

SEMESTER – I

1. Name of the Faculty: MASS COMMUNICATION															
2. Course Name		INTRODUCTION TO JOURNALISM						L		T		P			
3. Course Code		JM101						3		1		0			
4. Type of Course (use tick mark)							Core ()		DE ()		FC (√)				
5. Pre-requisite (if any)			10+2 in any discipline			6. Frequency (use tickmarks)		Even ()		Odd (√)		Either Sem ()		Every Sem ()	
7. Total Number of Lectures, Tutorials, Practicals															
Lectures = 30				Tutorials = 10				Practical = Nil							
8. COURSE OBJECTIVES: The main objective of this course is to introduce Journalism to students and outline the various developments. The goal is to give a comprehensive understanding of journalism across various mediums and comprehend the policies of various corporate news houses as also government curbs and regulations so students get an overview of Journalism.															
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 their significance.													
CO2		Students should be able to identify early communication systems, 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 electronic, 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 and Origin of Journalism				Mapped CO: 1, 2						
Concept and Origin of Journalism, Principles of Journalism, Role and responsibilities of Journalists, News Values and Elements															
Unit-2		Number of lectures =08			Title of the unit: History of press and journalism in India				Mapped CO: 2, 3						
Early Communication systems in India- Evolution of Journalism in India, The Indian language press and the establishment of news agencies, Role of the Press in the India's, Birth of All India Radio															
Unit-3		Number of lectures = 08			Title of the unit: Journalism and news				Mapped CO: 3						
What is News, Elements of news, Structure and Format of News Reports, Inverted Pyramid writing style, Datelines and Bylines															
Unit-4		Number of lectures = 08			Title of the unit: Indian Media and media consumption in current era				Mapped CO:3, 4						
Impact of Liberalization on Indian Media, rise of Television Journalism and Convergence, media consumption.															
Unit-5		Number of lectures = 08			Title of the unit: Governments regulation on the Media				Mapped CO: 4, 5						
The Government's regulation on the Media, The Press Council, The Press Commission, Editors Guild of India etc. TRP															
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															
<ol style="list-style-type: none"> https://study.com/academy/lesson/introduction-to-journalism-history-society.html https://www.youtube.com/watch?v=rZFbQEzCLc http://www.legalserviceindia.com/legal/article-407-is-the-media-as-the-4th-pillar-of-democracy-losing-its-credibility-.html https://www.weforum.org/agenda/2018/02/how-should-we-regulate-the-flow-of-online-content-here-are-three-crucial-facts-in-the-debate-over-digital-media/ https://www.youthkiawaaz.com/2011/04/language-press-in-india/ 															
13. Books recommended:															
<ol style="list-style-type: none"> Introduction to Journalism, Rudin Richard, Taylor & Francis Ltd Handbook of Journalism and Mass Communication, Aggarwal Virbala, Concept Publishing Co. Theory and Practice of Journalism, Tony Harcup, Sage Press 															

1. Name of the Faculty: MASS COMMUNICATION											
2. Course Name	PRINCIPLES OF MASS COMMUNICATION			L	T	P					
3. Course Code	JM102			3	1	0					
4. Type of Course (use tick mark)				Core ()	DE ()	FC (√)					
5. Pre-requisite (if any)	10+2 in any discipline	6. Frequency (use tickmarks)	Even ()	Odd (√)	Either Sem ()	Every Sem ()					
7. Total Number of Lectures, Tutorials, Practicals											
Lectures = 30		Tutorials = 10		Practical = Nil							
8. COURSE OBJECTIVES: The main objective of this course is to Understanding of the basic factors affecting mass communication and mass media, society's impact on the media and the media's impact on individuals and society. Development of analytical and critical thinking skills concerning the mass media and mass media messages.											
9. COURSE OUTCOMES (CO): <i>After the successful course completion, learners will develop following attributes:</i>											
COURSE OUTCOME (CO)	ATTRIBUTES										
CO1	Student should learn about Introduction, definition and elements of communication.										
CO2	Students learn about Various types of communication.										
CO3	Students learn about different Models of communication.										
CO4	Students will understand how technology is changing media trends globally										
CO5	Students will learn about press theories, media manipulation, how News is going Global.										
10. Unit wise detailed content											
Unit-1	Number of lectures = 08	Title of the unit: Communication & Basic Models			Mapped CO: 1						
Communication & Basic Models: Definitions, Meaning of Communication, Types of Communication, Elements of Effective Communication, Communication Process											
Unit-2	Number of lectures =08	Title of the unit: Types of Communication			Mapped CO: 2						
Seven C's of Communication, Barriers to Communication, Functions of communication – Effects, Strategies for Effective Communication, Various Theories of Communication.											
Unit-3	Number of lectures = 08	Title of the unit: Models of Communication			Mapped CO: 3						
Various Models of Communication: Gatekeeper Model, Dance Helix Model, Osgood Model, Newcomb Model, Lasswell's Model, Gerbner Model, William Schramm Model											
Unit-4	Number of lectures = 08	Title of the unit: Changing Concept of Mass Communication			Mapped CO: 4						
Changing definition of Mass in Communication, Literacy and Communication, Audience Segmentation, Convergence as a Global Mass Communication trend											
Unit-5	Number of lectures = 08	Title of the unit: Press Theories			Mapped CO: 5						
Press Theories, Media Manipulation, Political Communication, Political Socialization, Communication Politics, New Trends in Mass Communication											
11. CO-PO mapping											
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	3	2	1	2	1	1	2	3	3	3	2
CO2	3	3	1	2	1	1	1	3	3	3	2
CO3	3	3	2	2	1	1	1	3	3	3	2
CO4	1	2	2	2	1	1	2	3	3	2	1
CO5	3	2	3	2	3	2	2	2	3	3	3
3 Strong contribution, 2 Average contribution, 1 Low contribution											
12. Brief description of self-learning / E-learning component											
https://courses.lumenlearning.com/suny-rockland-coursesupport/chapter/communication-theory/ http://www.legalserviceindia.com/legal/article-407-is-the-media-as-the-4th-pillar-of-democracy-losing-its-credibility-.html https://www.utwente.nl/_uc/f32b97e4401021a2d8f00d5e2e5030c0add13d6eed6e400/Communication%20Theories%20University%20of%20Twente%20-%20UTwente%20-%20The%20Netherlands.pdf https://www.youtube.com/watch?v=5a9AQeSF11Y											
13. Books recommended:											
1. Introduction to Mass Communication: Media Literacy and Culture, Stanley Baran, McGraw-Hill 2. Mass Communication in India, Keval J. Kumar, Jaico Impression, 5th Edition 3. Introduction to Communication, Joshua Dickhaus, Cognella Academic Publishing, 1st Edition.											

1. Name of the Faculty: MASS COMMUNICATION											
2. Course Name	REPORTING & EDITING			L	T	P					
3. Course Code	JM103			3	1	0					
4. Type of Course (use tick mark)				Core (√)	DE ()	FC ()					
5. Pre-requisite (if any)	10+2 in any discipline	6. Frequency (use tickmarks)	Even ()	Odd (√)	Either Sem ()	Every Sem ()					
7. Total Number of Lectures, Tutorials, Practicals											
Lectures = 30		Tutorials = 10		Practical = Nil							
8. COURSE OBJECTIVES: To equip students with the develop skills of Writing. Students will learn the elements of News and write down basic news on various beats using the simple News writing formula. They will also learn Editing news copy, structuring it, checking grammar, punctuation and syntax and Editing the same to make it news worthy.											
9. COURSE OUTCOMES (CO): <i>After the successful course completion, learners will develop following attributes:</i>											
COURSE OUTCOME (CO)	ATTRIBUTES										
CO1	Student will learn about correct writing style										
CO2	Students will be taught the way one can check punctuation, grammar, syntax before submitting copy										
CO3	Students will be able to write basic news copy through practice assignments										
CO4	Students will understand how to headline their copy, when to seek a byline for a story and the Newsman's Code of Conduct										
CO5	Students will be able to apply their learnings and analyze news content for its value and newsworthiness										
10. Unit wise detailed content											
Unit-1	Number of lectures = 08	Title of the unit: Basic Reporting			Mapped CO: 1, 2						
Basic News Elements that make a story worth publishing, Outlining Story Routine, Verifying and Balancing story, News room culture and hierarchy											
Unit-2	Number of lectures =08	Title of the unit: Types of Reporting			Mapped CO:3						
Principles of Reporting, Various Beats and styles, Problems faced by a reporter, News Sourcing, News elements, Fact Checking											
Unit-3	Number of lectures = 08	Title of the unit: Editing			Mapped CO: 3, 4						
The old Editing tools and techniques, Computer aided Editing, Copy Selection, Style Sheets followed in usual Newspaper editorials, Editorial Structure, Editing and Copy reading symbols											
Unit-4	Number of lectures = 08	Title of the unit: Advanced Editing Tools			Mapped CO: 4						
Editing Techniques, Principles of rewriting, Headline Writing, Maintaining balance and accuracy, Referencing and Archiving											
Unit-5	Number of lectures = 08	Title of the unit: Practice Sessions			Mapped CO: 4, 5						
Practice copy writing and editing sessions over a beat, mastering the art of referencing and archiving											
11. CO-PO mapping											
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	3	3	2	2	2	2	2	1	3	3	3
CO2	2	3	2	2	1	1	2	3	3	2	3
CO3	2	3	2	3	2	2	2	3	3	2	3
CO4	3	2	3	3	2	3	2	2	3	3	3
CO5	3	2	3	1	2	3	3	3	3	2	2
3 Strong contribution, 2 Average contribution, 1 Low contribution											
12. Brief description of self-learning / E-learning component											
1. https://courses.lumenlearning.com/suny-rockland-coursesupport/chapter/communication-theory/http://www.nraisnc.com/wp-content/uploa											
2. ds/2018/04/Electronic-Media.pdf											
3. https://www.youtube.com/watch?v=rZFbQEzclLc											
4. https://www.youtube.com/watch?v=3B-FamWu21g											
5. https://www.youtube.com/watch?v=5a9AQeSF1Y											
13. Books recommended:											
1. Reporting and Editing Process, David Winterston, Centrum Press											
2. Reporting : A Practical Guide to the Craft of Journalism, Tim Harrower, Tata McGraw Hill											
3. Editing by BN Ahuja and SS Chabra, Surjeet Publications											

1. Name of the Faculty: Mass Communication											
2. Course Name	FILM APPRECIATION			L	T	P					
3. Course Code	JM104			3	1	0					
4. Type of Course (use tick mark)				Core (v)	DE ()	FC ()					
5. Pre-requisite (if any)	10+2 in any discipline	6. Frequency (use tickmarks)	Even ()	Odd (v)	Either Sem ()	Every Sem ()					
7. Total Number of Lectures, Tutorials, Practicals											
Lectures = 30		Tutorials = 10		Practical = Nil							
8. COURSE OBJECTIVES: The course provides students foundational ideas in film studies. The course explores cinema from different countries and familiarises students with the main features of audio-visual language and grammar.											
9. COURSE OUTCOMES (CO): <i>After the successful course completion, learners will develop following attributes:</i>											
COURSE OUTCOME (CO)		ATTRIBUTES									
CO1	Familiarity with fundamentals of Communication through Films										
CO2	Knowledge of the major cinema movements										
CO3	Appreciate quality world cinema										
CO4	Comprehend stylistic and narrative choices and learn to use them										
CO5	Critically analyse and review cinema										
10. Unit wise detailed content											
Unit-1	Number of lectures = 08	Title of the unit: The Evolution of Cinema			Mapped CO: 1, 2, 3, 5						
Eadweard Muybridge, Lumiere Brothers, Thomas Edison, George Melius, D. W. Griffith.											
Unit-2	Number of lectures = 08	Title of the unit: Soviet Montage			Mapped CO: 1, 2, 3, 4						
Lev Kuleshov, Sergie Eisenstein, Dziga Vertov, Vsevolod Pudovkin, The birth of montage, Types of montage											
Unit-3	Number of lectures = 08	Title of the unit: European Cinema Movements			Mapped CO: 1, 2, 3, 4						
German Expressionism, French New wave, Italian Neorealism.											
Unit-4	Number of lectures = 08	Title of the unit: Indian Cinema			Mapped CO: 1, 5						
Satyajit Ray, Ritwik Ghatak, Shayam Benegal, Mirinal Sen, Guru Dutt.											
Unit-5	Number of lectures = 08	Title of the unit: Asian Cinema			Mapped CO: 3, 5						
Iranian Cinema, Korean Cinema.											
11. CO-PO mapping											
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	3	2	2	2	2	2	3	1	2	1
CO2	2	2	2	2	2	2	3	3	1	2	1
CO3	2	2	2	2	2	2	2	3	1	2	1
CO4	3	3	2	3	2	2	3	3	1	3	1
CO5	3	3	3	3	2	2	3	3	3	3	1
3 Strong contribution, 2 Average contribution, 1 Low contribution											
12. Brief description of self-learning / E-learning component											
1. https://www.youtube.com/user/RJFilmSchool/videos											
2. https://www.youtube.com/watch?v=TARsoxST0tQ											
3. https://www.youtube.com/watch?v=Nz5zQt5QO3Y											
13. Books recommended:											
1. Ray, Satyajit. (2005). Speaking of films. New Delhi : New York, N.Y : Penguin Books India ; Penguin Group (USA)											
2. Bazin, A. (1967). What is cinema: Vol. I and Vol. II. Berkeley: University of California Press.											
3. Truffaut, F. (2015). Hitchcock. United Kingdom: Simon & Schuster.											

1. Name of the Faculty: Mass Communication											
2. Course Name	PRINT MEDIA DESIGN & PRODUCTION							L	T	P	
3. Course Code	JM105							0	0	8	
4. Type of Course (use tick mark)								Core (√)	DE ()	FC ()	
5. Pre-requisite (If any)	10+2 in any discipline			6. Frequency (use tick marks)			Even ()	Odd (√)	Either Sem ()	Every Sem ()	
7. Total Number of Lectures, Tutorials, Practicals											
Lectures = Nil				Tutorials = Nil				Practical = 80			
8. COURSE OBJECTIVES: An ability to apply content analysis techniques to produce a research report that critically examines some facet of the news media.											
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 aesthetics of Layout and Design									
CO2		Students should know different popular font families and when and where to use them									
CO3		Students must know the various terminology associated with Newspaper Design as also use of colour, visuals and infographics in design									
CO4		Students should understand the design ethics of Newspaper (Broadsheets) and Tabloids									
CO5		Students should know the pre-process of print production and visit a press to witness the publication process									
10. Unit wise detailed content											
<ol style="list-style-type: none"> Introduction to Layout and Design History of Design and Layout and evolving Design Design Typography and Other Elements like use of Colour, Terminology History of typefaces and fonts Tech Specs of Newspapers and Redesign rules Introduction to design styles of broadsheets and tabloids Basics of Pre-Press Processing, Colour Separation, Plate making etc Importance of Visuals: Photos Importance of Photos: Infographics Mastering Special features, Tabloids and Magazines Creating News Letters, Page Design E-Flyers etc. 											
11. CO-PO mapping											
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	3	3	2	3	1	1	2	3	2	1	3
CO2	2	3	2	2	1	1	2	3	3	2	3
CO3	3	3	1	2	1	1	2	3	3	2	3
CO4	3	3	1	1	1	1	2	3	3	2	3
CO5	2	2	1	3	2	1	1	3	3	1	3
3 Strong contribution, 2 Average contribution, 1 Low contribution											
12. Brief description of self-learning / E-learning component											
<ol style="list-style-type: none"> E-papers from various Broadsheets—International and National—e.g. The Times, The Guardian, The Sunday Times, The New Yourk Times, The Times of Imndia, The Hindustan Times, The Indian Express, The Hindu E-papers of various tabloids-- International and National—The Sun, The Mirror, News of the World, MAiul Today etc 											
13. Books recommended:											
<ol style="list-style-type: none"> Newspaper Design by Tim Harrower Brown & Benchmark Art and Print Production by NN Sakar Oxford University Press Newspaper Layout and Design..... 											

1. Name of the Faculty: Mass Communication											
2. Course Name	Seminar Presentation I			L	T	P					
3. Course Code	JM106			0	0	8					
4. Type of Course (use tick mark)				Core (√)	DE ()	FC ()					
5. Pre-requisite (If any)	10+2 in any discipline	6. Frequency (use tickmarks)	Even ()	Odd (√)	Either Sem ()	Every Sem ()					
7. Total Number of Lectures, Tutorials, Practicals											
Lectures = Nil		Tutorials = Nil		Practical = 80							
8. COURSE OBJECTIVES: After completion of this course students should be able to Compose, assess, and incorporate individual input to produce effective team project output.											
9. COURSE OUTCOMES (CO): After the successful course completion, learners will develop following attributes:											
COURSE OUTCOME (CO)	ATTRIBUTES										
CO1	Students should be able to clear their doubts regarding their career options in the media industry										
CO2	Students will be able to interact with professionals from different fields as an ice breaking session to the real industry										
CO3	Students should be able to develop a more confident attitude which will help them become a professional										
CO4	Students should be able to gain more and more hands of knowledge/training of the industry										
CO5	Students should be able to learn the latest trends and career options in media										
10. Unit wise detailed content											
Guest lectures /seminars by the industry professionals would be organized at the department(online/offline) in the related subjects so that the students can get an idea of the industry, clear their doubts, queries and have an idea of what specialization they would be best suited for and therefore they can have a target for themselves as they move towards final semesters.											
Field trips would be arranged by the department for the students to witness the real atmosphere of the industry, TV newsroom, radio stations, advertisement and PR agencies											
Students will learn Industry Interface, Soft Skills, Presentation Skills through Practice sessions											
11. CO-PO mapping											
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	3	2	2	2	1	2	3	2	3	2
CO2	2	3	2	3	2	1	3	2	3	1	2
CO3	2	3	2	3	2	1	3	1	1	3	2
3	2	3	1	2	2	2	2	2	3	3	1
CO5	2	2	2	3	2	1	1	1	1	2	3
3 Strong contribution, 2 Average contribution, 1 Low contribution											