News.O'reilly

9-Cate,D.(2020). Digital Journalism, Drones, and Automation: The Language and Abstractions behind the News.Oxford University Press

10-Brant,H.(2018). Data for Journalists: A Practical Guide for Computer-Assisted Reporting(5th edition).Routledge

11-Philip, M.(1991). The New Precision Journalism.John Wiley & Sons

12-Anderson , C.W.(2018). Apostles of Certainty: Data Journalism and the Politics of Doubt (Oxford Studies in Digital Politics).Oxford University Press

13-Nathalie,H.R.,& Christophe,H.(2018). Data-Driven Storytelling (AK Peters Visualization Series).A K Peters/CRC Press

14-Dr.An,N.(2019).News, Numbers and Public Opinion in a Data-Driven World.USA: Bloomsbury Academic

15- Malcolm, N.(2016).The Plot to Hack America: How Putin's Cyberspies and WikiLeaks Tried to Steal the 2016 Election.Skyhorse

16- Benedetta, B.,Arne,H.& Patrick M. (2013) . Beyond WikiLeaks: Implications for the Future of Communications, Journalism and Society .Palgrave Macmillan

17-Daniel, D. B.(2011). Inside WikiLeaks: My Time with Julian Assange at the World's Most Dangerous Website.Jonathan Cape

18-Frederik,O.(2017).The Panama Papers: Breaking the Story of How the Rich and Powerful Hide Their Money.Oneworld Publications

SEMESTER 1

Course Title: Digital Photography (DSE)
Course Code:

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

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

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

Unit	Course Content	Instruction Hours
I	**Concepts in Photography & Camera Technology** Evolution & Contemporary PracticeHistory of photography → Digital revolution → Mirrorless era, Impact of mobile journalism on photography, Current trends: computational photography, AI-assisted cameras Professional Camera Systems: DSLR vs Mirrorless vs Smartphone computational imaging, Sensor Types, Dynamic Range, Bit Depth, RAW vs JPEG. Exposure: Exposure triangle (advanced application), Manual photography for professional control, Exposure compensation, Histogram analysis & highlight warnings, Metering modes (spot, centre-weighted, matrix) Optics & Lenses, Camera Accessories. **Practical Work:** Shooting in fully manual mode, Lens comparison exercise (wide vs telephoto), Metering & histogram practice, Low-light photography	15
II	**Visual Grammar, Storytelling & Field Photography** Visual Grammar: Deep composition: layers, depth, balance, tension, Geometry, patterns, silhouette, minimalism, Colour theory for narrative impact, Motion blur, panning, and dynamic action photography. Journalistic & Documentary Photography: News photography essentials, Ethics of representation, Crisis, conflict, & sensitive photography, Caption writing, metadata standards (IPTC). Field Techniques: Portraiture & character studies, Street photography, Event & press photography, Landscape & architecture, Sports and action photography, Night and astro-photography (intro). Practical Work: Photo walk for street/documentary photography, Portrait shoot (natural & artificial light), Photo essay concept development. Metadata + caption writing exercise	15
III	Dgital Post-Production & AI-Based Image Enhancement Professional Editing Workflow, Introduction to RAW format (Camera RAW / Lightroom), Colour science & colour grading, Exposure correction, tone curves, white balance, Retouching techniques for portraits & journalism	15

B. Adobe Photoshop (Advanced Level)

- Non-destructive workflows

- Layer masking & advanced selections

- Frequency separation (retouching)

- Dodge & burn

- Perspective correction

- HDR & panoramic stitching

C. AI Tools in Editing (Essential for Modern Newsrooms)

- Lightroom AI Masking (subject, sky, background)

- AI Noise Reduction (super resolution, clarity, detail recovery)

- Photoshop Generative Fill (ethical limitations & use cases)

- AI Upscaling for print and broadcast

- AI-based colourization & restoration

- AI auto-captioning & tagging for newsroom integration

D. Ethical & Legal Considerations

- Acceptable vs non-acceptable edits in journalism

- Manipulation controversies

- Industry guidelines (Reuters, AP restrictions)

Practical Work (Unit III)

✔ RAW editing assignment
✔ Advanced retouching
✔ AI enhancement task
✔ Editing 8–10 images for a final sequence

IV	**Practical Assignments, AI Workflow Integration & Portfolio Development** **Instruction Hours: 15** This unit is **fully practical**, integrating camera skills + editing skills + AI tools.	15

A. Field Assignments

1. **News Photo Assignment** (3–5 images)

2. **Feature Photo Story** (minimum 8 images + captions)

3. **Portrait series** (natural + artificial light)

4. **Event coverage** (press-style documentation)

B. AI Integration Tasks

- AI-driven storyboard creation for photo essays

- AI-assisted curation (selecting best shots)

- Automated caption drafting + human refinement

- AI-generated contact sheets

C. Final Portfolio Development

Each student must submit a **professional portfolio** including:
✔ 10 best edited images
✔ 1 complete photo story
✔ 1 AI-assisted enhanced image (with ethical notes)
✔ RAW + edited versions
✔ Metadata/caption sheet

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

Text Books and References:

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

SEMESTER 2

Course Title: Media, Laws and Ethics (CORE)
Course Code:

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

Course Objectives: Explain the constitutional guarantees and reasonable restrictions on freedom of speech and expression in India and apply them to media scenarios. Identify and interpret the principal Indian statutes, rules and regulatory bodies that affect print, broadcast and digital media. Analyse landmark judicial decisions and their implications for online and offline journalism. Apply codes of journalistic conduct and ethical decision-making frameworks to real newsroom dilemmas.

Course Outcomes: Demonstrate knowledge of constitutional provisions (Article 19(1) (a) and Article 19(2) limits) to press freedoms. Apply relevant provisions of IPC, IT Act, Press & Registration of Books Act, Cable & Cinematograph Acts, RTI, and other statutes to hypothetical legal problems. Critically evaluate codes and self-regulatory mechanisms (Press Council norms, NBSA/NBF, industry codes). Resolve practical newsroom ethical dilemmas using ethical theory and professional codes.

Unit	Course Content	Instruction Hours
I	**Constitutional foundations and freedom of expression:** Freedom of speech & expression: Article 19(1)(a) and "reasonable restrictions" under Article 19(2) — Fundamental rights v. press freedoms: Key Supreme Court pronouncements on press liberty — Parliamentary privileges and reporting of Parliament and sub-judice cases.	15
II	**Criminal & civil law: defamation, contempt, official secrets and privacy:** Defamation (civil and criminal): elements, defences, remedies (IPC §§499–500 overview) — Contempt of Court- Official Secrets Act & Sedition — RTI Act and its use by journalists	15
III	**Regulatory frameworks:** Statutes and rules affecting media: Press & Registration of Books Act, Cinematograph Act, Cable Television Networks (Regulation) Act, Prasar Bharati Act, and I&B Ministry guidelines — Information Technology Act, Digital Personal Data Protection Act 2023, IT (Intermediary Guidelines & Digital Media Ethics Code) Rules 2021.	15
IV	**Media ethics, professional codes & emerging issues:** Norms of Journalistic Conduct (Press Council) — Data Privacy, data protection (overview of Indian data protection debates), and publication ethics — AI Ethics in Journalism, Platform Regulation, Deepfake Policy in India	15
**Examination and Evaluation Pattern: -** Internal Assessment 30 marks & External Assessment 70 marks.	
	**Text Books and References:**
Jain, M. P. (2003). Hindustan Ki Qanooni Tareekh. New Delhi: National Council for the Promotion of Urdu Language (NCPUL).
Basu, D. D. (2012). Introduction to the Constitution of India . New Delhi: Prentice Hall of India.
Habeebuddin, K. (1995). Siyasaat: Hukumat Hind Aur Siyasat. New Delhi. Maktaba Islamia.
Hussain, M. S. (2013). Ablaghiyaat. New Delhi. Educational Publishing House.
Jaffrelot, C. (2012). India Since 1950: Politics, Economy and Culture. New Delhi: Cambridge University Press.
Jain, M. P. (n.d.). Hindustan Ki Qanooni Tareekh. New Delhi: National Council for the Promotion of Urdu Language (NCPUL).	

Parvez. S. (2002). Awami Zarai Ablagh Tarseel Aur Tameer Wa Tarraqui. New Delhi: National Council for the Promotion of Urdu Language (NCPUL).

Rodrigues, U. M. (Ed.). (2012). Indian Media in a GLobalized World. New Delhi: Sage Publications Pvt Ltd.

Shanker, B. L., & Rodrigues, V. (2015). Indian Parliament - A Democracy at Work . New Delhi: Oxford
University Press

Srinivas, M. N. (1989). Jadeed Hindustan Mein Zaat Paat. New Delhi: National Council for the Promotion of UrduLanguage (NCPUL).

Paranjoy Guha Thakurta, *Media Ethics: Truth, Fairness and Objectivity* (Oxford University Press, 2nd ed.).

Kiran Prasad (ed.), *Media Law and Ethics: Readings in Communication Regulation* (B.R. Publishing).

M. P. Jain, *Indian Constitutional Law* (latest edition)

Cable Television Networks (Regulation) Act, Cinematograph Act, Press & Registration of Books Act — government texts / Ministry of I&B materials

SEMESTER 2

Course Title: Radio Production (CORE)
Course Code: Core-2

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

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

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

Unit	Course Content	Instruction Hours
I	**Fundamentals of Radio & Modern Radio Landscape** Introduction to Radio: nature, scope, importance Radio as a mass medium: strengths & limitations, Development of Radio in India: public service, private FM, community radio, campus radio Licensing basics, Types of Broadcast: AM (MW/LW), SW, FM, Satellite radio, Web Radio / Internet Streaming Radio, Basic Radio Station Infrastructure	15
II	**Sound, Acoustics & Production Basics** Understanding Sound: pitch, loudness, frequency, timbre Human hearing, Basic Acoustics: soundproofing vs sound treatment Production Studios: layout, small/medium setups Microphones: types, pick-up patterns, Cables, connectors, simple signal flow, Sound Effects, ambience, use of music, Filters: echo, reverb, EQ	15
III	**Writing & Presentation for Radio** Writing for the Ear: simplicity, clarity, conversational flow Radio Programme Genres: – Talk, Interview, Discussion – Features, Documentary – Drama & Fiction – Music-based programmes – News bulletins, news features – Radio commercials / PSA Voice Skills: narration, pauses, emphasis, tone Presentation Techniques: pacing, mic handling basics	15
IV	**Modern Audio Production: Recording, Editing, Mixing & Digital Tools** A. Recording Tools & Methods Digital recording workflow, USB/XLR microphones for studios & podcasts Audio interfaces, headphones, pop filters, Portable recorders (Zoom/Tascam) Field recording basics for interviews & ambience B. Editing & Mixing Intro to digital editing, Noise reduction, EQ, compression, Multitrack editing and layering, Using music, ambience & SFX appropriately, Export formats: WAV, MP3 (broadcast vs online)	15

	C. Contemporary Software Audacity, Adobe Audition, Reaper, GarageBand (Mac users) D. Digital Workflows & New Trends Radio automation basics (Zetta, RadioBoss), Podcast production workflow Cloud storage & remote collaboration, Smart speaker platforms and mobile listening trends, AI based apps that help in script writing, editing and overall production	

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

Text Books and References:

McLeish, Robert. Radio Production. Focal Press, 2014.

Keith, Michael C., and Joseph M. Krause. The Radio Station: Broadcasting, Podcasting, and Streaming. Routledge, 2020.

McLeish, Robert & Jeff Link. Radio Production: A Guide to Broadcast Journalism. Routledge, 2015.

Albrecht, Michael. The Radio Handbook. Routledge, 2019.

Louis, E. Digital Audio Editing Fundamentals. Focal Press, 2017

ڈاکٹر شکیل احمد — ریڈیو نشریات: فن اور تکنیک

پروفیسر اقبال انصاری — ابلاغ عامہ: نظریات و عملی پہلو

پروفیسر اسلم انصاری — ریڈیو صحافت

ڈاکٹر سید تجمل حسین — برقی ابلاغ: تعارف و مبادیات

ڈاکٹر محمد اسلم پرویز — میڈیا ٹیکنالوجی: بنیادی تصورات

SEMESTER 2

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

Scheme of Instruction			Scheme of examination		
Total Duration	:	120 Hrs	Maximum Score	:	100
Periods/Week	:	8	Internal + External Evaluations :		50+50
Credits	:	4	Exam Duration	: Practical/Viva	
Instruction Mode	:	Practical			

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

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

Unit	Course Content	Instruction Hours

I	**Script**
	Through this practice, the students will learn about the various stages of script writing namely how to conceive and idea, elaborate on it, do research, prepare rough draft and then final script. The script is to be written for a radio program of 5 minutes. The students will have to write script on any TWO (5 MARKS EACH) of the following:
	   a. Social Advertisement
	   b. Humorous Program/Satire
	   c. Musical Program
	   d. Short skit
		30

II	**Interview** This is a very basic Radio exercise. The students will have to conduct ONE interview for the Radio medium, which will be of 5 minutes. The students can interview any person on the campus but it should be relevant to their course. The student will learn to write the script, ask questions, record the voice and edit.	30
III	**News Feature, Jingle/RJ Programme** The students will have to prepare ONE news-based program for Radio. The student will have to write the script and the headlines and then the news. This program should not be of more than 5 minutes. They students can also make a Reporting for Radio in this segment. The student will have to prepare a Jingle or an RJ Program for which he/she shall write a script also. It should not be of more than 5 minutes.	30
IV	**Radio Documentary** The students shall be writing the script, recording and editing a documentary of a relevant topic. This program should not be of more than 15 minutes. This will be their final product through which they will learn about the various stages of Radio production. There will be a viva for this program to be conducted by an external examiner.	30
Examination and Evaluation Pattern: Internal Assessment 50 marks and External Assessment 50 marks.		

SEMESTER 2

Course Title: Television Journalism (CORE)
 Course Code:

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

Course Objectives: The aim of this course is to provide a comprehensive understanding of the development and evolution of Broadcast Journalism in the Indian context. The course is designed to train students in the skills, techniques, and professional practices required in the broadcast industry, with a particular focus on Television Journalism. Students will receive hands-on training in the art and craft of TV journalism which includes News writing and presentation for television, Understanding the workflow of news production in television news channels. By the end of the course, students will be equipped with the technical and editorial competencies needed to pursue journalistic and production roles in the TV industry.

Course Outcomes: Upon successful completion of the course, students will be able to create and produce basic news stories/shows (news packages) and edit them using computer-based tools, gain practical knowledge of the best traditions and practices in Television Journalism through project-based learning, demonstrate proficiency in shooting and editing TV packages independently, Presenting and reporting news on television, conducting interviews, operating a TV camera, Producing and directing TV segments. Moreover, the students will be able to create and produce and script one documentary in a group of any genre/formats.

Unit	Course Content	Instruction Hours
I	**Introduction to Television News** **History of Television Journalism in India, Current Scenario of Indian TV News Channels,** Nature and Purpose of Television News, Types of News Programmes: News Bulletins, Feature-based News Shows, Talk Shows and Panel Discussions, Role of Television in Modern Journalism, Elements of a News Bulletin, News Selection Criteria, News Sources, Planning of a TV News Story, Writing TV News Story, Writing for Visuals, Editing News, ENG/EFP/News Studio Production, Live Streaming, Layout of the TV News Story: Split Screen Format, Visualization of News, and Sub-Titling, Dubbing. Television reporting: Visualising news, Research, investigation, PTC, VO, news package-editing. Social-media-first Video Formats (Reels, Shorts, Tiktok, Vertical, mobile-optimized videos created specifically for platforms like Instagram Reels, YouTube Shorts, and Facebook Reels. Fast-paced editing, captions, emojis, and on-screen text, Hook in first 2–3 seconds to capture attention. Fact-checking Visuals for TV, Source verification: Checking origin of a video/image using reverse image, Identifying manipulation: Deepfakes, misleading captions, Ethical screening: Avoiding morphed, violent, or harmful visuals, on-screen disclaimers	15
II	Basic Parts of a Video Camera:Types of Camera, Video Camera Format, **Basic Characteristics of camera,** Lenses, Focal Length, Filters, Iris, Viewfinder, White Balance, Exposure, Beam-Splitter, Shutter Speed, Imaging Device (CCD), Depth of Field, Filters, Aspect Ratio, Resolution, Gain, Colour Temperature, Colour Bars, **Camera Support Systems:** Monopod, Tripod,	15

		Dolly, Crane, Different types of Shots and angles, Shot, Scene and Sequence, Studio PCR, Types of Microphones, Video and Audio Tracks, Dubbing.	
III		**Television Interviews and News Presenting Skills:** Types of Interviews, Techniques of Effective Interviewing, Preparing Questions, Listening and Responding, Managing Time and Flow, Conducting Panel Discussions, Moderation Skills, Managing Multiple Guests, Maintaining Neutrality, Role and Responsibilities of News Anchors and Presenters, Qualities of a Good Newsreader/Presenter:Language and Grammar, Pronunciation and Diction, Vocabulary and Clarity, Speed and Breathing Control, Emphasis and Pitch Variation, Body Language and Eye Contact, Using the Teleprompter: Reading Techniques, Breaking News and Flash News, Newsroom Diversity and Representation Bias in New's coverage (caste,gender,religion) Diversifying sources and story angles Inclusive language guidelines	15
IV		**Documentary and Non-Fiction Films:** Definition and characteristics, Importance and purpose, differences between documentary and fiction/feature films, History and Evolution of Documentary, Early pioneers, Cinéma Vérité, Dfferent Tyes and genres of TV Documentary, Modern trends (Netflix era, docu-series), Milestones in documentary filmmaking, Field shooting techniques, Theoretical Concerns and Ethics, Objectivity vs. Subjectivity, Representation of truth and reality, Impact on subjects and audiences, Script development, Research in Documentary Production, Identifying credible sources, Archival research and fact-checking, Scripting and Structure of Documentary, Copyright and licensing, AI tools for scriptwriting and transcriptions	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.

Bhatt, S. C. (1991). *Broadcast Journalism: Basic Principles*. Sage Publications.

Chatterji, P. C. (1991). *Broadcasting in India*. Sage Publications.

Cohler, D. K. (1985). *Broadcast Journalism: A Guide for the Presentation of Radio and Television News*. Prentice-Hall.

Fang, I. E. (1982). *Television News*. ABC News Communication Arts Books.

Hartley, J. (1982). *Understanding News*. Methuen Publisher.

Herbert, Z. (2007). *Television Production Handbook*. Thomson Wadsworth.

Hough, G. A. (2004). *News Writing*. Kanishka Publishers.

Kriwaczek, P. (1997). *Documentary for the Small Screen*. Focal Press.

Nancy, R. (2013). *On Camera: How to Report, Anchor and Interview* (2nd ed.). Focal Press.

Rizvi, G. *Barqi Sahafat*.

Sarwari, M. A. *Barqi Sahafat*.

Samiurrahman, Dr. *TV News wa Production: Fun aur Tariqa-e-Kaar*.

Shamsi, S. H. *Television ki Sahafat*.

Osmani, A. *Television Nashriyat: Tareekh tahreek taknik*. 557 Laksmi Publications.

White, T. (2013). *Broadcast News Writing, Reporting and Production* (6th ed.). Focal Press.

Andrew, B. (2000). *Broadcast Journalism: Techniques of Radio and TV News*. Focal Press.

Bhatt, S. C. (1991). *Broadcast Journalism: Basic Principles*. Sage Publications.

Chatterji, P. C. (1991). *Broadcasting in India*. Sage Publications.

Cohler, D. K. (1985). *Broadcast Journalism: A Guide for the Presentation of Radio and Television News*. Prentice-Hall.

SEMESTER 2

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

Scheme of Instruction			Scheme of examination		
Total Duration	:	120 Hrs	Maximum Score	:	100
Periods/Week	:	8	Internal Evaluations	:	50
Credits	:	4	External Evaluations	:	50
Instruction Mode	:	Practical	Exam Duration	:	Practical

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

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

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

SEMESTER 2

Course Title: Film Studies (DSE)
Course Code:

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

Course Objectives: By the end of the course students should be able to:

Understand key components of film form (mise-en-scène, cinematography, editing, sound, narrative) and how they produce meaning. Apply basic film theory and approaches (formal, auteurist, ideological, feminist, and postcolonial) to film texts. Read films critically and write structured film analyses using academic conventions. Situate Indian cinema historically and culturally within global film histories and industries.

Course Outcomes: : Students who successfully complete the course will be able to: Identify and explain filmic techniques and terminology. Perform close readings of scenes and whole films, linking form to meaning. Use at least two theoretical approaches to interpret a film or sequence. Demonstrate knowledge of major periods and trends in Indian cinema.

Unit	Course Content	Instruction Hours
I	Elements of Film Form: mise-en-scène (setting, costume, performance), cinematography, editing, sound (diegetic & non-diegetic) — Narrative and story vs plot	15
II	Film Theory & Approaches: Formalism and Auteur Theory (Sarris, Bazin debates briefly) — Structuralist and semantic approaches (narrative analysis — Bordwell and Thompson overview) — Ideological criticism: Marxist, psychoanalytic and feminist film theory	15
III	World & Indian Cinema: Silent to sound cinema; Classical Hollywood system; European Modernisms (German Expressionism, Soviet Montage, French New Wave) — Development of Indian cinema - Rise of commercial Hindi cinema — Select Regional Cinemas	15
IV	Contemporary Issues: Star systems, fans and film publicity — Documentary & Censorship, Regulation and Law (with reference to Indian contexts).	15
Examination and Evaluation Pattern: - Internal Assessment 30 marks & External Assessment 70 marks.		
Text Books and References:		
Anand, U. (1969). Theatre Ki Kahani. New Delhi: National Council for Education Research and Training (NCERT). Ansari, F. (2012). Hindustani Cinema Ka Aaghaz Aur Artakah. New Delhi: Modern Publishing House. Ashk, P. P. (2000). Hindustani Cinema Ke Pachaas Saal. New Delhi: Modern Publishing House. Ashq, P. P. (2010). Hamara Cinema. New Delhi: National Council for the Promotion of Urdu (NCPUL). Bhowmik, S. (2008). Cinema and Censorship. New Delhi: Orient Blackswan. Dwyer, R., & Pinney, C. (Eds.). (1999). Pleasure and the Nation. New Delhi: Oxford University Press. Hayward, S. (2006). Cinema Studies. London: Routledge.GulzarGyl Monaco, J. (2000). How to Read Film: The World of Movies, Media, Multimedia: Language, History, Theory. London: Oxford University Press.		

Mubarki, M.A. (2016). Filming Horror: Hindi Cinema, Ghosts and Ideologies. New Delhi: Sage Publications.

Rajadhyaksha, A. (2016). Indian Cinema: A Very Short Introduction. New Delhi: Oxford University Press.

Virdi, J. (2006). Cinematic Imagination. New Delhi: Permanent Black.

SEMESTER 2

Course Title: Health Journalism (DSE)
Course Code:

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

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

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

Unit	Course Content	Instruction Hours
I	**Healthcare and Journalism- An overview** Health care and Journalism, Needs of Healthy Life, Public Health Care Aspects, Introduction to diseases, Newborn & Child Health, Old Age Health care, Vaccine Overview, Vaccine Herd Immunity, Vaccine- preventable infectious diseases, Vaccine Myths, Vaccine Side effects, Antibiotic Overview, Antibiotic Resistance in India, Public Health & Sustainable Development Goals, CAS	15
II	**Writing for Health Journalism** Healthcare as journalism beat, General Principals of Health Journalism Writing, Types of writings, writing for Print media, Broadcast media and web media, Significance of Health Journalism, Healthcare reporting, Sources of health reporting, Medical Report Writing, Ethics in Health Journalism, Healthcare laws	15
III	**Healthcare facilities & Public Health Service** Healthcare facilities in India, Primary Health Care Centre, Medical Education regulatory bodies, Role of Public-private entities in healthcare sector, Public Health service provider institutions- NGO's, WHO, UNDP, UNICEF NHRM etc. Public health awareness campaign- Pulse Polio, HIV-AIDS, TB etc.	15
IV	**New Aspects and Approaches in Health Journalism** Health communication theories & approaches, New trends in health journalism, Health journalism and Information technology, Health Journalism Magazines, Broadcast programmes on Health Journalism, Web programme on health journalism, Social media and Healthcare, Rural Health Facilities.	15
**Examination and Evaluation Pattern: - Internal Assessment 30 marks & External Assessment 70 marks.**	
**Text Books and References:**	
1. Baggott, R. (2011). Public Health:Policy& Politics. New york: Palgrave macmillan . 2. Gupta, S., &Nikhat, S. (1989). BaachoKeSahet. New Delhi: N C P U L. 3. Levi, R. (2001). Medical Journalism: Exposing Fact, Fiction, Fraud. New Jersey, USA: Wiley-Blackwell. 4. Nair, P. (2005). Education and Health Infrastructure: An Overview. Hyderabad: ICFAI Univ. Press 5. Pandya, R. (2010). Community health education. Jaipur: Rawat publications. Sawa, R. J. (1992). Family Health Care. New Delhi : Sage Publications.	

SEMESTER 2

Course Title: Video Documentary Production (GE)
Course Code:

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

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

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

Unit	Course Content	Instruction Hours
I	**Documentary Film in India** Documentary Film in India: A Historical Introduction, Documentary Film and the State Emergence of 'Independent Documentary' Censorship and Documentary in India. Films Division and documentaries.	15
II	**Documentary and Non-Fiction Films** Documentary and Non-Fiction Films: Definition, Nature, Different Genres and Styles, History and Theoretical Concerns, Difference between Documentary and Feature. The Language of Documentary Film: Modes and Authorial Positions The aesthetics, ethics and politics of representation Changing modes of production and distribution Influence of digital technologies	15
III	**Documentary Production** Documentary Production- The Process of Production: Pre-production- concept, research and reconnaissance; Writing a proposal and budget; Elements of script writing- visualization, treatment, the Presentation Structure, producing a shooting script, Interviewing techniques, Narrations and Ambience, Music in Documentary Films	15
IV	**Documentary Production: Development of idea** Documentary Practical- Development of idea, making documentary proposal, Writing Script, Research, Handling camera, interviewing, Shooting, Voice over, Narration, Arrangement of shots, Editing. Documentary screenings: Students will be assessed for their regular attendance in the documentary screening and individual presentations/ write-ups based on their interpretation and understanding of various documentaries.	15
Examination and Evaluation Pattern: - Internal Assessment 30 marks and External Assessment 70 marks.		
Text Books and References:		
1. Grieson, J. *Garieson on Documentry* . University of California Press		
2. Sanjit, N. (1992). *Film Division and Indian Documentries*. Amazon		
3. Jayasankar K. P. & Anjali, M. (2016). *A Fly in the Currry: Independent Documentary Film in India*. Sage Publication.		

4. Sharma, Aprna. (2015). *Documentary Films in India. Palgrave Macmillan*, a division of Macmillan Publishers Limited.
5. Sutoris, P. (2016). *Visions of Development: Films Division of India and the imagination of Progress, 1948-1975*. Oxford University Press India.
6. Aitken, I. (2005). *Encyclopedia of the Documentary Film*. New York: Routledge.
7. Barnouw, Erik. (1993). *Documentary: A History of the Non-Fiction Film*, New York: Oxford University Press, 2nd revised edition.
8. Goldsmith, David A. (2003). *The Documentary Makers: Interviews with 15 of the Best in the Business*. Hove, East Sussex: Roto Vision.
9. Tobias, Michael. (1997). *The Search for Reality: The Art of Documentary Filmmaking. Studio City*, CA: Michael Wiese Productions.
10. Nazimuddin, N. (2019). *Documentary: tareekh va irteqa*.Karachi: Ashiana Publications.

SEMESTER 2

Course Title: INTERNSHIP
Course Code:
Scheme of Instruction   **Scheme of examination**

Total Duration   :   Maximum Score   :   50 Periods/Week
                    :   Internal Evaluations   :   10   (on the
                                                                        basis of internship report)
Credits   : 2   End Semesters   :   -
 Instruction Mode   : Internship   Internship Duration   :   4 weeks

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) Credit. Two (02) credits will be awarded based on students participation in workshop, Guest lectures, Field visits, departmental research and surveys organised by the department as well as students participation in   tutorials / presentation of the students held during all the semesters.

SEMESTER 3

Course Title: Communication Research
Course Code:

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

Course Objectives: To develop a comprehensive understanding of the theoretical foundations of communication research. To equip students with research skills necessary for academic / industry applications. To enable students to design research in various communication contexts. To build proficiency in data collection, analysis, and interpretation techniques

Course Outcomes: Upon successful completion of this course, students will be able to: Demonstrate advanced knowledge of communication research paradigms and methodologies. Formulate research problems and questions appropriate for communication inquiry. Design methodologically sound research proposals for both academic and industry applications. Apply appropriate data collection methods for specific research questions

Unit	Course Content	Instruction Hours
I	**Introduction to Communication Research:** Nature, Scope, and significance in contemporary society — Evolution of mass media research methods — Role of research in media practice: Academic & Administrative Debates; **Scientific Inquiry:** Types of research: Exploratory, descriptive, explanatory — Research Design — Research questions formulation and problem identification — **Research Ethics**	15
II	**Research Methodologies in Communication: Quantitative Research Approaches:** Survey research: Online, telephone, mail, and in-person — Content analysis; **Qualitative Research Approaches:** In-depth interviews and focus groups — Ethnographic methods and participant observation — Textual and Discourse Analysis — Case studies and Historical Research	15
III	**Research Framework And Analysis:** Concept formation and operationalization — Types of variables — Developing testable hypotheses — Measurement validity and reliability; **Sampling Methods:** Probability sampling techniques — Non-probability sampling techniques — Sample size determination; **Statistical Analysis in Communication Research:** Descriptive statistics & Inferential statistics — Statistical significance	15
IV	**Data Collection Strategies:** Questionnaires and interview protocols — Observation techniques and recording methods; Primary & Secondary data sources and databases; **Data Processing and Visualization:** Data visualization techniques and tools — Creating effective tables, graphs, and charts; **Research Communication:** Research report writing and structure — Academic publishing and presentation	15
Examination and Evaluation Pattern: - Internal Assessment 30 marks and External Assessment 70 marks.		
Text Books and References:		
Hansen, A., & Machin, D. (2019). *Media and Communication Research Methods*. Palgrave Macmillan.		
Kothari, C.R. (2021). *Research Methodology: Methods and Techniques* (4th ed.). New Age International.		
Wimmer, R.D., & Dominick, J.R. (2022). *Mass Media Research: An Introduction* (11th ed.). Cengage Learning.		

Gunter, B. (2012). *Media Research Methods: Measuring Audiences, Reactions and Impact*. SAGE Publications.
Brennen, B.S. (2017). *Qualitative Research Methods for Media Studies* (2nd ed.). Routledge.
Kumar, R. (2019). *Research Methodology: A Step-by-Step Guide for Beginners* (5th ed.). SAGE Publications.
Baran, S.J., & Davis, D.K. (2020). *Mass Communication Theory: Foundations, Ferment, and Future* (8th ed.). Oxford University Press.
Berger, A.A. (2019). *Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches* (5th ed.). SAGE Publications.
Rao, S. (2018). *Making of Media Content: From Concept to Delivery in the Digital Era*. PHI Learning.
Singh, K. (2015). *Quantitative Social Research Methods*. SAGE Publications.
Lindlof, T.R., & Taylor, B.C. (2017). *Qualitative Communication Research Methods* (4th ed.). SAGE Publications.
Hansen, A., & Machin, D. (2019). *Media and Communication Research Methods*. Palgrave Macmillan.

SEMESTER 3

Course Title: Online Journalism (CORE)
Course Code:

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

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

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

Unit	Course Content	Instruction Hours
I	**Foundations of Web & Online Media** 1.1 Understanding Web Media Meaning and evolution of Web/New Media, Key characteristics and limitations of online media, Difference between traditional media and digital/interactive media 1.2 Basic Internet Concepts Internet as an information and communication system,Brief introduction to CDOT, ISPs, Basic types of Internet access: broadband, mobile data, Wi-Fi, Simple overview of how websites work, Introductory idea of HTTP, hyperlinks, browsing 1.3 Media Convergence Meaning and forms of convergence (technological, content, audience),Convergent multimedia newsroom: basic idea, Impact of convergence on news production and distribution	15
II	**Online Journalism as a Practice** 2.1 Web as a Journalistic Medium Evolution and emergence of online journalism, Defining convergent journalism, Web as a platform for news, features, multimedia stories, Overview of Indian news portals and digital-first platforms, Role of social media platforms (Facebook, X/Twitter, YouTube, Instagram) 2.2 Writing for Online Media Characteristics of web writing (clarity, brevity, scannability), Writing news, features, explainers, reviews for digital platforms, Headline writing, hyperlinking, captioning, Online research and evaluating source credibility 2.3.Online Publishing Forms E-papers, E-zines, newsletters, Online entertainment media, Introduction to alternative and citizen-driven online media	15
III	**Digital Storytelling & Participatory Journalism** 3.1 Elements of Digital Storytelling Multimedia components: text, audio, visuals, video, graphics, Principles of structuring a digital news story, Interactivity and audience engagement, Blogs, Microblogs & Emerging Formats. 3.2 Blogging as journalism, Microblogging (X/Twitter), liveposts, threads, User-generated content and participatory journalism 3.3 Ethical, Legal & Social Dimensions	15

	Ethical challenges: accuracy, verification, fairness, misinformation, ethical use of UGC, Legal issues: IPR, copyright, plagiarism, fair use, basic cyber laws, Social concerns: digital divide, online harassment/trolling, platform algorithms	
IV	**Digital Tools, Field Skills & Mobile Journalism** 4.1 Basic Digital Tools for Journalists Smartphones, digital cameras (basic), audio recorders, microphones, Laptops/tablets for reporting, Simple text/photo/audio/video editing tools, File organisation and cloud storage basics 4.2 Practical Online Skills Search engines for research, Online fact-checking tools, Email creation/management, Sending/receiving documents, photos, videos, Safe downloading/uploading, Social media for news gathering, verification, audience engagement 4.3 Multimedia Journalism Basics Meaning of multimedia storytelling, Combining text, audio, photos, video, Intro to basic production workflows, Embedding media in web stories 4.4 Mobile Journalism (MoJo) Meaning & significance, Smartphone use for video, audio, photography, Quick-edit apps, Simple mobile apps for quick edits, Live reporting using mobile platforms, Understanding algorithm, Basics of App based news, Use of AI in different aspects of Digital Journalism	15

Examination and Evaluation Pattern:- Internal Assessment 30 marks and External Assessment 70 marks.
Text Books and References:
Briggs, Mark. Journalism Next: A Practical Guide to Digital Reporting and Publishing. CQ Press, 2015.
Craig, Richard. Online Journalism: Reporting, Writing, and Editing for New Media. Cengage Learning, 2004.
Foust, James C. Online Journalism: Principles and Practices of News for the Web. Routledge, 2021.
Hermida, Alfred. Tell Everyone: Why We Share and Why It Matters. Doubleday Canada, 2014.
Kolodzy, Janet. Convergence Journalism: Writing and Reporting across the News Media. Rowman & Littlefield, 2013.
Ward, Mike. Journalism Online. Focal Press, 2002.
Allan, Stuart. Online News: Journalism and the Internet. Open University Press, 2006.
احمد، سید ابرار۔ آن لائن صحافت: مبادیات اور رجحانات۔ ایجوکیشنل پبلشنگ ہاؤس، 2019۔
قریشی، ناصر الدین۔ ڈیجیٹل میڈیا کا تعارف۔ نیشنل کونسل برائے فروغ اردو زبان، 2017۔
خان، سہیل احمد۔ ابلاغیاتِ جدید۔ ادارۂ نشریاتِ اردو، 2014۔
صدیقی، ابرار احمد۔ نو میڈیائی ابلاغ: مفاہیم اور تناظر۔ اردو اکیڈمی دہلی، 2020۔
نعمانی، عارف۔ سائبر صحافت اور اردو میڈیا۔ عارف اکیڈمی، 2018۔

SEMESTER 3

Course Title: Digital Video Production (CORE)
Course Code:

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

Course Objectives: This course provides professional training in television, digital and multi-platform video production practices. It equips students with the creative and technical skills required for broadcast news, OTT content, mobile journalism, studio production, field reporting, editing, and digital storytelling. Students learn complete production workflow, from idea development to scripting, shooting, editing, and multi-platform distribution, integrating modern tools and industry standards.

Course Outcomes: On successful completion, students will be able to: Apply visual communication principles for television and digital platforms. Conceptualize, script and design content for fiction, non-fiction, news, OTT, and social media videos. Operate professional video cameras, sound equipment, lighting systems, and studio technologies. Produce multi-camera studio productions, ENG reports, MoJo stories, talk shows, and documentaries. Edit videos using industry-standard software (FCP, Premiere Pro, DaVinci Resolve, Avid). Apply AI tools across pre-production, production, and post-production workflows

Unit	Course Content	Instruction Hours
I	**Visual Communication & Media Ecosystem** Visual Communication: Principles, Semiotics, Framing & Meaning, Evolution of Television to Digital: Broadcast, OTT, Mobile, Media Selection: Platform-Specific Content Strategies, Multi-Platform Distribution: Cable, DTH, IPTV, OTT, Social Media, Video Formats for TV, Web, Vertical Screens (Reels/Shorts), Interactive Video & Engagement Models, Emerging Technologies: AR/VR/XR, Virtual Production, LED Walls, Video Games & Esports Production – Basics, TV Genres & Production Formats: News, Talk Shows, Telefilms, Serials, Reality TV, Educational TV, MoJo (Mobile Journalism): Tools, Apps, Shooting Techniques, ENG/EFP Workflow: Field Production Techniques	15
II	**Scripting & Creative Development** Idea Development for Fiction & Non-Fiction, Research, Concept Note, Proposal Writing, One-Page Idea, Logline, Synopsis, Screenwriting: Narrative Structure, Character Arcs, Conflict & Resolution, Writing for News: VO/SOT, Packages, Walk-throughs, Writing for OTT & Web Series Script Breakdown, Budgeting & Scheduling Storyboard, Shot Lists & Production Books Handling Departments: Casting, Makeup, Art Direction, Costumes, Set Design AI in Pre-Production: Research, Script Assistance, Shot Listing Television Market Reports: Audience Measurement, BARC, Digital Analytics	15

III	**Production Techniques & Equipment**	15
	Grammar of Shots: Shot, Scene, Sequence The Five C's: Camera Angles, Composition, Cutting, Continuity, Close-Up Camera Types: DSLR/Mirrorless, Cinema Cameras, Studio Cameras Camera Movements: Gimbal, Slider, Drone (Regulations & Practice) Lighting Techniques: 3-Point & 5-Point Lighting, RGB Lights, LED Panels Studio Production: Vision Mixer, Audio Console, CCU, Teleprompter, Roles & Responsibilities: Producer, Director, Floor Manager, TD, Rundown, PCR/MCR Workflow Chroma Key Production & Virtual Studio Basics Audio Recording: Microphones, Sound Design, Ambient Sound, Dialogue Recording MoJo Kits: Smartphone Rigs, Shotgun Mics, Gimbal Stabilization NRCS (Newsroom Computer Systems): ENPS/iNews Overview	
IV	**Post-Production & Editing (15 Hours)**	15
	Video Editing Concepts: Continuity, Montage, Rhythm, Pacing Editing Software: FCP, Adobe Premiere Pro & DaVinci Resolve (Color Correction & Grading), Avid Media Composer (Newsroom Standard) Editing Workflow: Ingest–Organize–Edit–Sound–Grade–Export AI Tools in Editing: Auto-Captioning, Reframing, Noise Reduction Working with Codecs, Proxies, Media Management Trimming, Transitions, L-Cuts/J-Cuts Sound Editing: Levels, EQ, Voice Enhancement, Music Beds Motion Graphics Basics: Lower Thirds, Titles, Bumpers (After Effects) Export for Broadcast, OTT & Social Media Editing Ethics: Representation, Truthfulness, Manipulation & Deepfake Concerns	

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

Text Books and References:

1. Boyd, A. (2000). *Broadcast Journalism:Techniques of Radio and TV News*. Focal Press

2. Zettle, H. (2007). *Television Production Handbook*. USA: Thomson wadsworth

3. Harris, P. L., & Wilcox, G. (2012). *Television Production & Broadcast Journalism* (2nd ed.) Goodheart Wilcox,.

4. Jim, O., & Gerald, M. (2011). *Video Production Handbook*. Focal Press; 5th edition.

5. Nancy, R. (2013). *On Camera, how to Report, Anchor and Interview*. Focal Press; 2ndedition

6. Amanda, W. (2012). *Video Production: A practical Guide to Radio and TV*. Routledge

7. Donald, L, Diefenbach. (2007). *Video Production Techniques*. Routledge; 2nd Edition.

8. Musburger, R.B. (2010). *Single Camera Video Production*. Focal Press; 5th edition.

9. Kriwaczek P. (1997). *Documentary for the Small Screen*. Focal Press

10 Fang, I.E. (1982). *Television News. ABC News Communication* Arts Books NY.

11. Bhatt, S. C. (1991). *Broadcast Journalism: Basic Princples*. New Delhi: Sage Publication

12. George A. A, (2004). *News Writing*. Delhi Kanishka Publisher.

13. White, T. (2010). *Broadcast News Writing, Reporting and Production*. Focal Press.

14 Hartley, J. (1982). *Understanding News*. London Methuem Pub..

15. Chatterji. P.C. (1991). *Broadcasting in India*. New Delhi: Sage Publication.

16. White, T. (2013). *Broadcast News Writing, Reporting and Production*. Focal Press, 6th edition.

SEMESTER 3

Course Title: Digital Video Production (Practical's) (CORE)
 Course Code:

Scheme of Instruction			Scheme of Examination		
Total Duration	:	120 Hrs	Maximum Score	:	100
Periods/Week	:	8	Internal +External Evaluations :		50+50
Credits	:	4			
Instruction Mode	:	Practical	Exam Duration	:	Practical

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

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

Unit	Course Content	Instruction Hours

I	**Camera, Lighting, Audio & Visual Grammar**
	Camera Operations
	Handling DSLR/Mirrorless/Cinema Cameras; Shot Composition Exercises; Framing for TV vs Mobile vs OTT (16:9 / 9:16 / 1:1); Exposure Triangle: ISO, Aperture, Shutter; White Balance & Color Temperature; Focus Pulling & Depth of Field Practice
	Camera Movement
	Tripod, Monopod Operations; Gimbal Use (Stabilized Walks, Reveals, Pans); Slider Shots; Drone Demonstration & Safety Basics
	Lighting Exercises
	3-Point Lighting Setup; 5-Point Lighting for Interviews & Talk Shows; RGB LED Lights: Mood, Effects, Practical Lighting; High-Key vs Low-Key Lighting; Chroma Key Lighting Setup
	Audio Recording
	Hands-on with Shotgun, Lavalier, Wireless Mics; Recording Clean Dialogue, Ambience, SFX; MoJo Audio Kits (Mobile Microphones & Adapters)
	Practical Outputs
	   1. Shot Composition Portfolio (15–20 shots)
	   2. Lighting Setup Practice (interview recording)
	   3. Audio Recording Exercise (narration + ambient sound)
		30

II	**Scripting, Pre-Production & Field Reporting** **Scripting Exercises** One-Page Idea / Logline / Synopsis; News Script Formats: VO, VO/SOT, Package; Fiction Script Drafting: 1 Scene Script; Screenplay Formatting using Celtx/Studio Binder **Pre-production Activities** Storyboard & Shot List Creation; Production Schedule & Call Sheets; Location Recce & Location Sound Study; Budgeting for Small Productions; AI Tools for Script Assistance & Shot Planning **Reporting & MoJo** Stand-up Practice (On-Camera Presentation); Field Reporting Techniques; Mobile Journalism Shooting (MoJo Kit); Gathering B-roll, SOTs, Interviews **Practical Outputs**	30

	1. Storyboard & Shot List for a 1–2 min scene 2. Written script for a news package 3. Field reporting video (MoJo) 4. Recce Report with photos	
III	**Studio Production & Multi-Camera Setup** **Studio Familiarization** Vision Mixer Operation; Teleprompter Handling; Audio Console & CCU Use; PCR–MCR Workflow; Roles: Floor Manager, Technical Director, Producer, Director **Multi-Camera Production** Camera Blocking & Marking; Director's Cues & Commands; Live Switching Exercises; Talk Show Setup (2/3 Cameras); News Bulletin Setup (Anchoring + OTS graphics) **Chroma Key & Virtual Studio** Shooting on Green Screen; Lighting for Chroma Key; Basic Virtual Set Integration **Practical Outputs** 1. 10-minute multi-camera talk show 2. 3–5 minute news bulletin (anchored + live switching) 3. Chroma key studio video	30
IV	**Editing, Post-Production & Multi-Platform Output** **Editing on Industry Standard Tools** Adobe Premiere Pro: Full Workflow; DaVinci Resolve: Color Correction & Grading; Basic Avid Media Composer (News Editing) **Editing Techniques** Rough Cut, Fine Cut; L-Cut, J-Cut, Match Cut; Sound Design: Voice, SFX, Music Beds; Color Correction & Basic Grading; Subtitling & Closed Captions **Motion Graphics (Basic)** Lower Thirds; OTS Graphics; Title Cards; Social Media Templates **Output Formats** Export for TV (1080i/720p); Export for OTT/Web (1080p); Export for Mobile (Vertical 9:16) **Practical Outputs** 1. Edited News Package (2–3 min) 2. Edited Short Film / Fiction Scene 3. Vertical Social Video (Reel/Short) 4. Color Graded Sequence **FINAL PRACTICAL SUBMISSIONS (COMPULSORY)** At the end of the semester, each student must submit: 1. **Studio Production** (Talk Show or News Bulletin) 2. **Short Fiction Film** (5–10 min) 3. **Documentary Short** (5–7 min) 4. **MoJo Story** (Vertical or Horizontal) 5. **Editing Portfolio** (Premiere + Resolve) 6. **Professional Showreel** (2 mins)	30

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

SEMESTER 3

Course Title   :   **Media Management (DSE)**
Course Code   :

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

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

Unit	Course Content	Instruction Hours
I	**Management & Media Management** Management – Definition & Nature; Principles and need for Management. Media Management: Definition, Concept and Principles of Media management and their significance in the Digital Age; Organizational principles and their importance; Role of Technology in Media Operations and Management	15
II	**Media Ownership Pattern & Various Types of Media Organization** Media ownership pattern in India, Organizational structure of Print Media & Television Channel; role and responsibilities of various departments. Economics of Newspapers and Television Channels, FDI in media Industry. Government Media Organization: Publication Division, Photo Division, PIB, Film Division & CBFC, News agency: PTI & UNI, Doordarshan & All India Radio, TAM, BARC and various broadcasting associations, Substack in Media Management, Role of Substack in Media Management, Direct Audience Relationship, New Revenue Models, Substack popularized paid newsletters, offering monetization through Monthly/annual subscriptions, Membership tiers, Donations, Sponsored posts, Decentralized Journalism, Content Innovation & Niche Media, Analytics & Performance Tracking, Platform as a Media Ecosystem, Substack functions like a mini media company for each creator, Why Substack Matters in Media Management	15
III	**Principles of Event Management** Definition; nature and scope of Event Management, Historical Perspective, Introduction to event Management, Different types of event management. Event Promotion: elements in promotion (Public Relations and Event Communication), role of Traditional and Digital Media in event promotion and strategic planning, Event Design. Carrier opportunities in Event Industry.	15
IV	**Event Planning & Team Management** Principles of event Management, concept, designing & creative methods of organising events, types of events, roles and responsibilities of Event Manager and event team, planning of events. Event proposal. Event marketing: definition, nature, process of event marketing. Event sponsorship: concept, identifying the sponsor, types of sponsorships. Legal and Risk Management in Events: Permits, Contracts, Insurance, Crisis Planning.Media Entrepreneurship (Startups): Examples of Media Startups, Digital news platforms, YouTube channels & creator-led brands, Podcast networks, OTT micro-platforms, independent journalists and creators, Regional/local hyper-niche news apps, Social media marketing agencies, Key Elements of Media Entrepreneurship, Idea generation: Identifying gaps in media markets, Audience-first approach: Understanding user needs and behaviour, Revenue models: Ads, subscriptions, memberships, sponsorships,	15

branded content, Content innovation: Short videos, interactive stories, immersive experiences, Handling competition, copyright issues, monetization challenges	

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

Text Books and References:

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

2. Gilbert, C. *Talking Stock-Journalism and Publicity Traded Newspaper*. Lowa State Press.

3. James, R., & Trager, R. *Balancing on the Wire– The Art of Managing Media Organizations*.Cengage Learning

4. Albarran, A. B. *Management of Electronic Media*. Wadsworth Publications

5. Roberts, G. *Breach of Faith – A Crisis of Coverage in the Age of Corporate Newspapering*. University of Arkansas Press

6. Herrik, F.D. *Media Management in the age of Giants*. Surjit Publications

SEMESTER 3

Course Title   :   **Global Communication (DSE)**
Course Code   :

Scheme of Instruction   **Scheme of examination**

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

SEMESTER 3

Course Title: Basics of Photography (GE)
Course Code:

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

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

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

Unit	Course Content	Instruction Hours
I	**Photography: DSLR & its functioning** DSLR (Digital Single Lens Reflex Camera) and its functioning, various parts of camera, types of digital camera. Key components of DSLR- light path, lens elements, mirror, viewfinder, sensor, resolution, memory cards.	15
II	**Visual language. What is visual grammar?** Visual language. What is visual grammar? Perception, Picture Composition-Rule of Thirds, Symmetry, Geometry, Shape, colour. What is a shot? Classification of shot, Exposure modes, light, colour temperature.	15
III	**Introduction to Photoshop** Introduction to Photoshop, Introduction to compression formats, Digitizing conventional photographs, Manipulation of Digital Images using Adobe Photoshop	15
IV	**Practical and Assignment Work** Practical and Assignment Work: Shooting with Digital Cameras, Photography and Presentation	15
Examination and Evaluation Pattern: - Internal Assessment 30 marks and External Assessment 70 marks.		

Text Books and References:
1. Upton, and Upton. (2010). *Photography*. 11th Edition- Pearson Publication.
2 Langford, M. J. (1965). *Basic Photography: The Guide for serious Photographers*. Focal Press
3. Adrian, D., & Phil, F. (1998). *Digital imaging for photographers*, Focal Press 3rd Edition,
4. Long, B.(2012). *Complete Digital Photography*. Delmar Cengage Learning; 7th Revised edition.
5. Jon,t. (2012). *Understanding Digital Cameras*. Published by Delmar Cengage Learning; 7th Revised edition.
6. Rose, C.(1997*). Teach Yourself Digital Photography in 14 Days*. Techmedia.
7. Agfa. (1994). *An Introduction to Digital Scanning*. Published by Agfa-Gevaert.
8. Agfa. (1994). *An Introduction to Digital Photo Imaging*. Published by Agfa.
9. Patterson, F. (1989). *Photography and the Art of Seeing*. Key Porter Books.
10. Barnbaum, B. (2010). *The Art of Photography: An Approach to Personal Expression*. Rocky Nook.
11. Williams, John, B. (1990). *Image Clarity: High Resolution Photography*. Focal Press.
12. Jenni, B. (2004). *Complete Book of Photography*, Amphoto Books WastonGuptill Publications.
13. Sharma, O.P. (2003*). Practical Photography*. Hind Pocket Books.

SEMESTER 4

Course Title: Graphics and Animation (CORE)
Course Code:

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

Course Objectives: To help students understand the basics of computers and digital tools used in graphics. To introduce students to simple graphic design (posters, banners, social media designs). To teach basic animation using easy software (Canva, Krita, Flipbooks, Pivot animation, Pencil2D).
To build students' creativity and visual imagination. To gradually expose students to industry tools like Photoshop & Blender at a basic level.

Course Outcomes: After completing the course, students will be able to: Use a computer confidently for graphic work. Design simple posters, logos, banners and infographics. Create basic 2D animations Understand visual design and colour usage. Build a small portfolio of basic graphic and animation work

Unit	Course Content	Instruction Hours
I	**Introduction to Digital Art** **Introduction to Digital Art Tools** Introduction to Canva; Basic tools: Text, Shapes, Colours; Making simple posters & social media designs; Introduction to Krita / Autodesk Sketchbook (or any other tools) **Foundations of Visual Design** Elements of Design (Shape, Colour, Line, Texture); Understanding layouts and simple composition; Colour basics (warm/cool, contrast) **Practical Outputs:** Social media poster, Simple digital illustration, Festival greeting card, College event banner	15
II	**Introduction to Graphic Design** **Typography Basics** Understanding fonts; How to choose the right font; Text hierarchy for posters **Intro to Image Editing** Using Photopea / Pixlr (or any other Photoshop alternatives); Crop, brightness, contrast, colour change; Removing backgrounds; Combining images **Layout & Composition Through Practice** Poster layout; Flyer design; Card design; Logo basics (simple shapes + idea generation) **Intro to Photoshop** Interface tour; Layers concept; Basic tools (Move, Brush, Eraser, Selection); Simple photo retouching **Practical Outputs:** Poster (Event), Flyer (Advertisement), Simple logo, Photo collage	15
II	**Basics of 2D Animation** **What is Animation?** With examples, cartoons, flipbooks; Simple demonstrations **Easy Animation Tools** Pencil2D (simple hand-drawn animation software); Canva animations (text animation, motion graphics); FlipaClip / Stop Motion Studio (mobile app options); Pivot Animator (stick figure animation)	15

		Principles of Animation Squash and stretch; Timing; Anticipation (only easy explanation); Exaggeration; Storyboard basics **Project-Based Learning** Create a simple bouncing ball animation; Create a walk cycle; Animate a festival greeting; Simple motion graphic text animation **Practical Outputs:** Bouncing ball animation, 6–8 frame character animation, Animated title card, Animated social media story	
IV		**Introduction to 3D & Simple Video Compositing** **Introduction to 3D (Only Basics)** What is 3D modelling; Overview of tools: Blender; Basic shapes (cube, sphere, cylinder); Scaling, rotating, moving; Simple modelling (a cup, table, lamp) **Basic Animation in Blender** Keyframe animation; Moving objects; Camera basics; Rendering a simple animation **Introduction to Motion Graphics** Using Canva/CapCut for motion graphics; Simple text animation; Logo animation basics **Very Basic Compositing** Using CapCut / Filmora for combining videos; Simple transitions; Adding text, music, filters **Practical Outputs:** Simple 3D object, Simple 3D movement animation, Motion graphic title, Short animated clip	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.

SEMESTER 4
Course Title: Advertising & Market Research (CORE)
Course Code:

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

Course Objectives This course introduces students to the interconnected functions of advertising, marketing, consumer behaviour, media planning, and market research.
Students will understand traditional and digital advertising practices, the structure of the advertising industry, the creative and strategic elements of ad campaigns, and the role of consumer insights.
The paper aims to prepare students for careers in advertising agencies, branding, consumer research, sales promotion, digital media, PR, and marketing consultancy.

Course Outcomes: After completing the course, students will be able to: Understand theories, principles, and evolution of advertising. Analyse various media and their suitability for different advertising goals. Evaluate advertising regulations, ethical practices, and industry standards in India. Understand consumer behaviour, segmentation, brand-building, and sales promotion. Conduct basic market research and interpret consumer insights. Study and evaluate successful advertising campaigns using frameworks. Apply advertising concepts to create effective campaign strategies.

Unit	Course Content	Instruction Hours
I	**Foundations of Advertising** Definition, nature, and scope of advertising Evolution of advertising: from print → radio → TV → digital → social → influencer marketing Advertising objectives: Marketing, communication, corporate, and social Classification of advertising: Product, brand, corporate; Retail, trade, classified; Social advertising (government & NGO) Advertising vs. Public Relations vs. Publicity vs. Propaganda Principles of persuasion: AIDA, DAGMAR, Hierarchy of Effects Social and economic impact of advertising Ethics & responsibility in advertising (introduction) Practical Output: 1. Students must collect 10 advertisements (print or digital) and classify them as: Product ads, Corporate ads, Social ads, Service ads, Digital ads 2. AIDA Model Analysis**:** Choose any ad and analyse: Attention, Interest, Desire, Action	15
II	**Advertising Media, Agency Structure & Campaign Planning** **Media Landscape** Characteristics of various media: Print,Radio, Television, Cinema, Internet & Social Media, Mobile advertising. Outdoor (OOH) and indoor media: Hoardings, transit ads, digital screens; Retail branding. New & Emerging Media: OTT advertising, Influencer marketing, Programmatic advertising **Advertising Agency** Types of agencies (full-service, creative boutique, digital agency, in-house) Structure of an ad agency: Client servicing, Creative, Media, Production, Research & planning, Digital & social teams Role and functions of each department **Campaign Planning** Stages of campaign planning: Client brief, Research, Creative strategy, Media , strategy, Budgeting, Production, Execution, Evaluation Media mix & media selection	15

		Developing media strategies Understanding GRPs, Reach, Frequency (basic introduction) Practical Outcome: Ad Copywriting: Write a headline + body copy + slogan for: A new mobile phone, A health drink, A government awareness campaign (Or assigned by the Teacher) Students must create a small advertising campaign including: Poster (print ad), Social Media Post, Tagline	
III		**Advertising Law, Ethics and Industry Regulations** **Regulatory Framework** Advertising Standards Council of India (ASCI) – codes and guidelines Advertising Agencies Association of India (AAAI) Self-regulation vs. Government regulation **Important Acts Affecting Advertising** Drugs and Magic Remedies (Objectionable Advertisements) Act Indecent Representation of Women (Prohibition) Act, 1986 Consumer Protection Act, 1986 (revised provisions & misleading ads) Cigarettes and Other Tobacco Products Act (COTPA) & advertising restrictions Surrogate advertising: laws, loopholes, ethics **Ethical Issues** Misleading ads, Stereotyping, Children and advertising, Comparative , Advertising, Cultural sensitivity **Public Service Advertising** Government campaigns, Social marketing, Behaviour change communication (BCC) Practical Outcome: Students pick 5 ads and evaluate: Gender portrayals, Stereotypes, Misleading claims, Cultural sensitivity	15
IV		**Consumer Behaviour, Branding & Market Research** **Product & Consumer Behaviour** Product lifecycle & advertising strategies; Consumer decision-making process Factors influencing consumer behaviour: Psychological, Personal, Social, Cultural, Demographic & psychographic segmentation - Digital Ads, Influencers and Branded Content - Audience Behaviour Analytics **Market Research** Nature, scope, and importance; Types of research: qualitative & quantitative Tools: Surveys, interviews, focus groups; Sampling basics; Data interpretation (basic introduction); Using research in advertising decision-making **Marketing & Branding** Marketing mix (4Ps) and its relation to advertising; Sales promotion: tools & techniques; Brand concepts: Brand Name, Brand Image, Brand Loyalty, Brand Equity, Brand Positioning; Conceptualizing advertising strategies based on consumer insights; Practical Outcome: **Brand Profile Creation:** Students create a profile of any brand, including: Positioning, Competition, Target group, Brand personality, Current advertising strategy; **Case Study Presentation:** Analyse any **successful ad campaign**: What worked?, Insight used, Media choice, Impact	15

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

Text Books and References:

Ahtaramullah, M. Saneeti Tanzeem Aur Intazam. NewDelhi
Azeem, M.A. & Sahaab, Z.H. (2009). Marketing Management. Himalaya Publishing
Brierly, S. (2002). The Advertising Handbook. London: Routeldge.
Fletcher, W. (2010). Advertising: A Very Short Introduction. London: Oxford University Press.
Gerard, J. T. (2004). Effective Advertising. London: Response Books .
Gupta, O. (2009). Advertising In India . New Delhi: Gyan Book Pvt Ltd.
Gupta, R. (2012). Advertising: Principles and Practices. New Delhi: S. Chand.

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

Kazmi, S. H., & Batra, S. K. (2002). Advertising and Sales Promotion (Second ed.). New Delhi: Excel Books.
Sage Handbook of Advertising. (2007). London: Sage.
Sengupta, S. (2008). Brand Positioning: Strategies and Practice for Competitive Advantages. New Delhi: Tata Mac GrawHill .
Tiwari, S. (2007). The (Un) common Sense of Advertising: Getting the Basics Right. New Delhi: Response Books.
Vilnilam, J. V., & Verghese, A. K. (2012). Advertising Basics! A Resource Guide for Beginners. New Delhi: Sage.

SEMESTER 4

Course Title: Public Relations & Corporate Communication (CORE)
Course Code:

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

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

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

Unit	Course Content	Instruction Hours
I	**Evolution and History of Public Relations** Public Relations (PR)- An Introduction, Origin of PR in world & India, Definition & Significance of PR, Basic Principles of PR, Kinds of PR, Publicity, Propaganda, Public Affairs, Lobbing, Marketing PR, Corporate PR, Publicity Bureau, Public relation Process, PRCE Model. PR Ethics	15
II	**Public & Corporate communication and its Strategic management** PR tools & technique, PR Campaigns, PR in Central and State Govt. PR in Private entities, PR in Corporate Industries, Difference among Public, Private and Corporate Public Relations, Public Relations regulatory Institutions, Corporate Communication and Management, PR's Planning, Stakeholders, Disaster Management, Conflict Resolution, Role of PR in Crisis,Digital Crisis Communication	15
III	**Stakeholders, Customer and Media Relations** Publics in Public Relations, Customer and Media Relations, Medium of PR- Press Conference, Press Releases, Broachers, Circular, Meeting, Exhibitions, House Journal, Newsletters, Open House, Press kit, Press briefing, Tele-Conferencing, e-mail, suggestion Boxes, Backgrounders, Rejoinders etc. Feedback and evaluation of PR,Political PR Campaigns	15
IV	**Event Management & its Strategies** Introduction of Event Management (EM), Strategies for EM- Planning, Developing, Organizing and Execution of Events, tool and Technique of Event Management, Precautions during EM, Significance of EM, EM Elements	15
**Examination and Evaluation Pattern: - Internal Assessment 30 marks and External Assessment 70 marks.**	
	Text Books and References:	
	1. Singh, JK. (2014) *Media and Public Relations*. New Delhi: APH Publishing Corporation	
	2. Verma, Shekhar. (2011) *Advertising and Public Relations*. New Delhi: Sonali Publications.	
	3. Winterson, David. (2010) *Advertising and Corporation Communication*. New Delhi Centrum Press.	

4. Fernandez, Joseph (2009) *Corporate Communication: A 21st Century Primer*. New Delhi: Response Books.

5. Butterick, Keith (2012) *Introducing Public Relations: Theory and Practice.* New Delhi: Sage Publication.

6. Brown, Rob (2010) *Public Relations and the social web: How to use Social Media and Web 2.0 in Communications.* London: Kogan Page Ltd.

7. Sharma, Diwakar (2004) *Public Relations: An emerging specialized profession* New Delhi: Deep & Deep Publication Pvt. Ltd.

8. Banik, Dr. G.C. (2005) *PR & Media Relations*. Delhi: Jaico Publishing House

9. Ganesh, S. (1999) *Introduction to Public Relations*. Delhi: Indian Publishers and Distributors

11. Moore, H. Frazier & Kalumpa, Fran B. (2002) *Public Relations: Principle cases and Practice.* Delhi: Surjeet Publications

SEMESTER 4

Course Title: Dissertation
Course Code: Core-4

Scheme of Instruction			Scheme of examination		
Total Duration	:	60 Hrs	Maximum Score	:	100
Periods/Week	:	4	Internal + External Evaluations	:	50+50
Credits	:	4	End Semesters	:	
Instruction Mode	:	Practical	Exam Duration	:	Viva-Voce etc.

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

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

Every student will be assigned a Media topic/issue at the beginning of the 4th Semester and will be asked to work under the supervision of an internal supervisor. The Dissertation will be on the topics relating to any media issue taught in MCJ. Students should submit their Dissertation by the first week of March. It should be research-based. Presentation should be made both for Internal and External assessment. The Internal presentation will be in front of the entire Faculty of the Department before it is submitted. Each Faculty member will be allotted groups of students depending on their specialization and interest, to guide the students and assess their Dissertation. The Faculty members will help the students in selecting the topic and method for research. Dissertation shall be evaluated by the external evaluator on five parameters viz., Language, Content, Originality, Power Point Presentation and Viva Voce each carrying equal weightage. 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

SEMESTER 4

Course Title: Film Appreciation (GE)
Course Code: GE

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

Course Objectives: By the end of the course, students will be able to: Recognize and name basic film techniques (camera, editing, sound, mise-en-scène). Situate important Indian films historically and culturally. Develop curiosity for further study of film history and contemporary Indian film culture.

Course Outcomes: After completing this course, students will be able to: Identify and explain the fundamental aspects of film form and technique. Recognize key trends and figures in Indian and world cinema. Evaluate films as cultural and social texts, linking them to context and audience. Develop a lifelong appreciation for cinema as an art form and tool for communication.

Unit	Course Content	Instruction Hours
I	What is film appreciation? Active vs passive watching — Form: The Shot & Camera: Frame/ *mise-en-scene*, shot, camera movement, types of shots.	15
II	Editing & Montage: Cuts, continuity editing, montage - Diegetic vs non-diegetic sound, background score.	15
III	Narrative & Storytelling: Plot vs story, narration, flashbacks — Genre & Star System in Hindi Cinema — Popular genres (melodrama, action, masala, social realist).	15
IV	History: Silent, Studio Era, Golden Age: Key historical moments and their social context — Art cinema / parallel cinema, Contemporary Hindi Cinema	15
Examination and Evaluation Pattern: - Internal Assessment 30 marks and External Assessment 70 marks.		
Text Books and References:		
Bollywood: A Guidebook to Popular Hindi Cinema — Tejaswini Ganti. Ideology of the Hindi Film: A Historical Construction — M. Madhava Prasad. Beyond the Boundaries of Bollywood: The Many Forms of Hindi Cinema — Rachel Dwyer (ed.)		