



DEPARTMENT OF MASS COMMUNICATION

School of Media, Film & Entertainment

**BA(Journalism &
Mass Communication)
Academic Year
2020-2023**

Programme Code: SDM0101

General Guidelines
and
Terminology of Various Academic Programmes
under
Department of Mass Communication

General Guidelines:

These guidelines are framed to enable the various departments in SCADMS of Sharda University to run academic programmes in a structured manner. The main aim of these guidelines is to bring about a certain degree of uniformity in the programs running in various departments of the school. This would ultimately help in improving the quality of academic structure and delivery within the school. The guidelines would help all those who teach courses under various programmes to meet the basic requirements to teach the course. The guidelines also list the various templates required for this purpose.

Definition of Terms:

The following terminology would be used for the purpose of academic delivery within SCADMS. All departments have to follow these terminologies:

Department: Department in SCADMS refers to the unit that confers the professional qualification e.g., Department of Mass Communication. It may have various departments under its umbrella. As of 2019, SCADMS has 02 operational departments. These two departments in SCADMS are units that refer to specific areas of knowledge that do not end up as a professional qualification.

Programme: An educational programme is an integrated, organized experience that culminates in the awarding of a degree. The programme will have programme educational objectives, student outcomes, a curriculum, faculty and facilities. For instance, Department of Mass Communication is offering 05 programmes, i.e., BA (Journalism & Mass Communication), MA (J&MC), MA (Advertising & Public Relations), MA (Digital Media and Multimedia Communication) and Ph.D (J&MC).

Programme Educational Objectives (PEOs): Every programme stipulates educational objectives along with the curriculum. This is extremely essential for any running programme because a systematic process needs to be followed for stating PEOs which should also align with the mission of the school. It is based on the need analysis of the programme. It is also periodically reviewed to keep with changing trends. Objectives are focused on performances that all students are expected to demonstrate at the end of instruction. Objectives define the key elements that must be taught every time the course is delivered.

Programme Outcomes (POs): Programme outcomes of SCADMS provide general information about the focus of student learning and are broadly stated. Student Learning Outcomes are statements that specify what students will know, be able to do or be able to demonstrate when they have completed or participated in a programme. PO's specify an action by the student that is observable, measurable and able to be demonstrated. These are also synonymous with student learning outcomes.

Courses: Courses in SCADMS is a subject run for the purpose of conducting of any programme.

Course Code: SCADMS course code provided to subjects as entered in PeopleSoft for the purpose of identification of the subject as well as for the purpose of examinations. It is a unique identifying code. It generally represented as a “XYZ123” wherein XYZ is related to the programme and 123 is the serial no based on the year. In case there is a change of 20% or more in the syllabus, a new code has to be assigned to the course through proper approvals.

Course Title: It is the expanded full form of a subject against a given course code. No short forms are permitted in the course title. E.g., in the Department of Mass Communication, the course tile, Convergent Media in 2nd Semester of MA (J&MC) programme.

Contact Hour: It is equivalent to 55min-60mins for one lecture/studio hour.

Credit: It is the weight-age offered against a course. The student will obtain the credit against the course when he successfully obtains the minimum passing marks. Further description may be obtained from Examinations cell, SHARDA UNIVERSITY.

Course Objectives: Course objectives are clear and concise statements that describe what SCADMS intend our students to learn by the end of the course. It describes an intended state on what we hope our students will learn.

Prepared by: Department of Mass Communication

Course Outcomes: It expresses a present and observed state (what our students will actually learn) through the course. These are synonymous with programme specific outcomes (PSOs), course outcomes and any other similar terms as desired for respective accreditation processes.

The purpose of Course Objectives and Learning Outcomes is to:

- Align objectives with course content and evaluation methods
- Clearly communicate our expectations of students
- Establish a logical sequence of learning milestones
- Provide an opportunity for students to make connections across courses and institutional goals

Unit: The syllabus is to be divided into five units 1,2,3,4 and 5 with each unit having 3 sub units-a, b and c. This is the method for recording attendance as well in v-Attendance app.

Structure:

There are three elements essential for running SCADMS programme:

1. Programme Structure (Required for the programme)
2. Course syllabus required for each course in one of the following formats:

Template A1– for Theory subjects

Template A2 – for Practical subjects

Template A3 – for Jury subjects/studios/projects/dissertations

3. Instructional Plan-

Template B1 -- for Theory subjects

Template B2 -- for Practical subjects

Template B3 -- for Jury subjects/studios/projects/dissertations

Template D provides additional in the case of Jury subjects/studios/projects/dissertations with a list of Project with description, studio work, and dissertation topic with scope of work and precise deliverables.

Accordingly, the following are formulated for each course:

Sr.No	Course	Syllabus Template	Instructional Plan template	Additional
1	Theory	B1	C1	PPTs, GDs, Seminars & Lecture series
2	Practical	B2	C2	Media Labs, Computer Labs & Assignments
3	Jury subjects/Studios/Projects/Dissertations	B3	C3	D: List of Project with description, studio work, dissertation topic with scope of work and precise deliverables (to be uploaded on LMS)

Prepared by: Department of Mass Communication

Vision, Mission and Core Values of the University

Vision of the University

To serve the society by being a global University of higher learning in pursuit of academic excellence, innovation and nurturing entrepreneurship.

Mission of the University

**Transformative educational experience
Enrichment by educational initiatives that encourage global outlook
Develop research, support disruptive innovations and
accelerate entrepreneurship
Seeking beyond boundaries**

Core Values

**Integrity
Leadership
Diversity
Community**

Vision and Mission of the School of Media, Film & Entertainment

Vision of the School

To build the school as a hub of teaching, research and innovation in the field of art, design and media studies. Thus making it a truly world class center for producing industry ready professionals at par with the best universities of the world.

Mission of the School

Creating a stimulating, flexible and application based learning environment for students as well as faculty.

To provide the necessary platform to impart skills and knowledge related to journalism and mass communication.

Creating brilliant professionals by imparting a blend of theory and more practical lessons through state-of-the-art infrastructure.

Leveraging research to form strong industry-academia linkages.

Core Values

Innovation

Awareness

Information

Ethics

Vision and Mission of the Department of Mass Communication

Vision of the Department of Mass Communication

To build a department that goes beyond regional & cultural barriers with educational model that is sustainable, replicable & scalable, and empowers students with a future that is driven by knowledge, practice, entrepreneurial skills, socially responsible principles and moral values.

To provide intensive and integrated education in the field of communication, that is at par with best global communication schools and that nurtures individual aspirations to lead, innovate and collaborate to effectively apply conceptual understandings vis-a-vis practical and complex communication phenomenon and technologies.

Mission of the Department of Mass Communication

Provide journalism, communication and media-education platform to impart skills and knowledge with strong industry-academic linkages, consultancies and strong research base.

Create global media professionals & leaders by imparting a blend of theory and practical lessons through state-of-art infrastructure.

Create stimulating, flexible and application based learning environment for students & for the faculty.

Core Values

Innovation

Awareness

Information

Ethics

Program Structure

**Name of School: School of Media, Film &
 Entertainment Program: BA (Journalism
 and Mass Communication) Batch: 2020-2023
 TERM: I**

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course ¹ : 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY SUBJECTS								
1	ARP101	Communicative English-I	1	0	2	2	Co-Requisite	AECC
2	EVS106	Environmental Science	3	0	0	3	Co-Requisite	AECC
3	BMC152	Understanding Media	3	0	0	3	Core	CC
4	BMC148	Cultural and Art Forms	3	0	0	3	Core	CC
Practical/Viva-Voce/Jury								
5	BMC149	Visual Communication	0	2	2	3	Core	AECC
6	BMC150	Soft-Skill and Personality Development	0	1	4	3	Core	AECC
7	BMC151	Computer and IT Skills	0	1	4	3	Core	AECC
8		Open Elective (To be Chosen by Student)	0	2	0	2	Elective	SEC
TOTAL CREDITS						22		

¹ CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Program Structure

**Name of School: School of Media, Film &
Entertainment Program: BA (Journalism
and Mass Communication) Batch: 2020-2023**

TERM: II

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course ² : 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY SUBJECTS								
1	ARP102	Communicative English-II	1	0	2	2	Co-Requisite	AECC
2	BMC153	Media Law and Ethics	3	0	0	3	Core	CC
3	BMC154	Development Communication	1	2	0	3	Core	CC
4	BMC155	Entrepreneurship	3	0	0	3	Core	CC
5	BMC156	Communication: Concepts & Principles	3	0	0	3	Core	CC
Practical/Viva-Voce/Jury								
6	BMC157	Sound and Image	0	0	6	3	Core	
7	BMC158	Study Tour	0	0	4	2	Core	DSE
8		Open Elective (To be Chosen by Student)	0	2	0	2	Elective	SEC
TOTAL CREDITS						21		

Soon after the Second Semester End-Term Examination, students will undergo Summer Project and submit a comprehensive Summer Project Report along with a Power Point Presentation. The hard copy of this report (in duplicate) is to be submitted with a soft-copy of Power Point Presentation at least 4 weeks before the commencement of End Term Examination of the Third semester.

² CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Program Structure

**Name of School: School of Media, Film &
Entertainment Program: BA (Journalism
and Mass Communication) Batch: 2020-2023**

TERM: III

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course ³ : 5. CC 6. AECC 7. SEC 8. DSE
			L	T	P			
THEORY SUBJECTS								
1	BCJ208	Introduction to Print and Convergent Journalism	2	2	0	4	Core	CC
2	BCJ209	Event Management	0	2	2	3	Core	CC
3	BCJ210	Contemporary socio economic and political issues	2	1	0	3	Core	CC
4	BCJ211	Media and Gender Studies	2	0	0	2	Core	CC
Practical/Viva-Voce/Jury								
4	BCJ212	Art of writing and Editing	0	2	2	3	Core	AECC
5	BCJ213	Designing and Layout	0	2	4	4	Core	AECC
6	BCJ214	Still photography and image editing	0	1	4	3	Core	AECC
7	BCJ215	Term paper/ Summer internship	0	0	0	2	Core	DSE
TOTAL CREDITS						24		

³CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

³ CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Program Structure

Name of School: School of Media, Film & Entertainment Program: BA (Journalism and Mass Communication) Batch: 2020-2023
TERM: IV

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course ⁴ : 9. CC 10. AECC 11. SEC 12. DSE
			L	T	P			
THEORY SUBJECTS								
1	BCJ216	Audio visual Media- conceptual Framework	1	1	2	3	Core	CC
2	BCJ217	Advertising: Concepts, Principles & Practices	2	1	0	3	Core	CC
3	BCJ218	Public relation and corporate communication	2	1	0	3	Core	CC
4	BCJ219	International & Intercultural Communication	2	1	0	3	Core	CC
Practical/Viva-Voce/Jury								
5	BCJ220	Advertising and PR practical	0	1	2	3	Core	AECC
6	BCJ221	Writing and Anchoring for Radio TV and Digital Media	0	0	4	2	Core	AECC
7	BCJ222	Radio Programme Production	0	2	4	4	Core	AECC
8	CCU501	Community Connect	0	2	0	2	Co-Requisite	AECC
TOTAL CREDITS						23		

Soon after the Fourth Semester End-Term Examination, students will undergo Summer Training and submit a comprehensive Summer Training Report along with a Power Point Presentation. The hard copy of this report (in duplicate) is to be submitted with a soft-copy of Power Point Presentation at least 4 weeks before the commencement of End Term Examination of the Third semester.

Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

⁴ CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Program Structure

**Name of School: School of Media, Film &
 Entertainment Program: BA (Journalism
 and Mass Communication) Batch: 2020-2023
 TERM: V**

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course ⁵ : 13. CC 14. AECC 15. SEC 16. DSE
			L	T	P			
THEORY SUBJECTS								
1	BFM312	Introduction to Film Studies	2	1	0	3	Core	CC
2	BFM313	Mobile and data Journalism	3	1	0	4	Core	CC
3	BFM314	Media and Communication Research	2	1	0	3	Core	CC
4	BFM315	Global Media management	2	1	0	3	Core	CC
Practical/Viva-Voce/Jury								
4	BFM316	Digital Video Programme production	0	2	4	4	Core	AECC
5	BFM317	Television programme Production	0	2	4	4	Core	AECC
6	BFM318	Animation and Multimedia	0	2	4	4	Core	AECC
7	BFM319	Summer Project / Internship Report	0	0	4	2	Core	DSE
TOTAL CREDITS						27		

Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

⁵ CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Program Structure

**Name of School: School of Media, Film &
Entertainment Program: BA (Journalism
and Mass Communication) Batch: 2020-2023
TERM: VI**

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course ⁶ : 17. CC 18. AECC 19. SEC 20. DSE
			L	T	P			
Practical/Viva-Voce/Jury								
1	BFM320 BFM321 BFM322 BFM323 BFM324	2 Month Specialization - Print/Convergent Events Ad, PR & CC Broadcast Photography/Cinematography	0	4	16	12	Elective	DSE
2	BFM325 BFM326	On Job Training/Internship or Research Based Project	0	4	16	12	Elective	DSE
TOTAL CREDITS						24		

Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

⁶ CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

TERM 1

School: SMFE		Batch : 2020-2023
Program: BA (J&MC)		Current Academic Year: 2020-2021
Branch: NA		Semester: I
1	Course Code	ARP101
2	Course Title	Communicative English-I
3	Credits	2
4	Contact Hours (L-T-P)	1-0-2
	Course Type	Co-Requisite/Compulsory/Elective/Open Elective
5	Course Objective	To minimize the linguistic barriers that emerge in varied socio-linguistic environments through the use of English. Help students to understand different accents and standardize their existing English. Guide the students to hone the basic communication skills - listening, speaking, reading and writing while also uplifting their perception of themselves, giving them self-confidence and building positive attitude.
6	Course Outcomes	<p>After the completion of this course, the student will be able to:</p> <p>CO1: Learn to use correct sentence structure and punctuation as well as different parts of speech. Learning new words its application and usage in different contexts helpful in building meaning conversations and written drafts. Develop over all comprehension ability, interpret it and describe it in writing. Very useful in real life situations and scenarios.</p> <p>CO2: A recognition of one's self and abilities through language learning and personality development training leading up to greater employability chances. Learn to express oneself through writing while also developing positive perception of self. To be able to speak confidently in English</p> <p>CO3: To empower them to capitalize on strengths, overcome weaknesses, exploit opportunities, and counter threats. To ingrain the spirit of Positive attitude in students through a full length feature film followed by a storyboarding activity. Create a Self Brand, identity and self esteem through various interesting and engaging classroom activity</p> <p>CO4: Exposing students to simulations and situations wherein students learn to describe people and situations and handle such situations effectively and with ease. Teaching students how to engage in meaningful dialogues and active conversational abilities to navigate through challenging situations in life and make effective conversations. Learn how to transform adverse beginnings into positive endings – through writing activities like story completion.</p> <p>CO5: At this stage the Students will be exposed to take advantage of the digital literacy platforms and to use them to their merit. How to use effective social media and how to create and build successful and professional social media handles. Students will also be exposed to multiple Career Opportunities across different domains. How to engage in effective brainstorming to deduct meaningful solutions to problems, like Fishbone techniques etc</p> <p>CO6 :The students will also learn profusely about Social and cultural etiquettes. Students will effectively learn the Art of Management & Leadership Skills. The students will also gradually start learning about the Entrepreneurial skills at this stage along with internal communication techniques</p>

7	Course Description	The course is designed to equip students, who are at a very basic level of language comprehension, to communicate and work with ease in varied workplace environment. The course begins with basic grammar structure and pronunciation patterns, leading up to apprehension of oneself through written and verbal expression as a first step towards greater employability.
8	Outline syllabus	
	Unit 1	Sentence Structure
	1	Subject Verb Agreement
	2	Parts of speech
	3	Writing well-formed sentences
	Unit 2	Vocabulary Building & Punctuation
	1	Homonyms/ homophones, Synonyms/Antonyms
	2	Punctuation/ Spellings (Prefixes-suffixes/Unjumbled Words)
	3	Conjunctions/Compound Sentences
	Unit 3	Writing Skills
	1	Picture Description – Student Group Activity
	2	Positive Thinking - Dead Poets Society-Full-length feature film - Paragraph Writing inculcating the positive attitude of a learner through the movie SWOT Analysis – Know yourself
	3	Story Completion Exercise –Building positive attitude - The Man from Earth (Watching a Full length Feature Film)
	Unit 4	Speaking Skill
	1	Self-introduction/Greeting/Meeting people – Self branding
	2	Describing people and situations - To Sir With Love (Watching a Full length Feature Film)
	3	Dialogues/conversations (Situation based Role Plays)
	Unit 5	Exercises
	1	Exercises
	2	Exercises
	3	Exercises
	Evaluations	Class Assignments/Free Speech Exercises / JAM Group Presentations/Problem Solving Scenarios/GD/Simulations (60% CA and 40% ETE)
	Text book/s*	<ul style="list-style-type: none"> • Blum, M. Rosen. How to Build Better Vocabulary. London: • Bloomsbury Publication
	Other References	<ul style="list-style-type: none"> • Comfort, Jeremy(et.al). Speaking Effectively. Cambridge University Press

School: SMFE		Batch: 2020-2023
Program: BA (J&MC)		Current Academic Year: 2020-2021
Branch: NA		Semester: I
1	Course Code	EVS106
2	Course Title	Environmental Science
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0
	Course Type	Co-Requisite/Compulsory/Elective/Open Elective
5	Course Objective	<p>Enable students to learn the concepts, principles and importance of environmental science</p> <p>Provide students an insight of various causes of natural resource depletion and its conservation</p> <p>Provide detailed knowledge of causes, effects and control of different types of environmental pollution and its effect on climate change, global warming and ozone layer depletion.</p> <p>Provide knowledge of different methods of water conservation</p> <p>Provide and enrich the students about social issues such as R&R, population and sustainability.</p>
6	Course Outcomes	<p>After the completion of the course, the student will be able to:</p> <p>CO1. Understand the principles and scope of environmental science</p> <p>CO2. Study about various pollution causes, effects and control and solid waste management.</p> <p>CO3. Effect of global warming and ozone layer depletion</p> <p>CO4. Knowledge about various types of natural resources and its conservation</p> <p>CO5. Understand about sustainable development, resettlement and rehabilitation, impact of population explosion on environment the methods of water conservation</p> <p>CO6. Overall understanding of various environmental components, its protection and management.</p>
7	Course Description	<p>Environmental Science emphasizes on various factors as</p> <p>Importance and scope of environmental science</p> <p>Natural resource conservation</p> <p>Pollution causes, effects and control methods</p> <p>Social issues associated with environment</p>
8	Outline syllabus	
	Unit 1	General Introduction
	1	Definition, principles and scope of environmental science
	2	Land resources, Forest Resources
	3	Water Resources, Energy Resources
	Unit 2	Environmental Pollution (Cause, effects and control measures) and solid waste management
	1	Air pollution ,Water Pollution
	2	Soil and Noise pollution
	3	Solid wastes and its management
	Unit 3	Climate Change and its impact
	1	Concept of Global Warming and greenhouse effect

	2	Ozone layer Depletion and its consequences		
	3	Climate change and its effect on ecosystem, Kyoto protocol and IPCC concerns on changing climate		
	Unit 4	Natural resource conservation		
	1	Hot spots, threats to biodiversity, endemic species		
	2	Conservation of biodiversity, ex-situ, in-situ conservation, biodiversity services.		
	3	Need of Water Conservation, Rain Water Harvesting Watershed management		
	Unit 5	Social Issues and the Environment		
	1	Concept of sustainable development		
	2	Resettlement and rehabilitation of people; its problems and concerns, Case studies		
	3	Population explosion and its consequences		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	<ul style="list-style-type: none"> • Environmental Studies – Benny Joseph – Tata Mcgraw Hill- 2005 • Environmental studies – R. Rajagopalan – Oxford Publication – 2005 		
	Other References	<ul style="list-style-type: none"> • Miller, G.T., “Introduction to Environmental Science”, Cengage Learning. • Rao, P.V., “Principles of Environmental Science and Engineering”, Prentice Hall of India 		

School: SMFE		Batch: 2020-2023
Program: BA (J&MC)		Current Academic Year: 2020-2021
Branch: NA		Semester: I
1	Course Code	BMC152
2	Course Title	Understanding Media
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0
	Course Type	Compulsory / Co-Requisite / Pre-Prerequisite / Elective / Open Elective
5	Course Objective	The objective of this course is to: To impart basic concepts meaning of media To make students aware about historic development and evolution of different types of media.
6	Course Outcomes	After the completion of this course, the student will be able to: CO1: Understand the basic concept of media CO2: Evaluate the development of different types of media. CO3: Apply and evaluate the impact of media on people lives and choices CO4: Apply the knowledge of writing for different Media and incorporating the value of Media law and ethics CO5: Integrate journalistic reporting, writing and editing. Also learn to use current technologies to reach, communicate with and increase your audience.
7	Course Description	The course focuses on the evolution and historical development of media. The course orients and enhances the theoretical knowledge of the students on the basics of media.
8	Outline syllabus	
	Unit 1	Introduction to Media
	1	Definition and Concept of Media
	2	Functions and Characteristics of Media
	3	Nature, Scope and types of Media
	Unit 2	Evolution of Media – Folk/Tradition & Print
	1	Traditional/Folk Media
	2	Print Media – Pre-Independence Era
	3	Print Media – Post-Independence Era
	Unit 3	Evolution of Media – Electronic (Radio & TV)
	1	Radio
	2	Television
	3	Contemporary scenario of Radio & TV
	Unit 4	Evolution of Media – Cinema
	1	Silent Era in Cinema
	2	Middle Era in Cinema
	3	Contemporary Cinema
	Unit 5	Evolution of Media – New/Online/Digital
	1	History & Evolution
	2	ICT
	3	Contemporary Digital Media

	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	<ul style="list-style-type: none"> • Mass Communication in India by Keval J Kumar 		
		<ul style="list-style-type: none"> • Articles on Internet 		

School: SMFE		Batch : 2020-2023
Program: BA (J&MC)		Current Academic Year: 2020-2021
Branch: NA		Semester: I
1	Course Code	BMC148
2	Course Title	Cultural and Art Forms
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0
	Course Type	Compulsory / Co-Requisite / Pre-Prerequisite / Elective / Open Elective
5	Course Objective	The objective of pursuing this course is: debate on various aspects of Indian history, art and culture critically engage on various socio-economic and political issues in India utilize knowledge gained to influence the social fabric of the country
6	Course Outcomes	After the completion of the course, the student will be able to: CO1: Describe the various aspects of Indian history, art and culture CO2: Relate to the fundamentals of various socio-economic and political issues in India CO3: Apply and Demonstrate critical thinking abilities to analyse and suggest alternatives describe salient features of Indian culture CO4: Explain the concept of diversity and underlying unity in Indian culture CO5: Apply their knowledge in restructuring the system by developing positive, differentiative and analytical capabilities.
7	Course Description	The course is aimed to impart knowledge of Indian history, art and culture among students. The course will also help the student to critically examine the socio-economic and political aspects and issues of the country.
8	Outline syllabus	
	Unit 1	Indian History : An Introduction
	1	Society in India through Ages- Ancient period- Varna and Jati, Family and Marriage in India,
	2	Religion and Philosophy in India: Ancient Period, Pre- Vedic and Vedic Religion, Buddhism and Jainism, Indian Philosophy – Vedanta and Mimansa School of Philosophy
	3	Indian Freedom Movement (1857-1947) Landmarks
	Unit 2	Indian Culture: An Introduction
	1	Socio-cultural Configuration of Contemporary India: Unity, Diversity, Multi-Culturalism
	2	Art and Culture: Contemporary Issues and Debates
	3	Scientific Temper: Concept, Relevance and Practice
	Unit 3	Indian Polity
	1	Indian Constitution: Preamble; Fundamental Rights and Duties; Directive Principles
	2	Presidential System and Parliamentary Democracy
	3	General Elections and Electoral Reforms
	Unit 4	Indian Art & Architecture:
	1	Gandharva School and Mathura School of Art;

		Hindu Temple Architecture, Buddhist Architecture, Medieval Architecture and Colonial Architecture		
	2	Indian Painting Tradition: Ancient, Medieval, Modern Indian Painting and Regional Painting Tradition		
	3	Performing Arts: Divisions of Indian Classical Music: Hindustani and Carnatic, Dances of India: Various Dance forms: Classical and Regional, Rise of Modern Theatre and Indian Cinema 4. Contemporary Indian Art and Artists		
	Unit 5	Social Movements & Activism		
	1	Marginalisation, Socio-Economic Equality and Reservation		
	2	Judicial Activism & Women Safety, Gender Equality and Activism		
	3	Public Health, Hygiene & Sanitation: Swachh Bharat Abhiyaan		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	<ul style="list-style-type: none"> • Basham, A. L. (2007). The Illustrated Cultural history of India. New Delhi: Oxford University Press. • Ghosal, H. R. (1962). An Outline History of the Indian people. Delhi: Publications Division, Ministry of Information & Broadcasting, Govt. of India. 		
	Other References	<ul style="list-style-type: none"> • Nehru, J. (1946). The Discovery of India. New York: The John Day Company. • Thapar, R. (2003). The History of Early India: From the Origins to AD 1300. London: Penguin. • Dhingra, I. C. (1986). Indian Economics and Development. New Delhi: Sultan Chand & Sons. • Singhal, A., & Rogers, E. M. (2001). India's Communication Revolution: From Bullock Carts to Cyber Marts. New Delhi: Sage Publications. • Verma, N., & Bhalla, A. (2000). India and Europe: Selected Essays. Shimla: Centre for the Study of Indian Civilization and Indian Institute of Advanced Study. 		

School: SMFE		Batch : 2020-2023
Program: BA (J&MC)		Current Academic Year: 2020-2021
Branch: NA		Semester: I
1	Course Code	BMC149
2	Course Title	Visual Communication
3	Credits	3
4	Contact Hours (L-T-P)	0-2-2
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective
5	Course Objective	The objective of this course is to: Make the learner understand various forms of effective visual communication designs. Make the learner understand the semiotics, Design elements and non-verbal language that is used for narrative representation Help learners apply their understanding of visual communication basics in designing minor student projects
6	Course Outcomes	After the completion of the course, the student will be able to: CO1: Describe a design through visual communication CO2: Understand the semiotics, Design elements, and non-verbal language that is used for narrative representation. CO3: Apply conceptual and technical understanding of Graphics and Visual Design CO4: Analyze an effective transference of ideas. CO5: Create a Design based on principles of visual communication
7	Course Description	The programme aims to develop mature understanding of visual communications, their importance, forms and their aesthetic aspects. In addition to finding solutions to Visual communication needs, it also tries to generate methodologies for solving fundamental visual designing problems.
8	Outline syllabus	
	Unit 1	Intro to Visual Communication
	1	Human and Visual Communication (physiology and psychology), Visual Communication - A expression, skill and process, The semiotic landscape: language and visual communication, narrative representation
	Unit 2	Fundamentals of Design
	1	Definition. Approaches to Design, Centrality of Design, Elements of Design: Line, Shape, Space, Color, Texture. Form Etc. Principles of Design: Symmetry. Rhythm, Contrast, Balance Mass/Scale etc. Design and Designers (Need, role, process, methodologies etc.), Principles of Visual and other Sensory Perceptions. Color psychology and theory (some aspects) Definition, Optical / Visual Illusions Etc Various stages of design process- problem identification, search for solution refinement, analysis, decision making, implementation.
	Unit 3	Basics of Graphic Design
	1	Definition, Elements of GD, Design process-research, a source of concept, the process of developing ideas- verbal, visual, combination & thematic, visual thinking, associative techniques, materials, tools (precision instruments etc.) design execution, and presentation.
	Unit 4	Visual Designing

	1	Understanding of the factors that influence the visual design problem. Study in the phases of process from analysis through synthesis and evaluation. Role of creativity, role playing brain storming, metamorphic thinking and other methods of idea generation. Visual Design methodology for various stages of design process – research, analysis, ideation, concepts, prototyping and evaluation. Presentation and documentation of the design task.	
	Unit 5	Minor Design Project	
	1	Creating various projects involving the application of Visual Communication Modules Learnt so far. It can be anything from a business card, to a letterhead, a logo, or a stylesheet, or a website, mobile App, etc.	
	Mode of examination	Jury/Practical/Viva	
	Weightage Distribution	CA	ETE
		60%	40%
	Text book/s*	<ul style="list-style-type: none"> • Visual Communication: Images with Messages by Paul Martin Lester 	
	Other References	<ul style="list-style-type: none"> • Visual Communication: From Theory to Practice by Jonathan Baldwin • The Non-Designer’s Design Book by Robin Williams. • Essentials of Visual Communication by Bo Bergstrom 	

School: SMFE		Batch : 2020-2023
Program: BA (J&MC)		Current Academic Year: 2020-2021
Branch: NA		Semester: I
1	Course Code	BMC 150
2	Course Title	Soft-Skill and Personality Development
3	Credits	3
4	Contact Hours (L-T-P)	0-1-4
	Course Type	Compulsory / Co-Requisite / Pre-Prerequisite / Elective / Open Elective
5	Course Objective	The objective of this course is to: Make students well versed in voice evaluation, to improve their vocabulary and vocal tools to make them ready for industry in terms of voice and speech. To understand the importance of body language and right posture in terms of giving speech
6	Course Outcomes	After the completion of the course, the student will be able to: CO1: Gain confidence in terms of voice and speech. CO2: Practice perfect body language at events and scenarios. CO3: To understand voice analysis and improvement CO4: To understand the pronunciation and articulation CO5: To understand stress management and implement presentation skills.
7	Course Description	The course is developed to inculcate the soft-skills and pleasing personality among the student which will help in developing the overall personality of the students.
8	Outline syllabus	
	Unit 1	Facial Expressions and Movements
	1	Sense of pace and timing
	2	Expressions and Dressing style in different scenarios
	3	Controlling emotions and techniques to use stage or delivery platform
	Unit 2	Voice Analysis and Improvement
	1	Importance of voice improvement
	2	Analyzing student's speech and Voice: Pitch, Volume, Tempo, Vitality
	3	Voice quality: Resonance V/s thinness, Breathing, Nasality and Huskiness
	Unit 3	Pronunciation and Articulation
	1	Understanding different causes of mispronunciation.
	2	Clarity in Hindi pronunciation, Hindi grammar and how to get rid of regional touch in language along with practice sessions
	3	Clarity in English pronunciation, English grammar and how to get rid of regional touch in language along with practice sessions
	Unit 4	Management
	1	Time and Stress management during presentation
	2	Tools and resources to upgrade skills
	3	Verbal/Non-verbal communication and how to incorporate Honesty, leadership, trust , courage and patience in speech and presentation.
	Unit 5	Exercise

	1	Exercise	
	2	Exercise	
	3	Exercise	
	Mode of examination	Jury/Practical/Viva	
	Weightage Distribution	CA	ETE
		60%	40%
	Text book/s*	<ul style="list-style-type: none"> • Personality Development and Soft skills-Barun K Mitra • Taxmann's Personality Development and soft skills-Dr. S.S.Narula 	
	Other References	<ul style="list-style-type: none"> • Online worksheets 	

School: SMFE		Batch : 2020-2023
Program: BA (J&MC)		Current Academic Year: 2020-2021
Branch: NA		Semester: I
1	Course Code	BMC151
2	Course Title	Computer & IT Skills
3	Credits	3
4	Contact Hours (L-T-P)	0-1-4
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective
5	Course Objective	The objective of this course is to: To impart knowledge with the basic fundamentals of computer application. To ensure that the students undergo a survey of various basic computer applications that are available and frequently used in every professional's life
6	Course Outcomes	After the completion of the course, the student will be able to: CO1: Identify the principal components of basic computer skills for professional industries CO2: Understanding of computer hardware and software CO3: Apply the ethical and societal concerns regarding computer technology. CO4: Analyze the knowledge gained to work on presentation along with using related tables, graphs, and Pie charts. CO5: Create and design layouts using various Software's
7	Course Description	The course is designed to impart the basic fundamentals of computer application and IT among students. The course aims to enhance the technical competency among the students, foundation for the coming semesters.
8	Outline syllabus	
	Unit 1	WINDOWS and APPLICATION OF MS OFFICE USING MS WORD
	1	Knowing the MS Word Window Working on Business letters, knowledge of different fonts, styles and formats of professional documents
		Saving the files in different formats and working with print & print preview
	2	FORMATTING THE TEXT Editing and Alignment of text, tabs, characters spacing Paragraph Indenting & spacing, Bullet and numbering, Changing cases
	3	TABLE MANIPULATIONS and DRAWING TOOLS Drawing tables, changing cell height and width Deleting and Inserting rows and columns, merging cells Using different drawing tools, borders and shading
	Unit 2	MS EXCEL
	1	INTRODUCING EXCEL WORKSHEET Entering data and completing cell entries Adjusting column width and row heights, Formatting cells, Borders and fills Perform Worksheet Calculation and Print Preview
	2	EDITING WORKSHEETS Inserting and deleting rows, columns and cells, Change the worksheet tab colour moving , renaming and creating copy of worksheets Using functions in formulas- Autosum, Sum, Average , Count
	3	WORKING WITH CHARTS Create Chart to compare data Working with chart tools

		Edit chart data, Adding image to worksheet.
	Unit 3	MS POWER POINT
	1	CREATING and DELIVERING OF PRESENTATION Navigating a power point window Choosing a theme and creating presentation Adding slides, Choosing Layout and aligning text
	2	DESIGNING THE PRESENTATION Working on the aesthetics of slides Making your own slide format Printing handouts, handout masters, slide footers, slideshow
	3	ADDING GRAPHICS, ANIMATION and SOUND Inserting Pictures, cliparts, graphics and other file formats Adding effects/animations to text and images Adding sounds and Videos in the presentation
	Unit 4	USING MS PUBLISHER
	1	INTRODUCING MS PUBLISHER Introducing MS Publisher Interface Navigation and selection techniques
		Multipage layouts and selection techniques.
	2	CREATING A NEWSLETTER USING MS PUBLISHER Working on layout design and themes Inserting tables, graphs and images Conversion of file format and finalizing publication
	3	PUBLISHING A TRIFOLD BROCHURE Choosing a layout theme and design Placement of information and the Images Finalizing publication and taking the print out.
	Unit 5	INTERNET and WEB BROWSERS
	1	Basic HTML & Web designing (through programming languages & designing tools)
	2	Search Engine Optimization
	3	UNDERSTADING URL and SURFING THE WEB
	Mode of examination	Jury/Practical/Viva
	Weightage	CA
	Distribution	ETE
		60%
		40%
	Text book/s*	<ul style="list-style-type: none"> Beginning Microsoft Office by Gay Hart Davis Websites and Internet material
	References	<ul style="list-style-type: none"> Internet

TERM 2

School: SMFE		Batch : 2020-2023
Program: BA (J&MC)		Current Academic Year: 2020-2021
Branch: NA		Semester: II
1	Course Code	ARP102
2	Course Title	Communicative English-II
3	Credits	2
4	Contact Hours (L-T-P)	1-0-2
	Course Type	Compulsory /Co-Requisite/Pre Prerequisite/Elective/Open Elective
5	Course Objective	To Develop LSRW skills through audio-visual language acquirement, creative writing, advanced speech et al and MTI Reduction with the aid of certain tools like texts, movies, long and short essays.
6	Course Outcomes	<p>After the completion of the course, the student will be able to:</p> <p>CO1: Move from primary self-assessment to larger goal and vision statement realization with the help of feature length films as enablers and multimedia as language facilitators.</p> <p>CO2: To develop a positive attitude through written expression of positive thought process and outlook with the help of writing activities like story completion et al.</p> <p>CO3: Learn advanced writing skills in English like full length essays et al.</p> <p>CO4: Master the science of speech and correct pronunciation through the accent-neutralization program followed by reading sessions applying the lessons learnt.</p> <p>CO5:At this stage students will learn about Innovative Leadership and Design Thinking skills and practices along with Ethics and Integrity</p> <p>CO6: At this stage students will learn about Love & Compassion, Non-Violence & Truth, Righteousness, Peace, Service, Renunciation (Sacrifice) along with Introduction to Quant, Aptitude and Logical Reasoning</p>
7	Course Description	The course takes the learnings from the previous semester to an advanced level of language learning and self-comprehension through the introduction of audio-visual aids as language enablers. It also leads learners to an advanced level of writing, reading, listening and speaking abilities, while also reducing the usage of L1 to minimal in order to increase the employability chances.
8	Outline syllabus	
	Unit 1	Acquiring Vision, Goals and Strategies through Audio-visual Language Texts
	1	Pursuit of Happiness / Goal Setting & Value Proposition in life
	2	12 Angry Men / Ethics & Principles
	3	The King's Speech / Mission statement in life strategies & Action Plans in Life
	Unit 2	Creative Writing
	1	Story Reconstruction - Positive Thinking
	2	Theme based Story Writing - Positive attitude
	3	Learning Diary Learning Log – Self-introspection
	Unit 3	Writing Skills 1
	1	Precis
	2	Paraphrasing

	3	Essays (Simple essays)
	Unit 4	MTI Reduction/Neutral Accent through Classroom Sessions & Practice
	1	Vowel, Consonant, sound correction, speech sounds, Monothongs, Diphthongs and Triphthongs
	2	Vowel Sound drills , Consonant Sound drills, Affricates and Fricative Sounds
	3	Speech Sounds Speech Music Tone Volume Diction Syntax Intonation Syllable Stress
	Unit 5	Gauging MTI Reduction Effectiveness through Free Speech
	1	Jam sessions
	2	Extempore
	3	Situation-based Role Play
	Evaluations	Class Assignments/Free Speech Exercises / JAM Group Presentations/Problem Solving Scenarios/GD/Simulations (60% CA and 40% ETE N/A
	Text book/s*	<ul style="list-style-type: none"> • Wren, P.C.& Martin H. High English Grammar and Composition, S.Chand& Company Ltd, New Delhi. • Blum, M. Rosen. How to Build Better Vocabulary. London: Bloomsbury Publication • Comfort, Jeremy(et.al). Speaking Effectively. Cambridge University Press. • The Luncheon by W.Somerset Maugham
	Other References	<ul style="list-style-type: none"> • -http://mistera.co.nf/files/sm_luncheon.pdf

School: SMFE		Batch: 2020-2023
Program: BA (J&MC)		Current Academic Year: 2020-2021
Branch: NA		Semester: II
1	Course Code	BMC153
2	Course Title	Media Laws & Ethics
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective
5	Course Objective	<p>The objective of this course is to:</p> <ol style="list-style-type: none"> 1. A thorough understanding of media laws and ethical issues will convince the budding journalists to engage in their career assignments without compromising the professional and ethical standards 2. This class will deal with press laws and ethical issues and professional practices in media. 3. Rules and laws for media organizations and the Regulatory bodies of the Print and Electronic media will be discussed in the class. 4. The course will introduce media laws and ethical frameworks for media practitioners in the Indian and the global contexts.
6	Course Outcomes	<p>After the completion of the course, the student will be able to:</p> <p>CO1: Identify the moral dimensions of media ethics problems in various dilemmas faced by media.</p> <p>CO2: Interpret the Knowledge of media Laws and Ethics</p> <p>CO3: utilize knowledge gained in coverage related to media Profession</p> <p>CO4: Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness, and diversity</p> <p>CO5: Apply the principles and understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.</p>
7	Course Description	The course introduces students to a broad range of specific ethical and legal issues pertinent to various aspects of the media. The course will investigate and analyse techniques for dealing with moral problems and moral dilemmas that students may encounter in their professional lives. The course will also examine and analyse the general nature of ethical, legal and moral discourse pertaining to professional communication
8	Outline syllabus	
	Unit 1	
	1	Legal Terminology: Bills and Acts, Ordinance, Regulations, Statute, Code, Norms, Conventions, Affidavit, Accused, Acquittal, Bail, Conviction, Defendant, Evidence, Plaintiff, Prosecution, Prima Facie, Sub-Judice
	2	Press Laws Before and After Independence; Freedom of the Press and the Indian Constitution, Freedom of Speech and Expression: Article 19(1) (a) and Reasonable Restrictions Article 19 (2)
	3	Bill to Act: Case Study of Lokpal
	Unit 2	Press Commissions and Committees
	1	Press Commissions and Press Council of India

	2	Committees: Chanda Committee, P.C. Joshi Committee, Sengupta Committee and Verghese Committee		
	3	The State: Sedition-incitement to violence (section 124A IPC) Defamation, Libel & Slander (Case studies) Parliamentary Privileges - Article 361A, Article 105 (Parliament), Article 194 (State Legislation),		
	Unit 3	Liberty and Restriction		
	1	Press & Registration of Books Act 1867 and 1955, Copyright Act 1957 , Intellectual Property Right		
	2	Prasar Bharati Working Journalists Act 1955 & 1958, Young Persons Harmful Publications Act 1956 Act 1990 and Cinematograph Act 1952 WTO agreement and intellectual property right legislations,		
	3	Official Secrets Act 1923 and Right to Information Act 2005 (Case studies) Obscenity; Indecent Representation of Women (Prohibition) Act, 1986;		
	Unit 4	Regulatory Bodies		
	1	Advertising Council of India		
	2	Regulatory Framework: TRAI, BCCC, News Broadcasters Association (NBA) and their functioning		
	3	Code of Ethics: Editors' Guild, Press Council of India, AIR & Doordarshan Code,		
	Unit 5	Media Ethics: Social Responsibility of Press		
	1	Privacy and Publicity, Obscenity or Decency, Censorship & Plagiarism		
	2	Media's ethical problems including privacy, right to reply, sting operations Guarding against communal writing and sensational and yellow journalism,		
	3	Cyber Laws and Ethics: Social networking sites, Types of Cybercrimes, Issue of privacy on net, Hacking and ethical hacking		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	<ul style="list-style-type: none"> MEDIA LAW AND ETHICS - M. NEELAMALAR, PHI Learning Pvt. Ltd., 2009 		
	Other References	<ul style="list-style-type: none"> Books Recommended : Laws of the Press, D.D.Basu, 1996, Princeton Hall Publishers, New Delhi. Media Credibility by Aggarwal, S.K. Mass Media: Laws and Regulations by Rayudu, C.S. History of Press, Press Laws and Communication by Ahuja, B.N. Press and Pressure by Mankakar, D.R. Freedom and Fraud of the Press by Ghosh, Kekar Press and Press Laws in India by Ghosh, Hemendra Prasad Media Ethics and Laws by Jan R. Hakecudlar 9. The Media in your life by Jean Folkerts. 		

School: SMFE		Batch : 2020-2023
Program: BA (J&MC)		Current Academic Year: 2020-2021
Branch: NA		Semester: II
1	Course Code	BMC154
2	Course Title	Development Communication
3	Credits	3
4	Contact Hours (L-T-P)	1-2-0
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective
5	Course Objective	The objective of this course is to: 1. To impart basic concepts meaning and models of development 2. To make students aware about problems and issues of the development. Inculcate knowledge of development communication and relations with media and society. Know the functioning of media in development coverage.
6	Course Outcomes	After the completion of the course, the student will be able to: CO1: Appraise and evaluate contemporary development concerns, advocacy and communication for sustainable social change CO2: Analyze the process of Development Communication CO3: Recognize and apply aesthetic principles use of different media in development communication CO4: The student would be to analyze and evaluate gender issues & advocacy CO5: Write and Design message for Development Communication
7	Course Description	The courses offer focus on contemporary development concerns, advocacy and communication for sustainable social change. The other important areas of study are behavior change communication. The course orients and enhances the capacity of the students in participatory methodologies.
8	Outline syllabus	
	Unit 1	Models and Paradigms of Development Communication
	1	Linear Models: Rostow's Demographic (Stages of Growth), Transmission Non-Linear: World System Theory, Neo-Marxist Theory
	2	Changing Paradigms of Development and Alternative Paradigms: Participatory, Think local/Act global - Think global/Act local
	3	Economic and social indicators of development: GDP/GNP ,Human Development Index, Physical Quality of Life Index, Communication as an indicator, Democracy as an indicator, Human Rights as an indicator, Social Relations [inequality] Happiness Index
	Unit 2	Communication and Social Change
	1	Gandhian Perspective: Panchayati Raj
	2	Approaches to Development Communication: Diffusion of Innovation; Magic Multiplier; Empathy
	3	Case Studies: Kheda, SITE, Water Harvesting Management, MNREGA, NHRM, The Millennium Development Goals (MDGs) and Sustainable Development Goals
	Unit 3	Media and Development

	1	Role and performance of Mass Media in Development: Radio, Television, Cinema and Traditional media, Development of message design and communication		
	2	Development reporting- roles and responsibilities of a development reporter, ethics in reporting, specialized skills required and issues in development reporting		
	3	ICTs: scope in development communication (SITE Experiment, e chaupal, e governance,)		
	Unit 4	Behavior Change Communication: Concept & Approaches		
	1	Processes of Behavior Change Communication		
	2	Strategic issues and BCC (Health/ Environment/ Consumption)		
	3	Case study of BCC campaigns for social mobilization and policy change		
	Unit 5	Gender and Advocacy		
	1	Women and Human Rights		
	2	Laws for protection of women's rights		
	3	Media and gender mainstreaming		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	Weightage Distribution
		30%	20%	
	Text book/s*			
	Other References	<ul style="list-style-type: none"> • Srinivas R. Melkote Communication for Development in the Third World, Sage, New Delhi • Lerner Daniel and Schramm Wilbur Communication and Changes in Developing Countries, East West Communication Centre, Honolulu • Rogers Everett M Communication and Development: Critical Perspective, Sage, New Delhi • Todaro, Michael P Economic Development in the Third World, Longman, New York 		

School: SMFE		Batch : 2020-2023
Program: BA (J&MC)		Current Academic Year: 2020-2021
Branch:		Semester: II
1	Course Code	BMC155
2	Course Title	Entrepreneurship
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective
5	Course Objective	<p>The objective of pursuing this course is:</p> <ol style="list-style-type: none"> 1. To prepare students for starting their entrepreneurial journey and for launching startups. 2. To upskill students with Basic Business Management, Branding and Marketing Skills 3. To help aspirants write their own business proposals and make budgets for their photography businesses. 4. To make students aware about legal and related issues.
6	Course Outcomes	<p>After the completion of this course, the student will be able to</p> <p>CO1: Identify basic business management and entrepreneurship. CO2: Interpret business plans and budgets to secure finances & seed funding CO3: Apply and Execute branding and marketing strategies to boost business CO4: Analyze legal and related issues. CO5: Plan and execute strategies in order to move faster & operate more efficiently.</p>
7	Course Description	The purpose of this course is to prepare students to start their entrepreneurial journey.
8	Outline syllabus	
	Unit 1	Entrepreneurship Basics
	A	Concept, Functions and Journey of being an Entrepreneur
	B	Innovation & Problem Solving as per Market Needs
	C	Teams & Resource Mobilization
	Unit 2	Basic Business Management
	A	Types of Business organization
	B	Functional Areas of Management
	C	Client Servicing & Communication in Management
	Unit 3	Budgeting and Finance
	A	Creating Impactful Business Proposals
	B	Budgeting for a startup idea
	C	Financing Entrepreneurial Ventures
	Unit 4	Branding & Marketing
	A	4 Ps of Marketing – Product, Price, Place & Promotion Additional Ps of Service Marketing – Process, People & Physical Evidence Budgeting
	B	Branding
	C	Traditional and Digital Marketing for SMEs
	Unit 5	Business, IPR and Taxation Laws
	A	Overview of Company Laws in India
	B	IPR and Copyrights

	C	Taxation		
	Mode of examination	Theory/ Jury /Practical/Viva		
	Weightage	CA	MTE	ETE
	Distribution	30%	20%	50%
	Text book/s*	<ul style="list-style-type: none"> • The Essence of Business & Management by Motilal Oswal 		
	Other References	<ul style="list-style-type: none"> • Entrepreneurship by William Bygrave & Andrew Zacharakis • PRINCIPLES OF BUSINESS MANAGEMENT by Godfred Koi-Akrofi • International Marketing by Philip R. Cateora, John Graham, Mary C. Gilly • BASIC MARKETING by William Perreault, Joseph Cannon, E. Jerome McCarthy • Introduction to Business Law by Jeffrey Beatty, Susan Samuelson 		

School: SMFE		Batch: 2020-2023
Program: BA (J&MC)		Current Academic Year: 2020-2021
Branch: NA		Semester: II
1	Course Code	BMC156
2	Course Title	Communications: Concepts & Principles
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0
	Course Type	Compulsory /Co Requisite/Pre Prerequisite/Elective/Open Elective
5	Course Objective	The objective of this course is to: Explain the meaning of communication and why human beings communicate. Explain different types of communication To know the various channels of distributions of Mass Communication Explain important theories of communication Explain various models of communication
6	Course Outcomes	After the completion of this course, the student will be able to CO1: Develop a practical understanding of the various theories and models of communication CO2: Understand the effects of mass communication on society, audiences and people CO3: Apply Communication model and theories to critically analyze real-world issues CO4: Illustrate and correlate models and theories of mass communication CO5: Utilize knowledge to evaluate the effects of communication theory on society
7	Course Description	The course is designed to inculcate the knowledge of theoretical aspects of Communication, by teaching a number of models and theories of communication. The course also aims to impart the understanding of applying the theoretical aspect into action.
8	Outline syllabus	
	Unit 1	Defining Communication
	1	Definition, Concept and Meaning of Communication
	2	Elements of Communication, 7Cs of Communication, Barriers to Communication.
	3	Stages and Types of Communication
	Unit 2	Introduction to Communication Models
	1	Aristotle's model, Harold D Lasswell's model (1948), Claude Shannon and Warren Weaver's Model (1949).
	2	Theodore Newcomb's model (1953)
	3	Osgood's model (1954)
	Unit 3	Theories of Communication
	1	Communication theory: Need and importance - Hypodermic or bullet theory
	2	Individual differences theory, Cognitive Dissonance Theory
	3	Personal Influence Theory
	Unit 4	Sociological theories of Mass Communication
	1	Cultivation Theory, Agenda Setting Theory
	2	Social Learning Theory, Spiral of Silence

	3	Uses and Gratification Theory, Dependency Theory		
	Unit 5	Normative Theory of Communication		
	1	Authoritarian Theory, Libertarian Theory		
	2	Social Responsibility Theory, Soviet Media Theory		
	3	Development Theory, Democratic-Participant Media Theory		
	Mode of examination	Theory/Jury/ Practical/Viva		
	Weightage Distribution	CA	MTE	Weightage Distribution
		30%	20%	
	Text book/s*	<ul style="list-style-type: none"> • Mass Communication In India by Keval J Kumar 		
	Other References	<ul style="list-style-type: none"> • Handbook of Communication by Uma Narula • Handbook of Journalism and Mass Communication by VirBala Aggarwal and VS Gupta • Theories of Mass Communication: De Fleur and B. Rokeach • Mass Communication Theory: Denis McQuail • Perspectives in Mass Communication : Agee, Ault, Emery • Mass Communication: Whitney, Wartella and Windohl • Issues in Mass Communication: JS Yadav and Pradeep Mathur • Reading in Mass Communication: Emery Smithe • Mass Media Today: Subir Ghosh • Introduction to Mass Communication: William Francois • Studies in Communication: Asher Cashden and Martin Jordin • Mass Communication and Development Dr. BaldevRaj . • Mass Communication Journalism in India D S Mehta Hyderabad, ICFAI University Press. 		

School: SMFE		Batch : 2020-2023
Program: BA (J&MC)		Current Academic Year: 2020-2021
Branch:		Semester: II
1	Course Code	BMC 157
2	Course Title	Sound and Image
3	Credits	3
4	Contact Hours (L-T-P)	0-0-6
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective
5	Course Objective	The objective of this course is to: To explore basic principles relations to the (re) production of sound and image To understand the basic methods of audio recording and (re)generation To understand basic methods of image (re)generation and photographic capture To understand interactivity between sound, image and context
6	Course Outcomes	After the completion of the course, the student will be able to: CO1: Define the basic principles relating to production and editing of different kinds of Sounds & images CO2: Characterize fundamentals relating to digital image & sound production using various kind of equipment. CO3: Apply their understanding of sound and imaging to create basic audio-visuals. CO4: Compare, Contrast and Co-Relate the basic methods of audio recording and regeneration. CO5: Generate Audio visual content independently
7	Course Description	This course is designed to offer the students, a primary level understanding of sound and image production and how both can be juxtaposed for the purpose of story-telling using audio visuals.
8	Outline syllabus	
	Unit 1	Principles of Sound
	1	Nature of Sound, its Properties and Dimensions
	2	Microphones
	3	Audio Accessories for Sound Production
	Unit 2	Sound Recording & Mixing
	1	Digital Audio Formats
	2	Sound Recording & Reproduction
	3	Audio Mixing and Editing
	Unit 3	Digital Imaging
	1	Types of Graphics (Vector and Raster)
	2	Digital Imaging Formats
	3	Basic Software for Production of Vector & Raster Graphics
	Unit 4	Basic Image Editing
	1	Practical Applications of Image Editing
	2	Mobile Applications for image editing
	3	Online Tools for Image Processing and Editing
	Unit 5	Audio Visual Production
	1	Basics of Audio-Visual Mixing

	2	AV Creation using different Software	
	3	Final AV production	
	Mode of examination	Jury Examination	
	Weightage Distribution	CA	ETE
		60%	40%
	Text book/s*	<ul style="list-style-type: none"> • Mastering Audio: The Art and the Science by Bob Katz 	
	Other References	<ul style="list-style-type: none"> • Master Handbook of Acoustics by F. Alton Everest & Ken Pohlmann • The Sound Book: The Science of the Sonic Wonders of the World by Trevor Cox 	

School: SMFE		Batch : 2020-2023	
Program: BA (J&MC)		Current Academic Year: 2020-2021	
Branch: NA		Semester: II	
1	Course Code	BMC 158	
2	Course Title	Study Tour	
3	Credits	2	
4	Contact Hours (L-T-P)	0-0-4	
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective	
5	Course Objective	1. To provide students the opportunity to have hands-on industry experience/ interaction. 2. To provide students with an opportunity to assess their classroom knowledge vis-a-vis industry. 3. Development of film making skills in students, in the context of real world. 4. To put students in a real-life problem-solving situation, where they learn to be skilled and trained to deliver excellent outcome to the industry.	
6	Course Outcomes	After the completion of the course, the student will be able to: CO1: Define the working style of the industry CO2: Understanding of problem dealing by the professional. CO3: Apply how to work under pressure and strict deadlines CO4: Structuring a project report and present it to a group of experts or faculty. CO5: Evaluating the management during the Film & Tv production	
7	Course Description	1. Students will spend their allocated time in motion picture industry. 2. Students will have to write report to accomplish following tasks: Share their experience in industry Share their learning outcome Discuss problems faced by them Students will write a final report/ portfolio for the jury submission Oral presentation/ viva-voce will be conducted based on the project report	
8	Outline syllabus		
	Unit 1 -5	Report on the tour conducted by the department	
	Mode of examination	Jury/Practical/Viva	
	Weightage	CA	MTE
	Distribution	60%	40%
	Text book/s*	NA	

TERM 3

School: SMFE		Batch : 2020-2023
Program: BA (J&MC)		Current Academic Year: 2021-2022
Branch: NA		Semester: III
1	Course Code	BCJ208
2	Course Title	Introduction to print and convergent Journalism
3	Credits	4
4	Contact Hours (L-T-P)	(2-2-0)
5	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective
6	Course Objective	<p>The objective of this course is to:</p> <p>To develop intellectual skills in order to evaluate and analyze the meanings of news and information.</p> <p>To develop the basic understanding of the print and convergent Journalism.</p> <p>To create a foundation to further understand journalism and communication processes in context of political, economic, social and cultural realities of contemporary world with advancement in Journalism practices.</p>
7	Course Outcomes	<p>After the completion of the course, the student will be able to:</p> <p>CO1: Understand Print and convergent Journalism</p> <p>CO2: Inculcate the habit of remaining informed and knowledgeable regarding the changing dynamics of the world of Journalism.</p> <p>CO3: Be able to adhere to core concepts of journalism (Objectivity, Fairness, Balance and Accuracy)</p> <p>CO4: Collaborate with teams of editors to create a quality publication.</p> <p>CO5: Apply knowledge gained in writing accurately and creatively for mass media</p>
	Course Description	The course is designed to inculcate the knowledge of the contemporary issues among the students. As prospect media persons this subject will help them to develop the habit of reading newspaper and getting themselves updated.
9	Outline syllabus	
	Unit 1	Newsroom structure and Contemporary Journalism News Values
	A	Structure of a newspaper, magazine, or news website
	B	Recent history of journalism, Understanding news and news values
	C	Specialization and understanding beats
	Unit 2	Unit II News Gathering Techniques
	A	Developing a journalist's toolbox, Parsimony and avoiding clichés
	B	News gathering techniques- Developing reporting skills -Researching stories
	C	How to get story ideas - Story mapping - Pitching stories and working with editors - Triangulating and cross-checking information
	Unit 3	Unit III Story Types
	A	Developing Story Ideas into Printable Stories , Writing news reports within basic news structures
	B	structuring stories logically and conventionally , Styles of intros , Copyediting and revising stories , Evaluating and reworking news from wire services and other media institutions
	C	Sidebars, profiles, updates, follow-ups, team reporting, investigative reporting

	Unit 4	Specialized areas of Journalism		
	A	Human interest pieces, features, narrative non-fiction, interpretive reporting - Column writing, opinion pieces, editorials, advertorials		
	B	Writing for beats: Sports, business, politics, crime, fashion, food, technology, arts and entertainment, cinema		
	C	Evolution of Journalism with respect to Technology		
	Unit 5	Convergent Journalism		
	A	Nature scope and Definition		
	B	Working of a modern-day integrated newsroom - Writing and editing techniques for text, audio, video, multimedia		
	C	Crowdsourcing, vlog, narrowcasting and web podcasting - Developing interactive maps and graphics		
10	Mode of examination	Theory		
	Weightage	CA	MTE	ETE
11	Distribution	30	20	50
12	Text book/s*	<ul style="list-style-type: none"> • Editing for Print by Geoffrey Rogers (MacDonald Book 1993) • Art and Production by N.N. Sarkar 		
13	Other References	<ul style="list-style-type: none"> • Modern Newspaper Reporting by F W Hodgson. • 2.Copy Editing 3rd Edition by Butcher J (Cambridge University Press, 1992) • Writing Feature Articles by Brendan Hennessy (Focal Press) • Headlines Writing by Sunil Saxena (Sage) 		

School: SMFE		Batch : 2020-2023	
Program: BA (J&MC)		Current Academic Year: 2021-2022	
Branch: NA		Semester: III	
1	Course Code	BCJ 209	
2	Course Title	Event Management	
3	Credits	3	
4	Contact Hours (L-T-P)	0-2-2	
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective	
5	Course Objective	<p>The objective of this course is to:</p> <p>To give formal instructions and training to students to be future managers of the Event Industry.</p> <p>To develop technical proficiency to effectively adjust, grow and excel in the field of Event Management.</p> <p>To make student proficiency in planning, concept, designing and lay out of an Event</p>	
6	Course Outcomes	<p>After the completion of the course, the student will be able to:</p> <p>CO1: Define the working style of the industry</p> <p>CO2: Understanding of problem dealing by the professional.</p> <p>CO3: Apply how to work under pressure and strict deadlines</p> <p>CO4: Structuring a project report and present it to a group of experts or faculty.</p> <p>CO5: Evaluating the management during the Film & Tv production</p>	
7	Course Description	The course aims to inculcate the basics of event management. The students will be exposed to the hand-on experience of organizing events of various types.	
8	Outline syllabus		
	Unit 1	Introduction and Principles of Event Management	
	1	Definition and Historical Perspective of Event Management.	
	2	Principles of event Management, concept and designing.	
	3	Feasibility, Keys to success, SWOT Analysis.	
	Unit 2	Event Planning and Team Management	
	1	Aim of event, develop a mission, Establish Objectives.	
	2	Preparing event proposal, Use of planning tools.	
	3	Leadership, Traits and characteristics.	
	Unit 3	Event Marketing And Advertising	
	1	Process of marketing, Marketing mix, Sponsorship.	
	2	Image, Branding, Advertising.	
	3	Brief Understanding of Publicity and Public relations.	
	Unit 4	Event Leadership and Communication	
	1	Leadership skills, Managing team .	
	2	Group development, Managing meetings.	
	3	Written communications, (Official, semi-official, Invoice).	
	Unit 5	Event Safety And Security and Accounting	
	1	Crowd management.	
	2	Major risks and emergency planning.	
	3	Budget and Balance sheet.	
	Mode of examination	Jury/Practical/Viva	
	Weightage	CA	MTE
	Distribution	60%	40%

	Text book/s*	<ul style="list-style-type: none"> • Event Management By Lynn Van Der Wagen and Brenda R Carlos.
	Other References	<ul style="list-style-type: none"> • Successful Event Management By Anton Shone and Bryn Parry . • Event Management for Dummies by Laura Capell. • Marketing Your Event Planning Business: A Creative Approach To Gaining The Competitive Edge by Judy Allen. • The Accidental Creative: How To Be Brilliant At A Moment's Notice by Todd Henry • Planning and Management of Meetings, Expositions, Events and Conventions (Hardcover) .

School: SMFE		Batch : 2020-2023
Program: BA (J&MC)		Current Academic Year: 2021-2022
Branch: NA		Semester: III
1	Course Code	BCJ210
2	Course Title	Contemporary Socio-Economic and Political Issues
3	Credits	3
4	Contact Hours (L-T-P)	(2-1-0)
5	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective
6	Course Objective	To develop intellectual skills in order to evaluate and analyze the meanings of news and information. To develop the basic understanding of the Contemporary Issues. To create a foundation to further understand journalism and communication processes in context of political, economic, social and cultural realities of contemporary world.
7	Course Outcomes	After the completion of the course, the student will be able to: CO1: Understand contemporary issues (National/International) CO2: Inculcate the habit of remaining informed and knowledgeable about current and contemporary Issues. CO3: To understand the Indian and world political, social and economic systems CO4: Be able to adhere to core concepts of journalism (Objectivity, Fairness, Balance and Accuracy CO5: To understand the impact of political issues on society
	Course Description	This class will be focused on inculcating the knowledge of contemporary issues. It will also help students to understand the contemporary social, political and economic aspects of the country. This class will help students learn and understand the contemporary issues required to excel in the field of Journalism and media studies.
9	Outline syllabus	
	Unit 1	Indian political systems
	A	Indian Political system- Party systems- Political ideologies- Right wing- leftists- centrist-socialists- Democrats
	B	Marxism-Anarchism-Communism-capitalism-Democracy- Identity Politics
	C	Socialism- Liberalism- Fascism- Authoritarianism
	Unit 2	India's Foreign Relations
	A	Indian Foreign policy since independence
	B	Politics in South Asia
	C	India and the world
	Unit 3	Major world organizations
	A	UNO - WHO, UNICEF, UNESCO and ILO WTO, UNDP, World Bank and IMF
	B	SAARC, BRICS , NAM, OIC
	C	OECD-ITU-WTO-UNIDO-UNESCAP etc.
	Unit 4	Social Systems
	A	Casteism- varna system Racial Diversity- Regionalism-

		Communalism- Tribalism		
	B	Ethnocentrism- Traditions- Untouchability-slavery- need for feminism		
	C	Family- Marriage-Women issues-Dowry- Equality		
	Unit 5	Economics in India		
	A	Indian economy overview		
	B	Indian economic systems		
	C	Role of globalization in economy.		
10	Mode of examination	Theory		
11	Weightage Distribution	CA	MTE	ETE
		30	20	50
12	Text book/s*	<ul style="list-style-type: none"> • Tapan Biswal Human Rights Gender and Environment, Vina Books • Prof. S.D. Muni Indian and Nepal, Konark Publisher • Madan Gopal India through the Ages, Publication Division • Muchkund Dubey Political Issues • Prakash Chander International Politics 		
13	Other References	<ul style="list-style-type: none"> • INDIA 2019: To know the year-long event. 		

School: SMFE		Batch : 2020-2023
Program: BA (J&MC)		Current Academic Year: 2021-2022
Branch: NA		Semester: III
1	Course Code	BCJ211
2	Course Title	Media and Gender Studies
3	Credits	2
4	Contact Hours (L-T-P)	2-0-0
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective
5	Course Objective	The objective of this course is to: Familiarize the student with the sociology and psychology of media and gender. Demonstrate how theories from gender and media apply to modern media systems.
6	Course Outcomes	After the completion of this course, the student will be able to CO1: Describe the relation between media, society and gender. CO2: Explain issues like gender sensitization and representation. CO3: Describe various facets of media and society with reference to gender. CO4: Identify how media technologies can be used to promote positive change and to study the agencies working on this. CO5: Explain the psychology of media & its audiences
7	Course Description	The course is designed to inculcate the understanding of the sociology and psychology of media. This course will help the students to understand the interrelation of media and the society and media and the audiences.
8	Outline syllabus	
	Unit 1	Theorizing Gender and Media
	1	Concepts and Constructs- Agency and women in third world
	2	Social Structure, Indian Social System
	3	Media & Its Audiences – Media & Individual Citizens
	Unit 2	Content, Image & Representations in the News Media
	1	Representations of Femininities
	2	Masculinities in the News Media
	3	Gendered Violence and Transgression- Feminist Activism coverage
	Unit 3	Media content and different genres
	1	Society & Religion – Basic understanding of various religious values.
	2	Role of media in gender sensitization
	3	Media & Content – Gender, Race and Class, Global Media Content.
	Unit 4	Gender & Advertising
	1	Constructing “Beauty” - Masculinities in Advertising
	2	Mediated Body Images
	3	Feminism and Consumption
	Unit 5	Psychology of media audiences
	1	Gender disparity in media careers
	2	Media & Adolescent, media & women
	3	Gender Movements and agencies around the world

	Mode of examination	Theory		
	Weightage	CA	MTE	ETE
	Distribution	30%	20%	50%
	Text book/s*	<ul style="list-style-type: none"> • Media/Society: Industry, Images & Audience by David Croteau • Media Psychology by David Giles • Bohner, G. (2001). Writing about rape: use of the passive voice and other distancing text features as an expression of perceived responsibility of the victim. <i>British Journal of Social Psychology</i>, 40(4): 515–529. • Chatterjee, P. (1989). Colonialism, nationalism, and colonized women: The contest in India. <i>American Ethnologist</i>, 16(4), 622-633. 		
	Other References	<ul style="list-style-type: none"> • Chaudhuri, M. (2000). 'Feminism' in Print Media. <i>Indian Journal of Gender Studies</i>, 7(2), 263- 288. • Cohan. S. &Hark, I.R. (eds) (1993). <i>Screening the Male: Exploring Masculinities in Hollywood Cinema</i>, (chapters by Neale, Wiegman, Fuchs) Routledge. • Gajjala, R. & Oh, Y. J. (2012) (eds.). <i>Cyberfeminism 2.0 (Digital Formations)</i>. Peter Lang Publishing 		

School: SMFE		Batch : 2020-2023		
Program: BA (J&MC)		Current Academic Year: 2021-2022		
Branch: NA		Semester: III		
1	Course Code	BCJ212		
2	Course Title	Art of Writing and Editing		
3	Credits	3		
4	Contact Hours (L-T-P)	0-2-2		
5	Course Type	Compulsory / Co-Requisite / Pre-Prerequisite / Elective / Open Elective		
6	Course Objective	Write reports as per news industry requirements Apply the technical aspects of news editing Develop content for various segments of media industry		
7	Course Outcomes	After the completion of the course, the student will be able to: CO1. Understand the types and formats of news CO 2. Write reports as per news industry requirements CO3. Apply the technical aspects of news editing CO4. Develop content for various segments of media industry CO5. Create dummy newspapers for understanding purpose.		
	Course Description	The course is designed with the aim to impart the knowledge, skill and competency of writing and editing among the students. The course will help the students to understand and apply the concepts, tools of effective written communication.		
9	Outline syllabus			
	Unit 1	News		
	A	Definition and Types of News		
	B	Formats and Principles of News Writing		
	C	News Values and Worthiness		
	Unit 2	Editing		
	A	Definition and principles		
	B	Tools and Technique of Editing		
	C	Rewriting and Proof Reading		
	Unit 3	News room		
	A	Structure and function of newsroom		
	B	Fundamentals of good writing: Revise, rewrite and checklist		
	C	Headline: Types, principles and writing techniques		
	Unit 4	Editorial Department		
	A	Mapping editorial department and editorial board		
	B	Role, function and qualities of editor		
	C	Writing the copy of mofussil correspondence		
	Unit 5	Application of journalistic writing and ethical issues		
	A	The significance of journalistic writing		
	B	Photo editing, caption writing and photo features		
	C	Exaggeration, sensationalism and plagiarism		
10	Mode of examination	Jury/Practical		
	Weightage	CA	MTE	ETE
11	Distribution	60%	00	40%
12	Text book/s*	<ul style="list-style-type: none"> B2B Digital Marketing Strategy: How to Use New Frameworksand Models 		

		to Achieve Growth by Simon Hall
13	Other References	<ul style="list-style-type: none">• Digital + Marketing & Vice Versa: Featuring Digital Strategies like the I-Journey, the I-Relevant content, the Spiral Strategy and much more by Juan A. Flores Sanchez

School: SMFE		Batch : 2020-2023
Program: BA (J&MC)		Current Academic Year: 2021-2022
Branch: NA		Semester: III
1	Course Code	BCJ213
2	Course Title	Designing & Layout
3	Credits	4
4	Contact Hours (L-T-P)	0-2-4
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective
5	Course Objective	The objective of this course is to: Introduce the basics of layout, design and production of newspaper/magazine. Impart knowledge on conducting various types of print productions. Familiarize with the types of software and tools used for newspaper layout, design and production. Study the applications of different tools and software in creating print productions. Understand the steps involve in layout design and publication of a newspaper/magazine
6	Course Outcomes	After the completion of the course, the student will be able to: CO1: Define the working style of the industry CO2: Understanding of problem dealing by the professional. CO3: Apply how to work under pressure and strict deadlines CO4: Structuring a project report and present it to a group of experts or faculty. CO5: Evaluating the management during the Film & Tv production
7	Course Description	The course aims to equip students to honk skills and capacity to meet the challenges and demands of the layout and designing in print media. The curriculum lays stress on both theoretical and applications. The theoretical portion indicates the students to know how the technological aspects of print media. While as, the application will give the good use of new tools of print media and image editing software.
8	Outline syllabus	
	Unit 1	Print Layout Design- An Introduction
	1	Principles and Process Lay-out and Graphic Design
	2	Newspaper format: Full format, Tabloid and Magazine
	3	Newspaper Layout, Makeup and Dummy; Elements of Visual Communication: Shape, Color, Texture;
	4	Aesthetic Aspects of Print Layout Design
	5	Text and Sizes ,Typography, Color and Visual representation, Form, spacing
	Unit 2	Visual Aesthetics Balance, Contrast, Rhythm, Unity
	1	Flags, Masthead and headlines, Rules: Column Rule, Cut off Rule, Window, Initial Letters, Ornaments and Border
	2	Software and Tools for Layout Design
	3	PageMaker, Quark Express, Coral Draw
	4	Photoshop, In-design
	5	Practicing modular design, Makeup lines (Vertical, Diagonal, Circular, Horizontal), folio line and typography with layout software tools
	Unit 3	Printing Technology
	1	Desk Top Publishing
	2	Offset Printing, Digital Printing

	3	Color Printing: Techniques, Color composition, Color Separation and correction		
	4	Portfolio Preparation		
	Unit 4	Front Page Design /Functional Design /Horizontal design/Advertisement Design		
	1	Newspaper Design and Printing		
	2	Magazine Design and Printing		
	3	Print Layout Design- An Introduction		
	4	Principles and Process Lay-out and Graphic Design		
	Unit 5	Newspaper format: Full format, Tabloid and Magazine		
	1	Newspaper Layout, Makeup and Dummy; Elements of Visual Communication: Shape, Color, Texture;		
	2	Aesthetic Aspects of Print Layout Design		
	3	Text and Sizes ,Typography, Color and Visual representation, Form, spacing		
	Mode of examination	Jury/Practical/Viva		
	Weightage Distribution	CA	MTE	ETE
		60%	00%	40%
	Text book/s*	<ul style="list-style-type: none"> • N. N Sarkar, Art and Print Production. Oxford University Press (2013) • Dawn Sokol, Graphic Design: Princeton Architectural Press (2015) • Premanand M E, Media Studies I Print Media Knowledge, POORNA PUBLICATIONS, KOZHIKODE 		
	Other References	<ul style="list-style-type: none"> • Online tutorials available on Google 		

School: SMFE		Batch : 2020-2023
Program: BA (J&MC)		Current Academic Year: 2021-2022
Branch: NA		Semester: III
1	Course Code	BCJ214
2	Course Title	Still Photography & Image Editing
3	Credits	3
4	Contact Hours (L-T-P)	(0-1-4)
5	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective
6	Course Objective	To build skills in creatively using various Image Editing Software for PCs and Mobile. To develop ability of editing digital photos fluently on Adobe Photoshop.
7	Course Outcomes	After the completion of this course, the student will be able to CO1: Explain Image Editing Software for PCs and Mobile. CO2: Examine the digital photo-editing concepts on Adobe Lightroom. CO3: Make us of Adobe Photoshop for image editing and manipulation CO4: Distinguish and choose between best image editing tools of various software / app to achieve desired result. CO5: Assess the best digital format for saving a digital image file.
	Course Description	The course is designed to equip the students with the knowledge and skills of still photography and the basics of image editing. Students will learn a number of tools and software to edit images.
9	Outline syllabus	
	Unit 1	Digital Imaging Workflow Overview of various Photo Editing Software for PCs and Mobile Digital Image Formats – Vector and Raster Understanding common terms like Resolution, Depth, Cropping, Scaling, Hue, Saturation, Vibrance, Sharpness, etc. Histogram & its importance
		Basic Image Editing on Adobe Photoshop – I Understanding Photoshop Interface Photoshop Toolbox & Shortcut Keys Creating Selection Collage and Poster Making
	Unit 3	Basic Image Editing on Adobe Photoshop – II Understanding Layers, Masking & Colour Channels, Blending Options etc. Adding and subtracting of digital picture elements (like clouds, hair, makeup, tattoos etc) Skin tone correction Using Digital Filters and scripts.
	Unit 4	Advanced Photoshop Practice
		Camera RAW Using Image adjustment options Levels Curves Brightness and Contrast Vibrancy

		Saturation Hue Selective Colouring Posterizing Photo Filter		
		- Gradient Mapping Converting color Photo in to Black & White and Vice Versa Digital Photo Restoration Photo Stitching Digital Panoramas Creating High Dynamic Range Images on Photoshop		
	Unit 5	Lightroom Basics		
		Lightroom keyboard shortcuts Importing and Organizing Photos Library & Develop Modules Photo Fixing & Adjustment Tools Selective Adjustments and Special Effects Lightroom brushes Exporting and Saving Additional effects Real Time Workflow Colour correction		
10	Mode of examination	Practical/Jury		
	Weightage	CA	MTE	ETE
11	Distribution	60%	00%	40%
12	Text book/s*	<ul style="list-style-type: none"> • Adobe Lightroom CC and Photoshop CC for Photographers • Classroom in a Book by by Lesa Snider 		
13	Other References	<ul style="list-style-type: none"> • The Adobe Photoshop Lightroom CC Book for Digital Photographers by Scott Kelby • Teach Yourself Lightroom by Rod Lawton (Editor) - Future Publishing Limited • Lightroom CC Complete Training by Serge Ramelli& Dare Stevens 		

School: SMFE		Batch : 2020-2023		
Program: BA (J&MC)		Current Academic Year: 2021-2022		
Branch: NA		Semester: III		
1	Course Code	BCJ215		
2	Course Title	Term paper/Summer Internship Report		
3	Credits	2		
4	Contact Hours (L-T-P)	0-0-0		
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective		
5	Course Objective	<p>The objective of this course is to: Provide students the opportunity to experience hands-on industry experience. To provide students with an opportunity to implement their classroom knowledge in the industry/field. To put students in a real-life problem-solving situation, where they learn to be skilled and trained to deliver excellent outcome to the industry.</p>		
6	Course Outcomes	<p>After the completion of the course, the student will be able to: CO1: Define the working style of the industry CO2: Understanding of problem dealing by the professional. CO3: Apply how to work under pressure and strict deadlines CO4: a project report and present it to a group of experts or faculty. CO5: Evaluating the management during the Film & Tv production</p>		
7	Course Description	The course is designed for the students to prepare a report on the summer internship done during their semester end break.		
8	Outline syllabus			
	Unit 1	Completing the proper report in prescribed format and getting approved by the assigned faculty.		
	Mode of examination	Jury/Viva/Practical		
	Weightage	CA	MTE	ETE
	Distribution	60%	00	40%

TERM 4

School: SMFE		Batch : 2020-2023
Program: BA (J&MC)		Current Academic Year: 2021-2022
Branch: NA		Semester: IV
1	Course Code	BCJ216
2	Course Title	Audio Visual Media- conceptual Framework
3	Credits	3
4	Contact Hours (L-T-P)	1-1-2
	Course Type	Compulsory /Co Requisite/Pre Prerequisite/Elective/Open Elective
5	Course Objective	The objective of this course is to familiarize the students with the world of radio and television journalism
6	Course Outcomes	After the completion of the course, the student will be able to: CO1. Understand the basic concept of Television. CO2. Know the evolution and growth of TV Industry. CO3. Know the business model of Television and radio News industry. CO4. Understand the basic concept of Radio industry. CO5. Apply the theoretical knowledge to practical.
7	Course Description	After understanding the basics of writing for radio, this course is designed to give hand-on practical experience to students. The course will help the students to sharpen their skills by producing different programmes for radio.
8	Outline syllabus	
	Unit 1	Understanding Television
	1	Television broadcasting
	2	SITE experiment, growth and expansion of Terrestrial network, introduction of Color TV, advent of Cable and Satellite TV and DTH services
	3	TV on Mobile
	Unit 2	Television Industry
	1	Indian TV Industry: features, trends and issues
	2	Public service TV broadcasting: Role, Evolution, Growth and Expansion, Challenges and future
	3	Commercial TV broadcasting: News and Non-News sectors
	Unit 3	Television and Radio News Industry
	1	News Television industry: features, trends and challenges
	2	Economics of TV/ Radio broadcasting: Ownership Patterns, Business Model and its impact on content
	3	National and International TV news agencies, Public sector vs Private broadcast
	Unit 4	Organizational Structure of TV and Radio channels
	1	Modern TV newsroom: Input/output and Assignment Desks
	2	TV/ Radio news production desk
	3	Visual/ Audio sources: servers, graphics, archives, MSR and OB
	Unit 5	Understanding Radio
	1	Radio as medium of mass communication, strength and shortcomings of radio
	2	Tiers of radio: PSB, Commercial broadcasting, Community Radio, Ham Radio

	3	Broadcast Policy & Guidelines		
Mode of examination	Jury/Practical			
Weightage Distribution	CA	MTE	ETE	
	60%	00%	40%	
Text book/s*	<ul style="list-style-type: none"> • India on Television: How Satellite News Channels Have Changed the Way We Think and Act, Nalin Mehta, Harper-Collins, New Delhi, 2008 			
Other References	<ul style="list-style-type: none"> • Television in India: Many Faces, Mira K. Desai, Authors Press, Delhi, 2010 • Style Book AIR • Broadcasting in India, GC Awasthy, Allied, Bombay, 1965 • Basic Radio Journalism, Paul Chantler & Peter Stewart, Oxford, 2003 • Broadcast Journalism: Techniques of Radio and TV News (Media Manuals), Andre Boyd, Focal Press, London, 1997 			

School: SMFE		Batch : 2020-2023
Program: BA (J&MC)		Current Academic Year: 2021-2022
Branch: NA		Semester: IV
1	Course Code	BCJ217
2	Course Title	Advertising: Concepts, Principles & Practices
3	Credits	3
4	Contact Hours (L-T-P)	2-1-0
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective
5	Course Objective	The objective of this course is to: Familiarize with psychological and cultural approach of advertisement for different media Understanding of different segment and categories of advertisement Understanding of means; methods to achieve desired creativity in an advertisement Familiarize with various aspects of advertising
6	Course Outcomes	After the completion of this course, the student will be able to CO1: Understand the Meaning and Definition of Advertising :Its need, nature and scope, functions CO2: Develop concepts that are able to address the desires as well as Aspirations of the consumer base behavior brand promotion etc. CO3: Understand how different media including new media responsible for an advertising behavior. CO4: Mind- mapping of market strategy of Ad agencies. CO5: Plan and Execute an Ad Campaign.
7	Course Description	The course is aimed to make students learn the skills and knowledge about the basic of advertising and its basic principles and practices.
8	Outline syllabus	
	Unit 1	Advertising
	1	Meaning, definition and its role
	2	Growth and development of India and world
	3	Advertising as a communication tool
	Unit 2	Unit II: Advertising process
	1	Models of advertising, AIDA, DAGMAR and Maslow Hierarchy model
	2	Types of advertising and its characteristics,
	3	Classification of advertising on basis of PA target audience, area, medium, purpose.
	Unit 3	Classification of Advertising
	1	3.1Types and Classification of Advertising
	2	3.2Factors determining advertising opportunity of a product/service/idea.
	3	3.3Types of Appeals and Advertising Messages
	Unit 4	Structure, Role and Function of Advertising Agency
	1	Advertising Agency: Evolution, Types, Structure
	2	Functions of Various Departments and their Roles
	3	Agency – Client Relations and Pitching Process
	Unit 5	Advertising Objectives; Execution
	1	Segmentation, Positioning and Targeting Media selection, Planning, Scheduling

	2	Marketing Strategy		
	3	Research and Branding Advertising department vs. Agency-Structure		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	<ul style="list-style-type: none"> • Advertisers Handbook 2001; D V Gandhi; New Delhi; Indraprastha Prakashan; 1999. • Advertising Management,-2010, Jaishri , Jethwaney and Jain, Shruti, New Delhi, Oxford Univ. Press. • Bland, Michael Effective media relations : how to get results.-- London: Kogan Page,1996. • Brand Risk: Adding Risk Literacy to Brand Management-2008, Abrahams Dvid, England, Gower, 2008. • Essential for Media Planning -1993 Arnold M Barbar USA, NTC Business Book, 1993. • Mohan Mahender Advertising Management: Concepts & Cases; Tata McGraw Hill Publishers 		
	Other References	<ul style="list-style-type: none"> • Ogilvy David Ogilvy on Advertising; Prion Books Ltd. 		

School: SMFE		Batch : 2020-2023
Program: BA (J&MC)		Current Academic Year: 2021-2022
Branch: NA		Semester: IV
1	Course Code	BCJ218
2	Course Title	Public Relation & Corporate Communication
3	Credits	3
4	Contact Hours (L-T-P)	2-1-0
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective
5	Course Objective	The objective of this course is to: In depth understanding of various theories and principles of public relations To familiarize with PR in different sectors such as government, public sector, NGOs and Corporate sector To familiarize with different writing style and skills for public relations officer Develop the understanding of various concepts such as Public opinion, pressure group and know how about the applied PR.
6	Course Outcomes	After the completion of the course, the student will be able to: CO1: Understand the Meaning and Definition of Public Relations and Corporate Communication - Its need, nature and scope, functions CO2: Know how the functions Principles of PR and Corporate communication. CO3: Distinguish various PR tools CO4: Know the Concept of Lobbying in public, relation Employee public relationship; Media relationship; CSR; Corporate image management. CO5: Conceptualize the brand image through Social marketing and Event management.
7	Course Description	This class will deal with an in depth understanding of the concepts and principles related to Public Relations and Corporate Communication. This class will further deal not only with the evolution and various theories related to PR but also with the various writing skills needed in the field, making the students aware of laws and ethics in it. This will also make the students aware of the existence of PR in various sectors along with the knowledge of strategic PR management and handling crisis communication through it.
8	Outline syllabus	
	Unit 1	Public Relation: An Introduction
	1	PR: Concept and Principles
	2	Origin and Development of PR
	3	PR in Public Sector and PR in Private Sector
	Unit 2	Writing and Editing Skills in Public Relation
	1	Multi News Release, press Release
	2	House Journal,
	3	Bulletin Board, Backgrounders
	Unit 3	Public Relation Campaign
	1	Essentials of PR Campaign
	2	Preparing a PR Campaign
	3	Media Tracking and Content Analysis
	Unit 4	Strategic Public Relation
	1	Political and Civic Communication

	2	Internal and External Communication		
	3	Propaganda and Publicity		
	Unit 5	Applied Public Relation		
	1	Image and Reputation Managements		
	2	Brand building Management		
	3	Social Marketing and Event Management		
	Mode of examination	Theory		
	Weightage	CA	MTE	ETE
	Distribution	30%	20%	50%
	Text book/s*	<ul style="list-style-type: none"> • Public Relation By J. Jethawaney, N.D. Phinix, New Delhi 		
	Other References	<ul style="list-style-type: none"> • The Public Relation Handbook, Alison Theaker, Routeledge • Sage Handbook of Public Relations, Robert L. Heath • Jansampark By Gulab Kothari, Patrika Publication, Jaipur • Social Media and Public relations, Judy Motion, Robert L. Heath, Shirley Leitch 		

School: SMFE		Batch : 2020-2023
Program: BA (J&MC)		Current Academic Year: 2021-2022
Branch: NA		Semester: IV
1	Course Code	BCJ219
2	Course Title	International and Intercultural Communication
3	Credits	3
4	Contact Hours (L-T-P)	2-1-0
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective
5	Course Objective	The objective of this course is to: 1.Expose students to the role of mass media in a global context 2.Introduce international/transnational media organizations Understand the debate on new world information and communication order Look at globalization and its outcomes in developing nations. Understand the basic concept of intercultural communication.
6	Course Outcomes	After the completion of the course, the student will be able to: CO1: Describe the History of word. CO2: Define the meaning of international relationship. CO3: Define the diplomatic relationship across the world. CO4: Understanding Intercultural Communication. CO5: Develop the idea of intercultural communication on global contemporary issues.
7	Course Description	The course is designed to impart knowledge about basic understanding of journalism, Media and function of organization. The course will help student to get information about tool techniques and impact of media.
8	Outline syllabus	
	Unit 1	Understanding International Communication
	1	Meaning and historical overview of International Communication
	2	Political, Economic and Cultural Dimensions of International Communication
	3	Imbalance in International flow of news and McBride Commission's Report.
	Unit 2	Theorizing International Communication
	1	Modernization theory, Dependency theory
	2	Structural imperialism, Cultural imperialism
	3	Hegemony, Propaganda, Globalization, Global Village
	Unit 3	International/Transnational Organizations
	1	News Agencies – Evolution and Functions
	2	Non-Aligned News Agencies Pool (NANAP) -operations, success and failure.
	3	New International Information and Economic order Demand for NWICO.
	Unit 4	Key Concepts in Intercultural Communication
	1	Key Concepts – Communication, Culture, Cross-Cultural and Inter-Cultural Communication.
	2	Culture- Definition, Components of Culture.
	3	Barriers to Intercultural Communication.
	Unit 5	Variables of Intercultural Communication
	1	Ethnocentric Impulse and Cultural Shock.
	2	Cultural translation, Intercultural Conflict, Intercultural Relationships and cultural adaptation.

	3	Development model of Intercultural Sensitivity by MJ Bennet.		
	Mode of examination	Theory		
	Weightage	CA	MTE	ETE
	Distribution	30%	20%	50%
	Text book/s*	<ul style="list-style-type: none"> • An Introduction to Intercultural Communication: Identities in a Global Community by Fred E. Jandt 		
	Other References	<ul style="list-style-type: none"> • Intercultural Communication: The Indian Context by Ramesh N Rao • Intercultural Communication in Context by Judith Martin and Thomas Nakayama 		

School: SMFE		Batch : 2020-2023
Program: BA (J&MC)		Current Academic Year: 2021-2022
Branch:		Semester: IV
1	Course Code	BCJ220
2	Course Title	Advertising and PR practical
3	Credits	3
4	Contact Hours (L-T-P)	(0-1-2)
5	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective
6	Course Objective	Understanding of visualization and ideation in advertisement Understanding of means & methods to achieve desired creativity in an advertisement Concept of Advertising strategies and production planning
7	Course Outcomes	After the completion of the course, the student will be able to: CO1: Production of advertisement creative plans CO2: Plan and Execute an Ad Campaign. CO3: Planning of creative strategies for an ad campaign CO4: Time management planning for all steps involved CO5: Formulation of strategy and execution of campaign.
	Course Description	The course aims to equip students to honk skills and capacity to meet the challenges and demands of the advertising planning and production process.. The curriculum lays stress on both theoretical and applications. The Theoretical portion indicates the students to know how the technological aspects of Advertising.
9	Outline syllabus	
	Unit 1	Understanding Creativity
	A	Concept and Definition
	B	Advertising and Creativity
	C	Creative Thinking
	Unit 2	Creative Roles
	A	Words and Picture
	B	Art Direction
	C	Copywriting
	Unit 3	Creative Process
	A	Creative Thinking and Ideation
	B	Brainstorming, Lateral Thinking and Various Creative Thinking
	C	Hats” and Others Steps and Stages
	Unit 4	Creative Strategies
	A	Concept and Definition
	B	Various Steps and Stages
	C	Planning Cycle
	Unit 5	Campaign Planning
	A	Creative Strategy Formulations and Execution
	B	Product Category Strategies
	C	The Creative Brief Message Execution
10	Mode of examination	Jury/Practical/Viva

11	Weightage Distribution	CA	MTE	ETE
		60	NA	40
12	Text book/s*	<ul style="list-style-type: none"> • Advertisers Handbook 2001; D V Gandhi; New Delhi; Indraprastha Prakashan; 1999. • Advertising Management,-2010, Jaishri , Jethwaney and Jain, Shruti, New Delhi, Oxford Univ. Press. • Bland, Michael Effective media relations : how to get results.-- London: Kogan Page, 1996 		
13	Other References	<ul style="list-style-type: none"> • Essential for Media Planning -1993 Arnold M Barbar USA, NTC Business Book, 1993. • Mohan Mahender Advertising Management: Concepts & Cases; Tata McGraw Hill Publishers • Lewis HerschellGordionThe Complete Advertising and Marketing Handbook: East West Books(Madras) Pvt.Ltd., Chennai 		

School: SMFE		Batch : 2020-2023
Program: BA (J&MC)		Current Academic Year: 2021-2022
Branch: NA		Semester: IV
1	Course Code	BCJ221
2	Course Title	Writing and Anchoring for Radio, TV and Digital Media
3	Credits	2
4	Contact Hours (L-T-P)	0-0-4
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective
5	Course Objective	The objective of this course is to: Familiarize the students with different aspects of anchoring & news presentation To develop an understanding how to handle different situation during Live News Presentation To make the students understand the roles and responsibility and do's and don't of news reader/presenter
6	Course Outcomes	After the completion of the course, the student will be able to CO1. Develop essential writing and speaking skills of a news reader /presenter CO2. Understand diction/voice modulation, phonetics, pitch, tone, breathing, rhythm of speech etc. CO3. Understand different kind of desk & live reporting style CO4. Describe on-air essentials CO5: Understand different kind of reporting style
7	Course Description	This course is designed to produce professional news readers and presenters. This course will help the student to face the camera and understand the responsibility, dos and don'ts for the news reader/presenter.
8	Outline syllabus	
	Unit 1	Introduction to Anchoring & News Presentation
	1	Practical Anchoring and writing techniques for electronic media and events.
	2	Technical and Practical techniques for News presentation- Script Writing- Researching- writing content
	3	Performance: Different aspects of understanding how to handle different situation during Live News Bulletin.
	Unit 2	Voice Analysis and Improvement
	1	Importance of voice improvement-
	2	Analyzing student's speech and Voice : Pitch, Volume, Tempo, Vitality
	3	Voice quality : Resonance V/s thinness, Breathing, Nasality and Huskiness
	Unit 3	Pronunciation and Articulation
	1	Understanding different causes of mispronunciation.
	2	Clarity in Hindi pronunciation, grammar and how to get rid of regional touch in language along with practice sessions
	3	Clarity in English pronunciation, English grammar and how to get rid of regional touch in language along with practice sessions.

	Unit 4	Facing Camera and Writing Anchor Links		
	1	Understanding of camera etiquettes, camera microphone, peace to camera, Anchoring and writing skills required for digital media-		
	2	Writing for Anchor Links & Headlines		
	3	Techniques and detailed understanding of how to develop stories for News and Anchoring scripts		
	Unit 5	Hosting & Reporting		
	1	Understanding different kind of reporting style		
	2	Interviewing and hosting a talk show/ Transcription skills		
	3	Hosting a Panel discussions/ Writing the ques for a panel discussion		
	Mode of examination	Jury/Viva/Practical		
	Weightage	CA	MTE	ETE
	Distribution	60%	00	40%
	Text book/s*	<ul style="list-style-type: none"> • Radio Jockeying And News Anchoring Hardcover – 2009 by Aruna Zachariah 		
	References:	<ul style="list-style-type: none"> • The ABC of News Anchoring: A Guide for Aspiring Anchors Kindle Edition by Richa Jain Kalra 		

School: SMFE		Batch : 2020-2023		
Program: BA (J&MC)		Current Academic Year: 2021-2022		
Branch: NA		Semester: IV		
1	Course Code	BCJ222		
2	Course Title	Radio Programme Production		
3	Credits	4		
4	Contact Hours (L-T-P)	0-2-4		
	Course Type	Compulsory / Co-Requisite / Pre-Prerequisite / Elective / Open Elective		
5	Course Objective	The objective of this course is to: Familiarize the students with the production of radio programmes Inculcate the basic concepts of audio production		
6	Course Outcomes	After the completion of this course, the student will be able to CO1. Understand the basic concept of radio production. CO2. Know technical aspects of radio news. CO3. Categorizing different programmes CO4. Know the process of Sound recording and best ways to use music in radio CO5. Apply the theoretical knowledge to practical.		
7	Course Description	After understanding the basics of writing for radio, this course is designed to give hand-on practical experience to students. The course will help the students to sharpen their skills by producing different programmes for radio.		
8	Outline syllabus			
	Unit 1	Basic concepts of Audio production		
	1	Microphones – Designs, Categories and Applications.		
	2	Digital Studio Mixer. Portable Audio Mixers.		
	3	Understanding sound recording / Perspective of sound		
	Unit 2	Broadcast News		
	1	Newsroom organization and structure and functions		
	2	News Bulletin - 15-minute bulletin, 5 minute, news-on- phone, headlines		
	3	Radio News Magazine		
	Unit 3	Radio Programmes		
	1	Radio features/documentaries		
	2	Radio commentaries, Radio Drama		
	3	Spotlight/Talks, etc		
	Unit 4	Voice for radio programmes		
	1	Voice exercise		
	2	Practice for Hindi/English/Urdu programme		
	3	Sound recording and best ways to use music in radio		
	Unit 5	Practical Projects		
	1	Preparing a Music clock for FM channels		
	2	Drawing up fixed point chart for community radios		
	3	Production of Studio based Radio programmes in different formats		
	Mode of examination	Theory		
	Weightage Distribution	CA 60%	MTE 00%	ETE 40%
	Text book/s*	• Handbook of Radio Production, Herbert Zettl, Cengage Learning		

	Other References	<ul style="list-style-type: none">• Broadcast Journalism: Techniques of Radio and Television News, Andrew Boyd, Peter Stewart, Ray Alexander, Focal Press• Essential Radio Journalism: How to Produce and Present Radio News (Professional Media Practice), Paul Chantler& Peter Stewart, Methuen Drama Publication• Radio Production, Robert McLeish, Focal Press
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School: SMFE		Batch : 2020-2023
Program: BA (J&MC)		Current Academic Year: 2021-2022
Branch: NA		Semester: IV
1	Course Code	CCU501
2	Course Title	Community Connect
3	Credits	2
4	Contact Hours (L-T-P)	0-2-0
	Course Type	Compulsory/Co-Requisite/Pre-Prerequisite/Elective/Open Elective
5	Course Objective	To let the student engage and connect directly with the community/society. In this survey-based course students will get hand-on experience of the real- world situation by directly accessing and analyzing the information collected from the people in the community under study. The course aims to sensitize the student towards society and social issues. This course will also give a proper field exposure to the student, where student will not only interact with the community but will analyze the data and try to find solutions to the larger issues affecting the community and the country at large.
6	Course Outcomes	After the completion of the course, the student will be able to: CO1: Apply the knowledge and skills acquired during classroom teaching. CO2: Contribute to the society by bringing out the issues and the necessary solutions. CO3: Develop the concepts of usage of media to bring the change in the behavior of the community towards the issues. CO4: Student will be more vigilant and aware about the issues in the community/society, one of the basic qualities of a media person. CO5: With activities done in the course, student will develop sense of belonging, sympathy and responsibility towards society.
7	Course Description	This course is design especially for the students to connect with the community and understand the problems of the people in the community and get a sense of belonging to the community.
	Theme	Major Sub-themes for research: <input type="checkbox"/> Major developmental issue (Socio-Economic, gender, environmental etc.) <input type="checkbox"/> Media habits/ Media usage/Audience profiling <input type="checkbox"/> Media perceptions
8.1	Guidelines for Faculty Members	<ul style="list-style-type: none"> ● It will be a group assignment (4 to 5 students), the student will work together as a team, they have to survey at least 250 respondent (per team), and the faculty guide will guide the students and approve the project title and help the student in preparing the questionnaire and final report (the faculty member will collect all the questionnaires of survey and final report and submit to CCC coordinator within stipulated time). ● The questionnaire should be well design and it should carry at least 20 questions (Including demographic questions). ● The topic of the research should be related to social, economical or environmental issues concerning the common man. ● The report should contain 2,500 to 3,000 words and relevant charts, tables and photographs.

		<ul style="list-style-type: none"> • The student should submit the report to CCC-Coordinator signed by the faculty guide by 22 April 2020. • The students have to send the hard copy of the Report and PPT to CCC coordinator and then only they will be allowed for External Exam.
8.2	Role of CCC-Coordinator	<p>The CCC Coordinator will supervise the whole process and assign students to faculty members.</p> <p>BA+MA(J&MC-Integrated) – the students will be allocated to faculty member (mentors/faculty member) in even term.</p>
8.3	Layout of the Report	<p>Abstract(250 words)</p> <ol style="list-style-type: none"> Front Page (sample design will be provided by Community Connect Coordinator/Mentor) Certificate of originality duly signed by the faculty supervisor Acknowledgement Content Page Abstract Introduction Objective of the report Methodology Results, finding, conclusion Recommendation/plan of action References Appendices <p>Note: Research report should base on primary data.</p>
8.4	Guideline for Report Writing	<p>Title Page: The following elements must be included:</p> <p>Title of the article;</p> <p>Name(s) and initial(s) of author(s), preferably with first names spelled out;</p> <p>Affiliation(s) of author(s);</p> <p>Name of the faculty guide and Co-guide</p> <p>Abstract: Each article is to be preceded by a succinct abstract, of up to 250 words, that highlights the objectives, methods, results, and conclusions of the paper.</p>
<p>Text: Manuscripts should be submitted in Word.</p> <ul style="list-style-type: none"> • Use a normal, plain font (e.g., 12-point Times Roman) for text. • Use italics for emphasis. • Use the automatic page numbering function to number the pages. • Save your file in docx format (Word 2007 or higher) or doc format (older Word versions) <p>Reference list:</p> <ul style="list-style-type: none"> • The list of references should only include works that are cited in the text and that have been published or accepted for publication. • The entries in the list should be in alphabetical order. • Journal article • Hamburger, C.: Quasimonotonicity, regularity and duality for nonlinear systems of partial differential equations. Ann. Mat. Pura Appl. 169, 321–354 (1995) • Article by DOI • Sajti, C.L., Georgio, S., Khodorkovsky, V., Marine, W.: New nanohybrid materials for biophotonics. Appl. Phys. A (2007). doi:10.1007/s00339-007-4137-z • Book • Geddes, K.O., Czapor, S.R., Labahn, G.: Algorithms for Computer Algebra. Kluwer, Boston (1992) • Book chapter 		

- Broy, M.: Software engineering — from auxiliary to key technologies. In: Broy, M., Denert, E. (eds.) Software Pioneers, pp. 10–13. Springer, Heidelberg (2002)
- Online document
- Cartwright, J.: Big stars have weather too. IOP Publishing PhysicsWeb. <http://physicsweb.org/articles/news/11/6/16/1> (2007). Accessed 26 June 2007
- Always use the standard abbreviation of a journal’s name according to the ISSN List of Title Word Abbreviations, see
- www.issn.org/2-22661-LTWA-online.php
- For authors using End Note, Springer provides an output style that supports the formatting of in-text citations and reference list.
- End Note style (zip, 2 kB)

8.5	Format:	<p>The report should be Spiral/ hardbound</p> <ul style="list-style-type: none"> <input type="checkbox"/> The Design of the Cover page to report will be given by the Coordinator-CCC <input type="checkbox"/> Cover page <input type="checkbox"/> Acknowledgement <input type="checkbox"/> Content <input type="checkbox"/> Project report <input type="checkbox"/> Appendices <input type="checkbox"/> Font Times New Roman, Headings 16, subhead 14, body text 12. Justified text. Line spacing 1.5. Margins should be 3 cm at binding side, 2 cm top, bottom and remaining side.
8.6	Important Dates:	<p>Students needs to submit the hard copy of the report, duly signed and approved by the faculty supervisor by 20th April, 2020.</p> <p>A trip to village will be organized by the University for the students in the 1st week of May. It will be mandatory for all the students.</p> <p>The final jury examinations will be held as per the date sheet, announced by the Dy. COE of the school.</p>
8.7	ETE	<p>The students will be evaluated by panel of faculty members on the basis of their presentation on date announced by the Dy. COE of the School.</p> <p>CO1/CO2/CO3/CO4/CO5</p>
8.8	Method of Evaluation	Interpretative evaluation by Internal / external expert(s)
9	Course Evaluation	
9.01	Continuous Assessment	60%
	Questionnaire design	20 Marks
	Report Writing	40 Marks
9.02	ETE(PPT presentation)	40%

TERM 5

School: SMFE		Batch : 2020-2023
Program: BA (J&MC)		Current Academic Year: 2022-2023
Branch: NA		Semester: V
1	Course Code	BFM312
2	Course Title	Introduction to Film studies: Cinema Appreciation & Analysis
3	Credits	3
4	Contact Hours (L-T-P)	2-1-0
	Course Type	Compulsory / Co-Requisite / Pre-Prerequisite / Elective / Open Elective
5	Course Objective	<p>The objective of this course is to:</p> <p>Familiarize the student with language and aesthetics of films</p> <p>Help the learner develop the understanding of basic techniques used in story telling in cinema.</p> <p>Offer a varied perspective of Mainstream, Parallel and regional cinema in India</p> <p>Open the doors to international cinema by showcasing the best work of acclaimed film makers from US, Europe, and Asia.</p> <p>Help the student critically analyze films with an intent of writing film reviews</p>
6	Course Outcomes	<p>After the completion of the course, the student will be able to:</p> <p>CO1: Appreciate the nuances of different film genres from birth to contemporary Cinema.</p> <p>CO2: Critically analyze the films on basis of their aesthetics and storytelling techniques</p> <p>CO3: Study of contents and presentation of texts and subtexts in different genres of films</p> <p>CO4: Study the impact of multiplex system</p> <p>CO5: Discuss the trends of Indian and International Cinema.</p>
7	Course Description	This course is designed to enhance the students' understanding and knowledge of Regional, National and International Cinema of different genres, so that the students can analyze and critically review the texts and subtexts, along with aesthetics, techniques and storytelling approaches of world cinema.
8	Outline syllabus	
	Unit 1	Introduction to Language of Cinema
	1	Evolution of Cinema (Early Film, Color Films, Talkies)
	2	Film Genres and Types of Films: Narratives, Feature Films, Short Films, Documentaries etc
	3	Semiotics in Cinema- Basic Film Theories
	Unit 2	Basic Film Techniques
	1	Common Cinematic Terms (Distinguishing between Shot, Sequence, Scene, Plot, Theme, Story, Scripting, Screenplay and Story-Boarding)
	2	Cinematography
	3	Editing
	Unit 3	Mainstream and Parallel Indian Cinema
	1	Introduction to Indian Cinema and its development
	2	Important films and film makers of mainstream Indian Cinema
	3	Parallel Indian Cinema

	Unit 4	Regional and Offbeat Indian Cinema		
	1	Regional Indian Cinema		
	2	English Bollywood movies		
	3	Impact of the multiplex system		
	Unit 5	Overview of International Cinema		
	1	European Cinema (UK, Germany, France etc.)		
	2	Cinema in Asian Countries (like Japan and China)		
	3	Major turning points and trends in other international films		
	Mode of examination	Theory		
	Weightage	CA	MTE	ETE
	Distribution	30%	20%	50%
	Text book/s*	<ul style="list-style-type: none"> Understanding the Film: An Introduction to Film Appreciation, Mcgraw-Hill Education 		
	Other References	<ul style="list-style-type: none"> Anatomy of Film by Bernard F. Dick Art of Watching Films by Joseph M. Boggs, Dennis W. Petrie 		

School: SMFE		Batch : 2020-2023
Program: BA (J&MC)		Current Academic Year: 2022-2023
Branch: NA		Semester: V
1	Course Code	BFM313
2	Course Title	Mobile and Data Journalism
3	Credits	4
4	Contact Hours (L-T-P)	3-1-0
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective
5	Course Objective	The objective of this course is to: 1.To familiarize the students about the use of mobile in journalism 2.Role and Impact of mobile technology in news To familiarize the different aspects of mobile and data journalism To familiarize about the evolution of mobile Journalism and challenges it faces.
6	Course Outcomes	After the completion of the course, the student will be able to: CO1. Understand concepts of Mobile and data Journalism CO2. Explain different features and forms of mobile and data journalism CO3: Know the concept of marketing for the web CO4. Study the conceptual understanding of mobile and data Journalism CO5: Develop the new style of writing.
7	Course Description	The course aims to equip students with skills and capacity to meet the challenges and demands of the convergent Journalism. This course has been made specifically to cater the requirement of students interested in making their career in Journalism and New Media.
8	Outline syllabus	
	Unit 1	Internet and Mobile Journalism
	1	Network Society
	2	1.2Development of internet and online journalism – web 1.0, web 2.0, web 3.0, semantic web and beyond
	3	Fundamentals concepts and applications - Multimodality, Hyper textuality, Interactivity, Crowdsourcing, RSS, Mashups, Widgets, Folksonomy, Social bookmarking, CC, Metrics, Analytics, passive democratic fundraising (A/B testing) tactics, new concepts
	Unit 2	Data Journalism
	1	Data Journalism- concept
	2	Cybercrime- Computer assisted reporting- infographics- Data Visualization- Interactive Visualization
	3	Data base Journalism
	Unit 3	Marketing for the web
	1	SEO, AdSense, AdWords, PPC, Pops, Ad-blocks, Direct mail, new techniques
	2	Journalism as conversation – Audience development, Social media, Blogs, Comments, Feedbacks, Opinion polls, Message boards, Messenger, Chat rooms, Games, Quiz
	3	Ethical practices involving the Internet and mobile Journalism
	Unit 4	Mobile journalism
	1	Newsroom for online journalism
	2	Backpack journalism- Citizen Journalism

	3	Non-linear story telling		
	Unit 5	New styles of writing		
	1	visual language		
	2	Micro-content		
	3	Narrative journalism		
	Mode of examination	Jury/Practical		
	Weightage	CA	MTE	ETE
	Distribution	60%	00%	40%
	Text book/s*	<ul style="list-style-type: none"> • Introduction to Online Journalism: Publishing News and Information by Ronald De Walk. • Web Journalism: Practice and Promise of a New Medium by James Glen. • Online Journalism: Principles and Practices of News for the Web by James C. Frost. • Digitizing the News: Innovation in Online Newspapers. 		
	Other references	<ul style="list-style-type: none"> • Online News: Journalism and Internet by Stuart Allen. • Blog: Understanding the Information Reformation That's Changing theWorld by Hugh Hewitt 		

School: SMFE		Batch : 2020-2023
Program: BA (J&MC)		Current Academic Year: 2022-2023
Branch: NA		Semester: V
1	Course Code	BFM314
2	Course Title	Media & Communication Research
3	Credits	3
4	Contact Hours (L-T-P)	2-1-0
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective
5	Course Objective	The objective of this course is to: Understand basic concepts of research Impart the knowledge of conducting various types of media and communication research. Design & research studies and conduct sampling Employ scaling techniques
6	Course Outcomes	After the completion of this course, the student will be able to CO1. Familiarize with the concept of academic research in media and communication. CO2. Apply the knowledge for conducting media & communication research CO3. Demonstrate the competence in media & communication research. CO4. Know Types and Instruments of Data Collection – Primary Data and Secondary Data; Questionnaire and Schedule. CO5. Structure the research with data sampling.
7	Course Description	The course aims to develop the aptitude, which is required to conduct valuable research work. On completion of this course the students will be able to: develop research design according to the need of research problem; develop sample design and collection of accurate data; and use the research methods as applied in media industry.
8	Outline syllabus	
	Unit 1	Introduction to Media & Communication Research
	1	Introduction to Research - Concept and Meaning of Research.
	2	Research and Scientific Method
	3	Objective and Significance of Research
	Unit 2	Types of Research
	1	Applied and Basic Research & Conceptual and Empirical Research.
	2	Descriptive and Analytic Research.
	3	Qualitative and Quantitative Research.
	Unit 3	Research Process
	1	Identifying Research Problem and Review of Literature
	2	Research questions, Hypothesis and Research Design
	3	Sampling, Types of Sampling.
	Unit 4	Data in Research
	1	Types and Instruments of Data Collection – Primary Data and Secondary Data; Questionnaire and Schedule.
	2	Methods of collecting data – Field Observation, Focus Groups, Feed forward, Feedback studies and Intensive Interviews.
	3	Methods of collecting data - Content Analysis and Survey and Case Studies.

	Unit 5	Research Writing & Ethics		
	1	Analysis, Interpretation and Conclusion of the data.		
	2	Preparation and writing a research report.		
	3	Ethical perspectives of media & communication research, plagiarism.		
	Mode of examination	Theory		
	Weightage Distribution	CA 30%	MTE 20%	ETE 50%
	Text book/s*	<ul style="list-style-type: none"> • Mass Media Research: An Introduction by Roger D. Wimmer 		
	Other References	<ul style="list-style-type: none"> • Media and communication research methods by Arthur Berger • Mass Communication Research Methods by Anders Hansen 		

School: SMFE	Batch : 2020-2023		
Program: BA (J&MC)	Current Academic Year: 2022-2023		
Branch: NA	Semester: V		
Course Code	BFM315		
Course Title	Global Media Management		
Credits	3		
Contact Hours (L-T-P)	2-1-0		
Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective		
Course Objective	The objective of this course is to: Explain the principles and functions of management Describe different leadership styles and behavioral patterns Describe the structure and functions of media organizations Explain the importance of revenue generation for print, radio, TV and web.		
Course Outcomes	After the completion of the course, the student will be able to: CO1. Understand concepts of media organizational setup and management. CO2. Explain functions of various media outlets CO3. Understand the economics of media organizations CO4. Know Management technique and research. CO5. Develop the use of research in media management.		
Course Description	The course aims to equip students with skills and capacity to meet the challenges and demands of the media management. The curriculum lays stress on both theoretical and applications. The theoretical portion indicates the students to know the technological aspects of management.		
Outline syllabus			
Unit 1	Unit-I [Introduction to Management]		
1	Definition Management, role and Importance of management in media		
2	Function of Management, Need and Scope of media management.		
3	Organizational behavior		
Unit 2	UNIT-II [Introduction to media houses]		
1	Introduction to media Houses and Organization (Times group etc.)		
2	Ownership patterns in media		
3	Inflow of capital in India (Heads of Income)		
Unit 3	UNIT-III [Function of Print & Electronic Media]		
1	Structure and functioning of Print, radio and television channel		
2	Role of editorial, technical, marketing		
3	HR sections, Recruitment, hiring, training of staff.		
Unit 4	UNIT-IV [Management Techniques]		
1	Media marketing techniques		
2	Advertisement collection (Print and Electronic)		
3	Corporate Space and time selling (Print and Electronic)		
Unit 5	UNIT-V [Management Research]		
1	Use of research in media management		
2	Readership management system		
3	ABC, NRS, INS, RNI		
Mode of examination	Theory		
Weightage Distribution	CA 30%	MTE 20%	ETE 50%
Text book/s*	<ul style="list-style-type: none"> Hargie O, Dickson D, Communication Skills for Effective Tourish Denis 		

	Management, Palgrave Macmillan, India
Other References	<ul style="list-style-type: none">• Dr. Sakthivel Murughan M Management Principles and Practices, New Age International Publishers, New Delhi• Redmond, J, Trager R Media Organisation Management, Biztantra New Delhi

School: SMFE		Batch : 2020-2023
Program: BA (J&MC)		Current Academic Year: 2022-2023
Branch: NA		Semester: V
1	Course Code	BFM316
2	Course Title	Digital Video Production Methodologies
3	Credits	4
4	Contact Hours (L-T-P)	0-2-4
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective
5	Course Objective	<p>The objective of this course is to:</p> <p>Make students learn the basic concept of Film Production</p> <p>Inculcate the process of script to screen, planning to.</p> <p>Teach students the cinematic language and production skills through a variety of projects such as public service announcements, video commercials, film trailers and narrative short films.</p> <p>Help students in learning the skills of writing, editing and production of Film.</p>
6	Course Outcomes	<p>After the completion of the course, the student will be able to:</p> <p>CO1: The students will be able to learn the basic concept of film.</p> <p>CO2: The students will be able to learn the process of script writing for film.</p> <p>CO3: The students will be able to learn cinematic language and production skills</p> <p>CO4: They will also learn writing , editing and production films</p> <p>CO5: Execution of theory into practical</p>
7	Course Description	The course intends to train students in the film making both fiction and non-fiction.
8	Outline syllabus	
	Unit 1	Film Language
	1	Defining narrative- diegetic and non-diegetic elements –
	2	Narrative structure – Alternatives to narrative
	3	Fiction film- documentary, ethnographic and experimental (avant- garde) films – Ethics and ethnography
	Unit 2	States and elements of film production
	1	Pre-Production
	2	Production
	3	Post Production
	Unit 3	Writing for films
	1	Basic concept involved in writing for cinema
	2	Script writing for different format: Fiction/documentary
	3	Screenplay writing Technique for fiction films
	Unit 4	Camera Language
	1	Basics types of Shots
	2	Camera Movements
	3	Scene, Sequence and lighting Technique
	Unit 5	Making Crew and Budgeting
	1	Assembling crew for production with their defined roles
	2	Budgeting for film, Tools to evaluate efficacy.

	3	Final Project – Short film/Documentary		
Mode of examination	Theory			
Weightage Distribution	CA 30%	MTE 20%	ETE 50%	
Text book/s*	<ul style="list-style-type: none"> • Film Direction by J. Thomson • Rabiger, M. Directing : Film Techniques and Aesthetics, PP: 385*-400, 3rd edition, Boston: 			

School: SMFE		Batch : 2020-2023
Program: BA (J&MC)		Current Academic Year: 2022-2023
Branch: NA		Semester: V
1	Course Code	BFM317
2	Course Title	Television Programme Production
3	Credits	4
4	Contact Hours (L-T-P)	0-2-4
	Course Type	Compulsory /Co Requisite/Pre Prerequisite/Elective/Open Elective
5	Course Objective	The objective of this course is to: Familiarize the students with the various aspects of Television production. Inculcate the skills of writing and equipment handling
6	Course Outcomes	After the completion of the course, the student will be able to: CO1. Familiarize with the various aspects of TV production. CO2. Understand the techniques and grammar of fiction and non-fiction programmes. CO3. Familiarize with camera dynamics, techniques and creativity in lighting, sets and props etc. CO4. Understand studio recording and coordination with PCR CO5. Familiarize with multi-camera recording techniques.
7	Course Description	The course is designed to provide different aspects of writing skills for Audio-Visual media to the students. The course will help to understand the varied and diverse writing for Audio - Visual medium. Students will be able to understand different approaches to meet goal through creative and objective writing.
8	Outline syllabus	
	Unit 1	The process of Television production
	1	Different types of cameras-CCD, CMOS-ENG/EFP variety and Studio Cameras
	2	Audio and Video Switchers, Video Transmission and Production Servers
	3	Different types of Video Recorders – Taped/Tapeless Video recording formats
	Unit 2	Lighting techniques for programme production
	1	Studio floor plan and signal chain
	2	Three-point lighting technique. Cool and warm lights. DMX control, Field lighting, HMI and understanding colour temperature
	3	Single Camera/Multi Camera Production
	Unit 3	Television News flow management
	1	News room software - ENPS, I news, Diang, Octopus and others
	2	Script automation, Ingesting & preview
	3	Scheduling
	Unit 4	TV Programme Production
	1	Field production - Basic shots, camera angles, Ideas, visualizations & production scripts, Pre production and post production activities
	2	Studio production - Floor plans, pre-production planning, Dry runs & walk through, Time line& production schedules, Working out schedules, Cues and commands, PCR production

	3	Post-Production – Editing		
	Unit 5	Practical Exercise		
	1	TV Studio discussion with live OB inputs		
	2	Talk shows with audience participation, PTC, News story		
	3	TV Commercial, Documentary		
	Mode of examination	Jury/Viva/Practical		
	Weightage	CA	MTE	ETE
	Distribution	60%	00	40%
	Text book/s*	<ul style="list-style-type: none"> Broadcast News: Writing, Reporting and Producing, Ted White and Frank Bernas, Focal Press, Focal Press, Oxford, 2010 		
	Other References	<ul style="list-style-type: none"> An introduction to writing for Electronic Media: Scripwriting Essentials Across the Genres, Roberts B. Musburger, Focal Press, Oxford, 2007 		

School: SMFE		Batch : 2020-2023
Program: BA (J&MC)		Current Academic Year: 2022-2023
Branch: NA		Semester: V
1	Course Code	BFM318
2	Course Title	Animation and Multimedia
3	Credits	4
4	Contact Hours (L-T-P)	0-2-4
	Course Type	Compulsory /Co Requisite/Pre Prerequisite/Elective/Open Elective
5	Course Objective	After the completion of the course, the student will be able to: Enable students to learn more about the multimedia technologies Empower them to use these techniques for better planning Unleash their creativity for creating multimedia packages
6	Course Outcomes	After the completion of the course, the student will be able to: CO1: Understand basic concepts of graphics CO2 : Create multimedia packages CO3: Use different tools to produce interactive content CO4: Understand backend functioning of multimedia content creation CO5: Execution of multimedia marketing strategy.
7	Course Description	This studio is designed to introduce to students the art of giving life to objects through motion and storytelling. The course emphasizes foundational principles of motion, visual storytelling, non-linear forms of motion, interactive visualizing, and diverse approaches to motion graphics.
8	Outline syllabus	
	Unit 1	Basics Graphics
	1	Introduction to graphic designing
	2	Design elements
	3	Photoshop basics
	Unit 2	Multimedia Technologies Concept
	1	Understanding Multimedia Technology
	2	Fundamentals of Creative Multimedia
	3	Audio Visual, Graphic & Animation content for multimedia platforms
	Unit 3	Multimedia Technologies Application
	1	Multimedia Programming
	2	Multimedia content strategies
	3	Virtual Reality
	Unit 4	Multimedia Security
	1	Multimedia Security- An introduction
	2	Multimedia Database
	3	Multimedia security algorithms & case studies
	Unit 5	Multimedia Marketing
	1	Multimedia Content Creation
	2	Multimedia Content Marketing Strategies
	3	Multimedia Marketing Strategy Evaluation
	Mode of examination	Jury/Practical/Viva

	Weightage	CA	MTE	ETE
	Distribution	60%	00	40%
	Text book/s*	<ul style="list-style-type: none"> • Ze-Nian Li, Skeleton Creek, Fundamentals of Multimedia 		
	Other References	<ul style="list-style-type: none"> • Epic Content Marketing – Joe Pulizzi 		

School: SMFE		Batch : 2020-2023		
Program: BA (J&MC)		Current Academic Year: 2022-2023		
Branch: NA		Semester: V		
1	Course Code	BFM319		
2	Course Title	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective		
3	Credits	2		
4	Contact Hours (L-T-P)	0-0-4		
	Course Type	Compulsory /Elective/Open Elective		
5	Course Objective	<p>The objective of this course is to: Provide students the opportunity to experience hands-on industry experience. To provide students with an opportunity to implement their classroom knowledge in the industry/field. To put students in a real-life problem-solving situation, where they learn to be skilled and trained to deliver excellent outcome to the industry.</p>		
6	Course Outcomes	<p>After the completion of this course, the student will be able to CO1: Understand the functioning of the media and related industry. CO2: Apply theoretical knowledge to solve practical problems in real time. CO3: To work under pressure. CO4: Learn to work with strict deadlines CO5: Manage the adverse situation with limited resources.</p>		
7	Course Description	The course is designed for the students to prepare a report on the summer internship done during their semester end break.		
8	Outline syllabus			
	Unit 1	Completing the proper report in prescribed format and getting approved by the assigned faculty.		
	Mode of examination	Jury/Viva/Practical		
	Weightage	CA	MTE	ETE
	Distribution	60%	00	40%

TERM 6

School: SMFE		Batch : 2020-2023		
Program: BA (J&MC)		Current Academic Year: 2022-2023		
Branch: NA		Semester: VI		
1	Course Code	BFM320, BFM321,BFM322,BFM323,BFM324		
2	Course Title	2 Month Specialization – a) Print/Convergent Media b) Events c) Ad, PR & CC d) Broadcast Media e) Photography/Cinematography		
3	Credits	12		
4	Contact Hours (L-T-P)	0-4-16		
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective		
5	Course Objective	The objective of this course is to: Provide a two month specialization to student in any one field of her/his choice. Make student competent and confident to produce proper portfolio/project in the specialized field		
6	Course Outcomes	After the completion of the course, the student will be able to: CO1. Use the previous knowledge in the various fields of media CO2. Plan the project in proper and technical manner CO3. Show skills to produce a specialized portfolio.. CO4: Plan the strategy of execution of various programs. CO5. Develop the sense of responsibility towards community.		
7	Course Description	The course is designed for the students to use their theoretical and practical knowledge acquired during the programme to produce their individual portfolio in any of the specialized media field of their choice.		
8	Outline syllabus			
	Unit 1-5	Planning and producing programme in any specialized media field of students choice		
	Mode of examination	Jury/Viva/Practical		
	Weightage	CA	MTE	ETE
	Distribution	60%	00	40%

School: SMFE		Batch: 2020-2023		
Program: BA (J&MC)		Current Academic Year: 2022-2023		
Branch: NA		Semester: VI		
1	Course Code	BFM325/BFM326		
2	Course Title	On Job Training/ Major Project(RESEARCH BASED PROJECT)		
3	Credits	12		
4	Contact Hours (L-T-P)	0-4-16		
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective		
5	Course Objective	The objective of this course is to: Provide On job training/internship to student in media related field. Or help the student to make a research-based project.		
6	Course Outcomes	After completing this course, the student will be able to CO1. Use the previous knowledge in the various fields of media CO2. Show professional competency at work place or plan the research based project in proper and technical manner CO3. Show skills in the industry or project. CO4. Develop the knowledge, and competencies in the field. CO5. Acquaint the students formally to a real life work place environment.		
7	Course Description	The course is designed for the students to use their theoretical and practical knowledge acquired during the programme to work in the industry or produce a research based project.		
8	Outline syllabus			
	Unit 1-5	Working in the industry or Planning and producing a research based project		
	Mode of examination	Jury/Viva/Practical		
	Weightage	CA	MTE	ETE
	Distribution	60%	00	40%