

1 Name of the faculty: JOURNALISM & MASS COMMUNICATION															
2. Course Name	INTRODUCTION TO MASS COMMUNICATION			L	T	P									
3. Course Code	JM401			3	1	0									
4. Type of Course (use tick mark)				Core ()	DE ()	FC ()									
5. Pre-requisite (if any)	10+2+3 in any discipline	6. Frequency (use tick marks)	Even ()	Odd (√)	Either Sem ()	Every Sem ()									
7. Total Number of Lectures, Tutorials, Practical															
Lectures = 30		Tutorials = 10		Practical = Nil											
8. COURSE OBJECTIVES: The main objective of this course is to introduce Mass Communication to students and outline the various developments. The goal is to give a comprehensive understanding of journalism and mass communication across various mediums.															
9. COURSE OUTCOMES (CO): <i>After the successful course completion, learners will develop following attributes:</i>															
COURSE OUTCOME (CO)	ATTRIBUTES														
CO1	Student should discover principals of journalism and mass communication and their significance.														
CO2	Students should be able to identify early communication system, evolution of the press and media since inception to date.														
CO3	Students should be able to learn about outline significant development in various decades of journalism internationally and nationally.														
CO4	Students should be able to identify various skills required for different media formats of electronics, print and internet media														
CO5	Students should comprehend government regulatory system for media, TRPs and various ranking agencies for electronic and print media														
10. Unit wise detailed content															
Unit-1	Number of lectures = 08	Title of the unit: Concept of Mass Communication			Mapped CO:1,2										
Definition, meaning and scope of Mass Communication, Models of Mass Communication, Importance of Mass Communication in contemporary society															
Unit-2	Number of lectures = 08	Title of the unit: Evolution of Mass Communication			Mapped CO:2,3										
Early communication system in India-Evolution of mass communication in India and the world, Role of technology in mass Communication															
Unit-3	Number of lectures = 08	Title of the unit: Mass Communication Theories			Mapped CO:3										
Hypodermic needle model, two step flow theory, agenda setting theory, cultivation theory															
Unit-4	Number of lectures = 08	Title of the unit: Print Media			Mapped CO:3,4										
Evolution of print media, Types of print media, The role of print media in contemporary society															
Unit-5	Number of lectures = 08	Title of the unit: New Media			Mapped CO:4,5										
Definition and concept of New Media, Types of New Media Impact of New Media on Society															
11. CO-PO mapping															
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7		PSO1	PSO2	PSO3	PSO4			
CO1	3	2	2	2	2	1	1		3	2	3	1			
CO2	2	2	2	1	1	1	2		3	3	2	1			
CO3	2	2	2	1	1	1	1		3	3	3	1			
CO4	2	2	1	1	1	1	2		3	3	3	1			
CO5	2	2	1	1	3	1	1		1	2	2	1			
3 Strong contribution, 2 Average contribution, 1 Low contribution															
12. Brief description of self-learning / E-learning component															
1. in/Mass-Communication-India-Keval-Kumar-ebook/dp/B008JZR4ES 2. https://open.umn.edu/opentextbooks/textbooks/143															
13. Books recommended:															
1.Introduction to mass communication: Theory and Practice by PK Barua 2.Understanding Media: The Extension of man by Marshall McLuhan 3.History of Indian Journalism by B N Ahuja 4.Media and Communication in India: from Indus valley civilization to 21st century by Kanchan K malik 5.New Media: Concepts and Practices by Surabhi Mittal 6.The power of social media in modern Day Journalism by Shubham Mishra															

1 Name of the faculty: MASS COMMUNICATION															
2. Course Name	Media Laws & Ethics			L	T	P									
3. Course Code	JM405			3	1	0									
4. Type of Course (use tick mark)				Core ()	DE ()	FC ()									
5. Pre-requisite (if any)	10+2+3 in any discipline	6. Frequency (use tick marks)	Even ()	Odd (√)	Either Sem ()	Every Sem ()									
7. Total Number of Lectures, Tutorials, Practical															
Lectures = 30			Tutorials = NIL		Practical = 10										
8. COURSE OBJECTIVES: To introduce students to the legal and ethical principles that govern the media industry															
9. COURSE OUTCOMES (CO): After the successful course completion, learners will develop following attributes:															
COURSE OUTCOME (CO)		ATTRIBUTES													
CO1	Student will be able to learn about press freedom and laws														
CO2	Students will be able to critically analyze media related legal and ethical issue.														
CO3	Students will be equipped with the knowledge and skills necessary to make informed decisions regarding media law and ethics														
CO4	Students will develop an understanding of the challenges and opportunities presented by emerging media platform														
CO5	Students will explore the role of technology in shaping media law and ethics														
10. Unit wise detailed content															
Unit-1	Number of lectures = 08	Title of the unit: Introduction to media law and ethics Mapped CO:1,2													
Historical overview of media law and ethics, principles of media law and ethics, first Amendment and its interpretation limitation to freedom of speech and press															
Unit-2	Number of lectures =08	Title of the unit:Defamation and privacy Mapped CO:2,3													
Defamation law and its elements, Invasion of privacy and its types, Copy right law and fair use of Trademarks and patents															
Unit-3	Number of lectures =08	Title of the unit:Media Regulation and ownership			Mapped CO:3										
Monopoly, Media regulations, media ownership and its impact on media content															
Unit-4	Number of lectures = 08	Title of the unit: Media Ethics Mapped CO:3,4													
Ethical principals and their application in media, ethical challenges in media industry															
Unit-5	Number of lectures = 08	Title of the unit:Technology and the future of media law and ethics Mapped CO:4,5													
Role of technology in shaping media law and ethics, the future of media law and ethics															
11. CO-PO mapping															
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7		PSO1	PSO2	PSO3	PSO4			
CO1	2	3	1	2	3	2	2		1	2	3	1			
CO2	3	2	2	3	2	3	1		2	1	2	1			
CO3	2	1	3	2	2	3	2		2	3	1	3			
CO4	3	3	3	1	3	2	3		3	1	2	2			
CO5	3	1	2	1	2	1	2		3	2	1	2			
3 Strong contribution, 2 Average contribution, 1 Low contribution															
12. Brief description of self-learning / E-learning component															
<ol style="list-style-type: none"> https://www.amazon.in/Media-Law-Ethics-M-Neelamalar/dp/8120339746 https://books.google.co.in/books?id=z_Mz9u0BFtEC&printsec=frontcover&source=gbs_book_other_versions_r&redir_esc=y#v=onepage&q&f=false https://www.phindia.com/Books/BookDetail/9788120339743/media-law-and-ethics-neelamalar https://www.routledge.com/Media-Law-and-Ethics/Moore-Murray-Youm/p/book/9780367748562?srsltid=AfmBOorqk1X78uJREMFx4j024EQ2kU_Gg7SoBq16aLNzHdE-FBnSqrT 															
13. Books recommended:															
1.Universal publishers criminal law manual (relevant section of IPC)															
2.P.K Ravindranath press laws and ethics of journalism ,Author Press, New Delhi															

1 Name of the faculty: MASS COMMUNICATION														
2. Course Name		ADVERTISING & PUBLIC RELATIONS						L		T		P		
3. Course Code		JM402						3		1		0		
4. Type of Course (use tick mark)														
							Core ()		DE ()		FC ()			
5. Pre-requisite (if any)		Graduation in any discipline		6. Frequency (use tick marks)		Even ()		Odd (√)		Either Sem ()		Every Sem ()		
7. Total Number of Lectures, Tutorials, Practical														
Lectures = 30				Tutorials = 10				Practical = 0						
8. COURSE OBJECTIVES: To gain comprehensive knowledge and practical skills in advertising and public relations, exploring their theoretical foundation, strategic planning, practical considerations and innovative approaches, while analyzing their role in promoting sustainable development and addressing contemporary communication.														
9. COURSE OUTCOMES (CO): <i>After the successful course completion, learners will develop following attributes:</i>														
COURSE OUTCOME (CO)		ATTRIBUTES												
CO1		Understand the role & impact of advertising and public relations.												
CO2		Develop strategic communication skills.												
CO3		Explore ethical & responsible communication practices.												
CO4		Analyse the role of advertising and PR in promoting sustainable development.												
CO5		Apply creative and innovative approaches in advertising and public relations campaigns.												
10. Unit wise detailed content														
Unit-1		Number of lectures = 8				Title of the unit: Introduction to Advertising & Public Relations.								
Evolution of advertising & PR, theoretical foundation & models in Advertising and PR, Role of Ad & PR in Mass Communication, Ethics in Ad & PR, Trends and innovations in advertising and PR.														
Unit-2		Number of lectures = 8				Title of the unit: Advertising strategies and campaign planning.								
Understanding consumer behavior and market segmentation, Advertising research and market analysis, Creative development and copywriting techniques, Media planning & buying strategies, Integrated marketing communication(IMC) and Branding.														
Unit-3		Number of lectures = 8				Title of the unit: Public Relation Strategies and communication.								
Role of PR in building and managing organizational reputation, Stakeholder analysis and relationship management, Crisis communication and Issues Management, Corporate Social Responsibilities(CSR) and sustainability in PR, Digital PR and Social Media Management.														
Unit-4		Number of lectures = 8				Title of the unit: Campaign Execution and Evaluation								
Creative execution in advertising campaigns, Media execution and optimization, PR Campaign implementation and Event Management, Measurement & evaluation matrix in advertising & PR, Case studies and analysis of successful campaigns.														
Unit-5		Number of lectures = 8				Title of the unit: Contemporary Issues and Future Trends.								
Globalization and cross cultural communication in advertising & PR, Diversity and inclusion in advertising and PR campaigns, Emerging technologies and their impact on Advertising and PR, Green Advertising and sustainable PR Practices.														
11. CO-PO mapping														
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7				PSO1	PSO2	PSO3	PSO4
CO 1	3	2	2	2	2	1	1				3	2	3	1
CO 2	2	2	2	1	1	1	2				3	3	2	1
CO 3	2	2	2	1	1	1	1				3	3	3	1
CO 4	2	2	1	1	1	1	2				3	3	3	1
CO 5	2	2	1	1	3	1	1				1	2	2	1
3 Strong contribution, 2 Average contribution, 1 Low contribution														
12. Brief description of self-learning / E-learning component														
<ol style="list-style-type: none"> https://www.youtube.com/watch?v=xXNXsTAgb_U https://www.youtube.com/watch?v=UhfBJOqqWV8 https://www.youtube.com/watch?v=YsNwxBQGWgl https://www.youtube.com/watch?v=y9oO2Ak3hOc https://www.youtube.com/watch?v=aOZVudBCdlg 														
13. Books recommended:														
<ol style="list-style-type: none"> Introduction to Mass Communication: Theory and Practice by PK Barua Understanding Media: The Extensions of Man by Marshall McLuhan 														

1 Name of the faculty: MASS COMMUNICATION								
2. Course Name	Reporting & Editing	L	T	P				
3. Course Code	JM403	3	1	0				
4. Type of Course (use tick mark)		Core ()	DE ()	FC ()				
5. Pre-requisite (if any)	Graduation in any discipline	6. Frequency (Annual)						
7. Total Number of Lectures, Tutorials, Practical								
	Lectures = 30	Tutorials = 10	Practical = 00					
8. COURSE OBJECTIVES: To equip students with the essential skills and knowledge required to excel in the field of reporting and editing, enabling them to produce accurate, compelling, and ethical news stories.								
9. COURSE OUTCOMES (CO): <i>After the successful course completion, learners will develop following attributes:</i>								
COURSE OUTCOME (CO)	ATTRIBUTES							
CO1	Develop proficiency in journalistic writing, reporting, and editing skills.							
CO2	Enhance critical thinking and analytical skills necessary for evaluating news stories and ensuring accuracy and fairness.							
CO3	Cultivate effective communication and collaboration skills within a newsroom environment.							
CO4	Familiarize students with ethical considerations and legal aspects related to reporting and editing in mass communication.							
CO5	Acquire a comprehensive understanding of the principles and practices of news reporting and editing.							
10. Unit wise detailed content								
Unit-1	Number of lectures = 08	Title of the unit: Introduction to Reporting and Editing		Mapped CO: 1,2				
The role of reporting and editing in mass communication, Elements of news writing and story structure, News sources and information gathering techniques, Principles of fact-checking and verification								
Unit-2	Number of lectures =08	Title of the unit: News Reporting Techniques		Mapped CO: 2, 3				
Research and investigative reporting, Interviewing skills and techniques, beat reporting and specialized reporting, Writing headlines and leads for news stories								
Unit-3	Number of lectures = 08	Title of the unit: Editing and Newsroom Management		Mapped CO: 1,2, 3				
News editing principles and practices, Copyediting and proofreading techniques, Newsroom organization and workflow, Editorial decision-making and news judgment								
Unit-4	Number of lectures = 08	Title of the unit: Digital Journalism and Multimedia Reporting		Mapped CO: 3, 4				
Introduction to digital journalism and online reporting, social media for news gathering and dissemination, Multimedia storytelling techniques Ethical considerations in digital journalism								
Unit-5	Number of lectures = 08	Title of the unit: Legal and Ethical Aspects of Reporting and Editing		Mapped CO: 3,4,5				
Media ethics and codes of conduct, Defamation and libel laws, Privacy and confidentiality in journalism, Copyright and fair use in reporting								
11. CO-PO mapping								
COs	Attributes	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	Develop proficiency in journalistic writing, reporting, and editing skills.	2	3	1	2	3	2	2
CO2	Enhance critical thinking and analytical skills necessary for evaluating news stories and ensuring accuracy and fairness.	3	2	2	3	2	3	1
CO3	Cultivate effective communication and collaboration skills within a newsroom environment.	2	1	3	2	2	3	2
CO4	Familiarize students with ethical considerations and legal aspects related to reporting and editing in mass communication.	3	3	3	1	3	2	3
CO5	Acquire a comprehensive understanding of the principles and practices of news reporting and editing.	3	1	2	1	2	1	2
3 Strong contribution, 2 Average contribution, 1 Low contribution								
12. Brief description of self-learning / E-learning component								
1. https://www.youtube.com/watch?v=9uh-6jkZsQ 2. https://www.youtube.com/watch?v=ZbkA06h4dvk								
13. Books recommended:								
The Elements of Journalism: What Newspeople Should Know and the Public Should Expect" by Bill Kovach and Tom Rosenstiel Writing and Reporting News: A Coaching Method" by Carole Rich The Associated Press Stylebook" by The Associated Press On Writing Well: The Classic Guide to Writing Nonfiction" by William Zinsser Data Journalism: Inside the Global Future" by Tom Felle, John Mair, and Damian Radcliffe								

1 Name of the faculty: MASS COMMUNICATION											
2. Course Name	Broadcast Journalism			L	T	P					
3. Course Code	JM404			3	1	0					
4. Type of Course (use tick mark)				Core (√)	DE ()	FC ()					
5. Pre-requisite (if any)	Graduation in any discipline	6. Frequency (use tick marks)	Even ()	Odd (√)	Either Sem ()	Every Sem ()					
7. Total Number of Lectures, Tutorials, Practical											
Lectures = 30			Tutorials = 10		Practical = 0						
8. COURSE OBJECTIVES: To equip students with the essential knowledge, skills and ethical principles required for effective broadcast journalism practices, emphasizing efficiency in reporting, anchoring, production and editorial decision-making, while preparing them to adapt to the evolving landscape of digital broadcasting and embrace emerging trends and technologies											
9. COURSE OUTCOMES (CO): <i>After the successful course completion, learners will develop following attributes:</i>											
COURSE OUTCOME (CO)	ATTRIBUTES										
CO1	Develop proficiency in broadcast reporting, anchoring and production techniques										
CO2	Hone skills in writing clear, concise and engaging broadcast scripts for various formats										
CO3	Explore ethical considerations and legal frameworks relevant to broadcast journalism in India										
CO4	Understand the role of diversity and inclusion in shaping broadcast news coverage										
CO5	Analyse emerging trends and technologies shaping the future of broadcast journalism in India										
10. Unit wise detailed content											
Unit-1	Number of lectures = 08	Title of the unit: Fundamentals of Broadcast Journalism Mapped CO: 1,2									
History and Evolution of Broadcast Media, Roles and Responsibilities of Broadcast Journalists, Principles of News Values and Story Selection, Ethical Consideration in Broadcast Journalism, Contemporary Challenges in Broadcast News											
Unit-2	Number of lectures = 08	Title of the unit: Reporting and Anchoring for Broadcast Mapped CO: 2,3									
News Gathering Techniques for Broadcast, Interviewing Skills and Conducting Broadcast Interviews, Writing Clear, Concise and Engaging Broadcast Scripts, Field Reporting and Field Reporting Techniques Presentation Skills and On-Camera Performance											
Unit-3	Number of lectures = 08	Title of the unit: Producing and Directing Broadcast Content Mapped CO: 3									
Fundamentals of Broadcast Production and Directing, Planning and Scripting of Broadcast News Programs, Multi-Camera Production Techniques and Studio operations, Directing for Broadcast, Video and Audio Editing, Graphics and Visual Effects, in Broadcast Journalism											
Unit-4	Number of lectures = 08	Title of the unit: Newsroom Management and Editorial Decisions Mapped CO: 3,4									
Newsroom Organisation and Workflow in Broadcast Setting, Editorial Meeting, Story Assignments and Deadline Management, Handling Breaking News and Crisis Situations, Legal and Regulatory issues in Broadcast journalism, Diversity and Inclusion in Broadcast News Coverage											
Unit-5	Number of lectures = 08	Title of the unit: Emerging Trends and Future of Broadcast Journalism Mapped CO: 4,5									
Recent Transformation in Broadcast Media, Convergence of Broadcast and Digital Platforms, Citizen Journalism and User-Generated Content in Broadcasting, Adapting to Broadcast Technology and Equipment, Career Opportunities and Challenges in Broadcast Journalism											
11. CO-PO mapping											
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	2	2	1	1	3	2	2	1
CO2	2	2	2	1	1	1	2	3	3	2	1
CO3	2	2	2	1	1	1	1	3	3	3	1
CO4	2	2	1	1	1	1	2	3	3	3	1
CO5	2	2	1	1	3	1	1	1	2	2	1
3 Strong contribution, 2 Average contribution, 1 Low contribution											
12. Brief description of self-learning / E-learning component											
1. https://study.com/academy/lesson/introduction-to-journalism-history-society.html 2. https://youtu.be/sfMI-umTz_8?si=OtGRHurTgkgXRCFi											
13. Books recommended:											
1. Introduction to Mass Communication: Theory and Practice by P.K. Barua 2. Understanding Media: The Extension of Man by Marshall McLuhan											

1 Name of the faculty: Journalism & Mass Communication											
2. Course Name	News Anchoring & Reporting			L	T	P					
3. Course Code	JM 406			3	0	1					
4. Type of Course (use tick mark)				Core ()	DE ()	FC ()					
5. Pre-requisite (if any)	Graduation in any discipline	6. Frequency (use tick marks)	Even ()	Odd (√)	Either Sem ()	Every Sem ()					
7. Total Number of Lectures, Tutorials, Practical											
Lectures =		Tutorials =		Practical =							
8. COURSE OBJECTIVES: To Equip students with the practical skills, techniques, and confidence required to excel in newsroom anchoring and reporting, fostering a Comprehensive understanding of broadcast journalism practices and preparing them for successful career in the field.											
9. COURSE OUTCOMES (CO): <i>After the successful course completion, learners will develop following attributes:</i>											
COURSE OUTCOME (CO)		ATTRIBUTES									
CO1	Develop proficiency in newsroom anchoring and reporting techniques through hands-on practical activities.										
CO2	Enhance interviewing, storytelling and presentation skills for effective communication in broadcast journalism.										
CO3	Gain experience in live reporting, field reporting and handling breaking news situations in a simulated newsroom environment.										
CO4	Learn to incorporate multimedia elements and utilize social media platforms for engaging news content delivery.										
CO5	Prepare for careers in newsroom anchoring and reporting through internship placements and portfolio development.										
10. Unit wise detailed content											
Unit-1	Number of lectures =	Title of the unit:									
Mock News Bulletin: Divide students into groups and assign them roles such as news anchor, reporter, weather presenter, etc. Then can script and present a mock news Bulletin covering various news stories.											
Field Reporting Simulation: Arrange a field reporting simulation where students are given specific scenarios or events to cover as reporters. They can practice conducting interviews, gathering information, and reporting live from the scene.											
Interview Practice: Organize mock interview sessions where students take turns playing the role of interviewer and interviewee. Provide feedback on interview techniques, body language, and questioning skills.											
Panel Discussion: Arrange a panel discussion on a current affairs topic relevant to journalism. Students can take on different roles such as moderator, panelists, and audience members, discussing various viewpoints and engaging in debate.											
Field Trip to News Organizations: Organize visits to local news organizations or television studios where students can observe professional newsroom operations and interact with practicing journalists and news anchors.											
Editing and Packaging: Teach students basic video editing skills using software like Adobe Premiere or Final Cut Pro. Task them with editing raw footage into news packages, adding graphics and voiceovers to enhance storytelling.											
Guest Speaker Sessions: Invite experienced journalists, news anchors, or media professionals to conduct workshops or Q&A sessions with students, sharing insights and tips from their own experiences in the field.											
These practical activities provide hands-on experience and skills development in newsroom anchoring and reporting, allowing students to apply theoretical knowledge in real-world scenarios.											
11. CO-PO mapping											
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	3	1	2	3	2	2	1	2	3	1
CO2	3	2	2	3	2	3	1	2	1	2	1
CO3	2	1	3	2	2	3	2	2	3	1	3
CO4	3	3	3	1	3	2	3	3	1	2	2
CO5	3	1	2	1	2	1	2	3	2	1	2
3 Strong contribution, 2 Average contribution, 1 Low contribution											
12. Brief description of self-learning / E-learning component											

1. https://www.youtube.com/watch?v=HJKLe_en8x8
2. <https://www.youtube.com/watch?v=nK9jjsqunWo>

13. Books recommended:

Broadcast News Handbook: Writing, Reporting and Producing by C.A. Tuggle, Forrest Carr, and Suzanne Huffman
The News Manual: A Professional Resource for Journalists and the Media” by the International Institute for Journalism.