Master of Arts (Journalism & Mass Communication)
Batch: 2024-2026

Programme Code: SDM0105

DEPARTMENT OF MASS COMMUNICATION

Sharda School of Media, Film and Entertainment

Programme Structure
Name of School: Sharda School of Media, Film & Entertainment
Master of Arts (Journalism & Mass Communication) Batch: 2024 - 2026
TERM: I

S. No.	Subject Code	Subjects	Teaching Load				Core/Elective Pre-Requisite/ Co Requisite	1. CC 2. AECC 3. SEC 4. DSE
			L	T	P	Credits		
THEORY SUBJECTS								
1	MMJ101	Communication Process, Models and Theories	4	0	0	4	**Core**	CC
2	MMJ206	Media Laws & Ethics	4	0	0	4	**Core Elective**	DSE
	MMJ120	Media Planning & Buying						
3	MMJ103	Introduction to Communication and Media Research	3	3	0	6	**Core**	CC
Practical/Viva-Voce/Jury								
4	MMJ105	Soft Skills and Personality Development	0	1	2	2	**Core**	CC
5	MMJ106	Photography and Visual Communication	0	1	2	2	**Core Elective**	DSE
6	MMJ107	Television News and Programme Production						
7	OPE	Open Elective (To be Chosen by Student)	0	4	0	4	**Minor Elective**	AECC
9	RBL001	Research Based Learning 1	0	0	4		**Co-Requisite**	AECC
10	VOF101	Script Writing	0	2	2	3	**Co Requisite**	SEC
			TOTAL CREDITS			**25**		

Programme Structure
Name of School: Sharda School of Media, Film & Entertainment
Master of Arts (Journalism & Mass Communication) Batch: 2024 - 2026
TERM: II

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	MMJ111	Development Communication	4	0	0	4	**Core**	CC
2	MMC192	Social Media and Mobile Journalism	3	1	0	4	**Core Elective**	DSE
3	MMJ102	Social Study in Media and Contemporary Issues						
4	MMC194	Advertising: Concepts, Principles & Practices	4	0	0	4	**Core**	CC
PRACTICAL/VIVA-VOCE/JURY								
5	MMJ116	Message Design for Development communication	0	1	2	2	**Core**	CC
6	MMJ114	Radio News and Programme Production	0	1	2	2	**Core Elective**	DSE
	MMJ115	Multimedia and Data Journalism						
7	MMJ112	Event Management	0	1	2	2	**Core**	CC
8	**VOF104**	Writing and Anchoring for Radio, TV & Digital Media	0	2	2	3	**Co-Requisite**	SEC
9	**RBL002**	Research Based Learning 2	0	0	4	0	**Co-Requisite**	AECC
10	**CCU108**	Community Connect	0	0	4	0	**Co-Requisite**	AECC
11	**VAF007**	Environmental Communication & Sustainable Development Practices	0	0	0	0	**Co-Requisite**	AECC

		TOTAL CREDITS	21		

Programme Structure
Name of School: Sharda School of Media, Film & Entertainment
Master of Arts (Journalism & Mass Communication) Batch: 2024 - 2026
TERM: III

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	MMJ201	Entrepreneurship & Business Communication	3	3	0	6	**Core**	CC
2	MCJ211	Public Relations and Corporate Communication	4	0	0	4	**Core**	CC
3	MMJ202	Media Management and Economics	3	3	0	6	**Core Elective**	DSE
4	MMJ207	Film Analysis & Appreciation						
PRACTICAL/VIVA-VOCE/JURY								
5	MMJ203	Corporate Communication Lab	0	1	2	2	**Core Elective**	DSE
6	MMJ204	Integrated Marketing Communication						
7	VOF202	Smartphone Film Making I	0	1	4	3	**Co-Requisite**	SEC
8	**RBL003**	Research Based Learning 3	0	0	4	2	**Co-Requisite**	AECC
9	**INC001**	Industry Connect I	0	0	4	0	**Co-Requisite**	AECC
10	**OPE**	Open Elective (To be Chosen by Student)	0	4	0	4	**Minor Elective**	AECC
11	VAF106	Social & Emotional Well Being	0	0	0	0	**Co-Requisite**	AECC

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

				TOTAL CREDITS	21		

Programme Structure
Name of School: Sharda School of Media, Film & Entertainment
Master of Arts (Journalism & Mass Communication) Batch: 2024 - 2026
TERM: IV

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course[3]: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
Practical/Viva-Voce/Jury								
1	MMJ217	Research Dissertation	0	0	18	9	**Core**	CC
2	MMJ215	On Job Training						
3	MMJ216	Final Masters Project	0	0	18	9	**Elective**	**AECC**
4	**RBL004**	Research Based Learning IV	0	0	4	2	**Co Requisite**	**AECC**
4	**VOF204**	Smartphone Film Making II	0	2	2	3	**Co Requisite**	SEC
				TOTAL CREDITS		23		

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

Semester 1

School: SSMFE		**Batch :2024-2026**	
Programme: Master of Arts (Journalism & Mass Communication)		**Current Academic Year: 2024-2025**	
Branch: NA		**Semester: I**	
1	Course Code	**MMJ101**	
2	Course Title	**Communication: Process, Models and Theories**	
3	Credits	4	
4	Contact Hours (L-T-P)	(4-0-0)	
5	Course Type	**Compulsory**	
6	Course Objective	1. Explain the meaning of communication and why human beings communicate. 2. Explain different types of communication. 3. To know the various channels of distributions of Mass Communication. 4. Explain important theories of communication.	
8	Course Description	This course will enhance the students' understanding of various theories and models of Communication and will develop a new sociological understanding of the students to critically analyse real world issues and employ practical, innovative solutions.	
9	Outline syllabus		CO Mapping
	Unit 1	**Introduction to communication and Process**	
	A	Communication: Concept, Definition, Process, Scope, Elements and Functions	CO2
	B	Nature of Human Communication, Verbal and Non-Verbal Communication	CO1, CO2
	C	Types of Communication and Barriers of Communication	CO2, CO3
	Unit 2	**Models of Mass Communication**	
	A	Lass well Model of Communication, Shannon and Weaver Model	CO4, CO5
	B	Wilber-Schramm Model of Mass Communication	CO2, CO5
	C	Osgood and Schramm Model, De' Fleur Model	CO1, CO3, CO4
	Unit 3	**Communication Theory**	
	A	Bullet Theory	CO2, CO6
	B	Hypodermic Needle Theory	CO2, CO4, CO6
	C	Cognitive Consistency	CO3
	Unit 4	**Sociological Theory of Communication**	
	A	Agenda Setting	CO2, CO4, CO6
	B	Cultivation Theory	CO2, CO6
	C	Media System Dependency Theory	CO2, CO4
	Unit 5	**Normative Theory of Communication**	
	A	Authoritarian Theory and Libertarian Theory	CO3, CO4, CO6
	B	Soviet Communist Theory and Social responsibility Theory	CO3, CO4
	C	Democratic Participation Theory and Development Communication	CO2, CO4

		theory				
10	Mode of examination	**Theory**				
	Weightage Distribution	CA	MTE	ETE		
		15%	10%	75%		
12	Text book/s*	● Mcquail, Denis. Mcquail`S Mass Communication Theory.-- New Delhi: Sage, 2010. ● Watson, James Media Communication: An Introduction to Theory and Process -- New York: Palgrave, 2004.				
13	Other References	● Key Readings in Media Today: Mass communication in contexts.-- New York: Routledge, 2009. ● Joseph R. Dominick (2007). The Dynamics of Mass Communications. 9th Edition. Boston: McGraw Hill				

School: SSMFE		Batch :2024-2026	
Programme: Master of Arts (Journalism & Mass Communication)		Current Academic Year: 2024-2025	
Branch: NA		Semester: I	
1	Course Code	**MMJ206**	
2	Course Title	**Media Laws and Ethics**	
3	Credits	**4**	
4	Contact Hours (L-T-P)	**(4-0-0)**	
5	Course Type	**Core Elective**	
6	Course Objective	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.	
	Course Description	1-knowledge about basic understanding of Indian polity, 2-Informing about law, rights and restriction of Media.	
9	Outline syllabus		CO Mapping
	Unit 1	**History of Media and Indian constitution**	
	A	History: Vernacular Act, Gagging Act, First Press Law	CO1
	B	Indian Constitution (Preamble, Parliament, Fundamental Rights and Duties) and Legal System	CO1
	C	Media Laws and Constitutional Framework: Freedom of Speech and Expression, Reasonable Restriction	CO2
	Unit 2	**Media Law for Practicing Journalism**	
	A	The principals of Defamation Law, Defences , Criminal Defamation	CO3
	B	Contempt of Court, Sub Judicematter,Defences	CO3
	C	The Rules of Court and Legislative Reporting	CO3
	Unit 3	**Liberty and Restriction**	
	A	Intellectual property and copyright Act, No Infringement and Cyber laws	CO5, CO6
	B	The Right to Information Act-2005	CO5, CO6
	C	Harmful publication act: Obscenity, Pornography and Sedition	CO5
	Unit 4	**National security and Media**	
	A	Official Secrets Act	CO2
	B	Parliamentary/ Legislative Privileges (Parliament proceedings Act)	CO2
	C	Protecting National Security and Public order	CO2
	Unit 5	**Ethics and self Regulation**	
	A	Defining Ethics	CO4
	B	Press council of India(PCI)	CO4
	C	Code of conduct and self regulation: NBA, Editor's Guild	CO4

10	Mode of examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		15%	10%	75%	
12	Text book/s*				
13	Other References				

School: SSMFE		Batch :2024-2026	
Programme: Master of Arts (Journalism & Mass Communication)		Current Academic Year: 2024-2025	
Branch: NA		Semester: I	
1	Course Code	**MMJ120**	
2	Course Title	**Media Planning & Buying**	
3	Credits	**6**	
4	Contact Hours (L-T-P)	**3-3-0**	
5	Course Type	**Core Elective**	
6	Course Objective	The objective of this course is to: The objective of this course is to: 1. Explain the principles and functions of media planning 2. Describe the structure and functions of media organizations 3. Explain the importance of revenue generation for print, radio, TV web.	
7	Course Outcomes	The student will be able to: CO1 Understand the Meaning and Definition of media planning. CO2 Apply concepts based on the aspirations of the consumer base behaviour brand promotion etc. CO3 Evaluate the market structure & Indian market overview. CO4 Analyse Marketing Communication and Strategy. CO5 Create a strategy for Media Planning. CO6 Create a Media Planning proposal	
8	Course Description	The course is aimed to make students learn the skills and knowledge about. Basic of media planning &buying, to know how the knowledge of branding and Indian market overview.	
	Outline Syllabus		**CO Mapping**
	Unit 1	**Basics of Media Planning**	
	A	Introduction to Media Planning	CO1
	B	Definition, Objectives, and Importance of Media Planning	CO1
	C.	The difference between "Media" and "Vehicles", Difference between Old Media and New Media	CO1
	Unit 2	**Media Planning Process**	
	A	Key Terms: Reach, Frequency, Geographic Prioritization and Weighting, Continuity	CO2, CO3
	B	Fighting, Pulsing GRP Media Mix and Media Strategies,	CO2, CO3, CO5
	C	Media Scheduling, Audience Fragmentation, Media Plan and Strategy Development	CO2, CO3, CO5
	Unit 3	**Model of Media Planning**	
	A	Models of Media Planning	CO1, CO2, CO5
	B	Bill Harvey's Expansion Model	CO1, CO2, CO5
	C	Recency Model/Other Models	CO1, CO2, CO5
	Unit 4	**Media and Changing Trends**	
	A	Classes and Types of Media, Characteristics of Major Media Forms	CO2, CO4
	B	Internet – The Next Big Medium, Merits and Demerits of Electronic Print and Outdoor Media &Innovative media uses	CO2, CO4
	C	Problems in Media Planning	CO2, CO4, CO5
	Unit 5	**Media Costs and Buying Problems**	

	A	Media Costs	CO3, CO4
	B	Media Buying Problems	CO3, CO4
	C	Considerations in Planning and Buying	CO2, CO4, CO5, CO6
10	Mode of examination	Theory	
11	Weightage Distribution	CA	MTE	ETE
		15%	10%	75%
12	Textbook/s*	1. Hargie O, Dickson D, Communication Skills for Effective Tourish Denis Management, Palgrave Macmillan, India 2. Dr.Sakthivel Murughan M Management Principles & Practices, New Age International Publishers,New Delhi
13	Other References	1. Redmond, J, Trager R Media Organisation Management, Biztantra, New Delhi 2. Albarran, Alan B Media Economics, Surjeet Publication New Delhi.

School: SSMFE		Batch :2024-2026	
Programme: Master of Arts (Journalism & Mass Communication)		Current Academic Year: 2024-2025	
Branch: NA		Semester: I	
1	Course Code	**MMJ103**	
2	Course Title	**Introduction to Communication and Media Research**	
3	Credits	**6**	
4	Contact Hours (L-T-P)	**3-3-0**	
	Course Type	**Compulsory**	
5	Course Objective	The objective of this course is to: 1. Understand basic concepts of research 2. Impart the knowledge of conducting various types of media and communication research. 3. Design & research studies and conduct sampling 4. Employ scaling techniques	
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		CO Mapping
	Unit 1	**Introduction to Media & Communication Research**	
	1	Introduction to Research - Concept and Meaning of Research.	CO1
	2	Research and Scientific Method	CO1
	3	Objective and Significance of Research	CO1
	Unit 2	**Types of Research**	
	1	Applied and Basic Research & Conceptual and Empirical Research.	CO1
	2	Descriptive and Analytic Research.	CO1
	3	Qualitative and Quantitative Research.	CO1
	Unit 3	**Research Process**	
	1	Identifying Research Problem and Review of Literature	CO2, CO3
	2	Research questions, Hypothesis and Research Design	CO2, CO3
	3	Sampling, Types of Sampling.	CO2, CO3, CO6
	Unit 4	**Data in Research**	
	1	Types and Instruments of Data Collection – Primary Data and Secondary Data; Questionnaire and Schedule.	CO2
	2	Methods of collecting data – Field Observation, Focus Groups, Feed forward, Feedback studies and Intensive Interviews.	CO2, CO4
	3	Methods of collecting data - Content Analysis and Survey and Case Studies.	CO2, CO4,
	Unit 5	**Research Writing & Ethics**	
	1	Analysis, Interpretation and Conclusion of the data.	CO2, CO3, CO4, CO5, CO6
	2	Preparation and writing a research report.	CO2, CO3, CO4, CO5, CO6
	3	Ethical perspectives of media & communication research, plagiarism.	CO2, CO3

Mode of examination	Theory			
Weightage Distribution	CA 15	MTE 10	ETE 75	
Text book/s*		**Mass Media Research: An Introduction by Roger D. Wimmer**		
Other References		1.Media and communication research methods by Arthur Berger 2.Mass Communication Research Methods by Anders Hansen		

School: SSMFE	**Batch :2024-2026**	
Programme: Master of Arts (Journalism & Mass Communication)	**Current Academic Year: 2024-2025**	
Branch: NA	**Semester: I**	

1	Course Code	**MMJ105**
2	Course Title	**Soft-Skill and Personality Development**
3	Credits	2
4	Contact Hours (L-T-P)	**0-1-2**
	Course Type	**Compulsory**
5	Course Objective	The objective of this course is to: 1. 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. 2. To understand the importance of body language and right posture in terms of giving speech
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		CO Mapping
	Unit 1	**Facial Expressions and Movements**	
	1	Sense of pace and timing	CO1
	2	Expressions and Dressing style in different scenarios	CO1, CO2
	3	Controlling emotions and techniques to use stage or delivery platform	CO1, CO2
	Unit 2	**Voice Analysis and Improvement**	
	1	Importance of voice improvement	CO3, CO6
	2	Analyzing student's speech and Voice: Pitch, Volume, Tempo, Vitality	CO3
	3	Voice quality: Resonance V/s thinness, Breathing, Nasality and Huskiness	CO3/CO1
	Unit 3	**Pronunciation and Articulation**	
	1	Understanding different causes of mispronunciation.	CO4, CO6
	2	Clarity in Hindi pronunciation, Hindi grammar and how to get rid of regional touch in language along with practice sessions	CO4
	3	Clarity in English pronunciation, English grammar and how to get rid of regional touch in language along with practice sessions	CO4
	Unit 4	**Management**	
	1	Time and Stress management during presentation	CO5
	2	Tools and resources to upgrade skills	CO5
	3	Verbal/Non-verbal communication and how to incorporate Honesty, leadership, trust, courage and patience in speech and presentation.	CO5
	Unit 5	**Exercise**	
	1	Exercise	
	2	Exercise	
	3	Exercise	
	Mode of examination	Jury/Practical/Viva	
	Weightage Distribution	CA CE (Viva) ETE 25 25 50	

School: SSMFE		Batch :2024-2026	
Programme: Master of Arts (Journalism & Mass Communication)		Current Academic Year: 2024-2025	
Branch: NA		Semester: I	
1	Course Code	**MMJ106**	
2	Course Title	**Photography and Visual Communication**	
3	Credits	**2**	
4	Contact Hours (L-T-P)	**0-1-2**	
5	Course Type	**Core Elective**	
6	Course Objective	1. To familiarize the students with the scientific and technological development related to camera, viz., from pin hole to digital 2. To understand basic methods of image (re)generation and photographic capture 3. To make the student proficient in understanding the various components, accessories, mechanism and operation of camera 4. Understanding the interface between science and art for achieving different photographic goals	
8	Course Description	The course is designed to learn different types of composition in photography and their uses. The students also learn to use different types of DSLR cameras and editing tools used in photography.	
9	**Outline syllabus**		CO Mapping
	Unit 1	Introduction to Photography	
	A	What is photography? The role and importance of photography	CO1
	B	Brief History of photography	CO1
	C	How Camera works? a. Principles of Camera Obscura b. Types of Cameras and their uses.	CO1
	Unit 2	Principles of Photographic composition	
	A	Concepts of composition	CO2
	B	Digital Capture	CO2
	C	Various types of Digital Capture and Image	CO2
	Unit 3	Lighting	
	A	Sources of light: Natural and Artificial	CO3
	B	Correct exposure	CO3
	C	Nature and physical properties of light a. Direction and angle of light: Front, side, top and back b. Lighting contrast and its control by fill in lights c. One, two and three point lighting: Key, fill and back light	CO3
	Unit 4	Exposure Control	
	A	Basics of Aperture, Shutter, ISO, and EV	CO4
	B	White Balance and Picture Style	CO4
	C	Using Flash and Other Accessories	CO4
	Unit 5	Image Processing and Manipulation	
	A	Purpose and tools for image processing	CO5, CO6
	B	Image Processing using Adobe Photoshop / Lightroom	CO5, CO6
	C	Portfolio Presentation	CO5, CO6
10	Mode of examination	Jury	

		CA	CE(Viva)	ETE	
11	Weightage Distribution	25	25	50	
12	Text book/s*	1. Michael Langford Basic Photography, Focal Press 2. James A. Folts Ronald P. Lovell Handbook of Photography, Fred C. Zwahlen, Jr. DelmalThomsan learning 3. Lee Frost Photography, Hodder Headline			

School: SSMFE		Batch :2024-2026	
Programme: Master of Arts (Journalism & Mass Communication)		Current Academic Year: 2024-2025	
Branch: NA		Semester: I	
1	Course Code	**MMJ107**	
2	Course Title	**Television News and Programme Production**	
3	Credits	**2**	
4	Contact Hours (L-T-P)	**0-1-2**	
5	Course Type	**Core Elective**	
6	Course Objective	1. Familiarize the students with different aspects of Anchoring 2. Familiarize the students with different aspects of News Reading 3. Understand how to handle different situation during Live News Reading 4. To understand about ENG and in-door programme production and understand the sense of script and nature of programme.	
8	Course Description	The course focuses on making students skilled in making different types of news programmes and also training them to be a good anchor.	
9	Outline syllabus		CO Mapping

	Unit 1	Introduction to Anchoring and Presentation	
	A	Technical and Practical techniques for News & TV Programme Presentation	CO3 CO4
	B	Newsroom Production- Three point lighting, News Reading, Chroma production	CO3 CO4 CO5
	C	Working on pronunciation, Vocabulary Performance: Different aspects of understanding how to different situation during live News Programmes.	CO3 CO4
	Unit 2	Television News and Current Affairs Programmes	
	A	Television News Gathering and Interviews Techniques, Panel Discussion	CO 3 CO4
	B	Writing news script, Recording Voice Over, producing TV News Stories	CO2, CO3, CO4 CO5 CO6
	C	● Television Reporting Techniques, PTC, Walkthrough, Phonos ● Making a News package	CO 3 CO4
	Unit 3	TV Programme formats	
	A	● Fiction and Non-fiction programme, ● Different genres of TV Programming	CO1, CO2
	B	● Documentaries and Talk Shows ● The Art of Interviewing	CO2, CO 3, CO4 CO5 CO6
	C	● Producing short films ● Producing Ads/ PSAs	CO2 CO5 CO6
	Unit 4	Television Production	
	A	● Video Camera:-Basics of Camera	CO2, CO3, CO4 CO5 CO6

		● Different types of shots, Camera angles & movements	
	B	● Introduction to Editing, Working on FCP. Importing files, editing & exporting	CO2, CO3, CO4 CO5 CO6
	C	● Mojo(Concept of Mobile Journalism)	CO2, CO3, CO4 CO5, CO6
	Unit 5	**Understanding TV & Visuals**	
	A	● Television Broadcasting: Role & Characteristics of TV as a Mass Communication medium, Broadcasting Standards ● Stages of TV Programme Production- Pre- Production, Production & Post Production	CO1
	B	● Importance of Research & Recce in TV programming ● An Introduction to world of Visuals- fundamentals of frame, shot, scene & sequence, Visual Grammar & its principles	CO1, CO2, CO 3
	C	● Understanding TV Journalism ● ENG (electronic newsgathering) ● The outside broadcast	CO1

10	Mode of examination	Jury			
11	Weightage Distribution	CA	CE(Viva)	ETE	
		25	25	50	

School: SSMFE		**Batch :2024-2026**
Programme: Master of Arts (Journalism & Mass Communication)		**Current Academic Year: 2024-2025**
Branch: NA		**Semester: I**
1	Course Code	**RBL001**
2	Course Title	**Research Based Learning-1 (RBL-1)**
3	Credits	**Audit**
4	Contact Hours (L-T-P)	**0-0-4**
	Course Type	**Compulsory**
5	Course Objective	1. The students will be encouraged to select a topic on any dimension of journalism and communication and will be encourage selecting a topic related to their area of residence. 2. The aim of the project/thesis is to bring together the knowledge and skills acquired by students in a final work that is of professional quality 3. This will require the students to engage in depth with a topic and to carry out primary investigation thereof.
7	Course Description	The course is designed to inculcate the research value and skills among the students.

8	Outline syllabus		CO Mapping
	Unit 1	● Start of Project/ Dissertation	**CO1**
	Unit 2	● List of Project/ Dissertation proposal area shall be floated to the students	**CO1**
	Unit 3	● Mutual Agreement signed between Supervisor & Student	**CO1**
	Unit 4	● Submission of proposal form by student to the Dissertation/ Project coordinator of the Department after approval from the Supervisor	**CO2, CO3**
	Unit 5	● First Review of Topic ● Second Review of Topic ● Approval of Topic ● Mapping of Dissertation/ Projects to PO-PSO	**CO4, CO5, C06**

	Mode of examination	Only An Audit course		
	Weightage Distribution	CA	MTE	ETE
		100	00	00

School: SSMFE		Batch :2024-2026	
Programme: Master of Arts (Journalism & Mass Communication)		Current Academic Year: 2024-2025	
Branch: NA		Semester: I	
1	Course Code	**VOF101**	
2	Course Title	**Script Writing**	
3	Credits	**3**	
4	Contact Hours (L-T-P)	**0-2-2**	
	Course Type	**Compulsory**	
5	Course Objective	To Describe the dramatic structure of a story, explain formats in script, the act structure, characterization and the scene creation.	
7	Course Description	The course is designed to inculcate the basic understanding of script writing. Students will learn the workflow for Story Development, Elements of script writing, and 3-Acts Structure & Development of the Characters.	
8	Outline syllabus		CO Mapping
	Unit 1	**The Principles of Dramatic Wring**	**CO1**
	1	Introduction to Screenwriting	
	2	The Basics: Character, Story, Structure	
	3	The Premise: Story Spine	
	Unit 2	**Finding the Story**	**CO2**
	1	How to Format a Script	
	2	How to Write a Short Outline	
	Unit 3	Three Act Structure: Putting It All Together	CO3
	1	"The Godfather": Beginnings, Middles, and Ends	
	2	Treatment: 5 Key Moments	
	Unit 4	**Exploring Character**	**CO4**
	1	Dramatizing Character	
	2	Proper Script Formatting	
	Unit 5	**Scene**	
	1	Scene defined.	CO5
	2	Length of scene. Tenets of a good scenes—importance, desire/conflict, structure, compression	CO5
	3	Sequences, Making a step outline	CO5
	4	Visual Storytelling	CO6
	Evaluations	CA 25 CE(VIVA) 25 ETE 50	N/A
	Text book/s*	• The Art and Science of Digital Compositing, Second Edition:	
	Other References	• Techniques for Visual Effects, Animation and Motion Graphics (The Morgan Kaufmann Series in Computer Graphics) - Ron Brinkmann (Author)	

Semester II

School: SSMFE		**Batch :2024-2026**	
Programme: Master of Arts (Journalism & Mass Communication)		**Current Academic Year: 2024-2025**	
Branch: NA		**Semester: II**	
1	Course Code	**MMJ111**	
2	Course Title	**Development Communication**	
3	Credits	**4**	
4	Contact Hours (L-T-P)	**(4-0-0)**	
5	Course Type	**Compulsory**	
6	Course Objective	1. Develop understanding of developmental issues 2. Contribute positively towards the development process of country as responsible, informed and knowledgeable communicators. 3. To expand the knowledge base of theories of growth and development, and its interrelation to culture, behavior change, social transformation. 4. To understand the key issues of extension and development 5. To be aware of the aspects influencing design of development programmes.	
8	Course Description	This *course* takes a practical approach to *communication* for *development* to effect real change. Itprovides training in the field of media and development communication as well as renders professional services for social work organizations.	
9	Outline syllabus		CO Mapping
	Unit 1		
	A	Concepts and Perspectives in Development and Growth	CO1
	B	1.2 Critique of Development and the Development Theory, Major developmental Issues, Understanding Underdevelopment and Poverty	CO1
	C	1.3 Dominant paradigm of development communication, Models of Development, Economic Growth and Human and Social Development, Communication for Development	CO2
	Unit 2		
	A	2.1 History and Nature of Development Journalism, Understanding development Journalism: How it is Transforming in a Changing India	CO2
	B	2.1 Nature and Scope for Coverage of Developmental Issues, Conceptual challenges Before Development Journalists	CO2, CO3
	C	2.3 Development Journalism: Development issues- covering environment and health and other social issues, Problems of Environment, Sustainability, Economic and Civil Society growth, Agricultural and Rural Reporting, Reporting Education, Science and Technology.	CO3
	Unit 3		
	A	3.1 Media Audiences and Access to Media, The status of the Media in the Information Society	CO3

	B	3.2 Community Radio/Media in the Regional Context	CO3
	C	3.3 International Agenda for Development Journalism	CO5
	Unit 4		
	A	4.1 Development Communication - Alternative and social media	CO4
	B	4.2 Democracy, Internet and Civil Society, Information and Digital Empowerment, Digital Communication and Development	CO4, CO6
	C	4.3 Information Inequality and Digital Divide	CO4
	Unit 5		
	A	1. Case Studies on: Gender, Maternal and Child Health,	CO5
	B	2. Case Studies on: HIV/AIDS, Education, Poverty Alleviation, Environmental Protection	CO5
	C	3. Contemporary Issues and Debates	CO5

10	Mode of examination	Theory		
11	Weightage Distribution	CA	MTE	ETE
		15%	10%	75%
12	Text book/s*	● Communication and Development: Issues and Perspectives.-- Jaipur: Rawat Publications, 1992.		
13	Other References	● William A. Hachten (1993). The Growth of Media in the Third World. African Failures, Asian Successes. Ames: Iowa State University Press ● John A. Akande: Technology, Industrialization and Environment, Ibadan: CREM Books, 2000. ● Joseph, Joni C. Mass Media and rural development.--Jaipur: Rawat Publications, 1997. ● Pierre Laszlo. Communicating Science: A Practical Guide. Berlin: Springer, 2006. ● Pokarapurkar, Raja Rural development through community television.-- New Delhi: Concept, 1993. ● Sen, A. 1999. Development as freedom. New York: Alfred A. Knopf. ● Sen, Amartya, Inequality re-examined, Clarendon Press, 1992. ● Sinha, Arbind K. Mass media and rural development: a study of village communication in Bihar. New Delhi: Concept Publishing, 1985. ● Communication, Modernisation and Social Development: Theory, Policy and Strategies. Delhi: B.R., 2002. ● Dua,M.R. Media and development : Themes in communication and extension.-- New Delhi: HarAnand, 1994.		

		● Gandhi, VedPrakash Media and communications today: policy, training and development. New Delhi: Kanishka, 1995. ● Gupta Baldev Raj Mass communication and development. Varanasi: Vishwavidyalaya, 1997. ● Indian Social and economic development -1991 CENDIT; 1991.

School: SSMFE		Batch :2024-2026		
Programme: Master of Arts (Journalism & Mass Communication)		Current Academic Year: 2024-2025		
Branch: NA		Semester: II		
1	Course Code	**MMC192**		
2	Course Title	**Social Media and Mobile Journalism**		
3	Credits	**4**		
4	Contact Hours (L-T-P)	(**3-1-0**)		
5	Course Type	**Core Elective**		
6	Course Objective	1.To familiarize the students about the use of mobile in journalism 2.Role and Impact of social media in news Use of social media 3.To familiarize the different formats of still photography and video used online 4.To familiarize about the style of writing in social media		
	Course Description	1-knowledge about basic understanding of journalism, Media and uses of technology for news. 2-Informing about tool techniques of writing the news in online medium.		
9	Outline syllabus		CO Mapping	
	Unit 1	**Internet and Mobile Journalism**		
	A	Networked society	CO1	
	B	Development of internet and online journalism – web 1.0, web 2.0, web 3.0, semantic web and beyond	CO1	
	C	Fundamentals concepts and applications - Multimediality, Hypertextuality, Interactivity, Crowdsourcing, RSS, Mashups, Widgets, Folksonomy, Social bookmarking, CC, Metrics, Analytics, passive democratic fundraising (A/B testing) tactics, new concepts	CO2	
	Unit 2	**Marketing for the web**		
	A	SEO, AdSense, AdWords, PPC, Pops, Ad-blocks, Direct mail, new techniques	CO2	
	B	Journalism as conversation – Audience development, Social media, Blogs, Comments, Feedbacks, Opinion polls, Message boards, Messenger, Chat rooms, Games, Quiz	CO2	
	C	Ethical practices involving the Internet and social media	CO2	
	Unit 3	**Mobile journalism**		
	A	Newsroom for online journalism	CO3	
	B	Backpack journalism	CO3	
	C	Non-linear story telling	CO3	
	Unit 4	**New styles of writing**		
	A	Visual language	CO4	
	B	Micro-content	CO4	
	C	Narrative journalism	CO4, CO6	
	Unit 5	**Photos for web**		
	A	Forms and format, still, gallery, slideshow	CO5	
	B	Audio for web –forms and format, Internet Radio, Audio boo, Sound cloud, Podcasts, Broadcast yourself	CO5	

	C	Video for web –forms and format, Narrowcasting, Personal casting, Internet Television, Broadcast yourself, live streaming			CO5, CO6
10	Mode of examination	Theory			
11	Weightage Distribution	CA	MTE	ETE	
		15%	10%	75%	
12	Text book/s*				
13	Other References				

School: SSMFE		Batch :2024-2026	
Programme: Master of Arts (Journalism & Mass Communication)		Current Academic Year: 2024-2025	
Branch: NA		Semester: II	
1	Course Code	**MMJ102**	
2	Course Title	**Social Studies, Media and Contemporary Issues**	
3	Credits	**4**	
4	Contact Hours (L-T-P)	**(4-0-0)**	
5	Course Type	**Core Elective**	
6	Course Objective	● Introduce the basics of Social Studies, and Contemporary Issues. ● Understand the social perspectives of Media	
8	Course Description	This course introduces students to various **issues** facing the world today. Students will explore global economic systems, human rights, politics and the brief history of Indian civilization.	
9	Outline syllabus		CO Mapping
	Unit 1	Brief History of World	
	A	1. World Orders: Old and New	CO1
	B	2. Political and Economic Systems	CO1 CO2
	C	3. International, Regional Organisations and Treaties	CO2
	Unit 2	Brief History of Indian Civilisation	
	A	1. Making of India: Historical and Political Perspective	CO3
	B	2. India: Pre and Post-Independence	CO3
	C	3. An overview of Indian Social System:Contemporary International and National Scene: Major Issues and Debates	CO3, CO6
	Unit 3	Human Development and Growth	
	A	1. Communalism, Casteism, Corruption and Regionalism	CO1, CO4
	B	2. Election and Judicial Reforms	CO1, CO3
	C	3. Economic Reforms: Liberalization, privatization and globalization processes and its Impact on Economy	CO1
	Unit 4	Indian Society	
	A	1. Political Parties: History and Ideological Foundations	CO4
	B	2. Rise of Divisive and Diversionary Politics	CO4
	C	3. Interest Groups, other sources of power: Armed Forces, Trade Unions, Religious Organizations, Corporate Houses, NGOs	CO4
	Unit 5	Overview of Indian Politics and Processes:	
	A	1. Indian Parliament and its Functioning	CO4
	B	2. The Coalition Politics and Emergence of Regional Political Parties	CO4
	C	3. Role of Media in Political and Social Movement: Pre-independence and Post- independence era	CO5
10	Mode of examination	**Theory**	Theory
11	Weightage Distribution	CA	MTE	ETE
		15%	10%	75%
12	Text book/s*	● Berger, Arthur Asa Making sense of media :key texts in media and culture	

13	Other References	studies.-- U.S.A: Black Well, 2005.

- Alia,Valerie   Media and Ethnic minorities.- Edinburgh: Edinburgh University Press, 2005.
- Bertrand, Claude-Jean. The Arsenal of Democracy: Media Accountability Systems. Hampton Press, 2003
- Branston, Gill Media student's book.-- London: Routledge, 2006.
- Chatterji, Subarno Tracking the media: interpretations of mass media discourses in India and Pakistan.-- London: Routledge, 2008.
- Curran, James and Gurevitch, Michael (2000), Mass Media and Society, Oxford University Press.
- David Crowley and Paul Heyer (Eds.) (2007). Communication in History. 5th Edition. Boston: Allyn and Bacon.
- Defleur, Melvin L Understanding mass communication.-- Boston: Houghton Mifflin, 1988.
- Devgan, A.K. Women media and politics.-- New Delhi: Cyber Tech Publications, 2010.

School: SSMFE		Batch :2024-2026		
Programme: Master of Arts (Journalism & Mass Communication)		Current Academic Year: 2024-2025		
Branch: NA		Semester: II		
1	Course Code	**MMC194**		
2	Course Title	**Advertising: Concepts, Principles & Practices**		
3	Credits	**4**		
4	Contact Hours (L-T-P)	**4-0-0**		
5	Course Type	**Compulsory**/Pre-Requisite/Co-Requisite/Elective/Open Elective		
6	Course Objective	1. Familiarize with psychological and cultural approach of advertisement for different media 2. Understanding of different segment and categories of advertisement 3. Understanding of means; methods to achieve desired creativity inan advertisement 4. Familiarize with various aspects of advertising		
8	Course Description	The courses aimed to make students learn the skills and knowledge about. Basic of advertising and its basic principles and practices.		
9	Outline syllabus		CO Mapping	
	Unit 1	**Advertising**		
	A	Meaning, definition and its role	CO1	
	B	Growth and development of India and world	CO1	
	C	Advertising as a communication tool	CO1	
	Unit 2	**Unit II: Advertising process**		
	A	Models of advertising, AIDA, DAGMAR and Maslow Hierarchy model	CO2	
	B	Types of advertising and its characteristics,	CO2	
	C	Classification of advertising on basis of PA target audience, area,medium, purpose.	CO2	
	Unit 3	**Classification of Advertising**		
	A	3.1Types and Classification of Advertising	CO3, CO6	
	B	3.2Factors determining advertising opportunity of a product/service/idea.	CO3	
	C	3.3Types of Appeals and Advertising Messages	CO3	
	Unit 4	**Structure, Role and Function of Advertising Agency**		
	A	Advertising Agency: Evolution, Types, Structure	CO4	
	B	Functions of Various Departments and their Roles	CO4	
	C	Agency – Client Relations and Pitching Process	CO4	
	Unit 5	**Advertising Objectives; Execution**		
	A	Segmentation, Positioning and Targeting Media selection, Planning, Scheduling	CO3, CO6	
	B	Marketing Strategy	CO4	
	C	Research and Branding Advertising department vs. Agency-Structure	CO5	
10	Mode of examination	Theory		
11	Weightage Distribution	CA	MTE	ETE
		15%	10%	75%
12	Text book/s*	1. Advertisers Handbook 2001; D V Gandhi; New Delhi; Indraprastha Prakashan; 1999.		

13	Other References	1. Ogilvy David Ogilvy on Advertising; Prion Books Ltd.
		2. Advertising Management,-2010, Jaishri , Jethwaney and Jain, Shruti, New Delhi, Oxford Univ. Press.
		3. Bland, Michael Effective media relations : how to get results.-- London: Kogan Page,1996.
		4. Brand Risk: Adding Risk Literacy to Brand Management-2008, Abrahams David, England, Gower, 2008.
		5. Essential for Media Planning -1993 Arnold M Barbar USA, NTC Business Book, 1993.
		6. Mohan Mahender Advertising Management: Concepts & Cases; Tata McGraw Hill Publishers

School: SSMFE	Batch :2024-2026	
Programme: Master of Arts (Journalism & Mass Communication)	Current Academic Year: 2024-2025	
Branch: NA	Semester: II	
Course Code	MMJ116	
Course Title	Message Design for Development Communication	
Credits	2	
Contact Hours (L-T-P)	0-1-2	
Course Type	Core/Compulsory	
Course Objective	The objective of this programme is to produce development communication strategist who can make effective interventions in various development processes to act as a catalyst for social change.	
Course Description	The course is provides strong theoretical foundations and experiential learning to meet the existing market demands for trained professionals in participatory development communication processes and programme management.	
		CO Mapping
Unit 1	Advocacy	
1	Meaning, purpose and types of Advocacy Tools, techniques and approaches of advocacy ·Development Planning	CO1
2	Elements of an advocacy strategy	
3	Advocacy Planning Cycle - planning advocacy campaigns for different Stakeholders	CO1
Unit 2	Programme Design and Management	
1	Audience analysis- readership, listenership and viewership studies	CO2
2	Content analysis of mass media	CO2
3	Analyse case studies for programmes and campaign for women's development.	CO2
Unit 3	Community Radio	
1	Role and importance of community radio	CO3, CO4
2	Programming for Community Radio	
3	Produce programmes on social issues for Community radio	CO3, CO4
Unit 4	Development reporting	
1	roles and responsibilities of a development reporter, specialized skills required and issues in development reporting.	CO4
2	specialized skills required and issues in development reporting	CO4
3	Write a news article	CO4
Unit 5	Behaviour Change Communication and Advocacy	
1	Advertising and Social Marketing	CO5
2	Designing media for development communication	CO5
3	Create a PSA for a social issue campaign	CO6
Mode of examination	Theory		
Weightage Distribution	CA 25	CE(VIVA) 25	ETE 50

Text book/s*	1. Boyd,A.(1997).BroadcastJournalism:TechniquesofRadioandTVnews.Boston :Focal Press.
Other References	Robert Huesca (2008) Tracing the History of ParticipatoryCommunication Approaches to Development. Communication for Development and Social Change , pp. 180-1982. Jan Servaes (2008). Communication for Development Approachesof Some Governmental and Non-Governmental Agencies.Communication for Development and Social Change , pp. 201-2183. Karin Wilkins (2014) Advocacy Communication. The Handbook of Development Communication and Social Change , pp. 57-71

School: SSMFE		Batch :2024-2026	
Programme: Master of Arts (Journalism & Mass Communication)		Current Academic Year: 2024-2025	
Branch: NA		Semester: II	
1	Course Code	**MMJ114**	
2	Course Title	**Radio News and Programme Production**	
3	Credits	**2**	
4	Contact Hours (L-T-P)	**0-1-2**	
5	Course Type	**Core Elective**	
6	Course Objective	1. To introduce students to the medium of Radio, its evolution, policies and trends in contemporary broadcasting 2. To develop understanding of different genres of Radio and their nuances. 3. To enable students to write and produce programmes for Radio. 4. To develop understanding of Radio, it's Newsroom, Organisational structure and Reporting process. 5. To enable students to write news scripts for Radio.	
8	Course Description	This course is specially designed to deal with various elements of radio production process. Beginning withconceptualization of the radio programme, various stages of the production process keeping in view the nature of audience and the zone of broadcast will also be dealt with. This deals with acquiring effectivewriting skills required for good writing for Audio medium. It will also familiarize the students to produce various formats of radio productions.	
9	Outline syllabus		CO Mapping
	Unit 1	**Growth, Development and Organizational structure of All India Radio.**	
	A	History of Radio, Characteristic of Radio, NSD, ESD, AIR Code.	CO 1,
	B	Different types of Radio AM, MW, SW, FM, Digital Radio	CO 1, CO6
	C	Three tiers of Radio Broadcast—Local, Regional and National.	CO 1,
	Unit 2	**Concept of Community and Commercial Radio**	
	A	Set up and Licensing of Community Radio, Radio for Education and Development	CO1, CO3
	B	Growth and Structure of FM Radio in India, FM Programming	CO2
	C	Working in a radio studio: types and functions, acoustics, input and output chain, studio console: recording and mixing.	CO2, CO4
	Unit 3	**Radio News: Reporting and Writing**	
	A	Newsroom organization and structure, Different editorial positions in newsroom and their roles and responsibilities, writing for voice dispatches: Bytes and Outside Broadcast (OB) copy	CO2 , CO4, CO5
	B	Beat reporting: Identifying and working for a news beat, reporting for hard and soft news	CO2 , CO4, CO5
	C	The 'Ingredients' of Radio News Radio News Bulletin and types, 5 and 15-minute bulletin, Headlines, News Magazine, Compiling Radio news bulletins,	CO2 , CO4, CO5

	Unit 4	**Radio News: Art of Editing**	
	A	Microphones – Designs, Categories and Applications, Digital Studio Mixer, Portable Audio Mixers, Recording formats, Understanding sound recording / Perspective of sound	CO2 , CO4, CO5
	B	Microphones and Sound, Field Recording, The Editing Process and Final mix	CO2 , CO4, CO5
	C	Working with Editing Software like Audacity, Dalet, Netiaetc	CO2 , CO4, CO5
	Unit 5	**Radio Programmes and Production**	
	A	Programme format V/s Station format: Music and Non music formats, different formats- talk, discussion, interviews, magazine show, fillers documentary, features etc	CO2 , CO4, CO5
	B	Public Service Announcement, Promo and Jingles, Radio features/documentaries/ commentaries, Spotlight/Talks etc	CO2, CO4, CO5
	C	Production of Studio based Radio programmes in different formats	CO2, CO4, CO5
10	Mode of examination		Jury		
11	Weightage Distribution	CA	CE(VIVA)	ETE
		25	25	50
12	Text book/s*	1. Style Book AIR Broadcasting in India, Radio Programme Production: A Manual for Training, Richard Aspinall, UNESCO, Paris, 1971 Basic Radio Journalism, Paul Chantlerand Peter Stewart, Oxford, 2003		
13	Other References	● Websites of AIR& BBC Radio apps		

School: SSMFE		Batch :2024-2026	
Programme: Master of Arts (Journalism & Mass Communication)		Current Academic Year: 2024-2025	
Branch: NA		Semester: II	
1	Course Code	**MMJ115**	
2	Course Title	**Multimedia and Data Journalism**	
3	Credits	**2**	
4	Contact Hours (L-T-P)	**(0-1-2)**	
5	Course Type	**Core Elective**	
6	Course Objective	1. To educate the students about current practices and future frontiers of multimedia journalism 2. To introduce the students to all major tools of multimedia 3. To prepare students to master the concept design, production, publication and promotion of multimedia content through different platforms	
8	Course Description	The multimedia subject aims to educate and train students with the advanced techniques used in contemporary media industry. Keeping in view the current trends in online journalism, the syllabus has been structured to impart proper training and expertise to the aspiring multimedia journalists.	
9	Outline syllabus		CO Mapping
	Unit 1	**Multimedia Overview**	
	A	Definition, characteristics, uses and application of Multimedia	CO1
	B	Instructional design	CO1
	C	Media Technologies (Text, Graphics, Images, Animation, Video, Audio) and interfaces	CO2
	Unit 2	**Multimedia Content Creation**	
	A	Content (print, graphics, sounds, etc.)	CO2
	B	Screen Design, Writing and editing techniques for text, audio, video, multimedia and podcasting	CO2
	C	Navigation, Consistency, Transitions and Links	CO2
	Unit 3	**Multimedia Productions**	
	A	Graphics, Metaphors and Themes, Colors and Backgrounds, Text (size, color, placement)	CO3
	B	Animation Design- 2D, 3D, Developing interactive maps and graphics	CO3
	C	Audio Visual Productions, Hyper-Studio Sounds, Hyper-Studio Tips and Tricks	CO3, CO6
	Unit 4	**Multimedia Marketing**	
	A	Audience development and ethical practices involving the Internet and social media	CO4
	B	Advertising and PR strategies, passive democratic fundraising (A/B testing) tactics	CO4
	C	Use of metrics, and analytics, Crowd sourcing, blog, narrowcasting	CO4
	Unit 5	**Preparation of Multimedia Portfolios**	
	A	Producing major multimedia projects	CO5
	B	Designing multimedia campaigns	CO5

	C	Multimedia productions-audio visual, graphics and animation		CO5
10	Mode of examination	**<u>Jury</u>**		
11	Weightage Distribution	CA	CE(VIVA)	ETE	
		25	25	50	
12	Text book/s*	- Multimedia Journalism: A Practical Guide: Andy Hill (2010) - Digital India: Understanding Information, Communication and Social Change: PradipNinan Thomas (2012) - Online Journalism: A Basic Text: Tapas Ray (2006) - Breaking News: The Craft and Technology of Online Journalism: Sunil Saxena (2004) - Convergent Journalism: An Introduction: Writing and Producing Across Media: (2014)		

School: SSMFE		Batch :2024-2026		
Programme: Master of Arts (Journalism & Mass Communication)		Current Academic Year: 2024-2025		
Branch: NA		Semester: II		
1	Course Code	**MMJ112**		
2	Course Title	**Event Management**		
3	Credits	**2**		
4	Contact Hours (L-T-P)	**0-1-2**		
5	**Course Type**	**Compulsory**		
6	Course Objective	● Provide an understanding of the concept of Events and Event Management ● Provide information about pre event research ● Give an understanding of Event planning, concept and design		
8	Course Description	This course aims to Provide an understanding of the concept of Events and Event Management		
9	Outline syllabus			CO Mapping
	Unit 1	**Introduction to Event Management**		
	A	What is an Event? 5 C's of events		CO1
	B	Event as marketing communication tool,		CO1
	C	Structure of an Event company		CO4
	Unit 2	**Types of events-**		
	A	Artistic, Competitive, and Cultural Events		CO1
	B	Exhibition and Charitable Events		CO1
	C	Special Business Events		CO1
	Unit 3	**Pre Event Research**		
	A	Event Generation- Objective, Theme Selection, research for theme, meeting client requirement		CO2
	B	SWOT Analysis		CO2
	C	Segmentations – Demographic, Geographic, Psychographic		CO3
	Unit 4	**Event Planning, Concept and Design**		
	A	Conceptualization of idea		CO4
	B	Research based planning		CO4
	C	Analysing and Designing the concept		CO4,
	Unit 5	**Preparing event proposal**		
	A	What is an Event proposal		CO5
	B	Role and Importance of Event proposal		CO5
	C	Writing Event Proposal		CO6
10	Mode of Examination	Theory		Theory
11	Weightage Distribution	CA	CE(VIVA)	ETE
		25	25	50
12	Textbooks	● WakhluSavitaBhan, Managing Presentations		
13	Other References	● Gaur Sanjaya S &Saggere,S.V, Event Marketing & Management ● Hoyle Jr., Leonaed H, Event Marketing ● Lynn Van Der Wagem, Event Management ● Anton Shone & Bryn Parry, Successful Event Management, Cengage Learning, New Delhi		

School: SSMFE		**Batch :2024-2026**	
Programme: Master of Arts (Journalism & Mass Communication)		**Current Academic Year: 2024-2025**	
Branch: NA		**Semester: II**	
1	Course Code	**VOF104**	
2	Course Title	**Writing and Anchoring for Radio, TV & Digital Media**	
3	Credits	**3**	
4	Contact Hours (L-T-P)	**0-2-2**	
	Course Type	**Co-Requisite**	
5	Course Objective	The objective of this course is to: 1. Familiarize the students with different aspects of anchoring & news presentation 2. To develop an understanding how to handle different situation during Live News Presentation 3. To make the students understand the roles and responsibility and do's and don't of news reader/presenter	
7	Course Description	This course is designed to produce professional newsreaders and presenters. This course will help the student to face the camera and understand theresponsibility, do's and don't for the newsreader/presenter.	
8	Outline syllabus		CO Mapping

Unit 1	**Introduction to Anchoring & News Presentation**	
	Practical Anchoring and writing techniques for electronic media and events.	CO1
Unit 2	Technical and Practical techniques for News presentation- Script Writing- Researching- writing content	CO1,CO2
	Performance: Different aspects of understanding how to handle different situation during Live News Bulletin.	CO1
Unit 3	**Voice Analysis and Improvement**	
	Importance of voice improvement-	CO2
Unit 4	Clarity in Hindi pronunciation, grammar and how to get rid of regional touch in language along with practice sessions	CO1, CO3
	Clarity in English pronunciation, English grammar and how to get rid of regional touch in language along with practice sessions.	CO3
Unit 5	**Facing Camera and Writing Anchor Links**	
	Understanding of camera etiquettes, camera microphone, peace to camera, Anchoring and writing skills required for digital media-	CO3, CO4
	Writing for Anchor Links & Headlines	CO4
Mode of examination	Jury/Viva/Practical	
Evaluations	**CA-25 CE(VIVA) 25** **ETE- 50**	
Text book/s*	☐ Radio Jockeying And News Anchoring Hardcover – 2009 by Aruna Zachariah ☐ The ABC of News Anchoring: A Guide for Aspiring Anchors Kindle Edition by Richa Jain Kalra	

School: SSMFE		Batch :2024-2026		
Programme: Master of Arts (Journalism & Mass Communication)		Current Academic Year: 2024-2025		
Branch: NA		Semester: II		
1	Course Code	**RBL002**		
2	Course Title	**Research Based Learning 2**		
3	Credits	**0**		
4	Contact Hours (L-T-P)	**0-0-4**		
	Course Type	**Compulsory**		
5	Course Objective	1. The students will be encouraged to select a topic on any dimension of journalism and communication and will be encourage selecting a topic related to their area of residence. 4. The aim of the project/thesis is to bring together the knowledge and skills acquired by students in a final work that is of professional quality 5. This will require the students to engage in depth with a topic and to carry out primary investigation thereof.		
7	Course Description	The course is designed to inculcate the research value and skills among the students.		
8	Outline syllabus			CO Mapping
	Unit 1	● Dissertation/ Project Monitoring Stage		**CO1, CO2**
	Unit 2	● Progress of Project/ Dissertation after topic approval		**CO3, CO4**
	Unit 3	● Evaluation of progress of Project/ Dissertation after topic approval		**CO4, CO5, CO6**
	Unit 4	● First Review of the project by internal committee (R1)		**CO4, CO5, CO6**
	Unit 5	● Second Review of the project by internal committee (R2)		**CO4, CO5, CO6**
	Mode of examination	Only An Audit course		
	Weightage	CA	MTE	ETE	
	Distribution	100	00	00	

School: SSMFE	Batch :2024-2026	
Programme: Master of Arts (Journalism & Mass Communication)		Current Academic Year: 2024-2025
Branch: NA	Semester: II	
1	Course Code	**VAF007**
2	Course Title	**Environmental Communication & Sustainable Development Practices**
3	Credits	**0**
4	Contact Hours	**30 Hrs**
	Course Status	**Value Added Course Compulsory**
5	Course Objective	• To understand the basics of environmental communication • Comprehend the skills in applying the concepts in different forms of communication. • To enhance understanding of waste management, sustainable development and climate change.
7	Course Description	This course is designed to introduce students to environmental communications, including environmental education and environmental interpretation
8	Outline syllabus	CO Achievement

	Unit 1	**Environmental Pollution**	
	A	Water Pollution	CO1
	B	Soil Pollution, Air Pollution	CO1
	C	Noise Pollution	CO1
	Unit 2	**Waste Management**	
	A	Waste Management introduction	CO2
	B	e-Waste Management	CO2
	C	Media Coverage on waste management	CO2
	Unit 3	**Sustainable Development**	
	A	Sustainable development and globalization	CO3
	B	Challenges and Environmental Issues in India	CO3
	C	Case Studies	CO6
	Unit 4	**Environment and Climate change**	
	A	Climate change and sustainable development	CO4
	B	International agreements and climate change	CO4
	C	Case Studies	CO6
	Unit 5	**Writing on Environment**	
	A	Environment Journalism and Activism	CO5
	B	Media Coverage and Environment	CO5
	C	Case Studies	CO5
Text book/s*		Environment Media And Communication by Anders Hansen, Taylor & Francis Ltd	
Other References		Essential Concepts of Environmental Communication An A–Z Guide by Pat Brereton, Routledge	

SEMESTER 3

School: SSMFE		**Batch :2024-2026**	
Programme: Master of Arts (Journalism & Mass Communication)		**Current Academic Year: 2025-2026**	
Branch: NA		**Semester: III**	
1	Course Code	**MMJ201**	
2	Course Title	**Entrepreneurship & Business communication**	
3	Credits	**6**	
4	Contact Hours (L-T-P)	**3-3-0**	
5	Course Type	**Compulsory**	
6	Course Objective	1.Explain the principles and functions of media planning 2. Describe the structure and functions of media organizations 3.Developing the skill for starting the new ventures. 4.To make them understand the market necessities. 5.To make them capable to handle all kinds of business requirements.	
8	Course Description	The course aims to equip students to honk skills and capacity to meet the challenges and demands of the Brand Management.. The curriculum lays stress on both theoretical and practical applications. The theoretical portion indicates the students to know how the technological aspects of Branding and its complete execution in the market.	
9	Outline syllabus	CO Mapping	
	Unit 1	**Media Industry and Concept of Management**	
	A	1.1 Media as an industry and a profession;: Operations and structure of news media company	CO1
	B	1.2 Ownership patterns of mass media - Foreign equity in Indian electronic and print media and press commissions on Indian newspaper management structure	CO1
	C	1.3 Hierarchy functions and organizational theory: Delegation, decentralization, motivation, disintermediation, control and coordination	CO2
	Unit 2	**Organization Communication**	
	A	Communication within the organization	CO2
	B	Downward/ upward communication	CO2
	C	Horizontal communication	CO3
	Unit 3	**Communication from the organization**	
	A	Ethics and values as they relate to communication	CO3
	B	Contemporary and continuing concerns of organizational communication	CO3
	C	Ethical and legal considerations	CO4
	Unit 4	**Human resources development**	
	A	Motivation, leadership and management	CO4
	B	Marketing strategies and branding: Employee/employer and customer relations services	CO3
	C	Promotion (space/time, circulation), reach, and promotion	CO5
	Unit 5	**Entrepreneurship and Marketing**	
	A	*Global marketing strategies and Social media branding*	CO5
	B	PR for building and sustaining business and audience and Ad campaign on Facebook	CO5
	C	Advertising and Marketing ; Digital Marketing, Media planning and buying ,	CO6

		Media budgeting and finance management, budget control		
10		Theory		
	Weightage Distribution	CA	MTE	ETE
		15%	10%	75%
12	Text book/s*	• Dickson D, Communication Skills for Effective Tourish Denis Management, Palgrave Macmillan, Dr. Sakthivel Murughan M Management Principles Practices, New Age International Publisher New Delhi • Redmond, J, Trager R Media Organi4. Albarran, Alan B Media Economics, Surjeet Publication new Barbar USA, NTC Business Book, 1993. • Concepts & Cases; Tata McGraw Hill Publishers		
13	Other References	• *Albarran Alan B : Media Economics , Surjeet Publication , New Delhi*		

School: SSMFE	Batch :2024-2026			
Programme: Master of Arts (Journalism & Mass Communication)	Current Academic Year: 2025-2026			
Branch: NA	Semester: III			
1	Course Code	MCJ211		
2	Course Title	Public Relations and Corporate Communication		
3	Credits	4		
4	Contact Hours (L-T-P)	(L-T-P)) 4-0-0		
5	Course Type	Elective/~~Pre-Requisite/Co-Requisite/Elective/Open Elective~~		
6	Course Objective	1. In depth understanding of various theories and principles of Advertising, public relations& corporate communication 2. To familiarize with PR & advertising in different sectors such as government, public sector, NGOs and Corporate sector 3. To familiarize with different writing style and skills of corporate communication. 4. Develop the understanding of various concepts such as Public opinion, pressure group and know how about the applied PR		
8	Course Description	The course is aimed to make students learn the skills and knowledge about Each and every basic domain knowledge about Public relation, advertising & corporate communication		
9	Outline syllabus			CO Mapping
	Unit 1	Advertising as a Marketing Tool		
	A	Meaning, definition and its role		CO1
	B	Growth and development of India and world		CO1
	C	Advertising as a communication tool		CO1
	Unit 2	Public Relation: An Introduction		
	A	PR: Concept and Principles		CO2
	B	Origin and Development of PR		CO2
	C	PR in Public Sector and PR in Private Sector		CO2
	Unit 3	Writing and Editing Skills in Public Relation and Corporate Office		
	A	Multi News Release, press Release/Press conference		CO3
	B	House Journal, circular		CO3
	C	Bulletin Board, Backgrounders		CO3
	Unit 4	Strategic Public Relation/Corporate Communication		
	A	Political and Civic Communication		CO4
	B	Internal and External Communication and Tools		CO4
	C	Propaganda and Publicity		CO4
	Unit 5	Media Planning		
	A	Image and Reputation Managements/Branding		CO5
	B	Social Marketing and Event Management		CO5
	C	Public Relation/Ad Campaign		CO6
10	Mode of examination	Theory		
11	Weightage Distribution	CA	MTE	ETE
		15%	10%	75%

12	Text book/s*	1. The Public Relation Handbook, Alison Theaker, Routeledge
		2. Sage Handbook of Public Relations, Robet L. Heath
		3. Public Relation By J.Jethawaney, N.D.Phinix, New Delhi
		4. JansamparkByGulab Kothari, Patrika Publication, Jaipur
		5.Social Media and Public relations, Judy Motion, Robert L. Heath, Shirley Leitch
13	Other References	Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd.

School: SSMFE		Batch :2024-2026	
Programme: Master of Arts (Journalism & Mass Communication)		Current Academic Year: 2025-2026	
Branch: NA		Semester: III	
1	Course Code	**MMJ202**	
2	Course Title	**Media Management and Economics**	
3	Credits	**6**	
4	Contact Hours (L-T-P)	**3-3-0**	
5	Course Type	**Core Elective**	
6	Course Objective	1. Learn basic management principles, as well as those that apply uniquely to media businesses. Acquaint students with the specialized terminology used in all kinds of businesses. 2. Exercise creative and analytical thinking and evaluation skills through research and critical evaluation of business issues 3. Help students to think entrepreneurially and creatively about changing media technologies and usages and prepare them for management and ownership positions. 4. Learn basics of managing different news platforms from newspapers to web and social media portals	
8	Course Description	This course will help students to think entrepreneurially and creatively about changing media technologies and usages. Also to make them capable to handle all kinds of business requirements and prepare them for management and ownership positions	
9	Outline syllabus		CO Mapping
	Unit 1	Media Industry and Management:	
	A	Media Industry: Origin, Size, Reach and recent trends	CO1
	B	News Media Industry: Main features, growth and recent trends	CO1,
	C	Ownership Pattern of Media Companies and New Innovation in Media and Newspaper Management	CO1
	Unit 2	Ethics of Media Management:	
	A	Media as business vs. Media as Public Trust : Building Brand and Managing and sustaining business	CO2, CO6
	B	Professional and Regulatory bodies : I&B, Editor's Guild, ABC, DAVP, RNI, PCI, TRAI	CO2, CO6
	C	Quality control and cost management, Labour Laws	CO2
	Unit 3	Management Structure of Media Companies	
	A	Organisational structure of different Departments: Hierarchy, Function and Responsibilities	CO3
	B	General Management, Finance, Circulation, Sales Promotion, Marketing, HR Management and Production Management	CO3
	C	Changing Role of Management and Editorial: Conflict and Co-operation	CO4
	Unit 4	Media advertising, sales and marketing strategies	
	A	Media planning and buying : Advertising and marketing	CO4, CO5
	B	TAM, INTAM, TRP, GRP and other media jargons	CO5
	C	PR for Building and sustaining business and audience	CO2
	Unit 5	Economics of Media Business	
	A	Print and Electronic Media: Management, Business, legal and financial aspects of Management	CO5,

	B	Budgeting and Finance, Capital Costs, Production costs	CO5
	C	Competition and survival: Evolving a strategy and plan of action, Marketing and Sales strategy	CO5
10	Mode of examination	Theory	
11	Weightage Distribution	CA	MTE	ETE	
		15%	10%	75%	
12	Text book/s*	1.Hargie O, Dickson D,Communication Skills for EffectiveTourish Denis Management, Palgrave Macmillan, India 2.Dr. SakthivelMurughan M., Management Principles and Practices,New Age International Publishers,New Delhi 3. Media Management: A Casebook Approach-2008; Sylvie George, Wicks, Jan LeBlan, New York, Lawrence Eribaum Associates. 4. Media Management Emerging Trends -2002 Suresh K, Hyderabad, ICFAI University Press.	
13	Other References		

School: SSMFE		Batch :2024-2026		
Programme: Master of Arts (Journalism & Mass Communication)		Current Academic Year: 2025-2026		
Branch: NA		Semester: III		
1	Course Code	**MMJ207**		
2	Course Title	**Film Analysis and Appreciation**		
3	Credits	6		
4	Contact Hours (L-T-P)	**3-3-0**		
	Course Type	**Compulsory**		
5	Course Objective	The objective of this course is to: 1. Familiarize the student with language and aesthetics of films 2. Help the learner develop the understanding of basic techniques used in story telling in cinema. 3. Offer a varied perspective of Mainstream, Parallel and regional cinema in India 4. Open the doors to international cinema by showcasing the best work of acclaimed film makers from US, Europe, and Asia. 5. Help the student critically analyse films with an intent of writing film reviews		
7	Course Description	The course is designed to inculcate the knowledge and understanding of film studies.		
8	Outline syllabus			CO Mapping
	Unit 1	**Intro to Language of Cinema**		
	1	Evolution of Cinema (Early Film, Color Films, Talkies)		CO1, CO2
	2	Film Genres and Types of Films: Narratives, Feature Films, Short Films, Documentaries etc		CO2
	3	Semiotics in Cinema		CO3
	Unit 2	**Basic Film Techniques**		
	1	Common Cinematic Terms (Distinguishing between Shot, Sequence, Scene, Plot, Theme, Story, Scripting, Screenplay and Story-Boarding)		CO3
	2	Cinematography		CO3
	3	Editing		CO3
	Unit 3	**Mainstream and Parallel Indian Cinema**		
	1	Introduction to Indian Cinema and its development.		CO4
	2	Important films and film makers of mainstream Indian Cinema		CO4
	3	Parallel Indian Cinema		CO4
	Unit 4	**Regional and Offbeat Indian Cinema**		
	1	Regional Indian Cinema		CO5
	2	English Bollywood movies		CO5
	3	Impact of the multiplex system		CO5
	Unit 5	**Overview of International Cinema**		
	1	European Cinema (UK, Germany, France etc.)		CO6
	2	Cinema in Asian Countries (like Japan and China)		CO6
	3	Major turning points and trends in other international films		CO6
	Mode of examination			
	Weightage Distribution	CA	MTE	ETE

11		15%	10%	75%
	Text book/s*	Understanding the Film: An Introduction to Film Appreciation, Mcgraw-Hill Education (Author)		
	Other References	1. Anatomy of Film by Bernard F. Dick 2. Art of Watching Films by Joseph M. Boggs, Dennis W. Petrie		

School: SSMFE	Batch :2024-2026
Programme: Master of Arts (Journalism & Mass Communication)	Current Academic Year: 2025-2026
Branch: NA	Semester: III

1	Course Code	**MMJ203**	
2	Course Title	**Corporate Communication Lab**	
3	Credits	**2**	
4	Contact Hours (L-T-P)	**0-1-2**	
5	Course Type	**Elective**/Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	e objective of this course is to: 1.Explain the principles and functions of media management 2. Describe the structure of Indian market scenario 3. Explain the importance of revenue generation for print, radio, TV & web and know about marketing communication.	
8	Course Description	The course is aimed to make students learn the skills and knowledge about. Basic of media management, to know how the knowledge of branding and Indian market overview.	
9	Outline syllabus		CO Mapping
	Unit 1	**Understanding Corporate Communications**	
	A	Definitions of corporate communication	CO1
	B	Corporate communication functions	CO1, CO6
	C	Corporate Communication strategies and tools	CO1, CO6
	Unit 2	**Corporate Communication in Private and Public Sector**	
	A	Corporate Social Responsibility	CO2, CO3
	B	Corporate identity	CO2, CO3
	C	An overview of corporate law and government corporate affairs	CO2, CO3
	Unit 3	**Financial markets and Communication**	
	A	Key publics for financial communication	CO3, CO2
	B	Capital market	CO3, CO2
	C	Financial advertising	CO3, CO2
	Unit 4	**Crisis Communication**	
	A	Managing Crisis	CO5, CO4
	B	The importance of crisis communication	CO5, CO4
	C	Corporate governance	CO5, CO4
	Unit 5	**Laws and ethics in Corporate Communication**	
	A	Introduction of Mass media laws	CO3, CO2
	B	Corporate laws	CO3, CO2
	C	Ethical Issues in Corporate Communication	CO3, CO2
10	Mode of examination	Jury	

11	Weightage Distribution	CA	CE(VIVA)	ETE
		25	25	50

12	Text book/s*	1. Hargie O, Dickson D,Communication Skills for EffectiveTourish Denis Management, Palgrave Macmillan, India 2. Dr.SakthivelMurughan M, Management Principles &Practices,New Age International Publishers,New Delhi

		3. Redmond, J, Trager R, Media Organisation Management, Biztantra, New Delhi
		4. Albarran, Alan B, Media Economics, Surjeet Publication new Delhi.
13	Other References	A handbook on Corporate communication by JaishreeJethwaney

School: SSMFE	**Batch :2024-2026**	
Programme: Master of Arts (Journalism & Mass Communication)	**Current Academic Year: 2025-2026**	
Branch: NA	**Semester: III**	

1	Course Code	MMJ204
2	Course Title	**Integrated Marketing Communication (IMC)**
3	Credits	**2**
4	Contact Hours (L-T-P)	**0-1-2**
	Course Type	**Elective**/Pre-Requisite/Co-Requisite/Elective/Open Elective
5	Course Objective	The objective of this course is to: 1.Explain the principles and functions of Integrated Marketing Communication. 2. Describe the structure of Indian market scenario 3. Explain the importance of revenue generation for print, radio, TV & web and know about marketing communication.
7	Course Description	The course is aimed to make students learn the skills and knowledge about Basic of media management, to know how the knowledge of branding and Indian market overview.

8	Outline syllabus		CO Mapping
Unit 1	**Understanding Marketing**		
1		Basic economics	CO1
2		Market and Marketing: Concept, Definitions and Approaches	CO1
3		An overview of Indian Market	CO1
Unit 2	**Consumer Behaviour**		
1		Concept, Definitions and Applications	CO2
2		Consumer Behaviour Mapping	CO2
3		Factors Influencing Consumer Behaviour , Segmentation	CO3
Unit 3	**Market Research**		
1		Introduction to Market Research, Role and Scope of Research	CO1, CO2
2		Types of Research, Market Research Techniques	CO1, CO2, CO6
3		Strategic Marketing	CO1, CO2
Unit 4	**Understanding Marketing Communication and Strategy**		
1		Integrated Marketing Communication- Concept and Process, Relationship between	CO2, CO4
2		Below the Line Communication: Concept, Definitions,	CO2, CO4
3		promotion, On Ground Activation, Events/ Celebrity Management and Other	CO2, CO4
Unit 5	**Strategic Marketing**		
1		Rural Marketing – Features, Significance and Scope	CO3, CO4, CO5
2		Direct Marketing	CO3, CO4, CO5
3		Understanding Service and Retail Marketing	CO3, CO4, CO5
	Mode of examination	JURY	

	Weightage Distribution	CA	CE(VIVA)	ETE
		25	25	50

	Text book/s*	Dr.Sakthivel Murughan M Management Principles & Practices, New Age International Publishers, New Delhi

Other References	1. Hargie O, Dickson D, Communication Skills for Effective Tourish Denis Management, Palgrave Macmillan, India 2. Redmond, J, Trager R Media Organisation Management, Biztantra, New Delhi 3. Albarran, Alan B Media Economics, Surjeet Publication New Delhi.

School: SSMFE		Batch :2024-2026	
Programme: Master of Arts (Journalism & Mass Communication)		Current Academic Year: 2025-2026	
Branch: NA		Semester: III	
1	Course Code	**VOF202**	
2	Course Title	**Smartphone Film Making I**	
3	Credits	**3**	
4	Contact Hours (L-T-P)	**0-1-4**	
	Course Type	Vocational Minor Co-Requisite	
5	Course Objective	This course aims at enriching the minds of those students who have an interest in learning the techniques of filmmaking using a smartphone for a various platform (Cinema, Television, Advertisement, Film Festivals, etc.) in the broader context of the Media and Entertainment industry	
7	Course Description	This course provides an introduction to smartphone film making and the use of audio integrated with visuals	
8	Outline syllabus		CO Mapping
Unit 1	**Smartphone Film Making**		
A	Introduction to the basic concepts of smartphone filmmaking		CO1
B	Why smartphone filmmaking is an important and versatile option?		CO1
C	Appreciation of films made on smartphones		CO1
Unit 2	**Introduction to Smartphone Audio**		
A	The Equipment		CO2
B	Important Apps and Platform		CO2
C	The Audio: ● Sound Perception and its use for different situation ● Importance of sound in films and introduction to sound recording. ● Microphones and their polar patterns ● Microphone placement and usage ● Sound perspective and practical application		CO3, CO4
Unit 3	**Smartphone Imaging Techniques**		
A	Photos: ➢ Composition, leading lines and the rule of thirds, Depth of field and selective focus		CO3, CO4
B	Video: ● Significance of different camera angles ● Characteristics and impact of various dimensions of Shots ● White balance ● Colour wheel and colour temperatures		CO3, CO4
C	Selection of a viewpoint		CO3, CO4, CO5
Unit 4	**Idea to Screen**		
A	Story Idea and basics of screenwriting		CO2, CO6
B	Characterization and shooting on location		CO2
C	Lighting: ● Continuity of lighting, How to use ambient light?		CO3, CO4
Unit 5	**Editing Essentials**		

A	Imaginary line: 30 & 180-degree rule and placement of the camera		CO4
B	Introduction to Video Editing using mobile apps like Kine Master		CO4, CO6
C	Visualisation: Capture a scene in 5 shot		CO5, CO6
Mode of examination	Jury		
Weightage Distribution	CA	CE(VIVA)	ETE
	25%	25%.	50%
Text book/s*	The Digital **Filmmaking** Handbook. Mark Brindle		
Other References	Smartphone Movie Maker by Stoller Bryan		
	The Smartphone Filmmaking Handbook by Neil Philip Sheppard		

School: SSMFE		**Batch :2024-2026**		
Programme: Master of Arts (Journalism & Mass Communication)		**Current Academic Year: 2025-2026**		
Branch: NA		**Semester: III**		
1	Course Code	**RBL003**		
2	Course Title	**Research Based Learning-3 (RBL-3)**		
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. The students will be encouraged to select a topic on any dimension of journalism and communication and will be encourage selecting a topic related to their area of residence. 2. The aim of the project/thesis is to bring together the knowledge and skills acquired by students in a final work that is of professional quality 3. This will require the students to engage in depth with a topic and to carry out primary investigation thereof.		
7	Course Description	The course is designed to inculcate the research value and skills among the students.		
8	Outline syllabus			CO Mapping
	Unit 1	• Dissertation/ Project Implementation Stage		**CO1, CO2**
	Unit 2	• First Review (R1)		**CO3, CO4, CO5, CO6**
	Unit 3	• Second Review (R2)		**CO3, CO4, CO5, CO6**
	Unit 4	• Review (R3) by internal committee		**CO3, CO4, CO5, CO6**
	Mode of examination	Jury/Viva/Practical		
	Weightage Distribution	CA	CA (RBL1+ RBL 2)	ETE
		70%	30%	00

School: SSMFE		Batch :2024-2026	
Programme: Master of Arts (Journalism & Mass Communication)		Current Academic Year: 2025-2026	
Branch: NA		Semester: III	
1	Course Code	**INC001**	
2	Course Title	**Industry Connect I**	
3	Credits	**0**	
4	Contact Hours (L-T-P)	**0-0-4**	
5	Course Type	**Compulsory**	
6	Course Objective	e objective of this course is: 1. **To give real-time exposure of the industry environment to students** 2. **To familiarize the faculty and students with the media and communication industry** 3. **To acquaint Student and Faculties with the latest demands of Industry** 4. **To create a platform to enhance the industry-academia interaction** 5. **To give industry exposure to our faculty and students**	
7	Course Outcomes	The student and faculty will be able to: **CO1:** Relate with industry and its demand **CO2:** Develop case studies, articles, projects, and various knowledge related contents **CO3:** Determine and bridge the gap between industry and academia **CO4:** Explain the enhanced role of the industry with the university in the form of mentoring, live projects, placements, internships **CO5:** Develop Leadership, Business Etiquettes, Analytical Skills, Critical Thinking Skills, Creativity and Innovation skills. **CO6:** Create and present reports based on the industry visit	
8	Course Description	The course is aimed to provide the students and faculty a platform to get connected with the industry and get real-time exposure on the daily working environment of the media and communication industry	
9	Outline syllabus		CO Mapping
	Unit 1	**Understanding Target Industry**	
	A	Print Media, Evolution, Organisational Structure, Basic/Advance level Technology used for Production	CO1
	B	Electronic Media, Origin, Organisational Structure, Basic/Advance level Technology used for Broadcast	CO1
	C	Digital Media, Evolution, Organisational Structure, Basic/Advance level Technology used for Publish content online	CO2
	Unit 2	**Recent Trends in Industry**	CO4
	A	Invited lecture from domain experts	
	B	Group / Panel discussion	
	C	Collaborative learning	
	Unit 3	**Hands on Training for Skill Development**	CO5
	A	Print Media: Quark Express, InDesign	
	B	Video Production any one software i.e Premier	
	C	Digital Media, PR tools training	

	Unit 4	**Industry Connect**	CO3
	A	Identify the input and output for different processes of target Industry	
	B	Understanding background of field visit industry	
	C	Industry etiquettes skills	
	Unit 5	**Industry Visit Reports**	CO6
	A	Pre Field Visit and Post Field Visit preparation	
	B	Field Visit Report preparation process	
	C	Field visit report presentation	
10	Mode of examination	Practical		
11	Weightage Distribution	CA	Industry Visit Report	ETE
		80%	10%	10%

Note: This is a qualifying Course

School: SSMFE	Batch :2024-2026	
Programme: Master of Arts (Journalism & Mass Communication)		Current Academic Year: 2025-2026
Branch: NA	Semester: III	
1	Course Code	**VAF 106**
2	Course Title	**Social & Emotional Well Being**
3	Credits	**0**
4	Contact Hours	**30 Hrs**
	Course Status	**Value Added Course Compulsory**
5	Course Objective	• To obtain a basic understanding of Positive emotions, strengths and virtues; the concepts and determinants of happiness and well-being, and • To become aware of contextual and cultural influences on health and happiness.
7	Course Description	This course is designed to introduce students to the concept of social and emotional wellbeing. The students will be introduced the contextual and cultural influences on health and happiness.
8	Outline syllabus	CO Achievement

	Unit 1	**Introduction to Positive Psychology**	
	A	Importance of positive emotions in everyday life	CO1
	B	Society, Strength and Virtues	CO1
	C	Implications for human behavior and mental health	CO1
	Unit 2	**Health & Well-Being**	
	A	Determinants of Happiness and well-being – biological, social, psychological and spiritual.	CO2
	B	The Science of Happiness and Life Satisfaction	CO2
	C	Research findings on effects of happiness and well-being on mental illness and stress	CO2
	Unit 3	**Facilitators of health & well-being**	
	A	Creativity, Optimism, Hope and Self-Efficacy.	CO3
	B	Compassion and Forgiveness, Empathy and Altruism.	CO3
	C	Positive youth development, positive aging to cope up with stress.	CO6
	Unit 4	**Indigenous Indian Approaches of Health and Well-being**	
	A	History of healing system in India	CO4
	B	Concepts of Indian health: Holistic health Model of Ayurveda, Concept of Health in Āyurveda	CO4
	C	Coping with Stress: Happiness & Optimism.	CO6
	Unit 5	**Yoga, meditation and other cultural practices**	
	A	Yoga	CO5
	B	Meditation	CO5
	C	Naturopathy	CO5
Text book/s*		Dalal, A. K., & Misra, G. (2006). Psychology of health and well-being: Some emerging perspectives. Psychological Studies, 51(2–3), 91–104.	

Other References	Joshi, K. S. (2016). Speaking of yoga & nature-cure therapy: A practical guide that offers useful insights into yoga & nature-cure techniques. New Dawn Press: UK.

Semester 4

School: SSMFE		Batch :2024-2026		
Programme: Master of Arts (Journalism & Mass Communication)		Current Academic Year: 2025-2026		
Branch: NA		Semester: IV		
1	Course Code	**MMJ217**		
2	Course Title	Research Dissertation		
3	Credits	**9**		
4	Contact Hours (L-T-P)	**0-0-18**		
5	Course Type	**Elective**		
6	Course Objective	1. The students will be encouraged to select a topic on any dimension of journalism and communication and will be encourage selecting a topic related to their area of residence. 2. The aim of the project/thesis is to bring together the knowledge and skills acquired by students in a final work that is of professional quality 3. This will require the students to engage in depth with a topic and to carry out primary investigation thereof.		
8	Course Description	The course is designed to inculcate the research value and skills among the students.		
9	Outline syllabus			CO Mapping
	Unit 1-5	**Complete the master's thesis/dissertation under the supervision of the assigned faculty in given time**		**CO1, CO2, CO3, CO4, CO5, CO6**
	Mode of examination	Jury/Viva/Practical		
	Weightage Distribution	CA	CE(Viva)	ETE
		25	25	50

School: SSMFE		Batch :2024-2026
Programme: Master of Arts (Journalism & Mass Communication)		Current Academic Year: 2025-2026
Branch: NA		Semester: IV
1	Course Code	**MMJ215**
2	Course Title	**On Job Training**
3	Credits	**9**
4	Contact Hours (L-T-P)	**0-0-18**
5	Course Type	**Elective**
6	Course Objective	1. The students will take an Internship of two months in a recognized media organization in the area of specialization/interest or may go for on job training. 2. On completion of the internship, the student will have to produce an internship report as prescribed by the faculty and they may start their professional career in media organisation.
8	Course Description	The syllabus is a combination of concepts and practices. Some of the modules are conceptual in nature and are aimed at to equip the students with political, economic, social and cultural contexts that are relevant at conceptual level of the profession of journalism. Some of the modules are focused on craft component of the profession to impart skills that are vital to practice the profession of journalism.

School: SSMFE		Batch :2024-2026	
Programme: Master of Arts (Journalism & Mass Communication)		Current Academic Year: 2025-2026	
Branch: NA		Semester: IV	
1	Course Code	**MMJ216**	
2	Course Title	**Master's Project**	
3	Credits	**9**	
4	Contact Hours (L-T-P)	**0-0-18**	
5	Course Type	**Elective**	
6	Course Objective	1. On Job training in the preferred media industry or final project as per the area of interest. 2. Hands on working experience in the media industry.	
8	Course Description	This course is designed specially to give an industry exposure to the students. During this course the students get an opportunity to work in their preferred communication field with the experienced industry professionals so that they can analyze & apply their theoretical knowledge and develop an understanding about the current requirement of the industry. Students will be evaluated on the basis of final project report & presentation before the jury via Viva Voice.	
9	**Outline Syllabus**		**CO Mapping**
	Unit 1	**Weekly Reports**	
	A	Fortnightly Reports	CO1, CO2, CO3
	B		
	C	Fortnightly Reports	CO1, CO2, CO3
	Unit 2		
	A		
	B	Fortnightly Reports	CO1
	C		
	Unit 3	Fortnightly Reports	CO1, CO2, CO3
	A		
	B		

	C	Fortnightly Reports	CO1, CO2, CO3, CO4
	Unit 4		
	A		
	B	Fortnightly Reports	CO1, CO2, CO3, CO4
	C		
	Unit 5	Final Reports	CO2, CO4, CO5, CO6
	A		
	B		
	C		
10	Mode of examination	Jury	
	Weightage	CA	CE(Viva)	ETE

1	Distribution	25	25	50	
12	Textbook/s*	NA			
13	Other References	NA			

School: SSMFE		Batch :2024-2026			
Programme: Master of Arts (Journalism & Mass Communication)			Current Academic Year: 2025-2026		
Branch: NA		Semester: IV			
1	Course Code	RBL004			
2	Course Title	Research Based Learning IV			
3	Credits	2			
4	Contact Hours (L-T-P)		0-0-4		
	Course Type	Corequisite			

5	Course Objective	1. The students will be encouraged to select a topic on any dimension of journalism and communication and will be encourage selecting a topic related to their area of residence.
		      6. The aim of the project/thesis is to bring together the knowledge and skills acquired by students in a final work that is of professional quality.
		      7. This will require the students to engage in depth with a topic and to carry out primary investigation thereof.			

7	Course Description	The course is designed to inculcate the research value and skills among the students.			
8	Outline Syllabus		CO Mapping		
	Unit 1	Project/ Dissertation Verification and Validation Stage ● First Review (R1)		CO1, CO2, CO3, CO4, CO5	
	Unit 2	● Second Review (R1)		CO2, CO3, CO4, CO5,	
	Unit 3	● Third Review (R3)		CO2, CO3, CO4, CO5,	
	Unit 4	● Review (R4) by External expert		CO2, CO3, CO4, CO5, CO6	
	Unit 5	● Submission		CO6	
	Mode of examination		Jury/Viva/Practical		
	Weightage	CA	MTE	ETE	
	Distribution	60%	00	40%	

School: SSMFE		Batch :2024-2026		
Programme: Master of Arts (Journalism & Mass Communication)		Current Academic Year: 2025-2026		
Branch: NA		Semester: IV		
1	Course Code	**VOF 204**		
2	Course Title	**Smartphone Film Making II - Vocational Minor**		
3	Credits	**IV**		
4	Contact Hours (L-T-P)	**0-2-2**		
	Course Type	**Co-Requisite**		
5	Course Objective	The objective of this course is to: 1. Give students advanced knowledge about filmmaking using smartphone. 2. Enhance their skillsets acquired at level I to level II		
7	Course Description	The course is designed to help students to make films using smartphones by adding more creative value to the content.		
8	Outline syllabus			CO Mapping
	Unit 1	**Smartphone Film Making**		
	1	Film analysis and appreciation		CO1
	2	Smartphone filmmaking as compared to regular filmmaking		
	3	Analysis of award winning films shot with smartphones		CO1
	Unit 2	**Audio**		
	1	Recording of sound in noisy locations		CO2
	2	Sound perspective		CO2
	3	Using Apps- Creating, editing and pre-mixing audio files		CO2
	Unit 3	**Video**		
	1	Apps available for smart phone shooting		CO3, CO4
	2	Use of Gimbals to enhance the image capturing		
	3	Selection of viewpoint to heighten the drama		CO3, CO4
	Unit 4	**Level next for AV Capturing**		
	1	Time-lapse filmmaking		CO4
	2	Shooting indoor/outdoor (understanding the importance of light)		CO4
	3	Supplementary lighting for a lit location with ambient light & different colour temperatures		CO4
	Unit 5	**Exercises and Application**		
	1	Visualisation: Capture a scene in 5 shot		CO5
	2	Screening of Films shot on Mobile		CO5
	3	Create (including Discussions and Corrections) on the final project 3 – 5 minutes film		CO6
	Mode of examination	Jury		
	Weightage Distribution	CA	CE (Viva)	ETE
		25%	25%	50%
	Text book/s*	1. Boyd, A. (1997). Broadcast Journalism: Techniques of Radio and TV news. Boston: Focal Press.		

Other References	Belavadi, V. (2013). Video production. New Delhi: Oxford University Press. Hakemulder, J. R., Jonge, F. A., & Singh, P. P. (2005). Broadcast Journalism. New Delhi, India: Anmol Publications. Millerson, G., & Millerson, G. (1999). Television Production. Oxford: Focal Press,13 edition. Trewin, J. (2003). Presenting on TV and Radio: An Insider's Guide. Amsterdam: Elsevier. Utz, P. (2006). Today's Video. Jefferson, NC: McFarland. Zettl, H. (2005). Television Production Handbook, Cengage Learning. www.tv-handbook.com/index.html	