

SEMESTER – II

1 Name of the faculty: Mass Communication													
2. Course Name		Introduction to New Media						L		T		P	
3. Course Code		JM107						3		0		1	
4. Type of Course (use tick mark)							Core ()		DE ()		FC (v)		
5. Pre-requisite (if any)		10+2 in any discipline		6. Frequency (use tick marks)		Even (v)		Odd ()		Either Sem ()		Every Sem ()	
7. Total Number of Lectures, Tutorials, Practical													
Lectures = 30				Tutorials = NIL				Practical = 10					
8. COURSE OBJECTIVES: Introducing fundamentals of multimedia, basics of new media technologies and introducing the tools of new media.													
9. COURSE OUTCOMES (CO): <i>After the successful course completion, learners will develop following attributes:</i>													
COURSE OUTCOME (CO)		ATTRIBUTES											
CO1		Student would learn about meaning, scope and importance of new media											
CO2		Students would learn about internet and new media											
CO3		Students would learn about traditional and new media and differences between them											
CO4		Students would learn about importance of web tools											
CO5		Students would learn about cyber journalism and laws related to it											
10. Unit wise detailed content													
Unit-1		Number of lectures = 08			Title of the unit: Introduction to New Media				Mapped CO: 1,2				
Definition, meaning, concept, scope and importance of new media													
Unit-2		Number of lectures =08			Title of the unit: Internet				Mapped CO: 1,3				
Internet tv and radio, future of new media technologies													
Unit-3		Number of lectures = 08			Title of the unit: Traditional Media vs New Media				Mapped CO: 2,4				
New media vs traditional media, meaning definition and difference, Digital media and communication, ICT													
Unit-4		Number of lectures = 08			Title of the unit: Web Tools				Mapped CO:2, 3				
Convergence : Need, nature and future of convergence, and E-governance													
Unit-5		Number of lectures = 08			Title of the unit: Web journalism and law				Mapped CO:3,5				
Emerging Trends: Mobile Technology, Social Media, cyber journalism, cyber laws													
11. CO-PO mapping													
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4		
CO1	2	2	1	2	1	1	2	1	2	3	3		
CO2	3	2	1	3	1	2	2	1	2	3	2		
1	2	2	1	2	1	1	2	3	2	1	2		
CO4	3	3	2	3	1	2	3	2	3	2	1		
CO5	3	2	3	3	2	2	3	1	2	2	3		
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=XzCTAHM81hc													
2 https://www.youtube.com/watch?v=CxbnnQtI0H4													
13. Books recommended:													
1. Ronal Dewolk Introduction to Online Journalism Allyn & Bacon, ISBN 0205286895													
2. John Vernon Pavlik New Media Technology Allyn & Bacon ISBN 020527093X													

1. Name of the Faculty: Mass Communication											
2. Course Name	TELEVISION JOURNALISM AND ANCHORING			L	T	P					
3. Course Code	JM108			3	1	0					
4. Type of Course (use tick mark)				Core ()	DE ()	FC (v)					
5. Pre-requisite (if any)	10+2 in any discipline	6. Frequency (use tickmarks)	Even (v)	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 able to learn Basic principles of using Windows operation system, video editing soft wares and access the internet, worldwide web and evaluate information on the web.											
9. COURSE OUTCOMES (CO): <i>After the successful course completion, learners will develop following attributes:</i>											
COURSE OUTCOME (CO)	ATTRIBUTES										
CO1	Student will be apprised of the history of television globally and in India										
CO2	Students will understand the huge difference made by the entry of television as a mass medium										
CO3	Students will be able to learn by watching various milestones of Television News History										
CO4	Students will understand elements of TV News Programmes—Formats, Voice Overs P to C and Bytes.										
CO5	Students will be able to steer news programmes and anchor shows										
10. Unit wise detailed content											
Unit-1	Number of lectures = 08	Title of the unit: GENESIS & GROWTH OF TELEVISION			Mapped CO: 1						
History and Growth of Television Journalism, Impact of Television on Print Media, Early Milestones											
Unit-2	Number of lectures =08	Title of the unit: INTRODUCTION TO TV JOURNALISM			Mapped CO: 2,3						
Characteristics of TV as a mass communication medium, Entry of global players post liberalization, Developing Reporting Skills for a TV Journalist											
Unit-3	Number of lectures = 08	Title of the unit: REPORTING FOR TELEVISION			Mapped CO: 4						
Fundamentals of TV Reporting, Ethics of TV Reporting, Basic News Style, Piece to Camera,											
Unit-3	Number of lectures = 08	Title of the unit: ANCHORING FOR TELEVISION			Mapped CO: 5						
Fundamentals of TV Anchoring, Voice over, Studio Programmes and Interviews											
Unit-5	Number of lectures = 08	Title of the unit: ANCHORING PRACTICE AND PRACTICALS			Mapped CO: 5						
Developing Anchoring Skills, Requirements of various channels and programme formats & styles, Practice Session in TV Journalism and Anchoring											
11. CO-PO mapping											
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	1	1	1	2	3	3	2	3
CO2	3	2	1	2	1	1	3	3	3	2	3
CO3	2	1	1	1	1	1	3	3	2	3	3
CO4	2	2	1	2	1	1	2	3	1	3	3
CO5	3	3	1	2	1	1	2	3	3	2	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"> All Prime Time news Programmes by Ravish Kumar on NDTV Programmes by Vinod Dua on ZaiqekaTadka AProgrammes of all news anchors that you admire from Indian and Global news Channels 											
13. Books recommended:											
<ol style="list-style-type: none"> Presenting on TV and Radio, by JanetTrewin, Focal Press Inside Reporting by Tim Harrower, Tata McGraw Hill Multimedia Journalism by Anant Chauhan Vishvendra, Random Publications The ABC of News Anchoring by Richa Jain Kalra, Pearson 											

1. Name of the Faculty: Mass Communication											
2. Course Name	WRITING FOR MASS MEDIA			L	T	P					
3. Course Code	JM109			3	1	0					
4. Type of Course (use tick mark)				Core ()	DE ()	FC (v)					
5. Pre-requisite (if any)	10+2 in any discipline	6. Frequency (use tickmarks)	Even (v)	Odd ()	Either Sem ()	Every Sem ()					
7. Total Number of Lectures, Tutorials, Practicals											
Lectures = 30		Tutorials = 10		Practical = Nil							
8. COURSE OBJECTIVES: The objective of this unit is to familiarize the student with the different types writing needs for various specialized beats and areas covered by journalists. The unit will also help students understand what it takes to become a specialist from a generalist											
9. COURSE OUTCOMES (CO): <i>After the successful course completion, learners will develop following attributes:</i>											
COURSE OUTCOME (CO)	ATTRIBUTES										
CO1	Student should able to differentiate between Regular Reporting and Exclusive Reporting.										
CO2	Students should be able to understand local reporting beats and write relevant stories on the same										
CO3	Students should be able to learn about basic bureau news and reporting on political events.										
CO4	Students should be able to develop niche interests like writing on Sports/ Business/ Environment/ Development sectors										
CO5	Students should be able to learn about analytical coverage, developing in-depth event reporting, follow-ups and investigative journalism. They should understand legal terminology and reporting										
10. Unit wise detailed content											
Unit-1	Number of lectures = 08	Title of the unit: Definition and Basics of media writing concept			Mapped CO: 1,3						
Definition of the Mass Media, Challenges of the Mass Media Writing, Obligations of the Media Writer, Qualities of a good media writer											
Unit-2	Number of lectures =08	Title of the unit: Broadcast style			Mapped CO:1, 2						
Approaches to Broadcast Writing, Hearing What You Write, Warming Up the Listener, Writing to Pictures											
Unit-3	Number of lectures = 08	Title of the unit: Print style			Mapped CO: 1,2,5						
The Characteristics of the Print Media, Information Presentation Styles in Print, The Place of Pictures in Print Writing											
Unit-4	Number of lectures = 08	Title of the unit: Advertising style			Mapped CO:3,5						
Audience, Elements of Ad Copy Appeal, The Creative Element, Constraints to Advert Copy Writing											
Unit-5	Number of lectures = 08	Title of the unit: Public relations style			Mapped CO:3, 4						
Qualities of a PR Writer, PR Writing Source, PR Writing Source, The PR Contact, Restraints and Relationship											
11. CO-PO mapping											
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	3	2	3	1	3	2	2	2	3	3	3
CO2	3	2	2	3	2	3	1	3	3	3	3
CO3	2	1	3	2	2	3	2	2	2	3	3
CO4	3	3	3	2	3	2	3	2	3	3	3
CO5	3	2	2	2	3	1	2	2	3	3	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"> https://www.youtube.com/watch?v=ipls9scnlw https://www.youtube.com/watch?v=vt65EZrjnMk https://www.youtube.com/watch?v=H_ofkYPi4Ww https://www.youtube.com/watch?v=QsX7yJtOdh4 											
13. Books recommended:											
<ol style="list-style-type: none"> An Introduction to News Reporting: A Beginning Journalist's Guide by Jan Johnson Yopp News Reporting and Writing by Brian S. Brooks (Author), George Kennedy (Author), Daryl R. Moen (Author) Bulletproof: A Journalist's Notebook on Reporting conflict by Teresa Rehman. Financial Reporting And Analysis by MS. MEENU GUPTA (Author), MS. HERSHEEN KAUR (Author), MS. REKHA GUPTA (Author) Dynamics of News Reporting and Writing Foundational Skills for a Digital Age Vincent F. Filak 											

1. Name of the Faculty: Mass Communication															
2. Course Name		Media Content Review						L		T		P			
3. Course Code		JM110						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 tick marks)		Even (√)		Odd ()		Either Sem ()		Every Sem ()	
7. Total Number of Lectures, Tutorials, Practicals															
Lectures = 30				Tutorials = 10				Practical = Nil							
8. COURSE OBJECTIVES: The overview of the media landscape will provide the students an invaluable understanding of the content they watch or create. The course will help students in analysing the content, and understand the impact it has on the viewer.															
9. COURSE OUTCOMES (CO): <i>After the successful course completion, learners will develop following attributes:</i>															
COURSE OUTCOME (CO)		ATTRIBUTES													
CO1		Understand Media Studies Framework													
CO2		Critique and Analysis of Narratives and Discourses													
CO3		Explore different forms of expression													
CO4		Appreciate Creative Content													
CO5		Learn the basics of Storytelling													
10. Unit wise detailed content															
Unit-1		Number of lectures = 08			Title of the unit: Documentary Films				Mapped CO: 1, 5						
Actuality Films, Introduction to Documentary films: Robert Flaherty, Dziga Vertov, Triumph of the Will, Night & Fog.															
Unit-2		Number of lectures = 08			Title of the unit: Storytelling & Experimental Films				Mapped CO: 2, 5						
Classical Storytelling, Experimental Films & Narrative Structure, Introduction to Documentary & Experimental Films.															
Unit-3		Number of lectures = 08			Title of the unit: Cinematography				Mapped CO: 4, 3, 5						
What is Cinematography, The role of cinematography, 5 C's of cinematography, Montage.															
Unit-4		Number of lectures = 08			Title of the unit: Sound as a narrative device				Mapped CO: 4, 5						
Sound Design and Human perception, Sound as a narrative device, How music can alter meaning.															
Unit-5		Number of lectures = 08			Title of the unit: Text, Context and Subtext				Mapped CO: 4, 5						
Text, Context and Subtext, Intertextuality, Use of language and titles, juxtaposition and meaning.															
11. CO-PO mapping															
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4				
CO1	3	2	2	1	1	1	2	3	1	3	1				
CO2	3	3	2	2	1	1	2	3	2	2	2				
CO3	3	2	2	1	1	1	2	3	1	1	1				
CO4	3	2	1	1	1	1	2	3	1	1	1				
CO5	2	3	2	2	1	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/user/Nerdwriter1															
2. https://www.youtube.com/c/everyframeapainting/videos															
3. https://www.youtube.com/c/TheCinemaCartography/videos															
13. Books recommended:															
1. Media Literacy, W. James Potter, SAGE Publications, 2015															
2. Berger, Asa Authur (2011). Media Analysis Technique. Sage Publications															
3. Grossberg, Lawrence et al (2006) Media-Making: Mass Media in a popular culture. Sage Publications															

1. Name of the Faculty: Mass Communication											
2. Course Name	SEMINAR PRESENTATION II			L	T	P					
3. Course Code	JM111			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): <i>After the successful course completion, learners will develop following attributes:</i>											
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											
Practical Assignments	Number of Practicals = 80										
<p>Subjects covered under this paper would be as under</p> <p>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.</p> <p>Students will also learn Industry Interface, Soft Skills, Presentation Skills through Practice sessions</p> <p>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</p> <p>Apart from the guest lecture and seminars students would be encouraged for the:</p> <ol style="list-style-type: none"> 1.Team exercises 2.Industrial Projects 3. Group Discussions 3.Hands on training <p>Subjects covered under this paper would be as under:</p> <p>Public Relations Reporting and Editing News Analysis New Media Journalism</p>											
11. CO-PO mapping											
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	1	2	1	1	1	2	3	3	2	3
CO2	2	2	2	2	1	1	2	3	2	1	1
CO3	2	2	1	1	1	1	2	3	1	1	2
CO4	2	2	1	2	1	2	2	2	2	1	2
CO5	2	1	1	2	2	1	1	1	2	3	1
3 Strong contribution, 2 Average contribution, 1 Low contribution											