

SEMESTER- IV

1. Name of the Faculty: Mass Communication																	
2. Course Name		FEATURES AND SPECIALIZED JOURNALISM						L		T		P					
3. Course Code		JM207						3		1		0					
4. Type of Course (use tick mark)																	
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 objective of this unit is to familiarize you with the different types of beats covered by journalists. The unit will also help you understand what it takes to become a specialist in either one or several beats.																	
9. COURSE OUTCOMES (CO): After the successful course completion, learners will develop following attributes:																	
COURSE OUTCOME (CO)		ATTRIBUTES															
CO1		Student will learn about Feature Writing style and various types of Features															
CO2		Students will be able to learn about role and importance of Features in Print Media															
CO3		Students will develop an understanding of Features in broadcast Media and techniques of the same															
CO4		Students will understand role of Features in Television Media and learn to write for TV/ Video Documentaries															
CO5		Students will create Features for various mediums—Print, Radio and Television-- and will create a portfolio of the same															
10. Unit wise detailed content																	
Unit-1		Number of lectures = 08			Title of the unit: Introduction to Feature Writing				Mapped CO: 1								
What is Feature writing and specialized reporting. Elements of the same in Print, Broadcast and electronic Media, Barriers in Reporting on Feature Stories, Blogs																	
Unit-2		Number of lectures =08			Title of the unit: Features in Print Media				Mapped CO: 2								
Role and Importance of Features in print Media, Rise of Lifestyle and Celebrity Journalism																	
Unit-3		Number of lectures = 08			Title of the unit: Features in Broadcast Media				Mapped CO: 3								
Moving from Print to Broadcast, Role of Features in broadcast Media, Podcasting																	
Unit-4		Number of lectures = 08			Title of the unit: Features In Electronic Media				Mapped CO: 4								
From Broadcast to AV medium: Role of features in Electronic Media, Vlogs																	
Unit-5		Number of lectures = 08			Title of the unit: Practice Assignments				Mapped CO: 5								
Assignments on Feature Writing for Print/ Radio and Electronic Media																	
11. CO-PO mapping																	
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4						
CO1	2	2	2	1	1	1	2	3	3	3	3						
CO2	3	2	2	3	2	2	1	2	3	2	3						
CO3	2	2	1	2	1	2	2	3	3	3	3						
CO4	3	3	2	1	1	2	2	2	3	3	3						
CO5	3	1	2	1	2	1	2	3	3	2	3						
3 Strong contribution, 2 Average contribution, 1 Low contribution																	
12. Brief description of self-learning / E-learning component																	
https://www.youtube.com/watch?v=xv6hYG_mfU&list=PLqtVCj5iilH4w0Y8KBB4fqBu25T0sGhXG https://www.youtube.com/watch?v=o2zM-YUT57I https://www.youtube.com/watch?v=uCak2riitKo																	
13. Books recommended:																	
<ol style="list-style-type: none"> The Art and Craft of Feature Writing: Based on The Wall Street Journal Guide, William E Blundell Perspective on Analytical Writing a Focus on Feature and Editorial Writing, Richmond S Anderson, 																	

1. Name of the Faculty: Mass Communication												
2. Course Name	Radio Production							L	T	P		
3. Course Code	JM208							1	1	2		
4. Type of Course (use tick mark)								Core (v)	DE ()		FC ()	
5. Pre-requisite (if any)	10+2 in any discipline			6. Frequency (use tick marks)		Even ()	Odd (v)	Either Sem ()	Every Sem ()			
7. Total Number of Lectures, Tutorials, Practicals												
Lectures = 10				Tutorials = 10				Practical = 20				
8. COURSE OBJECTIVES: To train the students in different aspects of radio programming and help them understand radio as a medium. The students are expected to apply their creative and technical skill to create content for radio.												
9. COURSE OUTCOMES (CO): After the successful course completion, learners will develop following attributes:												
COURSE OUTCOME (CO)												
ATTRIBUTES												
CO1	Understand Radio as a Medium											
CO2	Create various kind of content for Radio											
CO3	Train students in different aspects of Radio programming											
CO4	Enhance their creative and technical skills											
CO5	Be confident of speaking, and giving voice overs.											
10. Unit wise detailed content												
Unit-1	Number of lectures = 08			Title of the unit: History and Future of Radio				Mapped CO: 1				
Understanding Radio as a medium, Development of Radio, Radio in India - Past, present and future; AM & FM Radio, Community Radio, Broadcasting, Podcasting and Convergence.												
Unit-2	Number of lectures =08			Title of the unit: Writing for Radio				Mapped CO: 1, 2, 3				
Writing for Radio, Language for Radio, Different types of Radio Programs, Writing for different program formats, Writing Scripts, Sound Effects and Sound Design, Storytelling through sound design.												
Unit-3	Number of lectures = 08			Title of the unit: Microphones & Audio Mixers				Mapped CO: 4				
Different types of microphones, Polar patterns in microphones, Audio Mixers and Amplifiers, Connectors, Input Level, Decibel Scale.												
Unit-4	Number of lectures = 08			Title of the unit: Radio Drama& Documentary				Mapped CO: 2, 4, 5				
Developing a Script, Narrating a Story, Recording Interviews, Characterisation and Dialogues for Radio, Creating a Radio Drama/Documentary												
Unit-5	Number of lectures = 08			Title of the unit: Audio Editing				Mapped CO: 4				
Audio Editing on Audacity, Use of different tracks, Different effects in audacity.												
11. CO-PO mapping												
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	
CO1	2	2	1	2	1	1	1	3	1	3	1	
CO2	3	2	1	1	1	1	3	1	3	1	2	
CO3	2	2	1	3	1	1	2	3	3	2	3	
CO4	2	2	2	3	1	1	3	2	2	2	3	
CO5	3	3	1	1	1	1	2	1	3	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=19rYYBnDswk 2. https://www.youtube.com/watch?v=qM3eMnmjVIE												
13. Books recommended:												
1. Radio Production by Robert McLeish (Author), Jeff Link (Author) 2. Beyond Powerful Radio: A Communicator's Guide to the Internet Age—News by Valerie Geller (Author) 3. Radio Programme Production by M. Neelamalar (Author)												

1. Name of the Faculty: Mass Communication												
2. Course Name	Photography							L	T	P		
3. Course Code	JM209							1	1	2		
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 = 10				Tutorials = 10				Practical = 20				
8. COURSE OBJECTIVES: The course is designed to strengthen the critical and technical ability of the students and develop the skill to examine and analyse photographs. It seeks to familiarise students with the process of photography and digital manipulation												
9. COURSE OUTCOMES (CO): <i>After the successful course completion, learners will develop following attributes:</i>												
COURSE OUTCOME (CO)												
ATTRIBUTES												
CO1	Understand the working and features of a camera											
CO2	Use of lighting techniques and visual composition											
CO3	Edit the photos using Digital techniques											
CO4	Use photography for creative expression											
CO5	Familiarise students with contemporary practices											
10. Unit wise detailed content												
Unit-1	Number of lectures = 08			Title of the unit: Evolution of Camera & Photography				Mapped CO: 1				
History and Evolution of Photography: Pin-hole Camera to Digital Era. Construction of simple camera, Types of Digital camera, DSLR (Digital Single Lens Reflex Camera) and its functioning, Key components of DSLR: lens elements, mirror, viewfinder, sensor, resolution, memory cards; Resolution, Aspect Ratio, Pixels.												
Unit-2	Number of lectures = 08			Title of the unit: Rules of Composition				Mapped CO: 2, 4, 5				
What is Visual Grammar, Picture Composition - Rule of Thirds, Symmetry, Geometry, Shape and colour; Camera Angles, Classification of shot, Effect of Focal length on Perspective, Depth of field.												
Unit-3	Number of lectures = 08			Title of the unit: Exposure & Lighting				Mapped CO: 2, 4				
Aperture, Shutter Speed and ISO. Long and Short Exposure, Timelapses, F-stops, Sensitivity of the Film/Sensor, Sources of Light, Light Meter, Types of Lights, Hard and Soft Light, Diffused Light, Three point lighting.												
Unit-4	Number of lectures = 08			Title of the unit: Using Digital Camera				Mapped CO: 1,				
White Balance, Colour Temperature, Focus, Using camera accessories – Lenses -Block Lens, Zoom Lens, Fish Eye, Macro, Wide angle, telephoto; Filters, Flash, Understanding histograms, Focal Length of Lens.												
Unit-5	Number of lectures = 08			Title of the unit: The Digital Workflow				Mapped CO: 3, 4				
Sensor Types, File Formats and Resolution. Digital Manipulation of Images, Color Correction. Manipulating and Altering images through image correction software, Editing Images on Photoshop.												
11. CO-PO mapping												
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	
CO1	2	2	1	2	1	1	1	3	1	2	2	
CO2	2	2	1	1	1	1	3	3	3	1	3	
CO3	2	2	1	1	1	1	2	2	3	1	3	
CO4	3	3	2	2	1	1	1	2	3	2	3	
CO5	2	2	1	3	1	1	2	3	2	3	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.youtube.com/c/DavidManningvlog/videos https://www.youtube.com/c/BandH/videos https://www.youtube.com/channel/UC9n0tUXP7QB5ALfg3PFO19A/videos https://www.youtube.com/watch?v=HTUjJoMnWqo https://www.youtube.com/watch?v=lyR_uYsRdPs 												
13. Books recommended:												
<ol style="list-style-type: none"> Emerling, J. (2011). Photography: History and Theory (1st ed.). Routledge. Barthes, R., & Howard, R. (2006). Camera lucida: Reflections on photography. New York, NY: Hill and Wang. 												

1 Name of the faculty: Mass Communication												
2. Course Name	DEVELOPMENT COMMUNICATION							L	T	P		
3. Course Code	JM210							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, Practical												
Lectures = 30				Tutorials = 10				Practical = Nil				
8. COURSE OBJECTIVES: Introducing the basic concepts of Development Communication, making the students learn about development issues and explain the indicators of development.												
9. COURSE OUTCOMES (CO): After the successful course completion, learners will develop following attributes:												
COURSE OUTCOME (CO)		ATTRIBUTES										
CO1		Student should be able to learn about concept of development										
CO2		Students should be able to learn about indicators of development										
CO3		Students should be able to learn about development issues										
CO4		Students should be able to learn about media and development										
CO5		Students should be able to learn about development and communication										
10. Unit wise detailed content												
Unit-1		Number of lectures = 08			Title of the unit: Concept of Development				Mapped CO:1, 2			
Meaning, definition, indicators of development, characteristics of developing countries												
Unit-2		Number of lectures =08			Title of the unit: Indicators of development				Mapped CO: 1, 2			
Economic and social indicators of development, GDP/GNP, human development index, communication as an indicator												
Unit-3		Number of lectures = 08			Title of the unit: Development Issues				Mapped CO: 1,2, 3			
Poverty alleviation, women and child development, health and family welfare												
Unit-4		Number of lectures = 08			Title of the unit: Media and Development				Mapped CO:1, 2, 3, 4			
Use of traditional media for development, role of print media in development, contribution of radio and TV in development												
Unit-5		Number of lectures = 08			Title of the unit: Development and Communication				Mapped CO: 1, 4, 5			
Communication for rural development, communication for urban development. Panchayati raj, urban sanitation, consumer awareness												
11. CO-PO mapping												
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	
CO1	2	2	2	2	3	2	2	2	2	2	1	
CO2	3	2	2	3	2	3	2	3	2	1	1	
CO3	2	2	3	2	2	3	2	2	2	1	1	
CO4	3	3	3	2	3	2	3	1	2	2	1	
CO5	3	2	2	2	2	1	2	1	1	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=d5R9e7_JfPk 2. https://www.youtube.com/watch?v=ciflCNB0ygs												
13. Books recommended:												
1. Understanding Development communication- Uma Joshi 2. Communication, Modernisation & Social Development- Edited: Ito Youichi, Kiran Prasad, K. Mahadevan.												

1. Name of the Faculty: Mass Communication												
2. Course Name	VIDEO EDITING							L	T	P		
3. Course Code	JM211							0	0	8		
4. Type of Course (use tick mark)								Core (v)	DE ()	FC ()		
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, Practicals												
Lectures = Nil				Tutorials = Nil				Practical = 80				
8. COURSE OBJECTIVES: The objective of this course is to provide a comprehensive introduction to the post production process.												
9. COURSE OUTCOMES (CO): After the successful course completion, learners will develop following attributes:												
COURSE OUTCOME (CO)												
ATTRIBUTES												
CO1	Learn the basics of editing, role of editor and aesthetics of editing.											
CO2	Understand different types of video editing software/hardware.											
CO3	Work with video, Images and Sound to create content											
CO4	Edit Videos on Adobe Premiere Pro											
CO5	Edit Sound on Adobe Audition.											
10. Unit wise detailed content												
1. Start editing audio on Adobe Audition or Audacity.												
2. Start editing video on Adobe Premiere Pro or Da Vinci Resolve												
3. Create a short sound story												
4. Edit video using Stock Shots and Voice Over												
5. Learn to work with titles and graphics												
6. Create a short ad using only stock shots												
7. Edit videos using different videos.												
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	1	2	1	
CO2	2	3	1	2	1	1	3	3	2	1	1	
CO3	3	2	1	1	1	1	2	2	2	1	2	
CO4	2	3	2	3	1	1	1	2	3	1	3	
CO5	3	3	1	2	1	1	2	2	3	1	3	
3 Strong contribution, 2 Average contribution, 1 Low contribution												
12. Brief description of self-learning / E-learning component												
1. https://www.youtube.com/c/ThisGuyEdits/videos												
2. https://www.youtube.com/user/RJFilmSchool/videos												
3. https://www.youtube.com/watch?v=OhPNklsNGaw												
4. https://www.youtube.com/watch?v=UrSjJ_0SJLk												
5. https://www.youtube.com/watch?v=UAb-hV2uBj4												
6. https://www.youtube.com/watch?v=x-ECljhuijI												
13. Books recommended:												
1. Editing Digital Video (Digital Video and Audio Series) by Robert Goodman (Author), Patrick McGrath (Author)												
2. The Technique of Film and Video Editing: History, Theory, and Practice by Ken Dancyger (Author)												
3. The Book of Audacity – Record, Edit, Mix by Carla Schroder												

1. Name of the Faculty: Mass Communication												
2. Course Name	INTERNSHIP							L	T	P		
3. Course Code	JM212							0	0	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 ()	Either Sem ()	Every Sem ()	
7. Total Number of Lectures, Tutorials, Practicals												
Lectures = Nil				Tutorials = Nil				Practical = Nil				
8. COURSE OBJECTIVES: After studying this course students be able to understand what writing an assignment involves and to identify strengths and weaknesses and the functions of essays and reports demonstrate writing skills.												
9. COURSE OUTCOMES (CO): After the successful course completion, learners will develop following attributes:												
COURSE OUTCOME (CO)												
ATTRIBUTES												
CO1	Student will share one-on-one experience on internship											
CO2	Students will understand the need and format of an Internship report											
CO3	Students will apply their writing skills to break down their experience in chapters and sequentially submit the same											
CO4	Students Will structure sand present their final reports after vetting by faculty											
CO5	Students will prepare for a final presentation and viva voce based on their learning											
10. Unit wise detailed content												
<ol style="list-style-type: none"> Students Will learn how to format an internship report as per given format Students will incorporate Letter of Transmittal and Internship Certificate and Acknowledgement as per given format Students will construct an abstract that encapsulates their learning on the internship. Students will give Chapter-wise break-up: Introduction/About the Organization/ Internship Responsibilities/ Reflections & Learning/ Conclusion Students will prepare a final report and Presentation which they will be assessed on at final Viva. 												
11. CO-PO mapping												
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	
CO1	3	1	3	2	3	2	1	1	1	3	2	
CO2	3	3	3	2	1	2	2	3	2	1	1	
CO3	2	3	2	1	2	3	2	2	1	3	1	
CO4	2	3	1	2	3	2	3	1	2	3	1	
CO5	3	1	3	3	2	3	2	2	1	2	1	
3 Strong contribution, 2 Average contribution, 1 Low contribution												