

1 Name of the faculty: JOURNALISM & MASS COMMUNICATION														
2. Course Name	Media & Society			L	T	P								
3. Course Code	JM407			3	1									
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: a. To make students aware of contemporary media development and challenges in India. b. To help students develop the capability to assess, criticize and appreciate the role of media in fulfilling the aspirations of people.														
9. COURSE OUTCOMES (CO): <i>After the successful course completion, learners will develop following attributes:</i>														
COURSE OUTCOME (CO)		ATTRIBUTES												
CO1	Student will be able to learn about the importance and responsibility of media in the society.													
CO2	Students will be able to critically analyze media and society related issues.													
CO3	Students will learn about the freedom of press and rules regulation .													
CO4	Students will analyze the media content and critical study of media .													
CO5	Students will learn about social moments and cultural moments.													
10. Unit wise detailed content														
Unit-1	Number of lectures = 8	Title of the unit : Mass media and society, Mapped CO : 1												
Importance of media, critical analysis of the role of media, media impact on society, social responsibility of media.														
Unit-2	Number of lectures =8	Title of the unit : Ownership of media content, Mapped CO : 2												
Ownership of media, Internal and external threats, pressures on media – media regulations, issues of social class, poverty, development and public health. Media credibility: factors affecting media credibility, contemporary issues, media performance and its role.														
Unit-3	Number of lectures =08	Title of the unit : Media and democracy, Mapped CO : 3												
Public sphere, Freedom of speech and expression, Right To Information, Right to privacy and media as a watchdog.														
Unit-4	Number of lectures = 08	Title of the unit : Mass media and public interest, Mapped CO : 4												
A critical study of media, Analysis of media contents, its role in serving public; marginalized groups.														
Unit-5	Number of lectures = 08	Title of the unit : Role of media in social movements, Mapped CO : 5												
Role of media in social movements: political – cultural movements, national integration, communal harmony.														
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														
https://youtu.be/JDcS7HX7W-c														
https://youtu.be/R6y1dWuU5GM														
13. Books recommended:														
1–Media and Society : Exploring the Impact of Mass Communication by Dr . Vivek Singh														
2–Media and Society by James Curran (Anthology Editor) , David Hesmondhalgh (Anthology Editor)														

1 Name of the faculty: JOURNALISM & MASS COMMUNICATION															
2. Course Name	Research Method in Mass Communication			L	T	P									
3. Course Code	JM408														
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 research in mass communication is to understand how media influences society, public opinion, and individual behavior, identify uncover pattern, test theories, evaluate media effectiveness, understand audience needs, anticipate trends and guide media development.															
9. COURSE OUTCOMES (CO):															
<i>After the successful course completion, learners will develop following attributes:</i>															
COURSE OUTCOME (CO)	ATTRIBUTES														
CO1	Student should understand the need and practice and various types of research in academia.														
CO2	Students should be able to understand Hypothesis, Sampling and various types of research tools.														
CO3	Students will be able to outline the importance of ethics and need of measurement scale.														
CO4	Students will be able to outline the requirements of Content Analysis and advertising research and Referencing styles.														
CO5	Students will be introduced to various PR and Broadcasting Research.														
10. Unit wise detailed content															
Unit-1	Number of lectures = 08	Title of the unit: Research Need and various types Mapped CO:1													
Research meaning, characteristics, Steps and types of Research (Quantitative and qualitative research and its various types), Variables (Dependent, independent, Intervening, Confounding etc.)															
Unit-2	Number of lectures =08	Title of the unit: Hypothesis, Sampling and use of tools Mapped CO:2													
Hypothesis and its types, Sampling (Probability and non-probability), tools use in data collection (Interview, Questionnaire, Survey, Case Study, Focus Group etc.)															
Unit-3	Number of lectures =08	Title of the unit: Importance of Ethics, and need of measurement scale Mapped CO:3													
Ethics in Research, Plagiarism (Mosaic, Direct, Accidental etc.) Referencing styles (APA, MLA, CMS) software use in data analysis, Measurement Scale (Nominal, Ordinal, Interval and Ratio Scales) Altitudinal Scale (Likert, Thurston and Gutman)															
Unit-4	Number of lectures = 08	Title of the unit: Content Analysis and Advertising Research Mapped CO:4													
History of Content Analysis, Texts (Five types of text) Steps, Ad Research, Types (Pre-testing, Concurrent Testing, Post-Testing, Copy Research, Media Research, Campaign Assessment) Ad Research Methods, Recall Studies.															
Unit-5	Number of lectures = 08	Title of the unit: PR & Broadcasting Research Mapped CO:5													
(a)Communication Audit, PEST Analysis Swot Analysis, Critical Incident, Discourse Analysis (b)Rating Research, Non-Rating Research, Dairy Method.PPM.TRP, GRP, TRP Measurement in India (DART, INTAM, TAM, A-MAP, BARC) Frequency, Impression, Conversion Telephone Coincident)															
11. CO-PO mapping															
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7		PSO1	PSO2	PSO3	PSO4			
CO1	2	2	1	2	1	1	2		3	3	3				
CO2	2	3	1	1	2	1	2		3	2	3				
CO3	2	2	1	1	1	1	2		3	3	3				
CO4	2	2	1	1	2	1	2		3	2	3				
CO5	2	1	1	1	2	1	2		3	3	2				
3 Strong contribution, 2 Average contribution, 1 Low contribution															
12. Brief description of self-learning / E-learning component															
1. https://www.voxco.com/blog/research-design/#:~:text=Research%20design%20refers%20to%20the,in%20the%20future%20as%20well. 2. https://www.scribbr.com/methodology/research-design/ 3. https://research-methodology.net/research-methodology/research-design/ 4. https://www.youtube.com/watch?v=ISX4oRf9pBE															
13. Books recommended:															
(1) Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches: Arthur Asa Berger: (2) Mass Media Research: An Introduction Roger D. Wimmer, Joseph R. Dominick (3) Communication Research: Strategies and Sources by Rebecca B. Rubin, et al. Call															

1 Name of the faculty: Mass Communication											
2. Course Name	Convergent Journalism			L	T	P					
3. Course Code	JM 409			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 = 0							
8. COURSE OBJECTIVES: To Equip students with the knowledge, skills, and ethical principles required for effective storytelling and news production in a convergent media environment, covering multimedia storytelling techniques, data journalism, newsroom management, and emerging technologies, while preparing them to adapt to the evolving landscape of journalism and embrace innovative approaches to storytelling and audience engagement.											
9. COURSE OUTCOMES (CO): <i>After the successful course completion, learners will develop following attributes:</i>											
COURSE OUTCOME (CO)	ATTRIBUTES										
CO1	Analyze the relationship between media and society, exploring its influence on culture, politics, and social change.										
CO2	Critically evaluate media representations and stereotypes, examining their impact on perceptions of identity and social issues.										
CO3	Understand the role of media in shaping public opinion, political discourse, and democratic processes.										
CO4	Investigate the role of media in promoting social change, activism, and advocacy for social justice.										
CO5	Examine ethical considerations and responsibilities in media production, consumption, and regulation.										
10. Unit wise detailed content											
Unit-1	Number of lectures = 08	Title of the unit: Overview of Convergent Journalism: Concepts and Evolution			Mapped CO:1,2						
Convergence Models and Integrated Newsrooms, Role of Technology in Convergent Journalism Changing Media Consumption Patterns and Audience Behavior, Challenges and Opportunities in Convergent News Production											
Unit-2	Number of lectures =08	Title of the unit: Multimedia Storytelling Techniques			Mapped CO:1,3,5						
Principles of Multimedia Journalism: Text, Image, Audio, Video, Digital Storytelling Platforms and Tools, Interactive and Immersive Storytelling Techniques, Mobile Journalism (MoJo) and Citizen Journalism, Ethical Considerations in Multimedia Storytelling											
Unit-3	Number of lectures = 08	Title of the unit: Data Journalism and Visualization			Mapped CO:2,4						
Introduction to Data Journalism: Gathering, Analyzing, and Visualizing Data, Data Sources and Tools for Journalists, Data-driven Storytelling Techniques and Narratives Visualization Techniques: Infographics, Charts, Maps, Ethics and Accuracy in Data Journalism											
Unit-4	Number of lectures = 08	Title of the unit: Convergent Newsroom Management			Mapped CO:3,5						
Organizational Structures and Workflow in Convergent Newsrooms, Collaboration and Communication Across Media Platforms Content Management Systems (CMS) and Digital Publishing, Audience Engagement Strategies: Social Media, Comments, Feedback, Monetization and Sustainability in Convergent Journalism											
Unit-5	Number of lectures = 08	Title of the unit: Emerging Trends and Future of Convergent Journalism			Mapped CO:4,5						
Artificial Intelligence (AI) and Automated Journalism, Augmented Reality (AR) and Virtual Reality (VR) in Journalism, Blockchain Technology and its Impact on News Distribution, Innovations in Convergent Storytelling and Audience Interaction, Career Opportunities and Challenges in Convergent Journalism											
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:											
1. Convergent Journalism: An Introduction" by Surabhi Malik 2. Multimedia Storytelling: Principles and Practices" by Arun Sharma											

1 Name of the faculty: Mass Communication											
2. Course Name		Feature Writing				L		T		P	
3. Course Code		JM 411				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 = 0			
8. COURSE OBJECTIVES: To Equip students with the skills, techniques, and ethical principles required to produce compelling and impactful feature stories across various genres and multimedia platforms, while preparing them for successful careers in feature writing and journalism											
9. COURSE OUTCOMES (CO): <i>After the successful course completion, learners will develop following attributes:</i>											
COURSE OUTCOME (CO)		ATTRIBUTES									
CO1		Master the art of crafting engaging feature stories across different genres.									
CO2		Develop interviewing, research, and storytelling skills for effective feature writing									
CO3		Explore multimedia storytelling techniques to enhance feature content.									
CO4		Understand the ethical considerations involved in feature writing and journalism.									
CO5		Prepare for diverse career opportunities in feature writing and journalism.									
10. Unit wise detailed content											
Unit-1		Number of lectures = 08		Title of the unit: Introduction to Feature Writing				Mapped CO:1,2			
Overview of Feature Writing: Definition, Purpose, and Characteristics, Types of Features: Human Interest, Profiles, and Investigative Features, Elements of Effective Feature Writing: Narrative Techniques, Descriptive Language, and Story Structure, Finding Feature Ideas: Observation, Research, and Pitching, Ethical Considerations in Feature Writing											
Unit-2		Number of lectures =08		Title of the unit: Crafting Compelling Feature Stories				Mapped CO:1,3,5			
Developing Engaging Story Ideas and Angles, Conducting In-depth Interviews and Research, Structuring Feature Stories: Lead, Body, and Conclusion Writing Techniques for Feature Stories: Anecdotes, Quotes, and Scene-setting, Editing and Revising Feature Stories for Clarity and Impact											
Unit-3		Number of lectures = 08		Title of the unit: Feature Writing Across Genres				Mapped CO:2,4			
Writing Profiles: Portraits of People and Personalities, Exploring Human Interest Stories: Life's Quirks, Joys, and Sorrows Review Writing: Critiquing Books, Films, Music, and Art, Investigative Features: Uncovering Issues, Exposing Truths, and Advocacy Journalism, Travel Writing: Capturing Places, Cultures, and Experiences											
Unit-4		Number of lectures = 08		Title of the unit: Multimedia Feature Storytelling				Mapped CO:3,5			
Incorporating Multimedia Elements: Images, Videos, and Audio Clips, Interactive Features: Engaging Audiences with Polls, Quizzes, and Surveys, Digital Platforms and Tools for Feature Storytelling, Social Media Promotion and Distribution Strategies, Ethics and Legal Considerations in Multimedia Feature Writing											
Unit-5		Number of lectures = 08		Title of the unit: Professional Practices and Career Development				Mapped CO:4,5			
Pitching Feature Stories to Editors and Publishers, Freelancing and Entrepreneurship in Feature Writing, Collaborative Projects and Teamwork in Feature Production, Building a Portfolio and Establishing a Personal Brand, Career Opportunities and Trends in Feature Writing											
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:											
Feature Writing: The Pursuit of Excellence" by Sherry Turkle and Katrin Verclas The Art of Feature Writing: From Newspaper Features and Magazine Articles to Commentary" by William E. Blundell											

1 Name of the faculty: JOURNALISM & MASS COMMUNICATION															
2. Course Name	MEDIA MANAGEMENT			L	T	P									
3. Course Code	JM411			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 = 03			Tutorials = 01		Practical = 0										
8. COURSE OBJECTIVES: To gain comprehensive knowledge and practical skills in media management , 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	Students should be able to understand the process, principles and functions of management														
CO2	Students should be able to Identify the ownership patterns of mass media in the society														
CO3	Students should be able to learn organizational structure of different departments and their functions														
CO4	Students should be able to qualify management skills.														
CO5	Students should be able to recognize the aspects of planning and execution of program production														
10. Unit wise detailed content															
Unit-1	Number of lectures = 8	Title of the unit: Introduction to Media Management													
Definition, concept of media management. Grammar of electronic & print media.															
Unit-2		Title of the unit: Principles of media management													
Ownership patterns of mass-media in India, Policy formulation – planning and control, private limited companies, public limited companies, trusts, co-operatives, religious institutions.															
Unit-3	Number of lectures = 08	Title of the unit: Organizational structure of different departments													
General management, personnel management, DAVP, INS and ABC, changing roles of editorial staff and other media persons.															
Unit 4	Number of lectures = 08	Title of the unit: Economics of print and electronic media													
capital costs, production costs, commercial polity, advertising and sales strategy, Labour laws, FDI.															
Unit-5	Number of lectures = 08	Title of the unit: Planning and execution of programme production													
Scheduling, transmitting, record keeping, quality control and cost effective techniques, brand promotion, customer relations services.															
11. CO-PO mapping															
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7		PSO1	PSO2	PSO3	PSO4			
CO1	3	1	3	2	3	2	1		3	2	3	1			
CO2	3	3	3	2	1	2	2		3	3	2	1			
CO3	2	3	2	1	2	3	2		3	3	3	1			
CO4	2	3	1	2	3	2	3		3	3	3	1			
CO5	3	1	3	3	2	3	2		1	2	2	1			
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=mB0jhWRiaDQ 2. https://www.youtube.com/watch?v=GR8WpyVOURA 3. https://www.youtube.com/watch?v=mB0jhWRiaDQ															
13. Books recommended:															
1. B.K. Chaturvedi, Media Management, Second Edition, Global Vision Publishing House. 2. Redmond J, Trager R: Media organization management, Biztantra, New Delhi															

1 Name of the faculty/Department: Journalism & Mass Communication								
2. Course Name	TV & Radio Production			L	T	P		
3. Course Code	JM412			0	0	8		
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 = 0		Tutorials = NIL		Practical = 80				
8. COURSE OBJECTIVES: This course aims to equip students with the essential skills and knowledge for effective TV and radio production, focusing on the technical, creative, and organizational aspects of producing quality broadcast content. Students will gain practical experience in all stages of production, from pre-production planning to post-production editing.								
9. COURSE OUTCOMES (CO): <i>After the successful course completion, learners will develop following attributes:</i>								
COURSE OUTCOME (CO)	ATTRIBUTES							
CO1	Understand the principles and processes of TV and radio production							
CO2	Develop scripts and formats for radio and TV programs.							
CO3	Use industry-standard production equipment and software.							
CO4	Produce and direct content for both TV and radio, applying both technical and creative elements.							
CO5	Edit video and audio content, ensuring high-quality production standards.							
10. Detailed content								
In this course, students will actively engage in various activities and assignments to enhance their understanding and practical skills related to tv & radio production. Here are some examples of what students will learn					Mapped CO: 1,2			
1. Overview of TV and Radio Production, History and Evolution of Broadcast Media, Differences between TV and Radio Production Roles in TV and Radio Production: Producer, Director, Audio Engineer, Camera Operator, etc.					Mapped CO: 1,2,3			
2. Developing Program Ideas and Concepts, Writing Scripts for TV and Radio, Program Formats and Show Structures, Storyboarding and Shot Planning for TV, Research and Interview Techniques for Radio and TV.					Mapped CO: 2, 3			
3. Basic Radio Equipment Overview (Microphones, Mixers, Recorders Sound Recording and Mixing Techniques Creating Radio Shows: News, Talk Shows, Music, and Drama, Interviewing for Radio: Techniques and Preparation, Voice Over and Narration.					Mapped CO: 3,4			
4. Overview of TV Equipment (Cameras, Lighting, Sound), Camera Techniques and Movements (Framing, Angles, and Shot Composition) Lighting for Television: Types of Lighting and Setup					Mapped CO: 3, 4, 5			
5. Developing a Production Schedule, Budgeting for Production Crew Roles and Coordination, Legal and Ethical Considerations in Broadcast Production								
11. CO-PO mapping								
COs	Attributes	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	Understand the principles and processes of TV and radio production.	3	5	4	5	5	3	4
CO2	Develop scripts and formats for radio and TV programs.	4	5	3	4	6	4	4
CO3	Use industry-standard production equipment and software.	5	3	5	3	2	2	3
CO4	Produce and direct content for both TV and radio, applying both technical and creative elements.	6	4	4	4	3	5	4
CO5	Edit video and audio content, ensuring high-quality production standards.	4	4	3	4	2	4	2
3 Strong contribution, 2 Average contribution, 1 Low contribution								
12. Brief description of self-learning / E-learning component								
https://www.youtube.com/watch?v=01lmoibt4as								
https://www.youtube.com/watch?v=mHshFyarPuw								
13. Books recommended:								
Broadcast Journalism: Techniques of Radio and TV Reporting" by K.K.								
Media and Communication in the Global Age" by N. Jayaram								