

BA- JOURNALISM AND MASS COMMUNICATION
(BA-JMC)

A Four Year Bachelor Degree Programme
Eligibility: 50% marks in 10+2 in any discipline

(As per NEP-2020)

Learning Outcomes-Based Curriculum Framework (LOCF)

w.e.f. Academic Session 2022-23

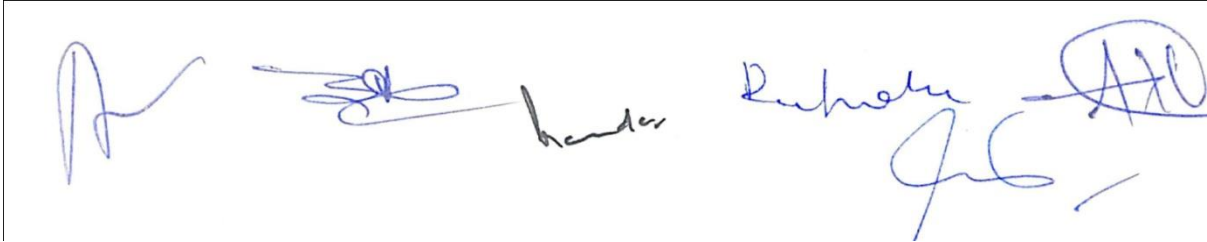


DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
CH. DEVI LAL UNIVERSITY, SIRSA

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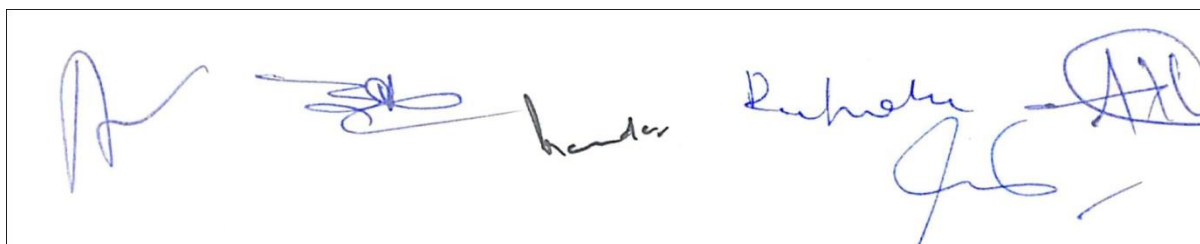


1. About the Department

The Department of Journalism and Mass Communication has been functional in Ch. Devi Lal University Sirsa since its inception in 2003 for creating opportunities for students to develop critical thinking, communication and soft skills and future teachers in schools, colleges and universities. The establishment of the department was a remarkable achievement for Sirsa as none of the educational institutions of the area was offering or academic degree in the field of Journalism & Mass Communication until then. The department offers M.A. B.A. and Ph.D. in JMC. The department has its own Multimedia Lab. Currently the department is surging ahead in the field of academics. The alumni of the department are placed in various educational institutions and media industry. The department is committed to bringing a change in the outlook of the society by cultivating a new breed of journalists empowered with a vision to tread earnestly, work smartly and look distinctly in the work area. The department of JMC, CDLU is the only department in Haryana that runs its own Community Radio Station. The major strength of the department is the research and teaching competence of the members of the faculty. All the faculty members are actively involved in research and the dissemination of knowledge by way of publishing books and papers in reputed journals.

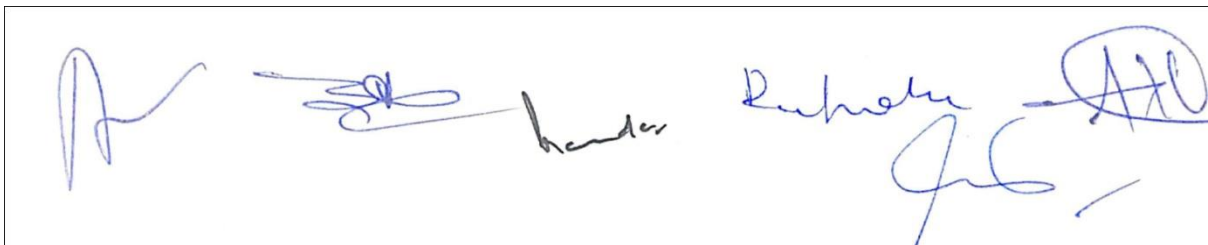
2. Learning Outcomes based Curriculum Framework

The Choice Based Credit Scheme (CBCS) has evolved into learning outcomes based curriculum framework and provides an opportunity for the students to choose courses from the prescribed courses comprising core, elective/minor or skill-based courses. The courses can be evaluated following the grading system, which is considered better than the conventional marks system. Grading system provides uniformity in the evaluation and computation of the Cumulative Grade Point Average (CGPA) based on student's performance in examinations that enables the student to move across institutions of higher learning. The uniformity in evaluation system also enables the potential employers in assessing the performance of the candidates.

The image shows a horizontal line with several handwritten signatures and initials in blue ink below it. From left to right, there is a stylized signature, a signature with the word 'hander' written below it, a signature that appears to be 'Ruhela', and a signature with the initials 'AD' circled next to it.

2.1 Objectives of the Programme

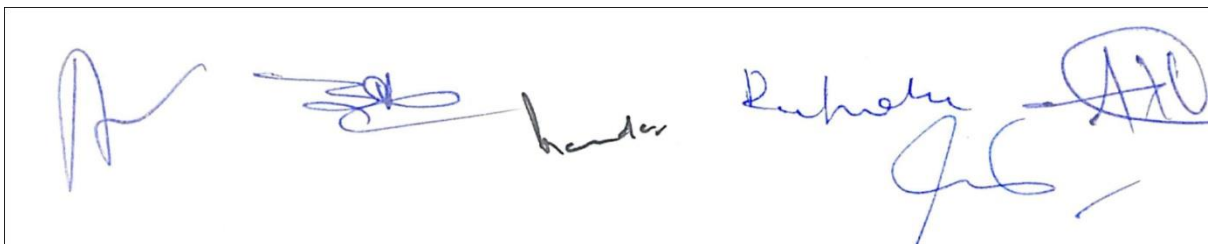
- To provide a multidisciplinary quality learning experience to students that will empower them to dream big.
- To provide skill-based education to the students and to equip them with innovative industrial and research updates leading towards their self-reliance and development as entrepreneurs.
- To develop journalism and Communication Professionals who would take leading roles in presenting news and communication materials in transparent, objective, meaningful and ethical manner in the service of the community.
- To make the best possible use of new media and technology resources, the department aims at developing a plexus of wisdom from across the world and nurturing the students with the consistent academic colloquium series hence extending a constructive contribution to the pool of knowledge.
- To train a journalist of global standard, with a high intention of social responsibilities, ethics, social equality, to make concretize fourth pillar of democracy.



The image shows a horizontal line of handwritten text and signatures in blue ink. From left to right, there is a stylized signature, a signature with a horizontal line extending to the right, the word "handed" written in a cursive script, another signature, and a signature with a circled "AHO" next to it.

2.2 Programme Outcomes (POs)

PO1	<i>Knowledge:</i> Prepare students academically by imparting a detailed knowledge and understanding of selected fields of study in the core disciplines of Mass Communication and Media Industry in order to promote their cognitive growth and enable them apply this knowledge in their personal, professional and social life.
PO2	<i>Critical thinking:</i> Capability of critical thinking based on the contextual knowledge of Mass Communication and to reflect effectively and efficiently on the issues related to the discipline.
PO3	<i>Inter disciplinary approach &Adaptation:</i> Understanding of the vital connections of Mass Media and Society. Exhibit the professional skills and competencies acquired during the Programme of study.
PO4	<i>Application Development:</i> Understanding for the development of the applications of Mass Media and Apply the knowledge and skills acquired in planning, organizing, evaluation and decision-making
PO5	<i>Ethics and Leadership:</i> Awareness about sound professional and character ethics as well as the qualities of leadership and team building skills. Explore, analyse and provide solutions to the problems related to the discipline and life.
PO6	<i>Problem Solving:</i> Capability for developing innovative and solution cantered approach in Media Industry. Develop exposure to actual working environment leading to employability and entrepreneurship.
PO7	<i>Skills and Inferential knowledge:</i> knowledge about various core and advanced skills for theoretical and practical understanding of different descriptive and inferential statistical tools and techniques
PO8	<i>Specialization and Employability:</i> specialization in various skills based on practical training, fields visits and project based vocational training as well as specialization for an entrepreneurial thinking and career-oriented approach in research as well as in industries. Recognize, appreciate and follow ethical issues relating to the discipline and society.



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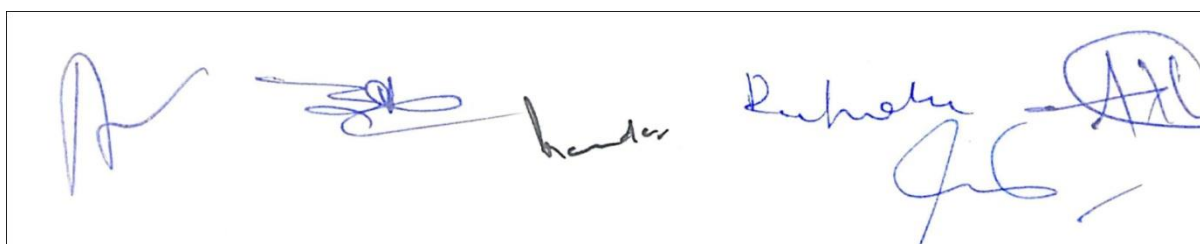
2.3 Programme Specific Outcomes (PSOs)

After completing the programme, the student will

PSO1	gain core and advanced knowledge in different areas of Journalism & Mass Communication which will enable them to develop the powers of inquiry, critical analysis, logical thinking for finding solutions for biological problems
PSO2	become trained in high quality practical techniques and skills in various fields of Mass Communication which will enable them to launch start-ups and become entrepreneurs for novel media industry.
PSO3	become acquainted with high standards of academic integrity, research ethics, bio-ethics, entrepreneurial values, statistical tools, life skills as well as with principles and concepts of applied areas of Journalism & Mass Communication which will help them in emerging as strong personalities with good leadership qualities in academics, research as well as industry.
PSO4	acquire the primary research skills, understand the importance of innovation, entrepreneurship and global vision.
PSO5	acquire the primary Knowledge about electronic media, understand the importance of media for the society.

3. Programme Structure

BA Mass Communication- an Eight-semester Under Graduate programme is 174 credits weightage consisting of Core Courses (CC), Ability Enhancement Compulsory Courses (AECC), Discipline Specific Elective Courses (DSE), Skill Enhancement Courses (SEC) and Generic Elective Courses (GEC).

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SCHEME OF BA MASS COMMUNICATION

Semester	Core Course (CC) compulsory (6 credit each)	Discipline Specific Elective DSE) (6 credit each)	Ability Enhancement Compulsory Course (AECC) (4 credit each)	Skill Enhancement course (SEC) (4 credit each)	Generic Elective Course (6 credit each)	Total credits
1	BA/MC/CC1 Introduction to Communication		BA/MC/AECC1 Communicative Hindi Or BA/MC/AECC1 Communicative English			22
	BA/MC/CC2 History of Media					
	BA/MC/CC3 Media Writing					
2	BA/MC/CC4 News Writing		BA/MC/AECC2 Environmental Studies			22
	BA/MC/CC5 Basics of Reporting & Editing					
	BA/MC/CC6 Media Laws					
3	BA/MC/CC7 Introduction to Electronic Media			BA/MC/SEC1 Basics of Computer	BA/MC/GEC1 Social Media	28
	BA/MC/CC8 Web & Mobile Journalism					
	BA/MC/CC9 Creative Writing Skills					
4	BA/MC/CC10 Information & Communication Technology			BA/MC/SEC2 Media Production	BA/MC/GEC2 Sports Journalism	28
	BA/MC/CC11 Traditional Media					
	BA/MC/CC12 Graphics & Animation					

5	BA/MC/CC13 Communication Skills	BA/MC/DSE1 New Media (opt.-I)		BA/MC/SEC3 Media Management and Marketing		20
		Or BA/MC/DSE1 Advertising (opt.-II)		BA/MC/SEC4 Personality Development & Human Value		
6	BA/MC/CC14 Film Studies	BA/MC/DSE2 Digital Journalism (opt.-I)		BA/MC/SEC5 Basics of Photography & Videography		20
		Or BA/MC/DSE2 Public Relations (opt.-II)		BA/MC/SEC6 Communication and Information Technology		
7	BA/MC/CC15 Communication Research	BA/MC/DSE3 Media Internship		BA/MC/SEC7 Media Production Portfolio		16
8		BA/MC/DSE4 Dissertation				18
	15X6=90	36	4X2=8	7X4=28	2X6=12	174
	51.72%	20.68	4.62	16.09	6.89	100





Entry and Credit Requirements at Various Levels of Programme of Study		
Completion Level of Programme	Programme Name	Required Credits
After Successful completion of 1 st Year	Certificate Course in Reporting & Editing	40-44
After Successful completion of 2 nd Year	Diploma in Media Studies	80-88
After Successful completion of 3 rd Year	B.A. in Mass Communication	120-132
After Successful completion of 4 th Year	B.A. in Mass Communication with Research	160-176

Note: -

Specialization will be offered to the students of BA Mass Communication in 5th and 6th Semester in the fields of Digital Media, Advertising and Public Relations as well as Electronic Media. Students who opt for Digital Journalism may select New Media in 5th Semester and Digital Journalism in 6th Semester. Those who opt for specialization in Advertising & Public Relations may opt for Advertising in 5th Semester and Public Relations in 6th Semester. Similarly those students who opt for specialization in Electronic Media may opt for Radio Journalism in 5th Semester and Television Journalism in 6th Semester.

BA Mass Communication
INTRODUCTION TO COMMUNICATION
BA/MC/CC1

Time Allowed: 3 Hours

Max. Marks: 100
Theory Exam-70
Internal Assessment-30

Course Code	L	T	P	Total
BA/MC/CC1	5	1	0	6

Course Objectives: The course objective is basically to steer a student towards understanding the role and importance of communication in society. The course also builds a theoretical background for understanding how communication works.

Course Outcomes:

CO1: Students will be able to introduce themselves to the theories of Communication.

CO2: Students will be able to inculcate the knowledge of Communication models.

CO3: Students will be able to develop the knowledge of basic elements of Communication.

CO4: Students will be able to acquaint themselves with the various types of Communication.

Important Instructions for the Examiner:

The examiner is required to set nine questions in all. The first question will be compulsory consisting of five short questions covering the entire Curriculum. In addition, eight more questions will be set comprising two questions from each module. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1 which will carry 2X5=10 marks . All the other questions shall carry 15marks each.

Course Contents:

Module – I

- 1.1 Communication: Meaning, definition, nature & scope
- 1.2 Process of Communication
- 1.3 Elements, function & Barriers of communication
- 1.4 Forms & Types of communication

Module – II

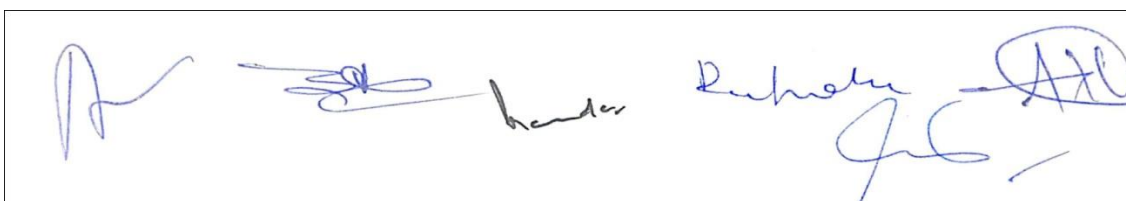
- 2.1 Models of Communication: Aristotle’s Model, SMR,
- 2.2 SMCR, Osgood’s Model,
- 2.3 Lasswell Formula, Shannon and Weaver Model,
- 2.4 Wilbur Schramm Model, Dance’s Helical Model

Module – III

- 3.1 Theories of Communication: Hypodermic Needle Theory
- 3.2 Dependency Theory, Cultivation Theory
- 3.3 Agenda Setting Theory, Use and Gratification Theory
- 3.4 Two-step flow & Multi-step flow Theory

Module – IV

- 4.1 Mass Communication, Nature and Scope
- 4.2 Features of Mass Communication, Characteristics of Media Audience
- 4.3 Classification of Media, Limitation of Mass Media,
- 4.4 Challenges faced by Media



Student Activity: -

1. Students will watch closely two persons communicating with each other than analyse the various signs and symbols they are using for interaction. They will note their signs & symbols and discuss their meaning in class. Students will also examine if there is any noise or barrier existing in their communication. If yes, observe the effect of the noise on the communication process.
2. Students will read daily newspapers and discuss in class which news influenced him/her in a professional, academic, personal and civic context.
3. Students will test the relevance of any one selected theory on the basis of survey and interaction, and present the result through Power Point Presentation.

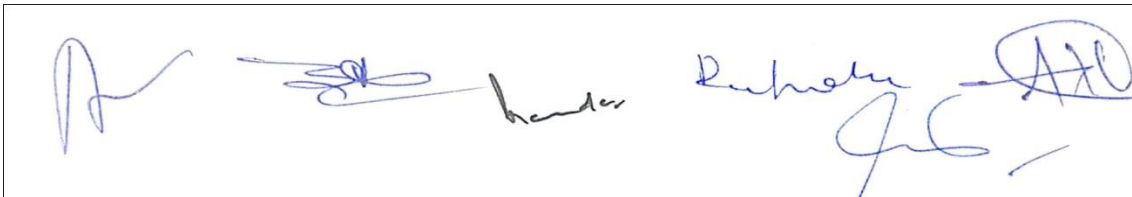
Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Online Educational Resources:

1. <https://www.slideshare.net/sensaikat/principles-types-of-communication>
2. <https://www.slideshare.net/AdanButt/an-overview-of-communication-theories>
3. <https://www.slideshare.net/DrJBalamuruganPhD/models-of-communication-83621611>
4. <https://www.slideshare.net/tigerjayadev/communication-and-its-importance-53791690>
5. <https://www.slideshare.net/newestprod/history-of-communications-presentation>
6. <https://www.slideshare.net/Awais2048/origin-of-communication>
7. <https://www.slideshare.net/animeshgupta583/diffusion-and-adoption-of-innovation>

Suggested Readings:

1. Agee, Warren K., Ault Philip H., Introduction to Mass Communication, Oxford & IBH Publishing Company, New Delhi
2. Dennis, McQuail, Mass Communication Theory, Sage Publication, New Delhi.
3. Joshi, P.C., Communication & Nation – Building – Perspective and Policy, Publication Division, New Delhi.
4. Malhan P.N., Communication Media, Yesterday, Today and Tomorrow, Publication Division, New Delhi.
5. Rayudu. C.S., Communication, Himalaya Publishing House, Mumbai
6. Schramm, W. & Roberts, D. F., The Process and Effects of Mass Communication, Urbana, IL: University of Illinois Press.



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INTRODUCTION TO COMMUNICATION

CO-PO Mapping Matrix

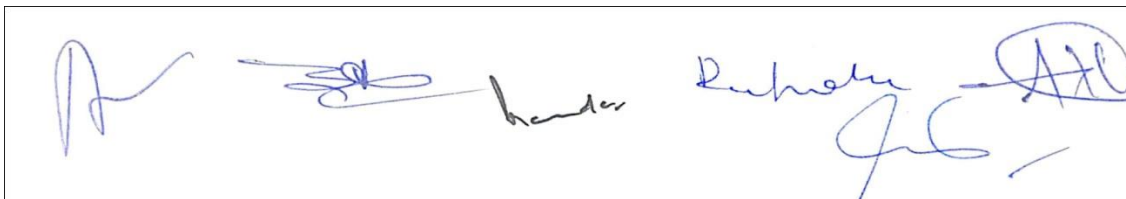
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	3	3	3	3	2.5
LO-2	3	3	3	3	3	3	2.5	3
LO-3	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	2.5	2.5	2
Average	3	3	3	3	3	2.87	2.75	3.12

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3
LO-2	3	3	3	3	3
LO-3	3	3	3	3	3
LO-4	3	3	3	3	3
Average	3	3	3	3	3

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3	3	3	2.5	3	3	3	3	3
LO-2	3	3	3	3	3	3	2.5	3	3	3	3	3	3
LO-3	3	3	3	3	3	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	2.5	2.5	2	3	3	3	3	3
Average	3	3	3	3	3	2.87	2.75	3.12	3	3	3	3	3

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BA Mass Communication
HISTORY OF MEDIA
BA/MC/CC2

Time Allowed: 3 Hours

Max. Marks: 100
Theory Exam-70
Internal Assessment-30

Course Code	L	T	P	Total
BA/MC/CC2	5	1	0	6

Course Objectives: This course aims to introduce students to understand the traditional media of mass communication through their origin. The students will be familiar with the growth of print & electronic media. In addition, technological advancements in print & electronic will be discussed.

Course Outcomes:

CO1: Students will be able to acquaint themselves with the glorious journey of journalism.

CO2: Students will be able to enhance understanding of the origin and of the print, electronic and web media.

CO3: Students will be able to inculcate the knowledge of growth of print, electronic and web media.

CO4: Students will be able to acquaint themselves with technological advancements in print, electronic and web media.

Important Instructions for the Examiner:

The examiner is required to set nine questions in all. The first question will be compulsory consisting of five short questions covering the entire Curriculum. In addition, eight more questions will be set comprising two questions from each module. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1 which will carry 2X5=10 marks . All the other questions shall carry 15 marks each.

Course Contents:

Module-I

- 1.1 Origin and development of the Press in India.
- 1.2 Role of the press in the freedom movement
- 1.3 Contribution of Raja Ram Mohan Roy, Mahatma Gandhi and B.G. Tilak to Indian Press
- 1.4 Post-independence Journalism

Module-II

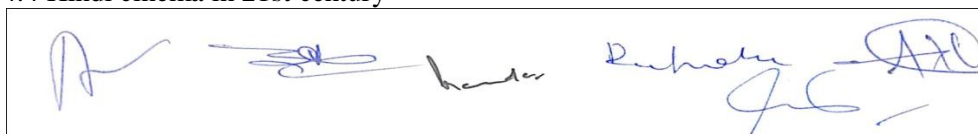
- 2.1 Important phases of development of Radio in India
- 2.2 All India Radio & Green Revolution
- 2.3 Public & Commercial Broadcasting
- 2.4 Community Radio and F.M. Radio: Growth and Development

Module-III

- 3.1 Evolution of Television in India
- 3.2 Various committees for development of television in India
- 3.3 Growth of Doordarshan and Satellite TV channels
- 3.4 Public Service & Commercial TV broadcasting

Module- IV

- 4.1 Brief History of 'Silent Era' to 'talkies'
- 4.2 Golden era of Indian cinema
- 4.3 Introduction to various Film Genres
- 4.4 Hindi cinema in 21st century



Students Activity: Students will prepare four Essays in 500 words (one from each Module) & four Charts (one from each Module) under the supervision and guidance of the concerned teacher.

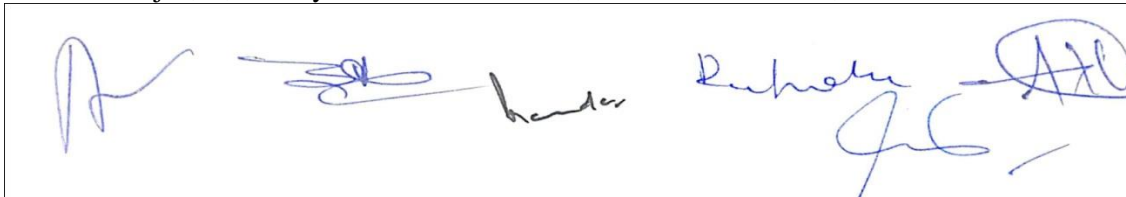
Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Online Educational Resources:

1. <https://www.youtube.com/watch?v=PCtu3xGJaxE>
2. <https://www.youtube.com/watch?v=CqAgRrWheHQ>
3. https://www2.hu-berlin.de/transcience/Vol4_Issue1_2013_13_19.pdf
4. <http://www.krishnauniversity.ac.in/Academics/Syllabus/PG%20Courses/sem1/Journalism%20and%20Mass%20Communication.pdf>
5. https://en.wikipedia.org/wiki/Television_in_India#:~:text=Terrestrial%20television%20in%20India%20started,Bombay%20and%20Amritsar%20in%201972.

Suggested Readings:

- B.D. Garga, So Many Cinemas-The Motion Picture in India, Bombay, Eminence Design Pvt. Ltd, 1996.
- Baruah, U.L., This is All India Radio, Publication Division, New Delhi.
- Chatterjee, P.C., Broadcasting in India, New Delhi
- Erik Barnouw and S. Krishnaswamy: Indian Films, New Delhi, Oxford, 1986
- Jeffrey, Robin, India's Newspaper Revolution, Oxford University Press, Delhi.
- Kumar, Keval J., Mass Communication in India. Jaico, Mumbai.
- Luthra, H.R., Indian Broadcasting, Publication Division, New Delhi.
- M. Chalapathi Rau, The Press
- Nadig Krishnamurthu, India Journalism (From Asoka to Nehru), University of Mysore.
- Narayan Sunetra Sen, Globalization and Television, Oxford University Press Delhi.
- Natarajan, J., History of Indian Journalism, Publication Division, New Delhi.

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HISTORY OF MEDIA

CO-PO Mapping Matrix

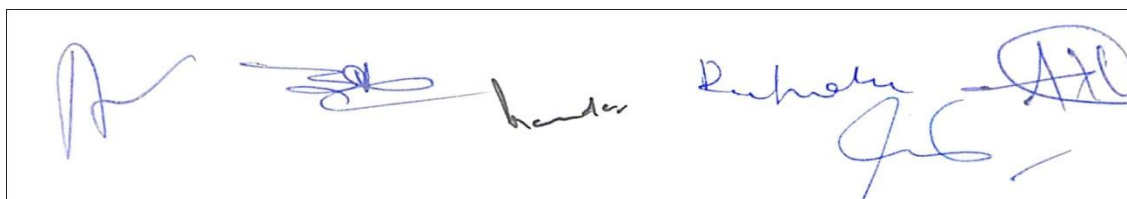
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	3	3	3	3	3
LO-2	3	3	3	3	3	3	3	3
LO-3	3	3	3	3	2.5	3	3	3
LO-4	3	3	3	3	3	3	2.5	3
Average	3	3	3	3	2.87	3	2.87	3

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3
LO-2	3	3	3	3	3
LO-3	3	3	3	2.5	3
LO-4	3	3	3	3	2.5
Average	3	3	3	2.87	2.87

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3	3	3	3	3	3	3	3	3
LO-2	3	3	3	3	3	3	3	3	3	3	3	3	3
LO-3	3	3	3	3	2.5	3	3	3	3	3	3	2.5	3
LO-4	3	3	3	3	3	3	2.5	3	3	3	3	3	2.5
Average	3	3	3	3	2.87	3	2.87	3	3	3	3	2.87	2.87



BA Mass Communication

MEDIA WRITING

BA/MC/CC3

Time Allowed: 3 Hours

Max. Marks: 100
Theory Exam-70
Internal Assessment-30

Course Code	L	T	P	Total
BA/MC/CC3	5	1	0	6

Course Objective: The objective is to introduce basics of media writing so that students can learn the various formats of writing including the style and structure of media writing. In this course students will also be made aware of writing for Public Relations, Development reporting etc.

Course Outcomes:

- CO1. Students will be able to learn the fundamental of writing
- CO2. Students will be able to write with clarity and with various writing style.
- CO3. Students will be able to news story in systematic way.
- CO4. Students will be able to write features, articles and press release with prescribe format.

Important Instructions for the Examiner:

The examiner is required to set nine questions in all. The first question will be compulsory consisting of five short questions covering the entire Curriculum. In addition, eight more questions will be set comprising two questions from each module. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1 which will carry 2X5=10 marks . All the other questions shall carry 15 marks each.

Course Contents: -

Module- I

- 1.1 Principles of good writing
- 1.2 Importance of writing in media
- 1.3 Various forms of writing in print media
- 1.4 7-Cs of writing

Module- II

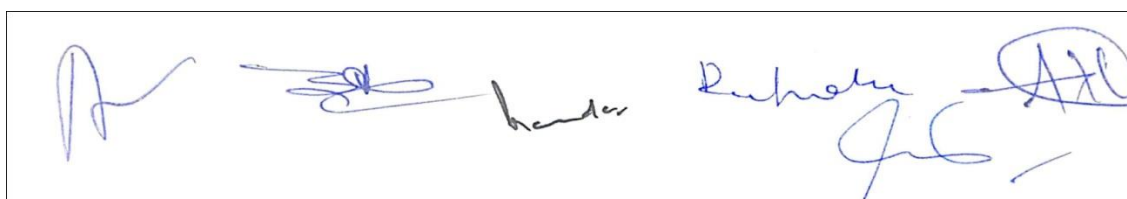
- 2.1 Writing for Newspaper- News, features, articles, editorials
- 2.2 News writing styles
- 2.3 Writing news analysis, writing backgrounder, writing human interest stories
- 2.4 Press release writing, Letter to Editor

Module- III

- 3.1 Techniques and style of radio script writing
- 3.2 Radio writing- Radio talks, news, features, drama and other programmes
- 3.3 Elements of television script
- 3.4 Television writing- Television news, documentary, special & other programme

Module- IV

- 4.1 Writing for Print Advertisements
- 4.2 Writing for Radio & television advertisements
- 4.3 Writing for the web
- 4.4 Writing for PR- Press note, house journals, pamphlets, brochures etc.



The image shows several handwritten signatures and initials in blue ink. On the left, there is a stylized signature. In the center, there is a signature that appears to be 'hender'. On the right, there is a signature that appears to be 'Ruhela' followed by a large, stylized initial 'AHO' circled in blue.

Students Activity:

- Students will write 10 news stories on event happening around.
- Students will write an article, a feature and a news back-grounder on any topic.
- Students will write Minutes & Memos.
- Students will write Development related feature & article.

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Open Educational Resources:

1. <https://www.youtube.com/watch?v=f6dVX-7zwAM>
2. <https://www.youtube.com/watch?v=mhZiv8I1JFE>
3. <https://www.slideshare.net/funkymervs/writing-for-print-media>
4. <https://eric.ed.gov/?id=ED090559>
5. <https://www.skillsyouneed.com/learn/styles-writing.html>
6. <https://ohiostate.pressbooks.pub/stratcommwriting/chapter/media-writing-skills/>
7. <https://grammar.yourdictionary.com/grammar-rules-and-tips/tips-for-writing-in-a-newspaper.html>
8. http://www.universityofcalicut.info/SDE/VI_Sem_english_writing_for_the_media.pdf
9. <https://writing.umn.edu/isw/assets/pdf/publications/Irving%20Fang.pdf>
10. <https://open.lib.umn.edu/mediaandculture/chapter/4-3-different-styles-and-models-of-journalism/>

Suggested Readings:-

1. Basic Media Writing by Melvin Mencher
2. Writing for the Mass Media (8th Edition) by James Glen Stovall
3. Writing for Digital Media by Brian Carroll: Taylor & Francis Journalism: Principles and Practice by Tony Harcup
4. Scholastic Journalism, 12th Edition by C. Dow Tate, Sherri A. Taylor Writing for Visual Media by Anthony Friedmann: Taylor & Francis



The image shows several handwritten signatures and initials in blue ink. On the left, there is a large, stylized signature. In the center, there is a signature that appears to be 'hender'. On the right, there is a signature that appears to be 'Ruhela' followed by a large, stylized initial 'AHO' circled in blue.

MEDIA WRITING

CO-PO Mapping Matrix

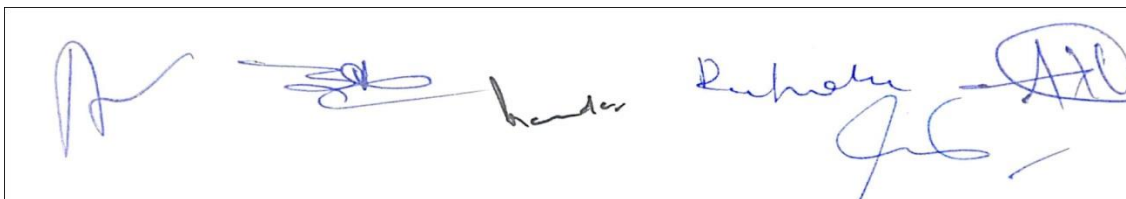
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	3	3	3	3	3
LO-2	3	3	3	3	2.5	3	3	3
LO-3	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	2.5	2.5	3
Average	3	3	3	3	2.87	2.87	2.87	3

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3
LO-2	3	3	3	3	3
LO-3	3	3	3	3	3
LO-4	3	3	3	3	3
Average	3	3	3	3	3

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3	3	3	3	3	3	3	3	3
LO-2	3	3	3	3	2.5	3	3	3	3	3	3	3	3
LO-3	3	3	3	3	3	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	2.5	2.5	3	3	3	3	3	3
Average	3	3	3	3	2.87	2.87	2.87	3	3	3	3	3	3



BA Mass Communication
COMMUNICATIVE HINDI
BA/MC/AECC1

Time Allowed: 3 Hours

Max. Marks: 100

Theory Exam-70

Internal Assessment-30

Course Code	L	T	P	Total
BA/MC/AECC1	4	0	0	4

Course Objectives: The objective of this course is to strengthen oral and writing communication skills in Hindi. It is also to improve vocabulary in Hindi and to enrich the knowledge of the language in communication. It will also inculcate the knowledge of grammar in Hindi.

Course Outcomes:

CO1: Students would be able to strengthen oral communication skills in Hindi/ Regional Language.

CO2: Student would be able to develop the knowledge of writing in Hindi/ Regional Language.

CO3: Students would be able to improve vocabulary in Hindi/ Regional Language.

CO4: Students would be able to enrich the knowledge of synonyms, antonyms, idioms and phrases.

Important Instructions for the Examiner:

The examiner is required to set nine questions in all. The first question will be compulsory consisting of five short questions covering the entire Curriculum. In addition, eight more questions will be set comprising two questions from each module. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1 which will carry 2X5=10 marks. All the other questions shall carry 15 marks each.

Course Contents:

Module – I

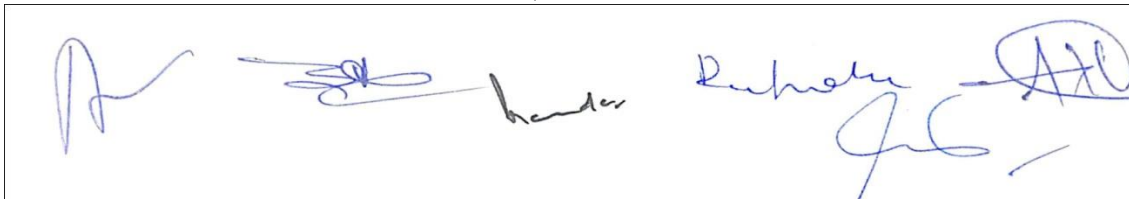
- 1.1 हिंदी भाषा का विकास क्रम
- 1.2 लिपि व बोलियों का संक्षिप्त परिचय
- 1.3 शब्द और वाक्य रचना
- 1.4 संधि, समास

Module – II

- 2.1 उपसर्ग, प्रत्यय
- 2.2 पर्यायवाची, विलोमार्थी, अनेकार्थक
- 2.3 प्रमुख लोकोक्तियाँ, मुहावरों का प्रयोग
- 2.4 वर्ण, उच्चारण एवं स्थान

Module – III

- 3.1 प्रयोजनमूलक हिंदी का अर्थ एवं विविध रूप
- 3.2 मीडिया में भाषा का प्रयोग व महत्त्व
- 3.3 मीडिया भाषा की प्रकृति व विशेषताएं
- 3.4 मीडिया की भाषा के विकार व समस्याएं



Module – IV

- 4.1 अनुवाद का अर्थ, परिभाषा व स्वरूप
- 4.2 अनुवाद का प्रकार व महत्व
- 4.3 प्रेस विज्ञप्ति, संपादक के नाम पत्र, पत्र के प्रकार
- 4.4 शब्दकोष-अर्थ, प्रकार

Students Activity:

1. Go through the Hindi newspaper of a week and point out the mistakes by preparing a list of it in text and headlines.
2. Translate 5 news stories, an article and an editorial from any English Newspapers.

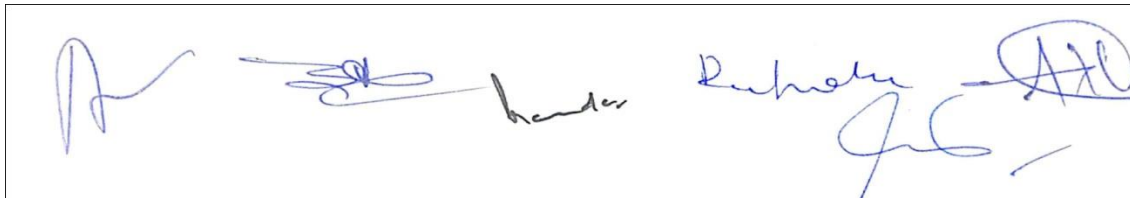
Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Online Educational Resources:

Since the resources are in Hindi and they post difficulty in being pasted here in the form of the hyperlinks. So, the students are advised to go to www.translate.google.com and translate the English word to Hindi and then copy and paste the Hindi font in Unicode to the search engines like Google. You would get many resources.

Suggested Readings:

1. HkkfV;k] Mkw- dSyk'kpUn] vuqokndyk % fl)karvkSjiz;ksx] r{kf'kykizdk'ku] u;hfnYyhA
2. 'kekZ] j?kquUnuizlkn] iz;kstuewydfgUnh % fl)karvkSjO;ogkj] fo'ofokj; izdk'ku] okjk.klhA
3. v;-;j] fo'oukFk] vuqokndyk] izHkkrizdk'ku] fnYyhA
4. frokj] HkksykukFk] fgUnhHkk"kk dh lkekftdHkwfedk] nf{k.kHkkjrfgUnhizpkjlfefr] enzklA
5. >kYVs] Mkw- naxy] iz;kstuewydfgUnh % fl)karvkSjiz;ksx] ok.kh izdk'ku] u;hfnYyhA
6. xksnjs] Mkw- fouksn] iz;kstuewydfgUnh] ok.kh izdk'ku] u;hfnYyhA
7. jk.kk] egsUnz flag] iz;kstuewydfgUnh ds vk/kqfudvk;ke] g"kkZizdk'ku] vkxjkA
8. dqekj pan] tulapjek;/eksaesafgUnh] DykfldyifCyf'kaxdEiuh] fnYyhA



COMMUNICATIVE HINDI

CO-PO Mapping Matrix

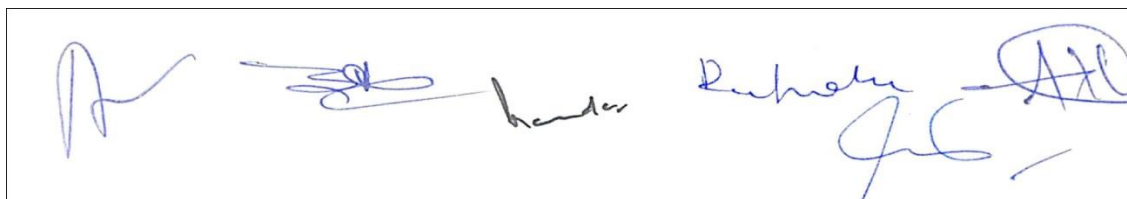
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	3	3	3	3	3
LO-2	3	3	3	3	3	3	3	3
LO-3	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	3	2.5	3
Average	3	3	3	3	3	3	2.87	3

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3
LO-2	3	3	3	3	3
LO-3	3	3	3	3	3
LO-4	3	3	3	3	3
Average	3	3	3	3	3

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3	3	3	3	3	3	3	3	3
LO-2	3	3	3	3	3	3	3	3	3	3	3	3	3
LO-3	3	3	3	3	3	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	3	2.5	3	3	3	3	3	3
Average	3	3	3	3	3	3	2.87	3	3	3	3	3	3

The image shows three handwritten signatures in blue ink. The first signature is a stylized 'A'. The second signature is more complex and includes the word 'hander' written below it. The third signature is also complex and includes the name 'Ruhela' written above it, followed by a large circled 'A' and other initials.

BA Mass Communication
COMMUNICATIVE ENGLISH
BA/MC/AECC1

Time Allowed: 3 Hours

Max. Marks: 100
Theory Exam-70
Internal Assessment-30

Course Code	L	T	P	Total
BA/MC/AECC1	4	0	0	4

Course Objectives: The course's aim is to create linguistic skills among the students. It will develop compositional and comprehension skills and knowledge about advanced vocabulary for effective communication. Students will learn presentation and communication skills.

Course Outcomes:

CO1: Students would be able to create linguistic skills.

CO2: Students would be able to impart knowledge about advanced vocabulary for effective communication.

CO3: Students would be able to understand the societal cultural perspectives.

CO4: Students would be able to inculcate the knowledge of compositional and comprehension skills.

Important Instructions for the Examiner:

The examiner is required to set nine questions in all. The first question will be compulsory consisting of five short questions covering the entire Curriculum. In addition, eight more questions will be set comprising two questions from each module. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1 which will carry 2X5=10 marks. All the other questions shall carry 15 marks each.

Course Contents:

Module – I

- 1.1 English: Introduction to language
- 1.2 Importance of language in communication process
- 1.3 Words: origin, meaning and usage
- 1.4 Articles, Vowels & Consonants

Module - II

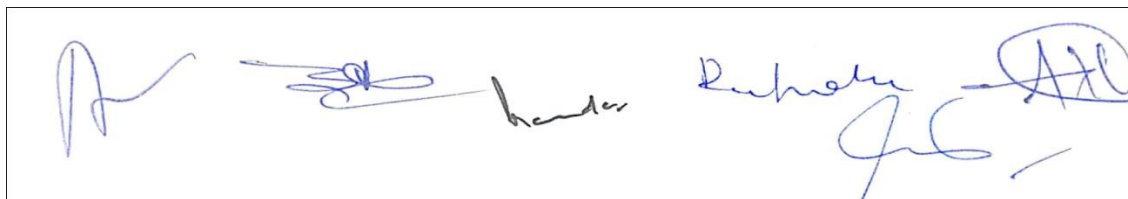
- 2.1 Introduction to Tenses: Simple, Present, Progressive, and Future
- 2.2 Clauses: Noun Clause, Adjective Clause, Adverbial Clause
- 2.3 Modals and use of Shall, Should, Will, Would, May, Might, Can, Could, etc.
- 2.4 Parts of speech, need and significance.

Module – III

- 3.1 Sentence and its types & structure: simple sentence, complex sentence, and compound sentence
- 3.2 Writing CV, Report Writing, Press Release
- 3.3 Phrases and Idioms, Comprehension
- 3.4 Essay writing, Letter writing, Paragraph writing

Module IV

- 4.1 Adjectives & Verbs
- 4.2 Adverbs, Interjections, Conjunctions
- 4.3 Use and importance of language in media.
- 4.4 Need and importance of English in the usage of internet.



The image shows four handwritten signatures or initials in blue ink. From left to right: a stylized 'A', a signature that appears to be 'Ramesh', a signature that appears to be 'Ruhana', and a signature that appears to be 'J.S.' with a circled 'A' above it.

Students Activity:

1. Students have to submit a creative chart using different types of tenses.
2. Translation of 10 Hindi news reports, articles or editorials into English.

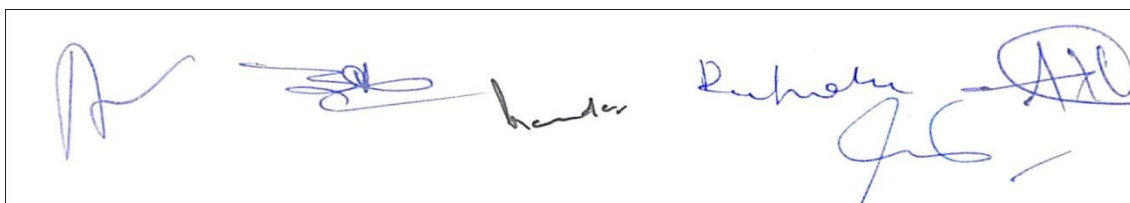
Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Online Educational Resources:

1. <https://www.scholastic.com/teachers/articles/teaching-content/understanding-vocabulary/>
2. http://www.tesol.org/docs/books/bk_ELTD_Vocabulary_974
3. www.time4writing.com > Articles about Writing
4. <https://www.time4writing.com/articles-about-writing/vocabulary/>
5. <http://www2.hawaii.edu/~sford/esl/EA07/vocab.ppt>
6. http://www.uwosh.edu/faculty_staff/maguire/Sentence_Structure.ppt
7. <https://in01001403.schoolwires.net/cms/lib/IN01001403/Centricity/Domain/532/PPT%201%20intro.ppt>
8. <http://www.wsfcs.k12.nc.us/cms/lib/NC01001395/Centricity/Domain/1229/SENTENCES%20and.ppt>

Suggested Readings:

1. A Practical English Grammar by Thomson and Marlinet
2. Business Correspondence and Report Writing by RC Sharma and Krishna Mohan; Tata McGraw Hill Publishing Company Ltd. New Delhi.
3. Daniel Jones: Cambridge English Pronouncing Dictionary 17th Edition. Cambridge University Press
4. Developing Communication Skills by Krishna Mohan and MeeraBanerji; MacMillan India Ltd., Delhi
5. Ferdinand de Saussure: Course in General Linguistics. Bloomsbury Publishing
6. Franklin Thanmbi Jose. S: A Handbook of Linguistics. Educreation Publishing
7. Howard, Peter, Mistakes to Avoid in English, Orient Longman, Delhi.
8. Howard, Peter, Perfect Your Grammar, Orient Longman, Delhi.
9. Howard, Peter, Perfect Your Punctuation, Orient Longman, Delhi.



COMMUNICATIVE ENGLISH

CO-PO Mapping Matrix

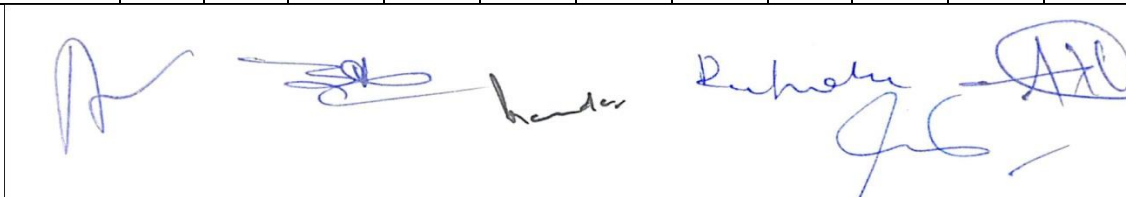
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	3	3	3	3	2.5
LO-2	3	3	3	3	3	3	3	3
LO-3	3	3	3	3	2.5	3	3	3
LO-4	3	3	3	3	3	3	2.5	3
Average	3	3	3	3	2.87	3	2.87	2.87

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3
LO-2	3	3	3	2.5	2.5
LO-3	3	3	3	3	3
LO-4	3	3	3	3	3
Average	3	3	3	2.87	2.87

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3	3	3	2.5	3	3	3	3	3
LO-2	3	3	3	3	3	3	3	3	3	3	3	2.5	2.5
LO-3	3	3	3	3	2.5	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	3	2.5	3	3	3	3	3	3
Average	3	3	3	3	2.87	3	2.87	2.87	3	3	3	2.87	2.87



BA Mass Communication

NEWS WRITING

BA/MC/CC4

Time Allowed: 3 Hours

Max. Marks: 100
Theory Exam-70
Internal Assessment-30

Course Code	L	T	P	Total
BA/MC/CC4	5	1	0	6

Course Objectives: The objective of the course is to understand the basics of news writing and its theory, methods, and practice of gathering information. Students will develop a sense of different writing styles and acknowledge the basic difference between the structures of the content.

Course Outcomes:

CO1: Students know about the basics of news writing.

CO2: Students will be having the knowledge of the theory, methods, and practice of gathering information and writing news.

CO3: Students would be able to understand different writing techniques.

CO4: Students will have the knowledge of web writing.

Important Instructions for the Examiner:

The examiner is required to set nine questions in all. The first question will be compulsory consisting of five short questions covering the entire Curriculum. In addition, eight more questions will be set comprising two questions from each module. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1 which will carry 2X5=10 marks . All the other questions shall carry 15 marks each.

Course Contents:

Module – I

- 1.1 News: meaning, definition &Types
- 1.2 News elements and news values
- 1.3 News writing style- inverted pyramid and diamond pyramid
- 1.4 lead writing -five w's and 1 h.

Module II

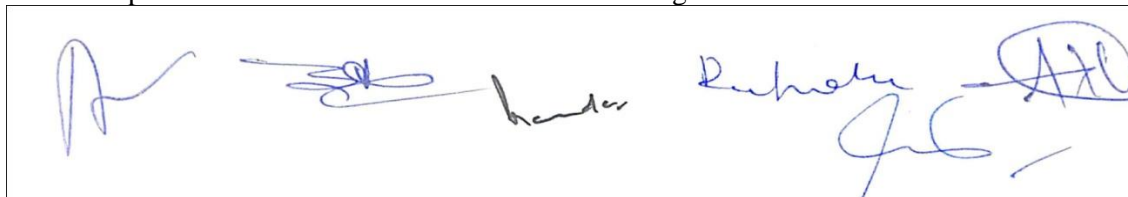
- 2.1 Structure and content of news writing
- 2.2 Forms of writing for print: News Reports, News Analysis, Articles, Editorials, Features, Backgrounders
- 2.3 Film Reviews & Book Reviews
- 2.4 Caption writing

Module III

- 3.1 Headlines: Types, function and importance
- 3.2 Source of news
- 3.3 Verification and validation of facts
- 3.4 Kinds of news stories

Module IV

- 4.1 Writing News based on interviews
- 4.2 Writing news for newspapers, Radio, Television & Internet
- 4.3 Writing for social networking sites
- 4.4 Comparison between online vs. offline news writing



Handwritten signatures and initials in blue ink, including a large stylized 'A', a signature that appears to be 'hander', and a signature that appears to be 'Ruhana' with 'JCS' written below it.

Student's Activity: Students will learn to write news stories for print media and make a portfolio of the news stories covering events around them. (At least 10 news items)

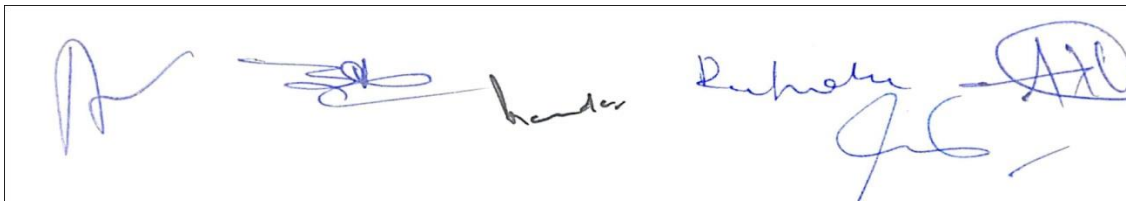
Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Online Educational Resources:

1. <https://schoolworkhelper.net/steps-to-and-strategies-for-writing-news-reports/>
2. <https://writingcenter.gmu.edu/guides/news-writing-fundamentals>
3. https://us.sagepub.com/sites/default/files/upm-assets/79060_book_item_79060.pdf
4. <https://grammar.yourdictionary.com/grammar-rules-and-tips/tips-on-writing-a-news-report.html>
5. <https://www.masterclass.com/articles/how-to-write-like-a-journalist>
6. <https://www.facinghistory.org/resource-library/teaching-strategies/news-article-analysis>

Suggested Readings:

1. Bruce D. Itule, and Douglas A. Anderson. 'News Writing and Reporting for Today's Media', McGraw Hill, New Delhi, 2003.
2. George A Hough, 'News Writing', Kanishka Publishers, New Delhi, 2006.
3. George, A. H. (1990). News Writing, Kanishka Publications.
4. Harold Evans, 'Newsman's English' William Hainemann Ltd, 1972.
5. Itule & Anderson (2002). News Writing and reporting for today's media, McGraw Hill Publication
6. Julian Harris, Kelly Leiter, Stanley, Johnson, 'The Complete Reporter', Macmillan Publishing Co, New York.
7. M.L. Stein. and Susan F Paterno, 'The News Writer's Hand book,' Surjeet Publications, New Delhi, 2003.
8. Stein, P. & Burnett (2000), News writer's Handbook: An Introduction to Journalism, Blackwell Publishing.



NEWS WRITING

CO-PO Mapping Matrix

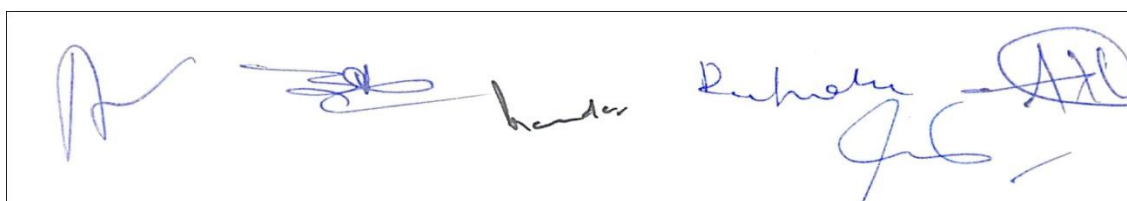
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	3	3	3	3	2.5
LO-2	3	3	3	3	3	3	3	3
LO-3	3	3	3	3	2.5	3	3	3
LO-4	3	3	3	3	3	3	2.5	3
Average	3	3	3	3	2.87	3	2.87	2.87

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3
LO-2	3	3	3	2.5	3
LO-3	3	3	3	3	3
LO-4	3	3	3	3	3
Average	3	3	3	2.87	3

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3	3	3	2.5	3	3	3	3	3
LO-2	3	3	3	3	3	3	3	3	3	3	3	2.5	3
LO-3	3	3	3	3	2.5	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	3	2.5	3	3	3	3	3	3
Average	3	3	3	3	2.87	3	2.87	2.87	3	3	3	2.87	3

The image shows four handwritten signatures or initials in blue ink. From left to right: a stylized 'A', a signature that appears to be 'Sandeep', the name 'Ruhana' followed by a signature, and a circled 'AHO' with a signature below it.

BA Mass Communication
BASICS OF REPORTING & EDITING
BA/MC/CC5

Time Allowed: 3 Hours

Max. Marks: 100
Theory Exam-70

Internal Assessment-30

Course Code	L	T	P	Total
BA/MC/CC5	5	1	0	6

Course Objectives: The objective is to create a general understanding of reporting & Editing. It will familiarize the student with various specialized areas of reporting with sources of news and techniques of news gathering. It will also cover the working for different beats in the reporting.

Course Outcomes:

CO1: Students will be able to understand the basics of reporting.

CO2: Students will be able to familiarize themselves with different types of reporting.

CO3: Students will be able to familiarize themselves with the basics of editing.

CO4: Students will be able to understand the process of editing for various platforms.

Important Instructions for the Examiner:

The examiner is required to set nine questions in all. The first question will be compulsory consisting of five short questions covering the entire Curriculum. In addition, eight more questions will be set comprising two questions from each module. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1 which will carry 2X5=10 marks. All the other questions shall carry 15 marks each.

Course Contents:

Module – I

- 1.1 Introduction to reporting: Concept & definition
- 1.2 Principle of reporting
- 1.3 Tools of reporting and reporting techniques
- 1.4 Sources of News gathering, Beat Reporting

Module - II

- 2.1 Types of reporting
- 2.2 Reporting Staff of a News Paper, Qualities of a Reporter
- 2.3 Press conference and Press briefing
- 2.4 Reporting hierarchy in news organizations

Module – III

- 3.1 Introduction to Editing: Principles and Process of Editing
- 3.2 Role and Responsibilities of Editorial Staff
- 3.3 Organizational structure of Newsroom and News desk
- 3.4 Principles of News Editing & Photo Editing.

Module-IV

- 4.1 Editing for Radio and TV
- 4.2 Editing for On-line Newspaper
- 4.3 Principle & Forms of Page Designing
- 4.4 Role of Computer in Editing



Students Activity: Teachers will help students to identify the nature of different news stories and students will write 20 news reports on different beats around them and Give copy editing assignments.

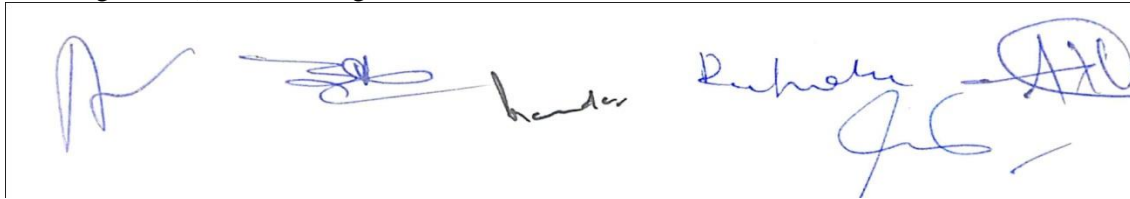
Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Online Educational Resources:

1. <https://snohomishcountywa.gov/1195/Basics-of-Good-Reporting>
2. <https://ccnyintroductiontojournalism.com/2021/02/18/reporting-basics-2/>
3. <https://kidsnewsnyc.com/reporting-basics/>
4. <https://www.skillsyouneed.com/write/report-writing.html>
5. [http://www1.ximb.ac.in/users/fac/Niraj/niraj.nsf/23e5e39594c064ee852564ae004fa010/240638fb464425fe652570c0001bddee/\\$FILE/Basics%20of%20Writing%20Reports.pdf](http://www1.ximb.ac.in/users/fac/Niraj/niraj.nsf/23e5e39594c064ee852564ae004fa010/240638fb464425fe652570c0001bddee/$FILE/Basics%20of%20Writing%20Reports.pdf)
6. <http://www.jprof.com/writing-for-the-mass-media/sample-page-2/5-reporting-with-text/>
7. <https://www.youtube.com/watch?v=VArISvUuyr0>
8. <https://www.youtube.com/watch?v=74FYHZ1Bv3c>
9. <https://www.youtube.com/watch?v=WXdAX0No2hM>

Suggested Readings:

1. M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
2. K.M. Srivastava News Reporting and Editing.
3. Lynette Sheridan Burns: Understanding Journalism; Vistaar Publications.
4. Frost, C. (2001). Reporting for Journalists, Routledge, London.
5. Click & Baird (1994). Magazine Editing & Production, WCB Brown & Benchmark.
6. Darkroom basics and beyond, Roger hicks & Francis schultz, Patterson, 2000
7. John, Marydasan (2015) Editing Today: Rules, Tools and Styles, Media House, New Delhi
8. Joseph M.K., 'Outline of Editing', Anmol Publications, New Delhi, 2002.
9. Kamath M.V., 'Professional Journalism', Vikas publishing House, New Delhi.1980.
10. Prasad, S.(1993). Editors on Editing/HY, National Book Trust.
11. Rogers, G.(1993). Editing for Print, Mocdonald Book.



BASICS OF REPORTING & EDITING

CO-PO Mapping Matrix

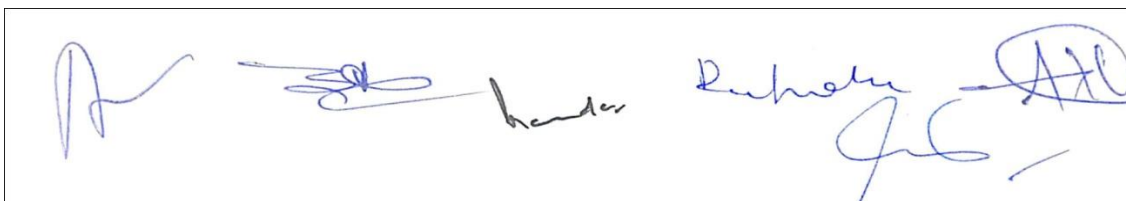
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	3	3	3	3	2.5
LO-2	3	3	3	3	3	3	3	3
LO-3	3	3	3	3	2.5	3	3	3
LO-4	3	3	3	3	3	3	2.5	3
Average	3	3	3	3	2.87	3	2.87	2.87

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3
LO-2	3	3	3	3	3
LO-3	3	3	3	3	3
LO-4	3	3	3	3	2.5
Average	3	3	3	3	2.87

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3	3	3	2.5	3	3	3	3	3
LO-2	3	3	3	3	3	3	3	3	3	3	3	3	3
LO-3	3	3	3	3	2.5	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	3	2.5	3	3	3	3	3	2.5
Average	3	3	3	3	2.87	3	2.87	2.87	3	3	3	3	2.87



BA Mass Communication

MEDIA LAWS

BA/MC/CC6

Time Allowed: 3 Hours

Max. Marks: 100

Theory Exam-70

Internal Assessment-30

Course Code	L	T	P	Total
BA/MC/CC6	5	1	0	6

Course Objectives: The aim of the course is to understand the dynamics of media laws. Students will learn about journalist ethics and different laws which have to follow by every media persons. They will also learn the broadcasting codes used for audio visual production and codes for advertising and public relations.

Course Outcomes:

- CO1. Students will be able to know the rights of journalist and the ethics followed by him.
- CO2. Students will be able to have knowledge different law of publications.
- CO3. Students will be able to have knowledge of broadcasting codes used for audio visual production
- CO4. Students will be able to know the code of advertising and public relations activities.

Important Instructions for the Examiner:

The examiner is required to set nine questions in all. The first question will be compulsory consisting of five short questions covering the entire Curriculum. In addition, eight more questions will be set comprising two questions from each module. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1 which will carry 2X5=10 marks . All the other questions shall carry 15 marks each.

Course Content:

Module- I

- 1.1 Freedom of speech & expression, Article 19 1 (a) & (2) Reasonable Restrictions
- 1.2 Right to information,
- 1.3 Laws of defamation
- 1.4 Contempt of court & Contempt of legislature

Module- II

- 2.1 Official secrets act
- 2.2 Press and Books Registration act
- 2.3 Copyright act
- 2.4 Cable TV regulations act

Module- III

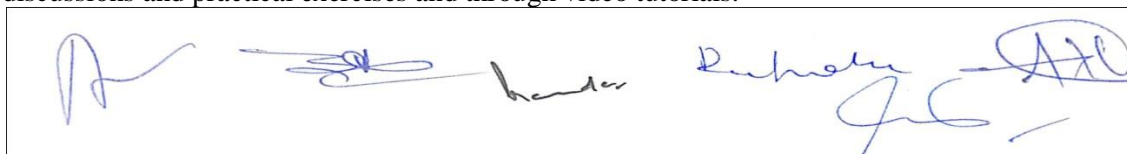
- 3.1 Broadcasting code for news for Air & DD
- 3.2 Cinematograph act, Film Censorship
- 3.3 First press commission and second press commission.
- 3.4 Press council of India.

Module- IV

- 4.1 Regulations and Laws related to Electronic Media and Films
- 4.2 Self-regulation & self-censorship
- 4.3 Code of ethics for advertising in India by Advertising Council of India.
- 4.4 Regulations for Public Relations (IPRA Code of Ethics)

Students Activity: Students will prepare reports on new cases published in media covering media laws and ethics.

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

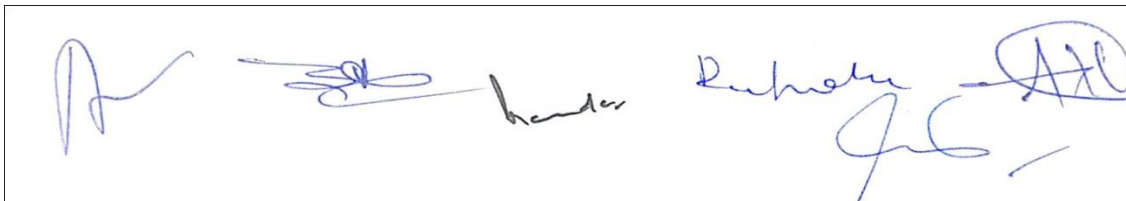


Open Educational Resources:

1. https://dopt.gov.in/sites/default/files/CompendiumIRDivision_Latest.pdf
2. <https://www.jstor.org/stable/1109121>
3. https://www.unodc.org/pdf/youthnet/media/ethics_code_sample.pdf
4. <http://egyankosh.ac.in/bitstream/123456789/7344/1/Unit-4.pdf>
5. <http://ann.sagepub.com/content/101/1/170.full.pdf+html>
6. <http://docs.manupatra.in/newsline/articles/Upload/E2A801F7-8FC7-401A-8659-9EDA6D29A33.pdf>
7. <http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CI/3.%20Press%20Council%20of%20India%20Norms%20of%20Journalistic%20Conduct.pdf>

Suggested Readings:

1. Media Law by Sallie Spilsbury :Taylor & Francis
2. Digital Media Law by Ashley Packard :John Wiley & Son Mass Media Law by Don Pember, Clay Calvert
3. Press Laws and Ethics of Journalism by Ravindra Nath, PK
4. Barua, Vidisha: Press & Media Law Manual, Universal Law Publishing Co. Pvt. Ltd., New Delhi, 2002
5. Jean Claude Bertrand: Media Ethics and Accountability System, Transaction Publishers, 2000
6. Faizan Mustafa : Constitutional Issues in Freedom of Information, Kanishka Publication, New Delhi, 2003
7. Angela Wadia: Global Resource Book on Right to Information, Kanishka Publication, New Delhi, 2006



MEDIA LAWS

CO-PO Mapping Matrix

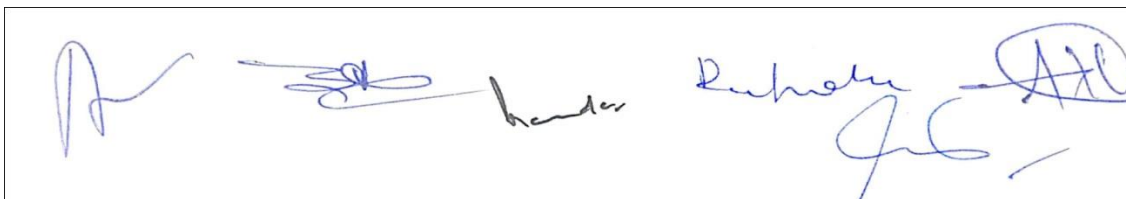
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	3	3	3	3	3
LO-2	3	3	3	3	3	3	3	3
LO-3	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	3	3

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3
LO-2	3	3	3	2.5	3
LO-3	3	3	3	3	3
LO-4	3	3	2.5	3	2.5
Average	3	3	2.87	2.87	2.87

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3	3	3	3	3	3	3	3	3
LO-2	3	3	3	3	3	3	3	3	3	3	3	2.5	3
LO-3	3	3	3	3	3	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	3	3	3	3	3	2.5	3	2.5
Average	3	3	3	3	3	3	3	3	3	3	2.87	2.87	2.87



BA Mass Communication

ENVIRONMENTAL STUDIES

BA/MC/AECC2

Time Allowed: 3 Hours

Max. Marks: 100

Theory Exam-70

Internal Assessment-30

Course Code	L	T	P	Total
BA/MC/AECC2	4	0	0	4

Course Objectives: The objective is to develop an attitude of concern for the environment. Students will acquire skills to help people identify and create solutions for the environment related problems and sustainable development. It will also provide understanding how media professionals can contribute in creating awareness about environmental issues.

Course Outcomes:

CO1: Students would gain understanding of the concepts of environmental studies.

CO2: Students would be able to utilize media for different sustainable developmental activities.

CO3: Students would be able to utilize media for different promotional activities for protecting environment.

CO4: Students will be able to create awareness about environmental issues in society.

Important Instructions for the Examiner:

The examiner is required to set nine questions in all. The first question will be compulsory consisting of five short questions covering the entire Curriculum. In addition, eight more questions will be set comprising two questions from each module. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1 which will carry 2X5=10 marks . All the other questions shall carry 15 marks each.

Course Contents: -

Module – I

- 1.1 Definition, Scope and Importance of Environmental Studies,
- 1.2 Need of public awareness via media,
- 1.3 Natural resources- Forest Resources, Water Resources
- 1.4 Global Warning & its Effects on the World

Module II

- 1.1 Concept of ecosystem, Structure and functions of ecosystem,
- 1.2 Producers, Consumers and Decomposers,
- 1.3 Bio-diversity at Global, National & Local levels,
- 1.4 Role of an individual and media in conservation of natural resources

Module III

- 4.1 Environmental Pollution: Air pollution- Causes, effects and control measures.
- 4.2 Water pollution- Causes, effects and control measures.
- 4.3 Effects and control measures of Soil pollution& Noise pollution
- 4.4 Role of media in prevention of Environmental pollution

Module IV

- 4.1 Population Explosion, Family welfare Programme
- 4.2 Environment Protection Act- Air, Water (Prevention and Control of Pollution) Act.
- 4.3 Wildlife Protection Act
- 4.4 Forest Conservation Act

The image shows four handwritten signatures or initials in blue ink. From left to right: a stylized 'A', a signature that appears to be 'Rohit', a signature that appears to be 'Rohit', and a signature that appears to be 'Rohit' with a circled 'A' and 'X' next to it.

Students Activity:

1. Students will visit to a local area to document environmental assets river/ forest/ grassland/hill/mountain.
2. Students will visit to a local polluted site- Urban/Rural/Industrial/Agricultural.
3. Students will study of common plants, insects, birds.
4. Students will study of simple ecosystems-pond, river, hill slopes, etc.

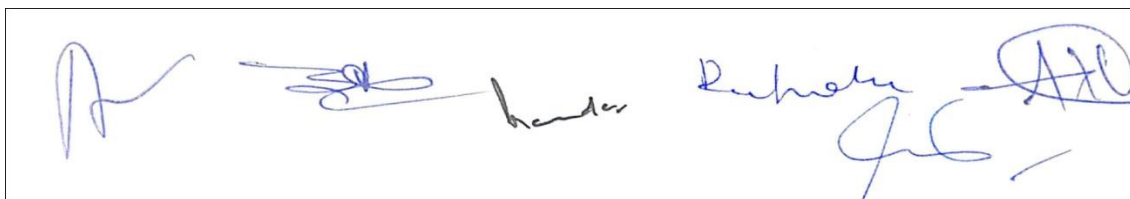
Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Online Educational Resources:

- <https://www.youtube.com/watch?v=4LpNli0B-L8>
- <https://www.youtube.com/watch?v=mIPBPG-5dUw>
- <https://www.youtube.com/watch?v=vGQEzKEpeyU>
- https://www.youtube.com/watch?v=XIpHrXI_byU
- <https://www.youtube.com/watch?v=O5bWYMAAduU>
- <https://www.youtube.com/watch?v=cB9bSZzRQ0U>
- <https://www.youtube.com/watch?v=vsbasQiGONk>
- <https://www.youtube.com/watch?v=xqSZL4Ka8xo>

Suggested Readings:

1. AK De “Environmental Chemistry”; New Age Int. Publ.
2. BalaKrishnamoorthy; “Environmental management”; PHI
3. BK Sharma, “Environmental Chemistry”; Goel Publ. House.
4. Cunningham WP and MA; principles of Environment Sc; TMH.
5. Gerard Kiely, “Environmental Engineering” ; TMH
6. Harris, CE, Prichard MS, Rabin’s MJ, “Engineering Ethics”; Cengage Pub.
7. Miller GT JR; living in the Environment Thomson/Cengage
8. RanaSVS ; “Essentials of Ecology and Environment”; PHI Pub.
9. Raynold, GW “Ethics in information Technology”; Cengage.
10. Shiva Kumar; Energy Environment & Ethics in society; TMH

The image shows a horizontal line containing several handwritten signatures and initials in blue ink. From left to right, there is a stylized signature, a signature that appears to be 'hender', and a signature that appears to be 'Ruhela' with a circled 'A' and 'XO' next to it. Below the 'Ruhela' signature, there are some additional scribbles and a horizontal line.

ENVIRONMENTAL STUDIES

CO-PO Mapping Matrix

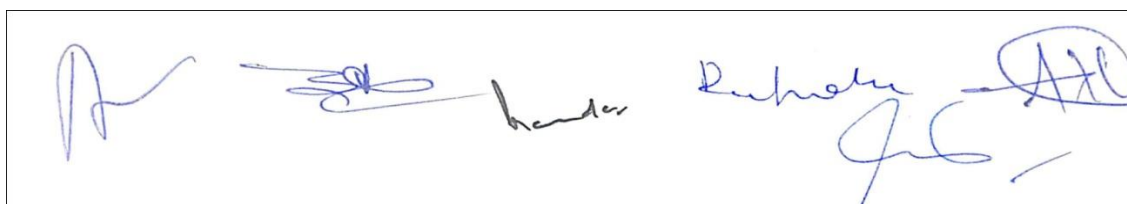
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	2.5	3	3	3	3
LO-2	3	3	3	3	2.5	3	3	3
LO-3	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	2.5	2.5	3
Average	3	3	3	2.87	2.87	2.87	2.87	3

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3
LO-2	3	3	3	3	3
LO-3	3	3	3	3	2
LO-4	3	3	2.5	3	2.5
Average	3	3	2.87	3	2.62

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	2.5	3	3	3	3	3	3	3	3	3
LO-2	3	3	3	3	2.5	3	3	3	3	3	3	3	3
LO-3	3	3	3	3	3	3	3	3	3	3	3	3	2
LO-4	3	3	3	3	3	2.5	2.5	3	3	3	2.5	3	2.5
Average	3	3	3	2.87	2.87	2.87	2.87	3	3	3	2.87	3	2.62



BA Mass Communication
INTRODUCTION TO ELECTRONIC MEDIA
BA/MC/CC7

Time Allowed: 3 Hours

Max. Marks: 100
Theory Exam-70
Internal Assessment-30

Course Code	L	T	P	Total
BA/MC/CC7	5	1	0	6

Course Objectives: The course objective is to understand the working pattern of electronic media including basic techniques of broadcasting, its growth and development. It will conceptualize various programme production for radio, television and Internet.

Course Outcomes:

CO1: Students will be able to understand the working pattern of electronic media platform.

CO2: Students will be able to familiarize the students with the basic techniques of broadcasting.

CO3: Students will be able to have an understanding of electronic media content creation.

CO4: Students will be having the knowledge of script writing.

Important Instructions for the Examiner:

The examiner is required to set nine questions in all. The first question will be compulsory consisting of five short questions covering the entire Curriculum. In addition, eight more questions will be set comprising two questions from each module. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1 which will carry 2X5=10 marks. All the other questions shall carry 15 marks each.

Course Contents:

Module – I

- 1.1 History and development of radio broadcasting in India
- 1.2 Structure and functions of AIR
- 1.3 Different types of radio stations.
- 1.4 Various Committees: Chanda Committee, Varghese Committee, PrasarBharti Act

Module – II

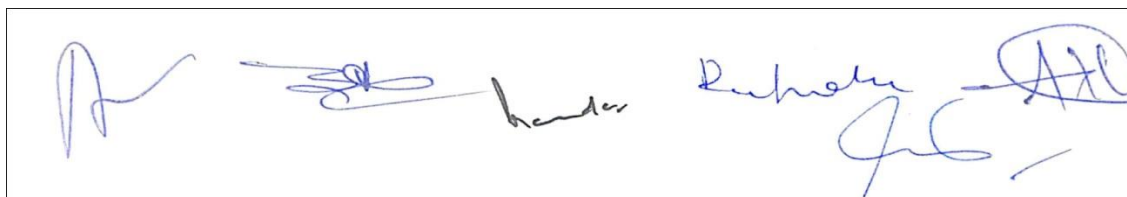
- 2.1 History & Development of TV Broadcasting in India
- 2.2 PC Joshi Committee, SITE Experiment
- 2.3 Structure & Functions of Doordarshan.
- 2.4 Programme pattern of TV News Channels.

Module – III

- 3.1 Writing for Radio: Various formats for Radio News Programme
- 3.2 Radio News Bulletin.
- 3.3 Television Programmes Formats: Fictional Programmes and Non-Fictional Programmes
- 3.4 Scripting: Concept, objectives & presentation (Voice Quality, Modulation & Pronunciation)

Module – IV

- 4.1 Internet and its functions
- 4.2 Search and Conceptualization of online material
- 4.3 Major Newspapers, Magazines and their E-papers on internet
- 4.4 Characteristics of TV, Radio & web media.



Students Activity:

3. For Radio: Students will write a brief history of famous programme presenters and their programmes of Radio.
4. For Television: Students will identify the famous Television serial from the history that had a great influence on the people and will write a brief story of that serial.

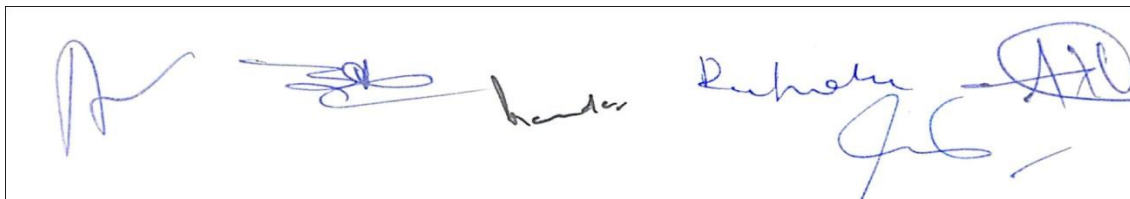
Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Online Educational Resources:

1. <https://www.nimcj.org/blog-detail/a-brief-history-of-broadcast-journalism-in-india.html>
2. <https://journals.sagepub.com/doi/pdf/10.1177/037698360202900228>
3. <https://www.indianfolk.com/history-journey-radio-broadcasting-edited/>
4. <http://prasarbharati.gov.in/AIR/aboutair.php>
5. <https://india.mom-rsf.org/en/context/history/>
6. <http://www.nimc-india.com/history-mass-media-india.html>

Suggested Readings:

1. Chatterji, P.C. (1993) “ Indian Broadcasting”.
2. David Page and William Crawley (2001). Satellites over South Asia: Broadcasting, culture, and the Public Interest, Sage Publications.
3. Keith, Michael C & Krause, Joseph M. (1989) — “The Radio Station” published by Focal Press, Boston, London.
4. Keval J. Kumar (2012). Mass Communication in India (4th edn), Mumbai: Jaico Publishing House.
5. M. Butcher (2003). Transnational Television, Cultural Identity and Change: When STAR Came to India, New Delhi: Sage.
6. Nalin Mehta (2008). Television in India: Satellites, Politics and Cultural Change, Oxon:Routledge
7. Walter McDowell (2006). Broadcast Television: A Complete Guide to the Industry, New York: Peter Lang.

A rectangular box containing several handwritten signatures and initials in blue ink. From left to right, there is a stylized signature, a signature that appears to be 'hender', and a signature that appears to be 'Ruhela' with a circled 'A70' next to it.

INTRODUCTION TO ELECTRONIC MEDIA

CO-PO Mapping Matrix

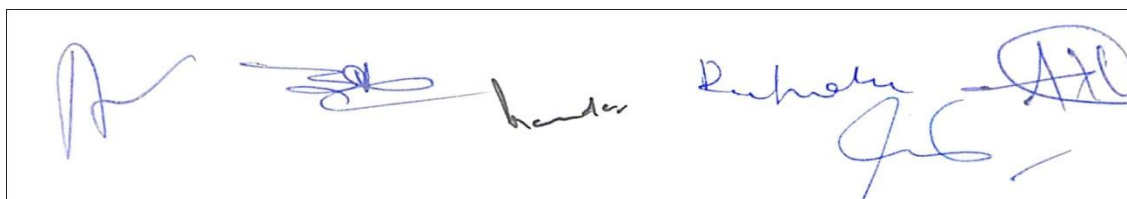
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	2.5	3	3	3	2.5
LO-2	3	3	3	3	2.5	3	2.5	3
LO-3	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	3	3	3
Average	3	3	3	2.87	2.87	3	2.87	2.87

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3
LO-2	3	3	3	2.5	3
LO-3	3	3	2	3	3
LO-4	3	3	3	3	2.5
Average	3	3	2.75	2.87	2.87

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	2.5	3	3	3	2.5	3	3	3	3	3
LO-2	3	3	3	3	2.5	3	2.5	3	3	3	3	2.5	3
LO-3	3	3	3	3	3	3	3	3	3	3	2	3	3
LO-4	3	3	3	3	3	3	3	3	3	3	3	3	2.5
Average	3	3	3	2.87	2.87	3	2.87	2.87	3	3	2.75	2.87	2.87



BA Mass Communication

WEB & MOBILE JOURNALISM

BA/MC/CC8

Time Allowed: 3 Hours

Max. Marks: 100
Theory Exam-70
Internal Assessment-30

Course Code	L	T	P	Total
BA/MC/CC8	5	1	0	6

Course Objectives: The course objective is to understand the basics of web & Mobile Journalism. Students also gain proficiency in specific uses of various types of digital media platforms and it will also provide understanding of etiquette of various social media.

Course Outcomes:

- CO1:** Students would gain understanding the concepts of web and social media.
- CO2:** Students would be able to utilize web & mobile tools for different developmental activities.
- CO3:** Students would be able to gain understanding of cyber ethics.
- CO4:** Students will comprehend the functionalities of mobile applications in journalism.

Important Instructions for the Examiner:

The examiner is required to set nine questions in all. The first question will be compulsory consisting of five short questions covering the entire Curriculum. In addition, eight more questions will be set comprising two questions from each module. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1 which will carry 2X5=10 marks . All the other questions shall carry 15 marks each.

Course Contents:

Module – I

- 1.1 Web Journalism-Introduction & Characteristics.
- 1.2 Foundations of web Journalism
- 1.3 Web news portal and E-paper
- 1.4 Web portal-layout & designing

Module – II

- 2.1 Citizen Journalism-blogs, vlogs, social media& podcasts.
- 2.2 Freelancing on the web media.
- 2.3 Online editing, layout & design.
- 2.4 Web as a Reporting Source.

Module – III

- 3.1 Marketing for web-SEO, AdSense, AdWords, PPC, Pops, Ad-Blocks, Direct Mails.
- 3.2 Role of Mobile in Live streaming,
- 3.3 OTT- concept, content opportunity & scope.
- 3.4 Advertisement on web & mobile applications.

Module – IV

- 4.1 Mobile journalism- Origins and Characteristics.
- 4.2 Differences and similarities in modes and applications of conventional journalism and mobile journalism.
- 4.3 Mobile news gathering– three open source voice, text and video applications.
- 4.4 Information revolution through Mobile applications.

The image shows several handwritten signatures and initials in blue ink. From left to right, there is a stylized signature, a signature that appears to say 'hander', and a signature that appears to say 'Ruhela' followed by initials 'JG' and a circled '10'.

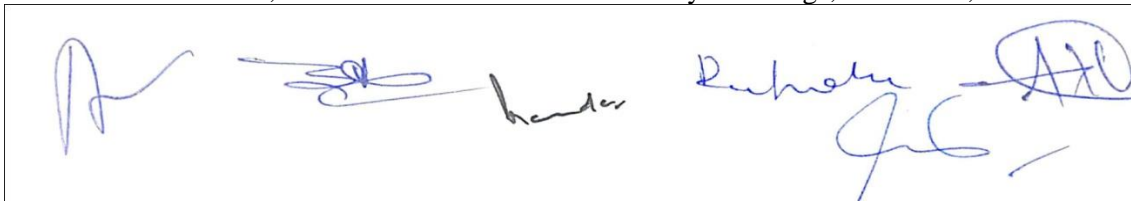
Students Activity:

1. Creating Blogs and writing.
2. Using FB, Twitter for social messages.
3. Analysis of Professional Facebook pages.
4. Any assignment given by concerned faculty.

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Suggested Readings:

1. AnkitLal, India Social, Hachette India 2017.
2. Rogers M. Everett, Communication Technology: The New Media Society, The Free Press, Collier Macmillan Publisher, London, 1986.
3. Michael Mandiberg, The Social Media Reader (eBook)
4. Tim Cigelske, Analytics to Action: A Guide to Social Media Measurement, Amazon Asia-Pacific Holdings Private Limited, 2017.
5. Dizard Wilson Jr. Old Media, New Mass Communication in the information Age, 2nd rd. Longman, New York, 1997.
6. Webster Frank, Theories of the information Society Routledge, New York, 1995.



WEB & MOBILE JOURNALISM

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	2.5	3	3	3	2.5
LO-2	3	3	3	3	3	3	3	3
LO-3	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	3	2.5	3
Average	3	3	3	2.87	3	3	2.87	2.87

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3
LO-2	3	3	3	2.5	3
LO-3	3	3	3	3	3
LO-4	3	3	2.5	3	2.5
Average	3	3	2.87	2.87	2.87

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	2.5	3	3	3	2.5	3	3	3	3	3
LO-2	3	3	3	3	3	3	3	3	3	3	3	2.5	3
LO-3	3	3	3	3	3	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	3	2.5	3	3	3	2.5	3	2.5
Average	3	3	3	2.87	3	3	2.87	2.87	3	3	2.87	2.87	2.87



BA Mass Communication

CREATIVE WRITING SKILLS

BA/MC/CC9

Time Allowed: 3 Hours

Max. Marks: 100
Theory Exam-70
Internal Assessment-30

Course Code	L	T	P	Total
BA/MC/CC9	5	1	0	6

Objectives: Imparting the students the knowledge about basic skills of writing not only for personal and official use but also for Media. To identify and analyse the need and importance of creative writing for Media. To provide the students in-depth and fundamental knowledge about creative writing in order to make them communicate its importance of in a better way.

Course Outcomes:

CO1. Students will be able to learn the fundamental of writing

CO2. Students will be able to news story in systematic way.

CO3. Students will be able to write features and articles with prescribe format.

CO4. Students will be able to write press releases and development articles.

Important Instructions for the Examiner:

The examiner is required to set nine questions in all. The first question will be compulsory consisting of five short questions covering the entire Curriculum. In addition, eight more questions will be set comprising two questions from each module. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1 which will carry 2X5=10 marks . All the other questions shall carry 15 marks each.

Course Contents:

Module – I

1.1 Script: Meaning and types of script

1.2 Role of a scriptwriter in media

1.3 Elements of good script

1.4 Process of scripting: idea formation, Opening and concluding

Module – II

2.1 Writing for visuals

2.2 Concept of spoken language

2.3 Relationship between narration and visuals Script layout: treatment, screenplay, shooting and editing script etc.

Module – III

3.1 Writing to sound

3.2 Elements of radio scripts for various formats

3.3 Stages of scripting and editing

3.4 Writing for different programme genres

Module – IV

4.1 Features of web writing

4.2 Techniques of web writing

4.3 Experimentation with language on internet

4.4 Emerging internet language in e-mail and net chatting, Blogging



Students Activity:

- Students will write 10 news stories on events happening around them
- Students will write an article, a feature, a news back grounder on any topic
- Students will write Minutes & Memos
- Students will write Development related feature & article

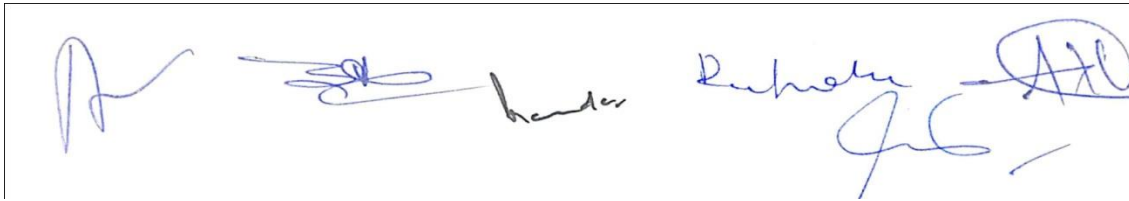
Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Open Educational Resources:

11. <https://www.youtube.com/watch?v=f6dVX-7zwAM>
12. <https://www.youtube.com/watch?v=mhZiv8I1JFE>
13. <https://www.slideshare.net/funkymervs/writing-for-print-media>
14. <https://eric.ed.gov/?id=ED090559>
15. <https://www.skillsyouneed.com/learn/styles-writing.html>
16. <https://ohiostate.pressbooks.pub/stratcommwriting/chapter/media-writing-skills/>
17. <https://grammar.yourdictionary.com/grammar-rules-and-tips/tips-for-writing-in-a-newspaper.html>
18. http://www.universityofcalicut.info/SDE/VI_Sem_english_writing_for_the_media.pdf
19. <https://writing.umn.edu/isw/assets/pdf/publications/Irving%20Fang.pdf>
20. <https://open.lib.umn.edu/mediaandculture/chapter/4-3-different-styles-and-models-of-journalism/>

Suggested Readings:-

5. Basic Media Writing by Melvin Mencher
6. Writing for the Mass Media (8th Edition) by James Glen Stovall
7. Writing for Digital Media by Brian Carroll: Taylor & Francis Journalism: Principles and Practice by Tony Harcup
8. Scholastic Journalism, 12th Edition by C. Dow Tate, Sherri A. Taylor Writing for Visual Media by Anthony Friedmann: Taylor & Francis



CREATIVE WRITING SKILLS

CO-PO Mapping Matrix

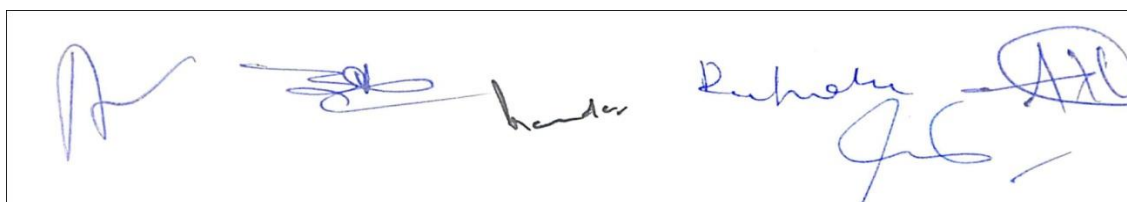
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	3	3	3	3	2.5
LO-2	3	3	3	3	3	3	3	3
LO-3	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	3	2.5	3
Average	3	3	3	3	3	3	2.87	2.87

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3
LO-2	3	3	3	2.5	3
LO-3	3	3	3	3	3
LO-4	3	3	2.5	3	2.5
Average	3	3	2.87	2.87	2.87

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3	3	3	2.5	3	3	3	3	3
LO-2	3	3	3	3	3	3	3	3	3	3	3	2.5	3
LO-3	3	3	3	3	3	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	3	2.5	3	3	3	2.5	3	2.5
Average	3	3	3	3	3	3	2.87	2.87	3	3	2.87	2.87	2.87



BA Mass Communication

BASICS OF COMPUTER

BA/MC/SEC1

Time Allowed: 3 Hours

Max. Marks: 100
Theory Exam-70
Internal Assessment-30

Course Code	L	T	P	Total
BA/MC/SEC1	4	0	0	4

Course Objectives: The course objective is to understand the basics of hardware and software of computers. Students will overcome with knowledge of various Operating Systems and types of Networks. Students will learn about MS Word and MS PowerPoint to make Document, creation, manipulation and storage of Chart and Slide Show Package.

Course Outcomes:

- CO1: Students will learn about working of computer.
- CO2: Students will be able to understand Software and Operating System.
- CO3: Students will have the knowledge of IT Communication.
- CO4: Students will learn about Document, creation, manipulation and storage of Chart & Slide Show Package.

Important Instructions for the Examiner:

The examiner is required to set nine questions in all. The first question will be compulsory consisting of five short questions covering the entire Curriculum. In addition, eight more questions will be set comprising two questions from each module. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1 which will carry 2X5=10 marks . All the other questions shall carry 15 marks each.

Course Contents:

Module – I

- 1.1 Computer- Introduction, Characteristics, Generations of Computer
- 1.2 Types of Computers, Basic computer applications
- 1.3 Computer hardware- Parts of Computer
- 1.4 Role of Computer & Internet in facelift of Media

Module – II

- 2.1 Memory- Real and virtual, ROM and RAM
- 2.2 Software Types- System Software & Application Software
- 2.3 Computer operating system- types & functions
- 2.4 Photo editing & Graphic design software and uses

Module – III

- 3.1 Application of MS Office (Word, Excel, PowerPoint)-Uses & functions.
- 3.2 Steps to make a Power Point presentation.
- 3.3 Formatting of Documents.
- 3.4 Basics of Adobe Photoshop, CorelDraw, and Quark press

Module – IV

- 4.1 Internet: introduction & its applications.
- 4.2 Internettools-email, browsing, search engine,blogs,vlogs, social media, OTT platforms.
- 4.3 Types of Internet Connections,Networking-Types & uses
- 4.4 Internet terminology- WWW, URL, ISP, Internet browsers, antivirus.

The image shows several handwritten signatures and initials in blue ink. On the left, there is a large, stylized signature. In the center, there is a signature that appears to be 'hender'. On the right, there is a signature that appears to be 'Ruhana' with a circled 'A' and 'X' next to it, and another signature below it.

Students Activity:

1. Presentation of Comparison of different Computers, Memory & Devices, Comparison of types of Hardware
2. Preparation of Files and folders in different O/S.
3. To find out type of network done and software available in Computer Lab. Presentation of paper document.
4. Preparation of Chart, Table and Graph for various medium.
5. Preparation Slide for Presentation on given topic.
6. Any other assignments given by the concerned Faculty.

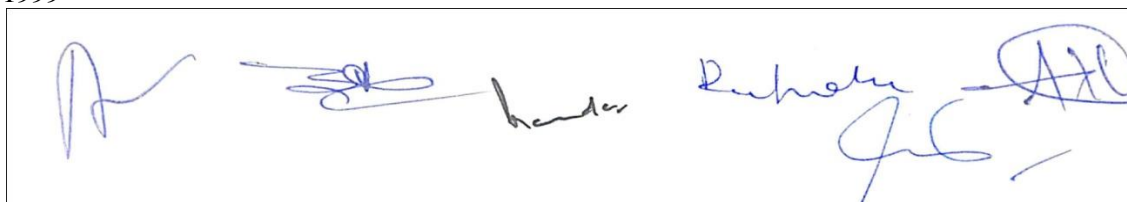
Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Open Educational Resources:

1. <https://www.chtips.com/computer-fundamentals/what-is-computer-fundamentals>
2. <http://www.cs.iit.edu/~virgil/cs470/Book/chapter1.pdf>
3. http://www.universityofcalicut.info/SDE/QB_Fundamentals_of_Computer.pdf
4. <https://dl.acm.org/doi/pdf/10.1145/1595453.1595491>
5. <https://dl.acm.org/doi/pdf/10.1145/1345375.1345421>
6. http://www.str-tn.org/computer_lessons_for_seniors_workbook.pdf
7. <http://blogs.rgj.com/cgi-bin/open/file.php?title=computer+lessons+for+seniors+workbook+pdf&id=492da93bb8ce9c09370413b913aec5a6>
8. <https://link.springer.com/content/pdf/10.3758/BF03203534.pdf>
9. <https://www.jstor.org/stable/pdf/1182276.pdf>
10. <http://files.eric.ed.gov/fulltext/ED339158.pdf>
11. <https://muse.jhu.edu/article/386027>

Suggested Readings:

1. S.K. Basandra, Computers Today, Galgotia Publications.
2. Alexis Leon & Mathews Leon, Fundamentals of Information Technology, Vikas Publishing House, New Delhi, 2009
3. V. K. Jain, Computer. EkParichay, S Publishers, ISBN-10: 9381448426, 2009
4. Peter Norton, Fundamentals of Computer, McGraw-Hill Inc, ISBN-10: 0028043375, 1997
5. V. Rajaraman, Fundamentals of Computers, 4th Edition (Paperback) By PHI, ISBN-10: 8120340116, 2010
6. Julia Kelly, Office XP: The Complete Reference, McGraw Hill Education, ISBN-10: 0070447233, 2001
7. I. Breeden, Exploring Microsoft Office XP, BPBPublications, ISBN-10: 8176564486, 2005
8. Peter Norton's Complete Guide To MS Office 2000 Publisher: BPB, ISBN-10: 8176353124, 1999

The image shows three handwritten signatures in blue ink. The first signature on the left is a stylized, cursive 'A'. The middle signature is more complex and includes the word 'header' written below it. The signature on the right is also cursive and includes a circled 'A' and 'X' at the end.

BASICS OF COMPUTER

CO-PO Mapping Matrix

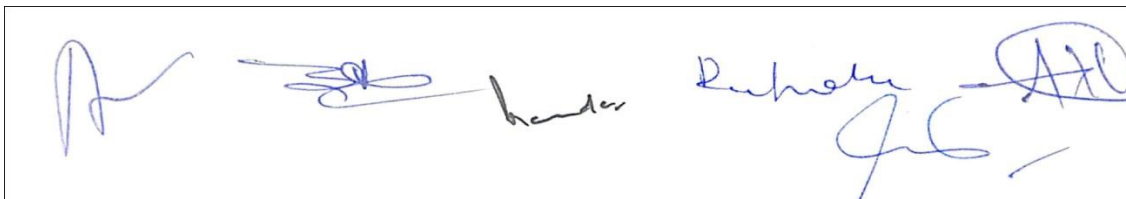
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	2.5	3	3	3	3
LO-2	3	3	3	3	2.5	3	3	3
LO-3	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	2.5	2.5	2
Average	3	3	3	2.87	2.87	2.87	2.87	2.75

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3
LO-2	3	3	3	2.5	2.5
LO-3	3	3	3	3	3
LO-4	3	3	2.5	3	2.5
Average	3	3	2.87	2.87	2.75

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	2.5	3	3	3	3	3	3	3	3	3
LO-2	3	3	3	3	2.5	3	3	3	3	3	3	2.5	2.5
LO-3	3	3	3	3	3	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	2.5	2.5	2	3	3	2.5	3	2.5
Average	3	3	3	2.87	2.87	2.87	2.87	2.75	3	3	2.87	2.87	2.75

Handwritten signatures and initials in blue ink, including a large signature on the left, a signature with the word 'header' written below it, and a signature with 'Ruhana' written above it and 'JG' below it, followed by a circled 'A10'.

BA Mass Communication

SOCIAL MEDIA

BA/MC/CC13

Time Allowed: 3 Hours

Max. Marks: 100
Theory Exam-70
Internal Assessment-30

Course Code	L	T	P	Total
BA/MC/CC13	5	1	0	6

Course objectives: The course aims at providing the students information about the role of social media in human life. The students will be able to know about the impact of social media on different sections of society and will be able to appreciate the need and necessity of rules and regulations for social media.

Course Outcomes:

CO1: Students will understand the prowess of Social media in human life.

CO2: Students will appreciate the importance of social media in different walks of life.

CO3: Students will appreciate significance of social media networking sites.

CO4: Students will learn the dynamics of social media networks.

Important Instructions for the Examiner:

The examiner is required to set nine questions in all. The first question will be compulsory consisting of five short questions covering the entire Curriculum. In addition, eight more questions will be set comprising two questions from each module. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1 which will carry 2X5=10 marks . All the other questions shall carry 15 marks each.

Course Contents:

Module – I

1.1 Social Media: definition and importance, Growth & Development of Social Media,

1.2 Relationship and use of Social Media in Society

1.3 Tools of Social Media,Citizen Journalism,

1.4 Social Media as Mirror of Society, Role of Social media in Building Relations.

Module – II

2.1 Social Media Networking Sites: Twitter, Facebook, Instagram, Snap chat, WhatsApp, You Tube etc.,

2.2 Story generatin and development, Dynamic of Social Media Networks novelty, strengths and weakness, Personal sphere and online communities.

2.3 Impact of Social Media on children and youth

2.4 Social Media: Voice of the Voiceless.

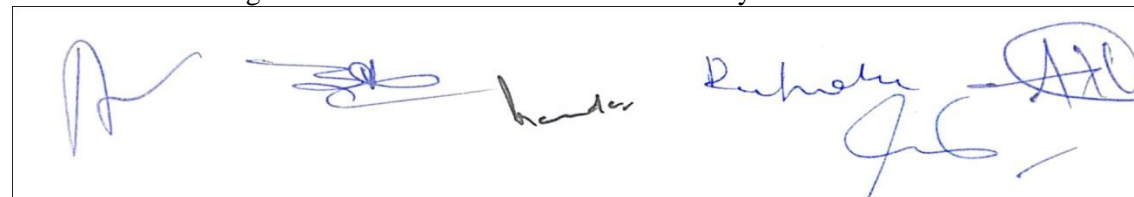
Module – III

3.1 Micro blogging, Content Creation and Sharing,

3.2 Social Media activism, Media as Social Reformer-Media and Rising Crime

3.3 Media and development of Scientific temperament split Personality, Actual and Virtual Personality.

3.4 Positive and Negative effects of Social Media.Authenticity issues of Social Media.



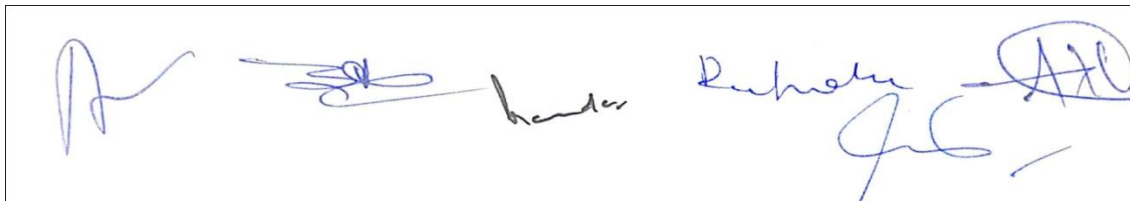
Module – IV

- 4.1 Security and privacy concerns, Need for a national ICT Policy
- 4.2 Social Media and nation Building, Social Responsibility of Social media
- 4.3 Social Media and Mobile Marketing, Social media in Journalism.
- 4.4 Public Relations and Advertising, Social media Ethics, Future of Social Media

Students Activity: Students will have to write class room assignments under the guidance and supervision of the concerned faculty, they will have to make PPT's about current social media scenario and its impact of people.

Suggested Readings:

1. Quesenberry, Keith A. (2020). Social Media Strategy, Rowman& Littlefield: Landon
2. Sperling, Matthew. (2020). Viral, Hachette: London
3. Clavio, Galen. (2020). Social Media and Sports, Human Kaintics Champaign: New York
4. Megale, Claudia et al (2020) Social Media and Social work, Policy Press: New York
5. Bredl, Klos (2017) Methods for analyzing social Media , Routledge: New York
6. McMahon, Ciaran. (2019). The Psychology of Social Media, Routledge: New York
7. Baghel, Dr. Sanjay Singh (2015) Social Media and Indian Youth, Apple Books: New Delhi
10. Bajwa, Dr. Sewa Singh (2021). Social Media: Divergent Paradigms, Friends Publishers: New Delhi
11. Bajwa, Dr. Sewa Singh (2020). Social Media: Opportunities & Challenges, KK Publishers: New Delhi

A horizontal line contains several handwritten signatures and initials in blue ink. From left to right, there is a stylized signature, a signature with a long horizontal stroke, the word 'hander' written in cursive, a signature that appears to be 'Ruhela', and a circled initial 'AXO' with a signature below it.

SOCIAL MEDIA

CO-PO Mapping Matrix

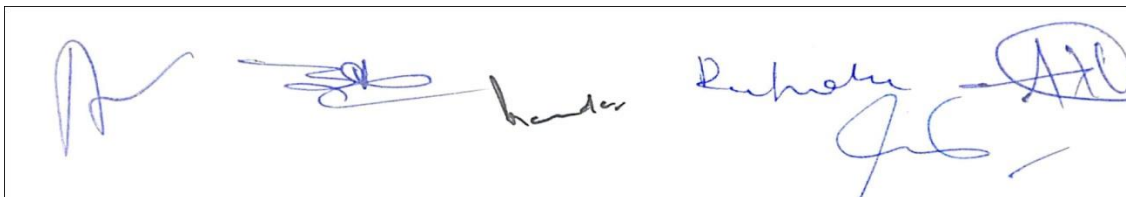
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	2.5	3	3	3	2.5
LO-2	3	3	3	3	3	3	3	3
LO-3	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	2.5	2.5	3
Average	3	3	3	2.87	3	2.87	2.87	2.87

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3
LO-2	3	3	2.5	2.5	3
LO-3	3	3	3	3	3
LO-4	3	3	3	3	2.5
Average	3	3	2.87	2.87	2.87

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	2.5	3	3	3	2.5	3	3	3	3	3
LO-2	3	3	3	3	3	3	3	3	3	3	2.5	2.5	3
LO-3	3	3	3	3	3	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	2.5	2.5	3	3	3	3	3	2.5
Average	3	3	3	2.87	3	2.87	2.87	2.87	3	3	2.87	2.87	2.87



BA Mass Communication

INFORMATION & COMMUNICATION TECHNOLOGY

BA/MC/CC10

Time Allowed: 3 Hours

Max. Marks: 100
Theory Exam-70
Internal Assessment-30

Course Code	L	T	P	Total
BA/MC/CC10	5	1	0	6

Course Objectives: The course objective is to impart knowledge of latest multimedia communication technology. It also provides extensive hands on training in the latest digital audio, video and multimedia technologies. It familiarizes and equips the students with a range of technical skills.

Course Outcomes:

CO1: Students will gain basic understanding of communication technology.

CO2: Students will have the basic knowledge of various audio editing tools.

CO3: Students will have hands on experience on video editing techniques.

CO4: Students will be able to communicate on social media effectively.

Important Instructions for the Examiner:

The examiner is required to set nine questions in all. The first question will be compulsory consisting of five short questions covering the entire Curriculum. In addition, eight more questions will be set comprising two questions from each module. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1 which will carry 2X5=10 marks . All the other questions shall carry 15 marks each.

Course Contents:

Module – I

- 1.1 Concept of Information Communication Technology, growth and development
- 1.2 Usage of Information Communication Technology
- 1.3 Adoption of technology
- 1.4 Diffusions of information Communication Technology and society

Module – II

- 2.1 Media Industry and Multimedia production
- 2.2 Multimedia channels
- 2.3 Implications of digital media convergence
- 2.4 Convergence and globalization

Module – III

- 3.1 Editing software: Introduction& Types
- 3.2 Image editing software (Photoshop): Interface, tools and Menus
- 3.3 Sound editing software (Sound Forge & Adobe Audition): Interface, tools and Menus
- 3.4 Video Editing Software (Adobe Premiere Pro& FCP): Interface, tools and Menus

Module – IV

- 4.1 Developing content for Website, blog contents
- 4.2 Developing content for social networking pages
- 4.3 Social media content management tools
- 1.1 Video conferencing platforms

Students Activity: Students will do practical training for handling image, sound and video editing software. They will create interactive videos, audio files or make some creative ideas with image editing. They also learn the usage of Teleconferencing, WhatsApp, Facebook, and Twitter.

The image shows several handwritten signatures and initials in blue ink. From left to right, there is a stylized signature, a signature that appears to say 'hander', and a signature that appears to say 'Ruhana' followed by initials 'AJD' and 'JES'.

Pedagogy for Course Delivery:

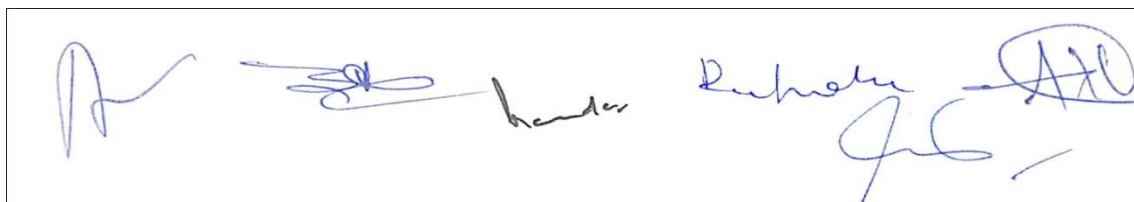
The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Open Educational Resources:

1. <https://thewritelife.com/how-to-start-a-blog/>
2. <https://blog.hootsuite.com/content-idea-cheat-sheet/>
3. <https://mailchimp.com/resources/top-12-types-of-social-media-content-to-create/>
4. <https://www.slideshare.net/alaasadik/audiovisual-media-presentation>
5. <https://www.youtube.com/watch?v=ef3gp2pl9IQ>
6. https://www.youtube.com/watch?v=YUULn71_G74
7. <https://www.youtube.com/watch?v=8ClwSNm362E>
8. https://www.youtube.com/watch?v=sbOvHUnhZ_o
9. https://en.wikipedia.org/wiki/Information_and_communications_technology
<https://www.forbes.com/sites/solrogers/2019/10/15/the-role-of-technology-in-the-evolution-of-communication/>
10. <https://themeisle.com/blog/best-free-blogging-sites/>

Suggested Readings:

1. Andrew Faulkner and Conrad Chavez , Adobe Photoshop cc , Pearson, 2018.
2. Maxim Jago, Adobe Premiere pro CC,Pearson Education,2018.
3. Adobe Creative Team, Adobe Premiere Pro CS6, Adobe Press; 1 edition 2012.
4. Kogent Learning Solutions Inc,Sound Forge Pro, DreamtechPress 2010.
5. Rogers M. Everett, Communication Technology: The New Media Society, The Free Press, Collier Macmillan Publisher, London, 1986.
6. Dizard Wilson Jr. Old Media, New Mass Communication in the information Age, 2nd rd. Longman, New York, 1997.
7. Webster Frank, Theories of the information Society Routledge, New York, 1995.



The image shows several handwritten signatures and initials in blue ink. From left to right, there is a large stylized 'A', a signature that appears to be 'S. Jago', the word 'header' written in a cursive script, a signature that appears to be 'Rohit', and a circled 'AJO' with some additional scribbles below it.

INFORMATION & COMMUNICATION TECHNOLOGY

CO-PO Mapping Matrix

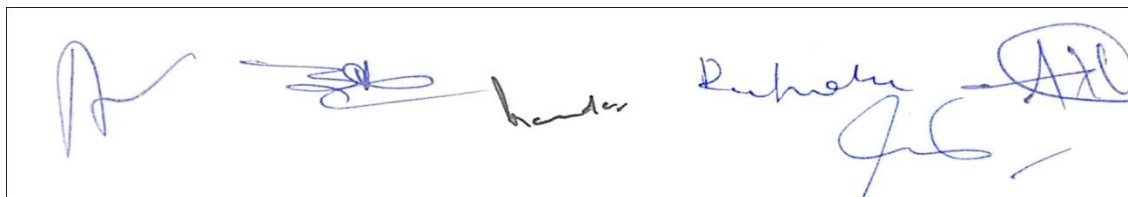
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	2.5	3	3	3	2.5
LO-2	3	3	3	2.5	2.5	3	2.5	3
LO-3	3	3	3	3	2.5	3	3	3
LO-4	3	3	3	3	3	3	2.5	2.5
Average	3	3	3	2.75	2.75	3	2.75	2.75

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3
LO-2	3	3	2.5	2.5	3
LO-3	3	3	3	3	2.5
LO-4	3	3	2.5	3	2.5
Average	3	3	2.75	2.75	2.75

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	2.5	3	3	3	2.5	3	3	3	3	3
LO-2	3	3	3	2.5	2.5	3	2.5	3	3	3	2.5	2.5	3
LO-3	3	3	3	3	2.5	3	3	3	3	3	3	3	2.5
LO-4	3	3	3	3	3	3	2.5	2.5	3	3	2.5	3	2.5
Average	3	3	3	2.75	2.75	3	2.75	2.75	3	3	2.75	2.75	2.75



BA Mass Communication
TRADITIONAL MEDIA
BA/MC/CC11

Time Allowed: 3 Hours

Max. Marks: 100
Theory Exam-70
Internal Assessment-30

Course Code	L	T	P	Total
BA/MC/CC11	5	1	0	6

Course Objectives: The course objective is to introduce the student to the concept of traditional community in the globalised world and alternatives to the mainstream media. The course sensitizes the student to the potential of using community-based traditional, new and folk media.

Course Outcomes:

CO1: Students will be able to understand the basics of traditional media

CO2: Students will be able to differentiate the concepts of offline and virtual communities.

CO2: Students will be able to recognize the alternative medium used by the people.

CO3: Students will be able to work with different alternative media channels.

Important Instructions for the Examiner:

The examiner is required to set nine questions in all. The first question will be compulsory consisting of five short questions covering the entire Curriculum. In addition, eight more questions will be set comprising two questions from each module. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1 which will carry 2X5=10 marks . All the other questions shall carry 15 marks each.

Course Contents:

Module – I

- 1.1 Evolution of Human Society
- 1.2 Concept of Tribe, Caste & Family
- 1.3 Traditional Folk Media: Introduction, Characteristics and Advantages
- 1.4 Traditional modes of Advertising

Module – II

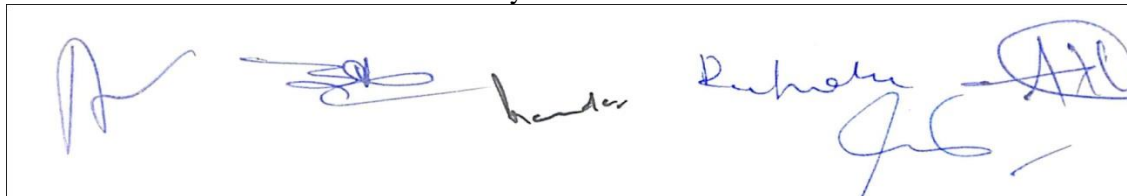
- 2.1 Traditional Folk variety in India,
- 2.2 Traditional Media & Social, Economic and Political awareness
- 2.3 Prominent Ballads of India,
- 2.4 Traditional Games and Sports

Module – III

- 3.1 Folk Theatre: Characteristics and Advantages
- 3.2 Prominent Folk Music & Dance forms of India with special reference to Punjab & Haryana
- 3.3 Puppetry –Role and Significance
- 3.4 Forms of Puppetry

Module – IV

- 4.1 Prominent Folk Theatrical forms in India, Street Theatre, IPTA
- 4.2 Folk Theatrical forms in Haryana
- 4.3 Limitations of Traditional Folk Media
- 4.4 Relevance of Folk Media in 21st century



Students Activity: Students will visit any community radio station to see the working of community media and prepare programme for the specific channel according to the need of locals.

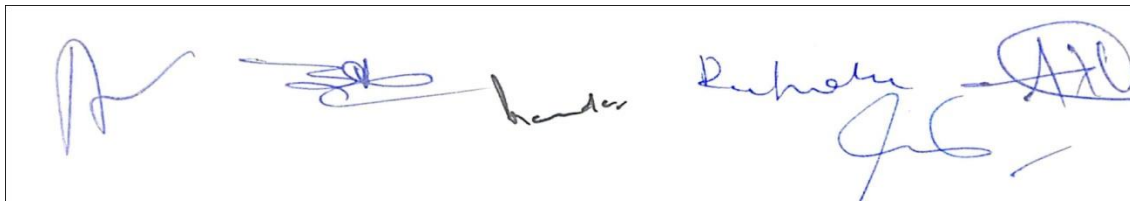
Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Open Educational Resources:

1. https://www.youtube.com/watch?v=_zIjKRbTTSFQ
2. <https://www.youtube.com/watch?v=zzlSwJwMO-0>
3. https://www.youtube.com/watch?v=_zIjKRbTTSFQ
4. <https://en.unesco.org/creativity/policy-monitoring-platform/strengthening-alternative>
5. <https://core.ac.uk/download/pdf/35468409.pdf>
6. <https://gramvaani.org/wp-content/uploads/2013/05/community-radio-indian-history.pdf>
7. <https://www.amity.edu/gwalior/jccc/democratizing%20the%20rural%20development%20in%20india-a%20case%20study%20of%20radio%20mewat.pdf>
8. <https://communityvoices.in/directory/media-maps/>

Suggested Readings:

1. Indian Institute of Mass Communication (1981). Communication and the Traditional Media: Papers and Proceedings of Seminar.
2. Kate Coyer, Tony Dowmunt and Alan Fountain (2007). The Alternative Media Handbook, New York and London: Routledge.
3. Keval J Kumar (2012). Mass Communication in India (4 thedn), Mumbai: Jaico Publishing House
4. Kevin Howley (2012). Understanding Community Media, Sage Publications.
5. Olga Bailey, Bart Cammaerts and NicoCarpentier (2008).
6. Tony Blackshaw (2010). Key Concepts in Community Studies, New Delhi: Sage.
7. Understanding Alternative Media, New York: Open University Press.



TRADITIONAL MEDIA

CO-PO Mapping Matrix

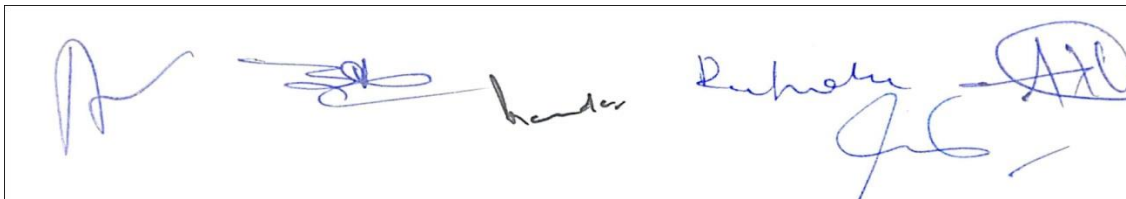
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	2.5	3	3	3	3
LO-2	3	3	3	3	3	3	3	3
LO-3	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	3	2.5	3
Average	3	3	3	2.87	3	3	2.87	3

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3
LO-2	3	3	3	3	3
LO-3	3	3	3	3	3
LO-4	3	3	2.5	3	2.5
Average	3	3	2.87	3	2.87

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	2.5	3	3	3	3	3	3	3	3	3
LO-2	3	3	3	3	3	3	3	3	3	3	3	3	3
LO-3	3	3	3	3	3	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	3	2.5	3	3	3	2.5	3	2.5
Average	3	3	3	2.87	3	3	2.87	3	3	3	2.87	3	2.87



BA Mass Communication

GRAPHICS AND ANIMATION

BA/MC/CC12

Time Allowed: 3 Hours

Max. Marks: 100
Theory Exam-70
Internal Assessment-30

Course Code	L	T	P	Total
BA/MC/CC12	5	1	0	6

Course Objectives: The objective of this course is to exposed to the basics of graphics and design. Students learn about the technologies involved behind the media productions. It will cover the print, electronic and digital content designing techniques and various component of photography and audio-visual production.

Course Outcomes:

CO1: Students will be able to understand about the element and principle of design.

CO2: Students will be able to work out on the layout of the newspaper, magazines and online publications etc.

CO3: Students will be able to handle digital camera and learn photographic techniques.

CO4: Students will be able to do audio and video production by using different techniques

Important Instructions for the Examiner:

The examiner is required to set nine questions in all. The first question will be compulsory consisting of five short questions covering the entire Curriculum. In addition, eight more questions will be set comprising two questions from each module. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1 which will carry 2X5=10 marks . All the other questions shall carry 15 marks each.

Course Content:

Module- I

- 1.1 Concept and philosophy of graphics and production.
- 1.2 Elements of design & principles of design.
- 1.3 Fundamentals of Computer Graphics
- 1.4 Multimedia elements- Text, Graphics, Audio, Video & Animation.

Module- II

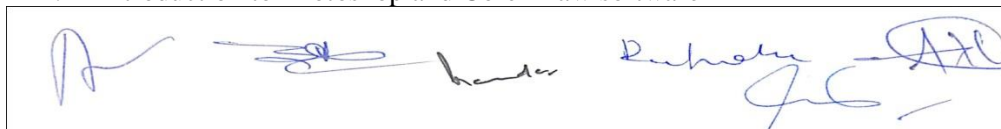
- 2.1 Introduction to various type of print and online publication designing
- 2.2 Leaflets, Pamphlets, Booklets, Brochures
- 2.3 Layout of Newspaper & Magazines.
- 2.4 Posters, Books, Folders, Packages

Module- IV

- 3.1 Fundamentals of Animation.
- 3.2 Principles of Animation.
- 3.3 Types of Photography.
- 3.4 Different digital image formats- RAW, BMP, JPEG, PNG, GIF, TIFF, Resolution, Aspect Ratio & Pixel

Module- IV

- 4.1 Concepts of 2D & 3D Animation
- 4.2 Concept of Digital Audio & Video
- 4.3 Introduction of Maya
- 4.4 Introduction to Photoshop and CorelDraw software



Students Activity: Students will design poster, leaflets, pamphlets, audio, video production on any topic given by the concerned teacher using the editing software.

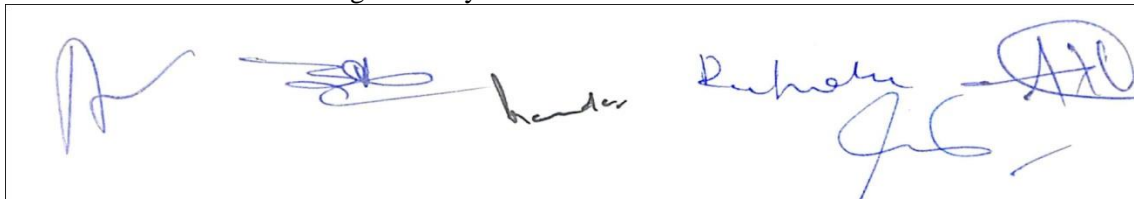
Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Open Educational Resources –

1. <https://opentextbc.ca/graphicdesign/front-matter/introduction/>
2. https://en.wikipedia.org/wiki/Graphic_design
3. https://en.wikipedia.org/wiki/Graphic_design#History
4. https://en.wikipedia.org/wiki/Graphic_design#Applications
5. https://en.wikipedia.org/wiki/Graphic_design#Skills
6. https://en.wikipedia.org/wiki/Graphic_design#Tools
7. https://study.com/articles/Graphic_Design_Production_Job_Description_and_Info_for_Students_Considering_a_Career_in_Graphic_Design_Production.html
8. <https://www.slideshare.net/debbieanhall/digital-graphics-production-methods>
9. <https://www.youtube.com/watch?v=YqQx75OPRa0>

Suggested Readings:

1. Rob Thompson. Graphics and Packaging Production (The Manufacturing Guides)
2. Alan Pipes. Production For Graphic Designers
3. Jim Owens, Gerald Millerson. Television Production
4. Jim Owens , Gerald Millerson. Video production Handbook
5. Herbert Zettl, Video Basics 7
6. Herbert Zettl. Television Production Handbook (Wadsworth Series)
7. Gates Richard. Production Management For Film And Video
8. Francis Glebas. Directing the Story



GRAPHICS AND ANIMATION

CO-PO Mapping Matrix

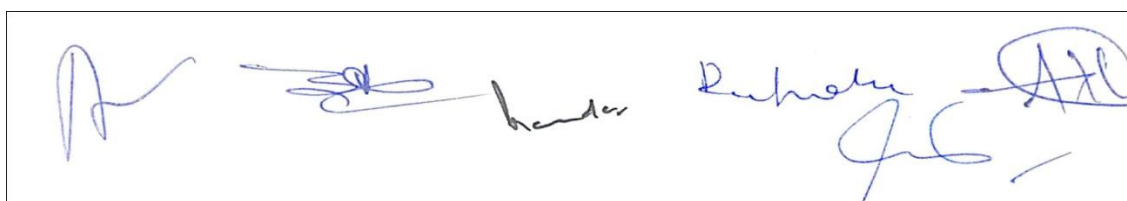
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	2.5	3	3	3	2.5
LO-2	3	3	3	3	3	3	3	3
LO-3	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	3	3	3
Average	3	3	3	2.87	3	3	3	2.87

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3
LO-2	3	3	3	2.5	3
LO-3	3	3	3	3	3
LO-4	3	3	2.5	3	2.5
Average	3	3	2.87	2.87	2.87

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	2.5	3	3	3	2.5	3	3	3	3	3
LO-2	3	3	3	3	3	3	3	3	3	3	3	2.5	3
LO-3	3	3	3	3	3	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	3	3	3	3	3	2.5	3	2.5
Average	3	3	3	2.87	3	3	3	2.87	3	3	2.87	2.87	2.87



BA Mass Communication MEDIA PRODUCTION

BA/MC/SEC2

Time Allowed: 3 Hours

Max. Marks: 100
Theory Exam-70
Internal Assessment-30

Time Allowed: 3 Hours

Production Portfolio:50 Viva:50

Course Code	L	T	P	Total
BA/MC/SEC2	2	0	2	4

Course Objectives: The course objective is to understand impactful writing that will help to accelerate effective communication and employability.

Course Outcomes:

CO1: Students will be able to learn poster making, pamphlets, making and caption writing

CO2: Students will be able to write book and film reviews

CO3: Students will be able to write articles, features and news reports

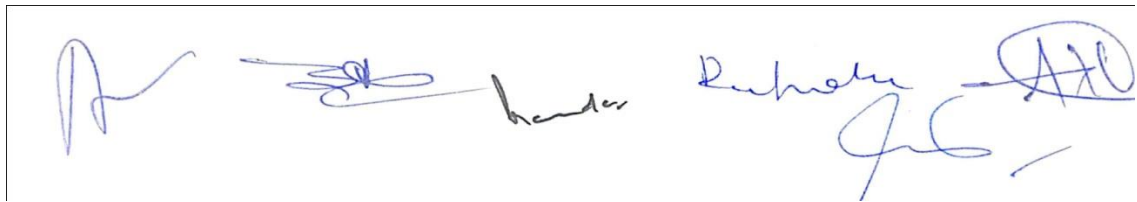
CO4: Students will be able to learn page make up skills

Course Contents:

Sr. No.	Items	No.(s) of Item
1	News writing	5
2	Book Review	2
3	Letter to Editor	2
4	Photo Caption	2
5	Article	3
6	Feature	3
7	Press Release	3
8	Poster, Pamphlets (on any Social, Political, Economic issue)	2
9	Caption writing for photographs	6
10	Newspaper Page make up	1
11	Films Review	2
	Total items	31

Important Instructions for the Course Coordinator, Examiner and the Students:

Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher as signs work corrects and need be asking for rewrite and puts his signature on each and every work assigned with date. Portfolio is for 40 marks and Viva will be for 30 marks. A student who does not have the portfolio will not be allowed to appear for the exam.



MEDIA PRODUCTION

CO-PO Mapping Matrix

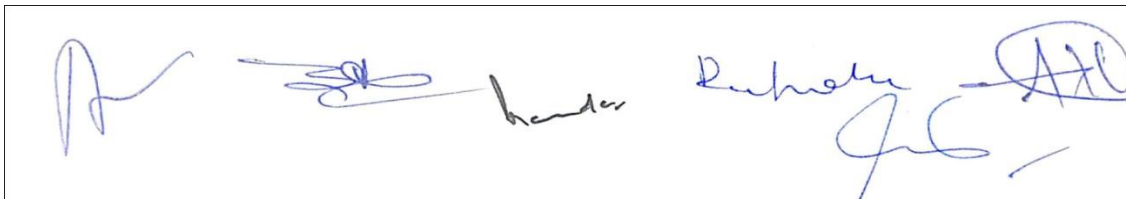
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	3	3	3	3	3
LO-2	3	3	3	3	3	3	3	3
LO-3	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	3	3

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3
LO-2	3	3	3	3	2.5
LO-3	3	3	3	2.5	3
LO-4	3	3	2.5	3	2.5
Average	3	3	2.87	2.87	2.75

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3	3	3	3	3	3	3	3	3
LO-2	3	3	3	3	3	3	3	3	3	3	3	3	2.5
LO-3	3	3	3	3	3	3	3	3	3	3	3	2.5	3
LO-4	3	3	3	3	3	3	3	3	3	3	2.5	3	2.5
Average	3	3	3	3	3	3	3	3	3	3	2.87	2.87	2.75



BA Mass Communication
SPORTS JOURNALISM
BA/MC/GEC2

Time Allowed: 3 Hours

Max. Marks: 100
Theory Exam-70
Internal Assessment-30

Course Code	L	T	P	Total
BA/MC/GEC2	2	0	2	4

Objectives: Imparting basic understanding of the need to know about sports journalism. This paper will enable the students to learn various fields of sports journalism and it will also make them understand the importance of sports journalism in the world of mass media. It will hone their skills to become impressive sports journalist.

Course Outcomes:

CO1: Students will be able to understand basics of sports journalism

CO2: Students will be able to develop flair for writing for sports columns

CO3: Students will be able to learn about sports photography and sports TV channels

CO4: Students will be able to learn about traditional games and sports as well as the coverage of traditional sports on TV

Important Instructions for the Examiner:

The examiner is required to set nine questions in all. The first question will be compulsory consisting of five short questions covering the entire Curriculum. In addition, eight more questions will be set comprising two questions from each module. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1 which will carry 2X5=10 marks. All the other questions shall carry 15 marks each.

Course Content:

Module- I

- 1.1 Sports Journalism: Concept & Scope
- 1.2 Sports News: Concept, Contents & Definition
- 1.3 Sports News Values, Sources of News,
- 1.4 News Style, Accuracy, Objectivity & Fairness in Sports Writing

Module- II

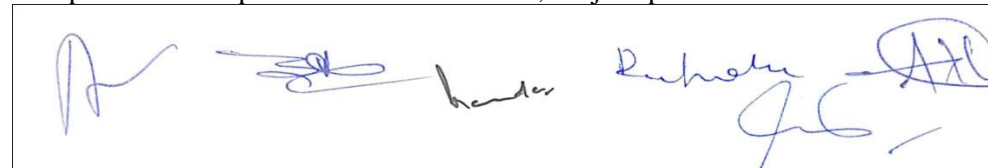
- 2.5 Sports Writing, The Language of Sports Journalism, Freelance Sports Journalism,
- 2.6 Sports Pages of English & Language News Papers
- 2.7 Syndicated Sports Journalism, Politics and Sports
- 2.8 Sports as Entertainment

Module- III

- 1.5 Sports Photography
- 1.6 Sports Magazines
- 1.7 Sports TV Channels, Sports Commentary
- 1.8 Sports Culture, Sports Mania

Module- IV

- 4.1 Traditional Indian Games and Sports
- 4.2 Place of India in International Sports
- 4.3 Television and coverage Traditional Games
- 4.4 Sports News Paper: Need & Probabilities, Major Sports Issues

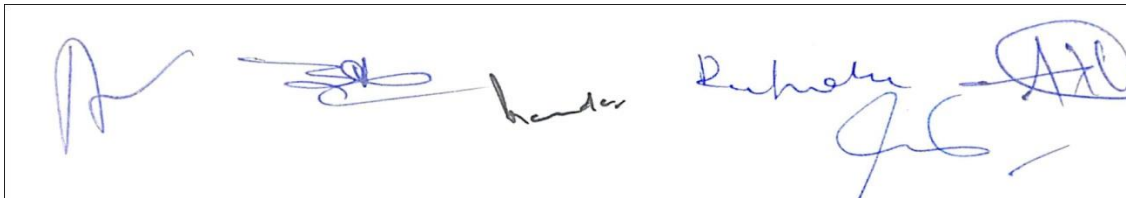


Students Activity: Students will learn to write news stories for print media and make a portfolio of the news stories covering sports events around them. (At least 10 news)

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Suggested Readings:

1. Bruce D. Itule, and Douglas A. Anderson. 'News Writing and Reporting for Today's Media', McGraw Hill, New Delhi, 2003.
2. George A Hough, 'News Writing', Kanishka Publishers, New Delhi, 2006.
3. George, A. H. (1990). News Writing, Kanishka Publications.
4. Harold Evans, 'Newsman's English' William Hainemann Ltd, 1972.
5. Itule & Anderson (2002). News Writing and reporting for today's media, McGraw Hill Publication
6. Julian Harris, Kelly Leiter, Stanley, Johnson, 'The Complete Reporter', Macmillan Publishing Co, New York.
7. M.L. Stein. and Susan F Paterno, 'The News Writer's Hand book,' Surjeet Publications, New Delhi, 2003.
8. Stein, P. & Burnett (2000), News writer's Handbook: An Introduction to Journalism, Blackwell Publishing.



SPORTS JOURNALISM

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	3	3	3	3	2.5
LO-2	3	3	3	2.5	2.5	3	3	3
LO-3	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	3	2.5	3
Average	3	3	3	2.87	2.87	3	2.87	2.87

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3
LO-2	3	3	3	2.5	3
LO-3	3	3	2	3	3
LO-4	3	3	3	3	2.5
Average	3	3	2.75	2.87	2.87

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3	3	3	2.5	3	3	3	3	3
LO-2	3	3	3	2.5	2.5	3	3	3	3	3	3	2.5	3
LO-3	3	3	3	3	3	3	3	3	3	3	2	3	3
LO-4	3	3	3	3	3	3	2.5	3	3	3	3	3	2.5
Average	3	3	3	2.87	2.87	3	2.87	2.87	3	3	2.75	2.87	2.87

BA Mass Communication
COMMUNICATION SKILLS
BA/MC/CC13

Time Allowed: 3 Hours

Max. Marks: 100
Theory Exam-70
Internal Assessment-30

Course Code	L	T	P	Total
BA/MC/CC13	5	1	0	6

Course Objectives: The course objective is to build the leadership and interpersonal skills of students. The skills learned in this course will help a student to create an understanding of impactful writing as well as employability skills in professional and personal life besides adding to their skills as a mass communication practitioner.

Course Outcomes:

CO1: Students will have the knowledge about the elements of effective communication skills

CO2: Students will be able to have the understanding of effective and impressionable writing

CO3: Students would be able to understand the significance of speech communication

CO4: Students will be having the knowledge of employment related communication

Important Instructions for the Examiner:

The examiner is required to set nine questions in all. The first question will be compulsory consisting of five short questions covering the entire Curriculum. In addition, eight more questions will be set comprising two questions from each module. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1 which will carry 2X5=10 marks . All the other questions shall carry 15 marks each.

Course Contents:

Module – I

- 1.1 Need for Effective communication, Language & Communication
- 1.2 Types of General Communication and Professional Communication
- 1.3 Improving Writing skills
- 1.4 Essentials of good Writing styles expressions & words to be avoided

Module II

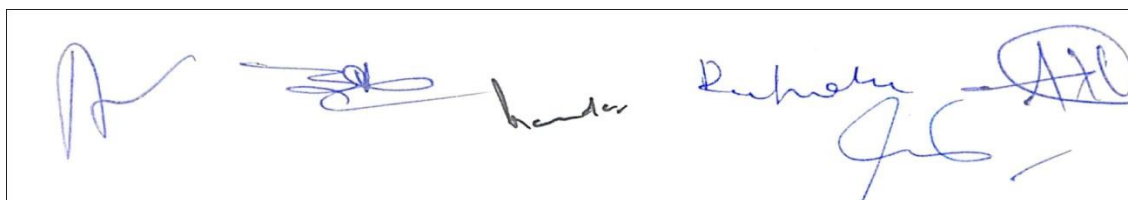
- 2.1 Developing Effective Listening Skills
- 2.2 Types of listening
- 2.3 Barriers to effective listening and their Remedies
- 2.4 Techniques for Effective Listening

Module III

- 3.1 Presentation Technique: Audio and Video
- 3.2 Public Speaking skills
- 3.3 Reading skills: purpose, audience, locale, steps in making presentation
- 3.4 Conversation and Role play

Module IV

- 4.1 Writing skills: Emails, Blog Writing,
- 4.2 Business Letters: Memo, Minutes, Notice
- 4.3 Job application & CV preparation
- 4.4 Report Writing: Types and writing skills

The image shows four distinct handwritten signatures or initials in blue ink. From left to right: a stylized 'A', a signature that appears to be 'Sandeep', a signature that appears to be 'Ruhela', and a signature that appears to be 'J.S.' with a circled 'AHO' above it.

Students Activity:

1. Submit any five case study assignment that illustrates effective communication.
2. Classroom presentations on contemporary issues.

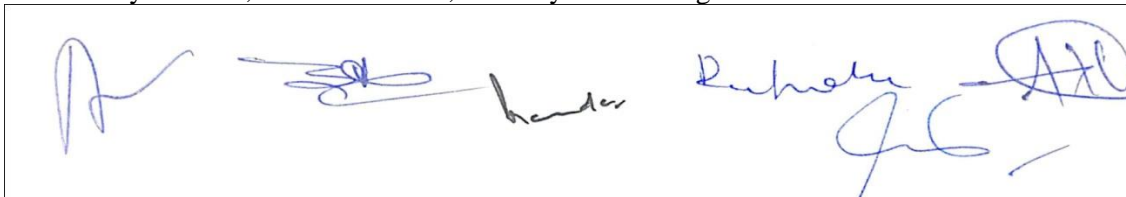
Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Open Educational Resources:

1. <https://blog.smarp.com/top-5-communication-skills-and-how-to-improve-them>
2. <https://www.skillsyouneed.com/ips/improving-communication.html>
3. <https://www.skillsyouneed.com/ips/verbal-communication.html>
4. <https://www.mindtools.com/page8.html>
5. <https://www.habitsforwellbeing.com/9-effective-communication-skills/>
6. <https://www.northeastern.edu/graduate/blog/corporate-communication-skills/>
7. <https://hubworks.com/blog/ten-communication-skills-every-young-professional-needs-to-know.html>
8. <https://thebritishschoolofetiquette.com/what-is-etiquette/>
9. <https://www.thespruce.com/what-is-etiquette-and-why-is-it-important-1216650>

Suggested Readings:

1. AggarwalVirbala, Gupta V.S., Handbook of Mass communication & Journalism, Concept publishing company.
2. Effective communication skills by John Neilson.
3. Handbook of communication and social interaction skills by John O. Greene, Brant Burleson
4. Improve your communication skills by Alan Barker, Kogan Page Publisher.
5. Rayudu C.S., Communication, Himalaya Publishing House.

A rectangular box containing several handwritten signatures and initials in blue ink. From left to right, there is a stylized signature, a signature that appears to be 'Sandeep', the name 'Ruhana' written above a signature, and a circled 'A20' next to another signature.

COMMUNICATION SKILLS

CO-PO Mapping Matrix

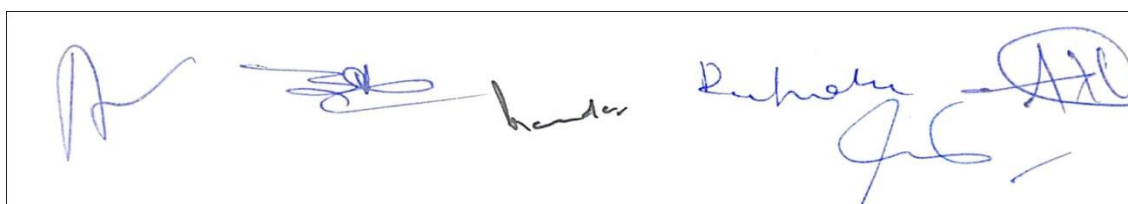
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	3	3	3	3	2.5
LO-2	3	3	3	3	2.5	3	3	3
LO-3	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	3	2.5	3
Average	3	3	3	3	2.87	3	2.87	2.87

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3
LO-2	3	3	2.5	3	3
LO-3	3	3	3	2.5	3
LO-4	3	3	3	3	2.5
Average	3	3	2.87	2.87	2.87

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3	3	3	2.5	3	3	3	3	3
LO-2	3	3	3	3	2.5	3	3	3	3	3	2.5	3	3
LO-3	3	3	3	3	3	3	3	3	3	3	3	2.5	3
LO-4	3	3	3	3	3	3	2.5	3	3	3	3	3	2.5
Average	3	3	3	3	2.87	3	2.87	2.87	3	3	2.87	2.87	2.87



BA Mass Communication

NEW MEDIA

BA/MC/DSE1 (opt-i)

Time Allowed: 3 Hours

Max. Marks: 100
Theory Exam-70
Internal Assessment-30

Course Code	L	T	P	Total
BA/MC/DSE1	5	1	0	6

Course Objectives: The course objective is to understand the basics of new media landscape. Students also gain proficiency in specific uses of various types of digital media platforms and it will also provide understanding of etiquette of various social media.

Course Outcomes:

CO1: Students will gain understanding the concepts of digital and social media.

CO2: Students will be able to utilize digital social media tools for different developmental activities.

CO3: Students will be able to gain understanding of cyber ethics.

CO4: Students will comprehend the functionalities of social media.

Important Instructions for the Examiner:

The examiner is required to set nine questions in all. The first question will be compulsory consisting of five short questions covering the entire Curriculum. In addition, eight more questions will be set comprising two questions from each module. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1 which will carry 2X5=10 marks . All the other questions shall carry 15 marks each.

Course Contents:

Module – I

- 1.1 New Media: Meaning, Definitions and Growth
- 1.2 Nature and Scope of New Media
- 1.3 Computer-mediated-communication (CMC)
- 1.4 User-Generated Content (UGC) & web 2.0

Module – II

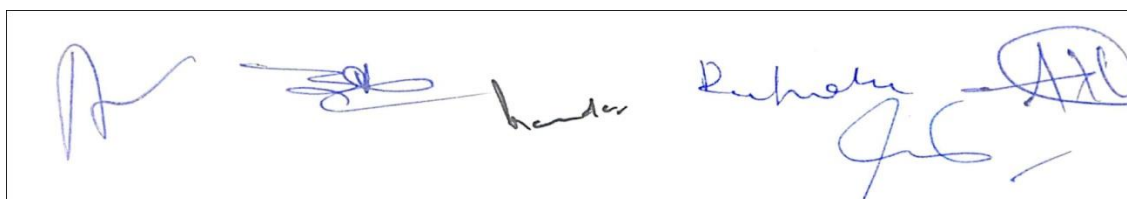
- 2.1 Information society & Network society
- 2.2 Information Communication Technology (ICT)
- 2.3 WWW, Web browsers, Search Engines
- 2.4 Netiquettes, ICANN, Internet governance

Module – III

- 3.1 Social Media: Introduction, Platform
- 3.2 Types & Features of Social Media
- 3.3 Impact of social networking sites
- 3.4 Virtual Communities

Module – IV

- 4.1 Social Media Marketing
- 4.2 Social Media Risk and Challenges
- 4.3 Emerging trends in New Media
- 4.4 Ethics for social media use

The image shows a horizontal line with several handwritten signatures and initials in blue ink below it. From left to right, there is a stylized signature, a signature that appears to be 'hander', a signature that appears to be 'Ruhela', and a signature that appears to be 'JES' with a circled 'A' and 'X' above it.

Students Activity:

1. Creating Blogs and writing.
2. Using Twitter for social messages.
3. Analysis of Professional Facebook pages.
4. Any assignment given by concerned faculty.

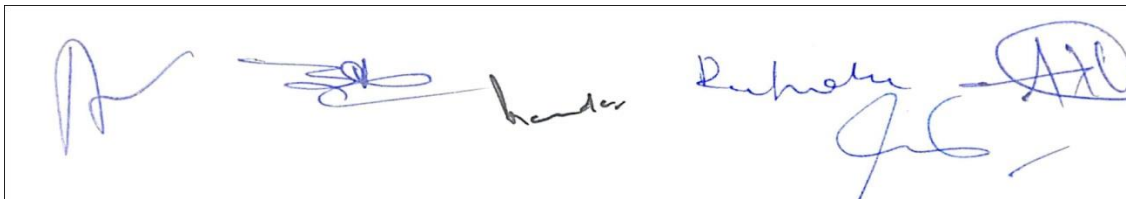
Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Open Educational Resources:

1. <https://www.youtube.com/watch?v=oq9dySp74i8>
2. <https://www.youtube.com/watch?v=EJGHRXqExYU>
3. <https://www.youtube.com/watch?v=oq9dySp74i8>
4. <https://www.youtube.com/watch?v=Bji7J9H3F74>
5. <http://shodhganga.inflibnet.ac.in/bitstream/10603/72639/8/chapter%203.pdf>
6. <https://www.youtube.com/watch?v=0qjqGFdfoAg>
7. <https://www.youtube.com/watch?v=XsQW3n4INLs>
8. <https://www.youtube.com/watch?v=XsQW3n4INLs>
9. <https://www.youtube.com/watch?v=XsQW3n4INLs>

Suggested Readings:

1. Rogers M. Everett, Communication Technology: The New Media Society, The Free Press, Collier Macmillan Publisher, London, 1986.
2. Dizard Wilson Jr. Old Media, New Mass Communication in the information Age, 2nd rd. Longman, New York, 1997.
3. Webster Frank, Theories of the information Society Routledge, New York, 1995.
4. Michael Mandiberg, The Social Media Reader (eBook)
5. AnkitLal, India Social, Hachette India 2017.
6. Tim Cigelske, Analytics to Action: A Guide to Social Media Measurement, Amazon Asia-Pacific Holdings Private Limited, 2017.



The image shows a horizontal line with several handwritten signatures and initials in blue ink. From left to right, there is a stylized signature, a signature that appears to be 'Sudhakar', a signature that appears to be 'Ruhela', and a circled initial 'AKO' with a signature below it.

NEW MEDIA

CO-PO Mapping Matrix

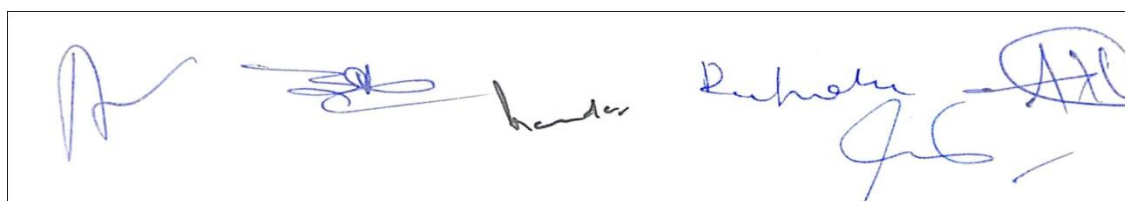
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	2.5	3	3	3	2.5
LO-2	3	3	3	3	3	3	3	3
LO-3	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	3	2.5	3
Average	3	3	3	2.87	3	3	2.87	2.87

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3
LO-2	3	3	3	3	2.5
LO-3	3	3	3	3	3
LO-4	3	3	3	3	3
Average	3	3	3	3	2.87

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	2.5	3	3	3	2.5	3	3	3	3	3
LO-2	3	3	3	3	3	3	3	3	3	3	3	3	2.5
LO-3	3	3	3	3	3	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	3	2.5	3	3	3	3	3	3
Average	3	3	3	2.87	3	3	2.87	2.87	3	3	3	3	2.87



BA Mass Communication
ADVERTISING
BA/MC/DSE1(opt-ii)

Time Allowed: 3 Hours

Max. Marks: 100
Theory Exam-70
Internal Assessment-30

Course Code	L	T	P	Total
BA/MC/DSE1opt-ii	5	1	0	6

Course Objectives: The course objective is to understand basic concepts of advertising and its development. It will aware the importance of advertising in the media and encourage graduates for self-employability. It will also enhance the knowledge of the functioning of advertising agencies, campaign planning and Marketing Research.

Course Outcomes:

CO1: Students would learn development of advertising and basic concepts

CO2: Students would be able to know about the role and importance of advertising in media

CO3: Students would know about advertising agencies

CO4: Students would know about the advertising industry and its functioning

Important Instructions for the Examiner:

The examiner is required to set nine questions in all. The first question will be compulsory consisting of five short questions covering the entire Curriculum. In addition, eight more questions will be set comprising two questions from each module. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1 which will carry 2X5=10 marks . All the other questions shall carry 15 marks each.

Course Contents:

Module – I

- 1.1 Advertising: concept, definitions, importance of advertising
- 1.2 Functions of advertising
- 1.3 Types of advertising
- 1.4 Advertising Appeals

Module – II

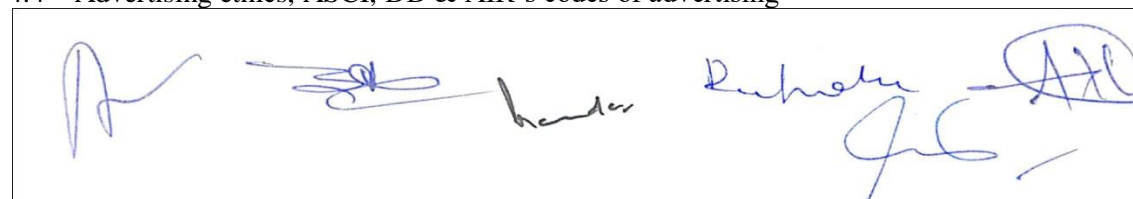
- 2.1 Parts of Advertisements
- 2.2 Advertising in various Media.
- 2.3 Advantage and Disadvantage of Various Media advertising
- 2.4 Laws relating to advertising in India

Module – III

- 3.1 Advertising agencies, growth and development
- 3.2 Structure of Ad agencies
- 3.3 Functions of advertisement agencies
- 3.4 Advertising budget

Module – IV

- 4.1 Digital Advertising
- 4.2 Determining online advertising appropriation: CPV, CTR, CPC, CPM, CPT
- 4.3 Branding the product, Brand Image
- 4.4 Advertising ethics, ASCI, DD & AIR's codes of advertising



Students Activity:

1. Students will do the activity in the form of Media hunts, Media fest, Media quizzes, ad exhibition and design advertisements (banner, poster, pamphlets etc.) for the events.
2. Students will identify the target audience and copy testing; teachers will help the students to visit different segments or groups of society.
3. Students will also prepare a chart containing a list of national and international ad agencies.

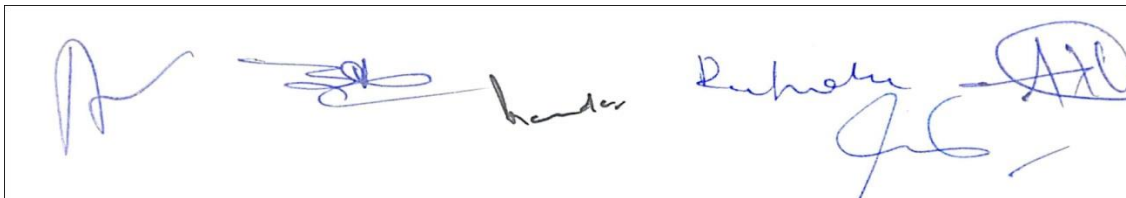
Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Open Educational Resources:

1. <https://study.com/academy/topic/advertising-lesson-plans-resources.html>
2. https://docs.google.com/document/d/1dY_dIKumUs7-4AgSTnoyDOq8yG8MNqMNOACKeKj09HE/copy
3. <https://www.kennedy-center.org/education/resources-for-educators/classroom-resources/articles-and-how-tos/articles/collections/getting-parents-involved/raising-art-smart-students-in-the-21st-century/>
4. <https://www.youtube.com/watch?v=D5DghDggULM>
5. https://www.youtube.com/watch?v=Faz0YLa_fHE
6. <https://www.youtube.com/watch?v=ueTP1kMXxzE>
7. <http://www.readwritethink.org/classroom-resources/lesson-plans/persuasive-techniques-advertising-1166.html?tab=4>

Suggested Readings:

1. Batra Rajeev & other, advertising management (fifth edition), Publisher- prentice hall of India, New Delhi, 2000.
2. Chunawalla SA & Sethia KC, foundations of Advertising Theory and practice, publisher- Himalaya Publishing House, Delhi, 2000.
3. Chunawalla SA other advertising theory and practice, publisher- Himalaya publishing house, Delhi, 2009.



The image shows a rectangular box containing handwritten text and signatures. On the left, there is a large, stylized signature. In the center, the word "header" is written in a cursive hand. On the right, there is another signature, possibly "Ruhana", followed by a circled signature that appears to be "AKO".

ADVERTISING

CO-PO Mapping Matrix

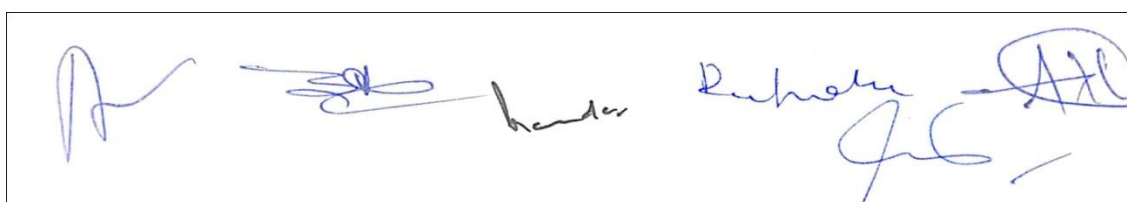
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	3	3	3	3	3
LO-2	3	3	3	3	2.5	3	3	3
LO-3	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	3	3	3
Average	3	3	3	3	2.87	3	3	3

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3
LO-2	3	3	2.5	2.5	3
LO-3	3	3	3	3	3
LO-4	3	3	2.5	3	2.5
Average	3	3	2.75	2.87	2.87

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3	3	3	3	3	3	3	3	3
LO-2	3	3	3	3	2.5	3	3	3	3	3	2.5	2.5	3
LO-3	3	3	3	3	3	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	3	3	3	3	3	2.5	3	2.5
Average	3	3	3	3	2.87	3	3	3	3	3	2.75	2.87	2.87



BA Mass Communication
RADIO JOURNALISM
BA/MC/DSE1(opt-iii)

Time Allowed: 3 Hours

Max. Marks: 100
Theory Exam-70
Internal Assessment-30

Course Code	L	T	P	Total
BA/MC/DSE1opt-iii	4	0	0	4

Objectives: Imparting basic understanding of Radio as a medium of mass communication. To identify and analyse the need and importance of Radio as a vehicle of communication for public. To provide the students in-depth and fundamental knowledge about Radio in order to make them understand the importance of Radio in a better way.

Course Outcomes:

CO1: Students will be able to cover events using mobile phones and write news stories.

CO2: Students can produce Radio News Bulletin.

CO3: Students will be able to interview, make radio jingles.

CO4: Students will be able to apply production techniques in programme production.

Important Instructions for the Examiner:

The examiner is required to set nine questions in all. The first question will be compulsory consisting of five short questions covering the entire Curriculum. In addition, eight more questions will be set comprising two questions from each module. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1 which will carry 2X5=10 marks. All the other questions shall carry 15 marks each.

Course Contents:

Module – I

- 1.1 History of Radio in India
- 1.2 Radio News Reporting, Sound Bites, News reels
- 1.3 News Writing & Editing
- 1.4 Radio Commentary, Radio Bridge

Module – II

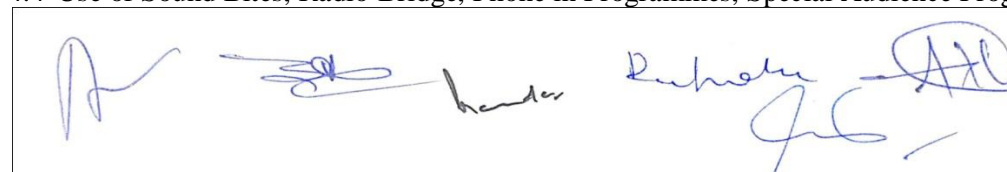
- 2.1 Basics of Audio Production
- 2.2 Radio Genres: Formats, Peculiarities & Purpose
- 2.3 Concept of Phone in Programmes, Special Audience Programmes
- 2.4 Script Writing for Radio Programmes

Module – III

- 3.1 Audio Recording & Editing: Software & Techniques
- 3.2 Microphones: Types & Usage
- 3.3 Live and Recorded Programmes
- 3.4 Audio Console: Functions & Handling, Voice & Sound Recording

Module – IV

- 4.1 Audio Console and mixer
- 4.2 Audio File Importing, Dubbing
- 4.3 Audio Editing Software: concept and Importance and Various Types
- 4.4 Use of Sound Bites, Radio-Bridge, Phone in Programmes, Special Audience Programs



Student's Activity:

1. Preparing a radio jingle for FM channel.
2. Make a list of radio programmes.
3. Writing script for short news bulletins.
4. Production of field based Radio features.
5. Production of Studio based Radioprogrammes in different formats.

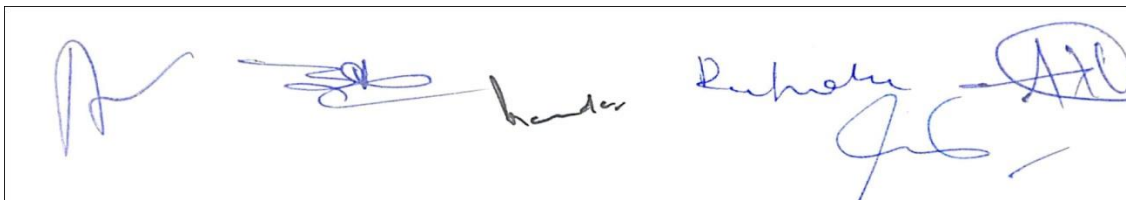
Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Open Educational Resources:

1. https://en.wikipedia.org/wiki/Broadcast_journalism
2. https://en.wikipedia.org/wiki/Broadcast_journalism#Description
3. https://en.wikipedia.org/wiki/Broadcast_journalism#History
4. https://en.wikipedia.org/wiki/Broadcast_journalism#Online_convergence
5. <https://www.slideshare.net/brianzelion/radio-journalism-18071322>

Suggested Readings:

1. AkashBharti, Vol. I & II Publication, Division. New Delhi
2. Andrew Boyd, Broadcast Journalism
3. S. R. Joshi, Broadcasting in India - ISRO, June 1997, Ahmadabad
4. Carl Warren, Radio News Writing and Editing
5. Mitchell Stephon Holt, Broadcast News - Radio Journalism, Rineheast Winston NY 1980



Handwritten signatures and initials in blue ink, including a large stylized 'A', a signature that appears to be 'Ruhela', and initials 'AXO' circled in a circle.

RADIO JOURNALISM

CO-PO Mapping Matrix

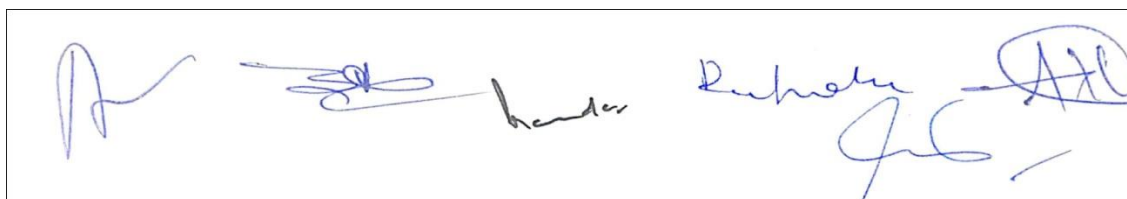
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	2.5	3	3	3	3
LO-2	3	3	3	3	3	3	3	3
LO-3	3	3	3	3	2.5	3	3	3
LO-4	3	3	3	3	3	3	2.5	3
Average	3	3	3	2.87	2.87	3	2.87	3

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3
LO-2	3	3	3	3	3
LO-3	3	3	2	3	2.5
LO-4	3	3	3	3	2.5
Average	3	3	2.75	3	2.75

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	2.5	3	3	3	3	3	3	3	3	3
LO-2	3	3	3	3	3	3	3	3	3	3	3	3	3
LO-3	3	3	3	3	2.5	3	3	3	3	3	2	3	2.5
LO-4	3	3	3	3	3	3	2.5	3	3	3	3	3	2.5
Average	3	3	3	2.87	2.87	3	2.87	3	3	3	2.75	3	2.75



BA Mass Communication

MEDIA MANAGEMENT & MARKETING

BA/MC/SEC3

Time Allowed: 3 Hours

Max. Marks: 100
Theory Exam-70
Internal Assessment-30

Course Code	L	T	P	Total
BA/MC/SEC3	4	0	0	4

Course Objectives: The aim of the course is to understand the dynamics of communication besides developing leadership skills in the profession of media. Students will be trained with the management skills of launching own media organization and it also includes entrepreneurs in media.

Course Outcomes:

- CO1. Students will able to understand the management concept and role of managerial staff.
- CO2. Students will able to know about the concept of marketing so that that can be applied in real sense.
- CO3. Students will able to work on integrated marketing and will able to organize CSR activities.
- CO4. Students will able to learn market intelligence, evaluation and controlling of the market programme.

Important Instructions for the Examiner:

The examiner is required to set nine questions in all. The first question will be compulsory consisting of five short questions covering the entire Curriculum. In addition, eight more questions will be set comprising two questions from each module. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1 which will carry 2X5=10 marks . All the other questions shall carry 15 marks each.

Course Content:

Module- I

- 1.1 Management: concept and definition
- 1.2 Role of managers, decision making – by Individuals & groups
- 1.3 Human resource development, Leadership, Entrepreneurship
- 1.4 Future trends in management

Module- II

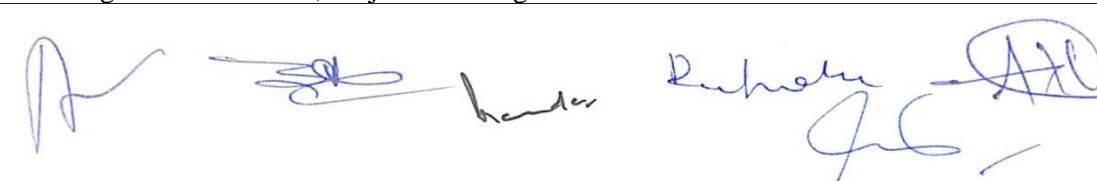
- 2.1 Marketing: concept & philosophy
- 2.2 Changing Indian marketing scenario
- 2.3 Marketing mix- Product, Price, Place & Promotion
- 2.4 Media mix Managing mass communication and personal communication in marketing

Module- III

- 3.1 Designing and managing integrated marketing communication
- 3.2 C S R, Social marketing and cause related marketing
- 3.3 Media and marketing strategy
- 3.4 Differentiating and positioning the market offer.

Module- IV

- 1.1 Market leaders, challenges followers and
- 1.2 Niche market information system,
- 1.3 Market intelligence, organizing, implementing, evaluating and controlling the market programme.
- 1.4 Design of media house, Major marketing weaknesses



The box contains several handwritten signatures and initials in blue ink. On the left, there is a large, stylized signature. In the center, there is a signature that appears to be 'hander'. On the right, there is a signature that appears to be 'Ruhela' with a large 'AHO' circled next to it, and another signature below it.

Students Activity: Students will organize event in the form of competitions, seminars, workshop or ant media event to learn the management and marketing skills.

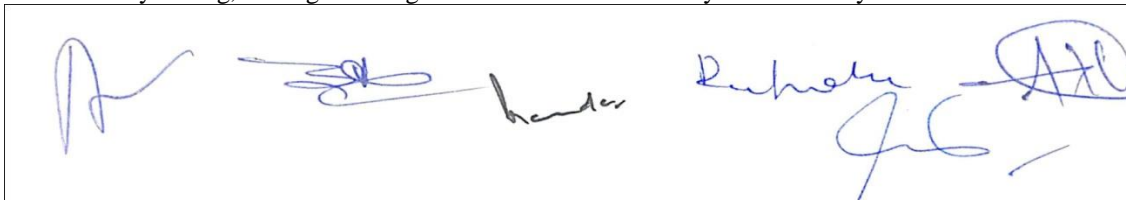
Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Open Educational Resources:

1. <https://www.youtube.com/watch?v=3Psh0-mfWzQ>
2. <https://www.youtube.com/watch?v=BeAUdPoO17o>
3. <https://www.youtube.com/watch?v=pvbcJ7SkG8w>
4. <https://www.humanrightscareers.com/magazine/international-human-rights-organizations/>
5. https://en.wikipedia.org/wiki/Judiciary_of_India
6. <https://law.unimelb.edu.au/centres/alc/research/publications/alc-briefing-paper-series/a-brief-introduction-to-the-indian-judicial-system-and-court-hierarchy>
7. https://en.wikipedia.org/wiki/Minority_group
8. <https://www.ohchr.org/EN/Issues/Minorities/Pages/internationallaw.aspx>

Suggested Readings:

1. Philip Kotler, Keller, Koshy and Jha, Marketing Management - A South Asian Perspective:: Published by Pearson Education
2. Robbins, Coulter and Niharika ,Vohra, Management. Published by Pearson
3. Peter Drucker, The Practice of Management.Published by Elsevier Ltd.
4. George Sylvie , Jan Wicks LeBlancC. Ann Hollifield , Stephen Lacy. Media Management: A Casebook Approach (Routledge Communication Series)
5. Alan B. Albarran, Sylvia M. Chan-Olmsted, Michael O. Wirth. Handbook of Media Management and Economics by
6. Lucy Keung, Strategic Management in the Media: Theory to Practice by SAGE

A rectangular box containing several handwritten signatures and initials in blue ink. From left to right, there is a large stylized 'A', a signature that appears to be 'Sandeep', the word 'hander' written in a cursive script, a signature that appears to be 'Ruhela', and a circled 'AHO' with a signature below it.

MEDIA MANAGEMENT & MARKETING

CO-PO Mapping Matrix

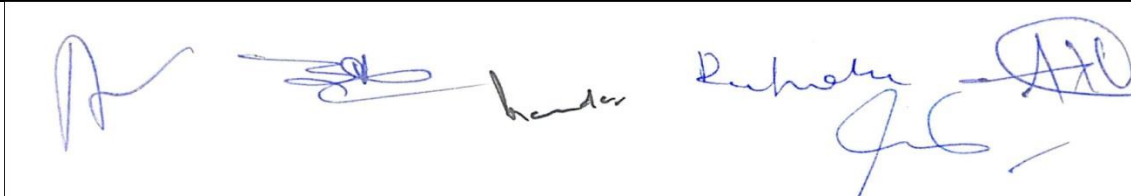
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	2.5	3	3	3	2.5
LO-2	3	3	3	3	3	3	3	3
LO-3	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	3	2.5	3
Average	3	3	3	2.87	3	3	2.87	2.87

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3
LO-2	3	3	3	2.5	3
LO-3	3	3	3	3	3
LO-4	3	3	3	3	2.5
Average	3	3	3	2.87	2.87

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	2.5	3	3	3	2.5	3	3	3	3	3
LO-2	3	3	3	3	3	3	3	3	3	3	3	2.5	3
LO-3	3	3	3	3	3	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	3	2.5	3	3	3	3	3	2.5
Average	3	3	3	2.87	3	3	2.87	2.87	3	3	3	2.87	2.87



BA Mass Communication

PERSONALITY DEVELOPMENT & HUMAN VALUES

BA/MC/SEC4

Time Allowed: 3 Hours

Max. Marks: 100
Theory Exam-70
Internal Assessment-30

Course Code	L	T	P	Total
BA/MC/SEC4	5	1	0	6

Course Objectives:

The objective is to create a general understanding of Personality Development. It will familiarize the student with various human values and techniques of personality development.

Course Outcomes:

- CO1:** Students will be able to learn about concept of personality and its manifestations
- CO2:** Students will be able to know about dimensions of personality and its significance
- CO3:** Students will be able to learn about human values and salient human values
- CO4:** Students will be able to learn about the need and necessity of social, moral and ethical values

Important Instructions for the Examiner:

The examiner is required to set nine questions in all. The first question will be compulsory consisting of five short questions covering the entire Curriculum. In addition, eight more questions will be set comprising two questions from each module. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1 which will carry 2X5=10 marks. All the other questions shall carry 15 marks each.

Course Contents:

Module – I

- 1.1 Introduction to Personality, Human growth and Behaviour
- 1.2 Interpersonal and Intra personal relationship
- 1.3 Body Language
- 1.4 Presentation skills, Public speaking skills

Module – II

- 2.1 Team work, Positive and creative thinking
- 2.2 Dimensions of personality
- 2.3 Techniques in Personality development- Self-confidence, Mnemonics, Goal setting
- 2.4 Significance of personality development

Module – III

- 3.5 Concept of Human Values, self-introspection
- 3.6 Social & Ethical values
- 3.7 Factors Influencing the Learning of Human Values
- 3.8 Salient values for life-Truth, commitment, honesty and integrity, forgiveness, love etc.

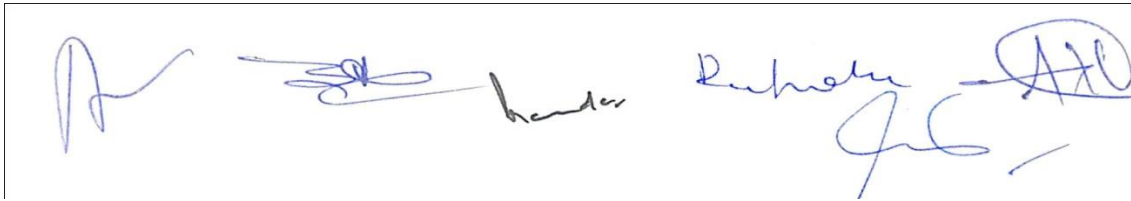
Module – IV

- 4.1 Need & objective of Value education
- 4.2 Social values & Moral-Ethical values
- 4.3 Defining the difference between aggressive, submissive and assertive behaviours
- 4.4 The role of media in human value building

Students Activity: Students need to give Power Point Presentations in the class under the supervision of teacher. They will give assignments on various traits and skills of personality development. Class room assignments and on the spot oral and extempore will be part and parcel of this course.

Suggested Readings:

1. Value Based Leadership In Education(2002) Perspective And Approaches, Sneha M. & K. Pushpanadham Joshi
2. Hurlock, E.B (2006). Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill.
3. Stephen P. Robbins and Timothy A. Judge(2014), Organizational Behavior 16th Edition: Prentice Hall.
4. Andrews, Sudhir. How to Succeed at Interviews. 21st (rep.) New Delhi.Tata McGraw-Hill 1988.
5. Heller, Robert.Effective leadership. Essential Manager Series. Dk Publishing, 2002
6. Hindle, Tim. Reducing Stress. Essential Manager Series. Dk Publishing, 2003
7. Lucas, Stephen. Art of Public Speaking. New Delhi. Tata - Mc-Graw Hill. 2001
8. Mile, D.J Power of positive thinking. Delhi. Rohan Book Company, (2004).
9. Pravesh Kumar. All about Self- Motivation. New Delhi. Goodwill Publishing House. 2005.
10. Smith, B. Body Language. Delhi: Rohan Book Company. 2004



PERSONALITY DEVELOPMENT & HUMAN VALUES

CO-PO Mapping Matrix

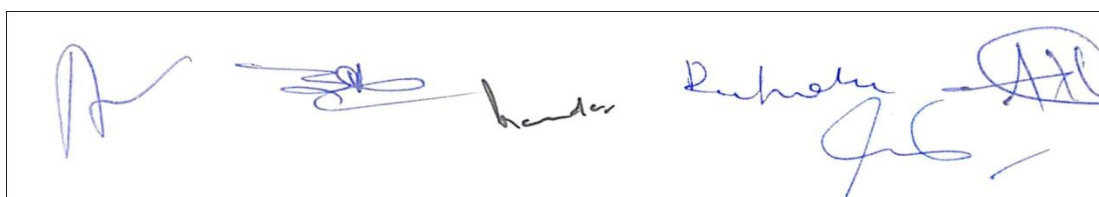
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	3	3	3	3	2.5
LO-2	3	3	3	3	2.5	3	3	3
LO-3	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	3	2.5	3
Average	3	3	3	3	2.87	3	2.87	2.87

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3
LO-2	3	3	3	3	3
LO-3	3	3	3	3	3
LO-4	3	3	2.5	3	2.5
Average	3	3	2.87	3	2.87

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3	3	3	2.5	3	3	3	3	3
LO-2	3	3	3	3	2.5	3	3	3	3	3	3	3	3
LO-3	3	3	3	3	3	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	3	2.5	3	3	3	2.5	3	2.5
Average	3	3	3	3	2.87	3	2.87	2.87	3	3	2.87	3	2.87



BA Mass Communication

FILM STUDIES

BA/MC/CC14

Time Allowed: 3 Hours

Max. Marks: 100
Theory Exam-70
Internal Assessment-30

Course Code	L	T	P	Total
BA/MC/CC14	5	1	0	6

Objectives: Imparting basic understanding of the need to know about film studies. This paper will enable the students to learn various fields of film studies and it will also make them understand the importance of films in the world of mass media.

Course Outcomes:

CO1: Students will be able to learn about films, film genres and analysis of films

CO2: Students will be able to know about Haryanvi cinema

CO3: Students will be able to know about regional cinema and prominent directors of Indian films

CO4: Students will be able to learn about film budgeting, distribution and exhibition

Important Instructions for the Examiner:

The examiner is required to set nine questions in all. The first question will be compulsory consisting of five short questions covering the entire Curriculum. In addition, eight more questions will be set comprising two questions from each module. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1 which will carry 2X5=10 marks. All the other questions shall carry 15 marks each.

Course Contents:

Module – I

- 1.1 Film as a Medium of Communication,
- 1.2 Five C's of Cinematography, Films vis-a-vis Society
- 1.3 Film Genres, Process of Film Making
- 1.4 Thematic & Cinematic Analysis of Films: Concept & importance

Module – II

- 2.1 History of Haryanvi Cinema
- 2.2 Problems of Haryanvi Cinema
- 2.3 Current Scenario & Future of Haryanvi Cinema
- 2.4 Haryanvi Cinema vis-à-vis Punjabi Cinema

Module – III

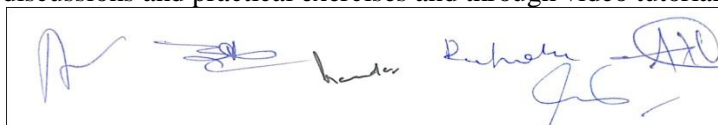
- 3.1 Parallel Cinema, New Wave Cinema
- 3.2 Regional Cinema of North India
- 3.3 Problems and future of Punjabi & Haryanvi Cinema
- 3.4 Prominent film directors viz-a-viz Satyajit Ray, Mrinal Sen, Shyam Benegal and Mani Ratnam

Module – IV

- 4.1 Film Budgeting, Recent Technological Innovations in Cinema
- 4.2 Distribution and Exhibition of Films in India
- 4.3 Film Publicity Techniques, Film Review
- 4.4 Film magazines and film supplements of NPs

Student Activity: Students will watch movies and write film reviews. Arrangements shall be made to make the students watch reputed movies in the college/university campus itself.

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.



Online Educational Resources:

1. <https://www.youtube.com/watch?v=PCtu3xGJaxE>
2. <https://www.youtube.com/watch?v=CqAgRrWheHQ>
3. https://www2.hu-berlin.de/transcience/Vol4_Issue1_2013_13_19.pdf

Suggested Readings:

1. B.D. Garga, So Many Cinemas-The Motion Picture in India, Bombay, Eminence Design Pvt. Ltd, 1996.
2. Baruah, U.L., This is All India Radio, Publication Division, New Delhi.
3. Chatterjee, P.C., Broadcasting in India, New Delhi
4. Erik Barnouw and S. Krishnaswamy: Indian Films, New Delhi, Oxford, 1986



FILM STUDIES

CO-PO Mapping Matrix

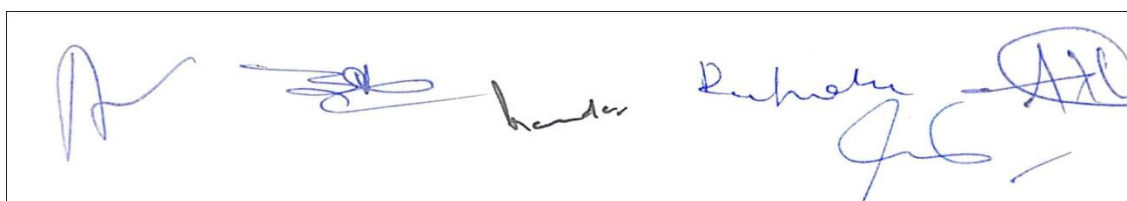
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	2.5	3	3	3	3
LO-2	3	3	3	3	2.5	3	3	3
LO-3	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	3	2.5	2
Average	3	3	3	2.87	2.87	3	2.87	2.75

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3
LO-2	3	3	3	3	3
LO-3	3	3	3	3	3
LO-4	3	3	3	3	2.5
Average	3	3	3	3	2.87

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	2.5	3	3	3	3	3	3	3	3	3
LO-2	3	3	3	3	2.5	3	3	3	3	3	3	3	3
LO-3	3	3	3	3	3	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	3	2.5	2	3	3	3	3	2.5
Average	3	3	3	2.87	2.87	3	2.87	2.75	3	3	3	3	2.87



BA Mass Communication
DIGITAL JOURNALISM
BA/MC/DSE2 (opt-i)

Time Allowed: 3 Hours

Max. Marks: 100
Theory Exam-70
Internal Assessment-30

Course Code	L	T	P	Total
BA/MC/DSE2	5	1	0	6

COURSE OBJECTIVES: To be acquaint with multimedia content and history of digital journalism. • To be familiar with internet settings and web terminologies. • To acquire the knowledge of various social media applications. • To understand the working of websites, web portals and blogs.

LEARNING OUTCOMES:

Course Outcomes:

CO1: Students will be able understand the use of multimedia technology and its content

CO2: Students will be able to understand the internet terminologies & application of browsers

CO3: Students will develop the capacity to learn the usage of multimedia technology

CO4: Digital journalism concepts in web designing and writing

Important Instructions for the Examiner:

The examiner is required to set nine questions in all. The first question will be compulsory consisting of five short questions covering the entire Curriculum. In addition, eight more questions will be set comprising two questions from each module. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1 which will carry 2X5=10 marks . All the other questions shall carry 15 marks each.

Course Contents:

Module-I

- 1.1 Evolution and Development of Electronic Media, History of World Wide Web (www)
- 1.2 Computer Assisted Journalism, Equipment Requires for Digital Journalism – Computer, Modem, Scanner, Camera, Webcam, Digital Tablet, Printer Etc. Their Need and Specifications
- 1.3 Multimedia News on the Web: Its Impact & User Behaviour
- 1.4 Mobile Revolution

Module-II

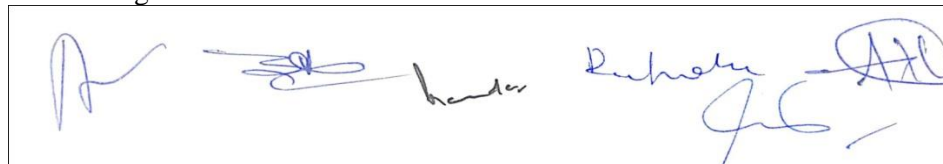
- 2.1 Introduction to Digital Journalism, Digital Newsroom,
- 2.2 Newspaper Websites: International & National, News Portals
- 2.3 News Websites of Major Electronic Media Houses,
- 2.4 Methods of News Delivering – Its Important Components

Module-III

- 3.1 Using Online Reporting Sources
- 3.2 Using Multimedia Components-Text, Graphics, Audio, Video & Animation
- 3.3 Social Media Platforms: Historical Overview
- 3.4 Citizen & Collaborative Journalism

Module-IV

- 4.1 Content Generation & Writing: Blog and Social Platforms
- 4.2 E-Journals, Online Magazines, Webinars, Video Conferencing, Blogging
- 4.3 Mobile Journalism (Mojo): Tools & Apps
- 4.4 Convergence



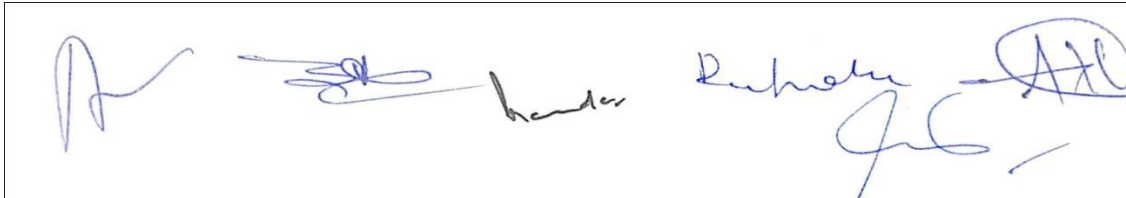
Students Activity: Students will create a blog and publish content on it. Students will also develop and build your own news websites using word press.

Suggested Readings:

1. Itule & Anderson (2002). News Writing and reporting for today's media, McGraw Hill Publication
2. Saxena Sunil (2006), Headline Writing, Sage
3. Kim Jihoon :Between film, video and the digital, Bloomsbury
4. Davisson Amber, Controversies in Digital ethics, Bloomsbury
5. Rey G Rosales (2006), The Elements of Online Journalism, Universe, U.S.
6. Jim Foust (2011), Online Journalism: Principles and Practices of News for the Web, Routledge
7. Tapas Ray, Online Journalism, Cambridge University Press, 2011

E-Resource:

1. <https://www.bbc.co.uk/academy/hi>
2. <http://www.newswriters.in/>
3. <https://www.scotbuzz.org/2017/12/patrankarita-ke-vibhinn-kshetra.html>
4. <https://www.scribd.com/doc/23738974/7-Reporting-Editing-Techniques>
5. <http://cij.co.in/index.php> • <http://www.dailywritingtips.com/the-art-of-writing-news>



DIGITAL JOURNALISM

CO-PO Mapping Matrix

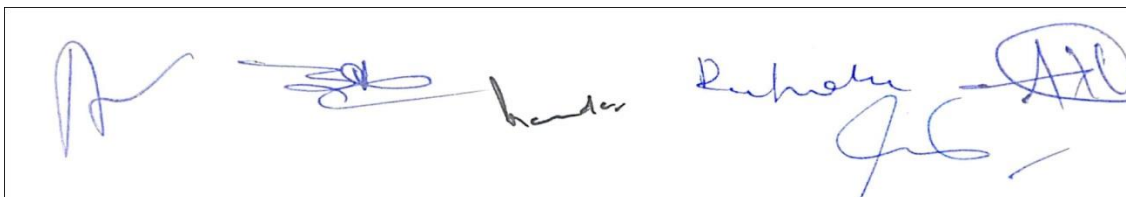
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	2.5	3	3	3	2.5
LO-2	3	3	3	2.5	3	3	3	3
LO-3	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	2.5	2.5	3
Average	3	3	3	2.75	3	2.87	2.87	2.87

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3
LO-2	3	3	2.5	2.5	3
LO-3	3	3	3	3	2
LO-4	3	3	2.5	3	2.5
Average	3	3	2.75	2.87	2.62

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	2.5	3	3	3	2.5	3	3	3	3	3
LO-2	3	3	3	2.5	3	3	3	3	3	3	2.5	2.5	3
LO-3	3	3	3	3	3	3	3	3	3	3	3	3	2
LO-4	3	3	3	3	3	2.5	2.5	3	3	3	2.5	3	2.5
Average	3	3	3	2.75	3	2.87	2.87	2.87	3	3	2.75	2.87	2.62



BA Mass Communication

PUBLIC RELATIONS

BA/MC/DSE2 (opt-ii)

Time Allowed: 3 Hours

Max. Marks: 100
Theory Exam-70
Internal Assessment-30

Course Code	L	T	P	Total
BA/MC/DSE2 Opt-ii	5	1	0	6

Course Objective: The course objective is to provide knowledge about the basics of public relations, publicity, propaganda, advertising and e-PR. It is also to understand the difference between public relations and corporate communications, public relations and advertising, public relations and propaganda, public relations and publicity.

Course Outcomes:

CO1: Students would learn about the definitions and concepts of public relations, publicity, propaganda, advertising and e-PR.

CO2: Students would know the difference between public relations and corporate communications, public relations and advertising, public relations and propaganda, public relations and publicity, propaganda and publicity

CO3: Students would gain knowledge about the tools of public relations

CO4: Students would gain knowledge about the basic ethics and laws of public relations

Important Instructions for the Examiner:

The examiner is required to set nine questions in all. The first question will be compulsory consisting of five short questions covering the entire Curriculum. In addition, eight more questions will be set comprising two questions from each module. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1 which will carry 2X5=10 marks . All the other questions shall carry 15 marks each.

Course Contents:

Module – I

- 1.1 Definitions and concept of Public Relations.
- 1.2 Principles of PR
- 1.3 Tools of Public Relations.
- 1.4 Public Relations, Publicity & Propaganda.

Module – II

- 2.1 Public relations and corporate communications.
- 2.2 Public relations and advertising.
- 2.3 PR Campaign- Concept & Importance
- 2.4 Image Building

Module – III

- 3.1 Media relations- Press release, Press Conference, Meetings & Seminar.
- 3.2 Poster, pamphlet and leaflet writings.
- 3.3 Functions & Responsibilities of PRO
- 3.4 Internal & External publics.

Module – IV

- 4.1 Event management-concept & importance
- 4.2 PR Role in Damage Control & Crisis management
- 4.3 Code of ethics by professional bodies
- 4.4 Laws relating to Public Relations

Students Activity:

Writing at least 20 press releases of the functions and events of your institution which you have recently attended. Preparing at least five pamphlets of the visions of your institute. Making at least five pamphlets for the missions of your institute. Preparing at least 5 leaflets for attracting quality students in your institute. Planning a newsletter of your institute to build its image.

Pedagogy for Course Delivery:

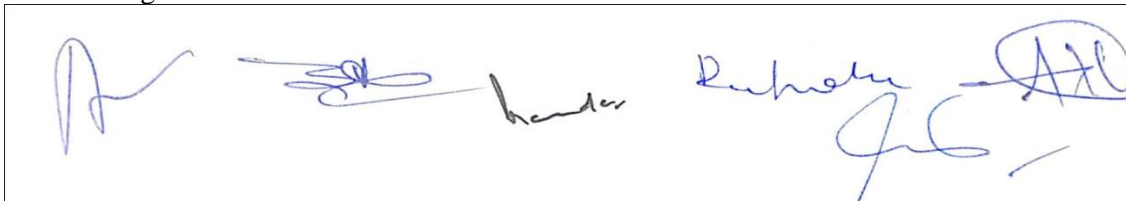
The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Open Educational Resources:

1. <https://www.youtube.com/watch?v=7ptiYPcIeM8>
2. https://www.youtube.com/watch?v=T0it9_H3GYk
3. https://www.youtube.com/watch?v=T0it9_H3GYk
4. <https://www.youtube.com/watch?v=JB-Fbm89B9A>
5. <https://www.workvivo.com/blog/corporate-communication/>
6. <https://sprigghr.com/blog/board-management/building-an-effective-corporate-communication-strategy/>
7. <https://www.rysec.org/10-basics-of-ethical-communication/>
8. <http://egyankosh.ac.in/bitstream/123456789/7604/1/Module3.pdf>
9. <https://www.youtube.com/watch?v=GnGjM794GYg>

Suggested Readings:

1. E.Grunig James and Hunt Todd. 'Managing Public Relations', New York: Rinehart and Winston.
2. JaishriJethwaney and N.N.Sarkar 'Public Relations Management', NewDelhi: Sterling Publishers Private Limited.
3. BY J.M.Kaul. 'Public Relations in India' Kolkotta: NayaProkash.
4. CrableE.Richard.Edina,Min, 'PR as Communication Management'. Bellwether Press
5. Baskin W.Otis, AronoffE.Croig and Lattimore Dan. 'Public Relations: The Profession and the Practice' By. Dunuque: Brown & Benchmark.
6. JaishriJethwaney, RaviShanker and NarendraNathSarkar. 'Vigyapanaurjansampark', New Delhi: Sagar Publications

The image shows a rectangular box containing several handwritten signatures and initials in blue ink. On the left, there is a large, stylized signature. In the center, there is a signature that appears to be 'hander'. On the right, there is a signature that looks like 'Ruhela' with a large 'AHO' circled next to it, and another signature below it.

PUBLIC RELATIONS

CO-PO Mapping Matrix

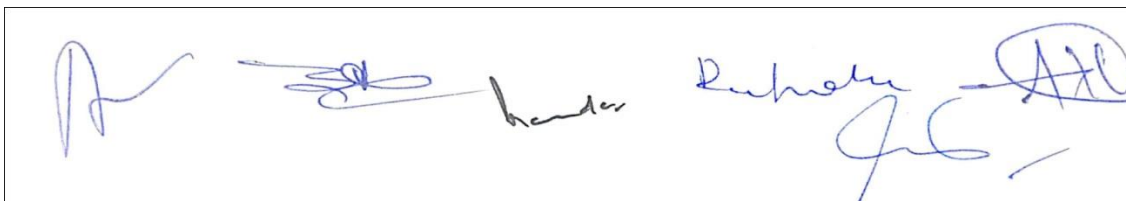
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	2.5	3	3	3	3
LO-2	3	3	3	3	2.5	3	3	3
LO-3	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	2.5	3	3
Average	3	3	3	2.87	2.87	2.87	3	3

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3
LO-2	3	3	3	3	2.5
LO-3	3	3	3	2.5	3
LO-4	3	3	2.5	3	3
Average	3	3	2.87	2.87	2.87

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	2.5	3	3	3	3	3	3	3	3	3
LO-2	3	3	3	3	2.5	3	3	3	3	3	3	3	2.5
LO-3	3	3	3	3	3	3	3	3	3	3	3	2.5	3
LO-4	3	3	3	3	3	2.5	3	3	3	3	2.5	3	3
Average	3	3	3	2.87	2.87	2.87	3	3	3	3	2.87	2.87	2.87



BA Mass Communication
TELEVISION JOURNALISM
BA/MC/DSE2(Opt-iii)

Time Allowed: 3 Hours

Max. Marks: 100
Theory Exam-70
Internal Assessment-30

Course Code	L	T	P	Total
BA/MC/DSE2 Opt-iii	5	1	0	6

Objectives: Imparting basic understanding of Television as a medium of mass communication. To identify and analyse the need and importance of T.V. as a vehicle of communication for public. To provide the students in-depth and fundamental knowledge about T.V. in order to make them understand the importance of T.V. in a better way.

Course Outcomes:

CO1: Students will be able to learn about fundamentals of TV journalism

CO2: Students will be able to learn about various TV program formats

CO3: Students will be able to gain knowledge about various stages of TV production

CO4: Students will be able to gain knowledge about the basic camera angles, movements and lighting

Important Instructions for the Examiner:

The examiner is required to set nine questions in all. The first question will be compulsory consisting of five short questions covering the entire Curriculum. In addition, eight more questions will be set comprising two questions from each module. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1 which will carry 2X5=10 marks. All the other questions shall carry 15 marks each.

Course Contents:

Module – I

- 1.1 Fundamentals of TV Reporting – Reporting Skills
- 1.2 ENG and EFP, Ethics for TV reporting
- 1.3 Writing and Reporting for TV
- 1.4 Finding the Story and developing the Sources

Module – II

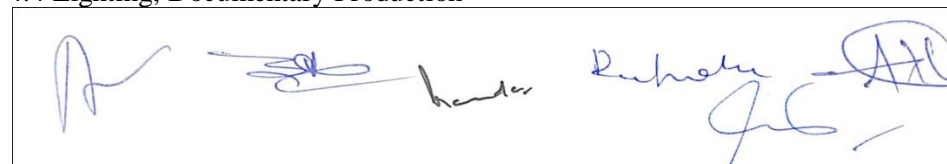
- 2.1 Interview – Types of News Interview
- 2.2 Art of Conducting a Good Interview
- 2.3 Facing the Camera
- 2.4 Anchoring - Live shows, News Packaging

Module – III

- 3.1 TV Programme Production Stages
- 3.2 TV Programme Process and Equipment
- 3.3 Key Professional Involved in TV Production
- 3.4 Indoor and Outdoor Recording, Production Crew Team, Studio Camera Setup

Module – IV

- 4.1 Types of Camera Shots and Angles
- 4.2 Editing – Linear and Non linear
- 4.3 Single and Multi Camera Production
- 4.4 Lighting, Documentary Production



Student's Activity:

Exercises in ENG, New Reading, Piece to camera, Interviews, Script writing, camera handling, Video Editing.

Pedagogy for Course Delivery:

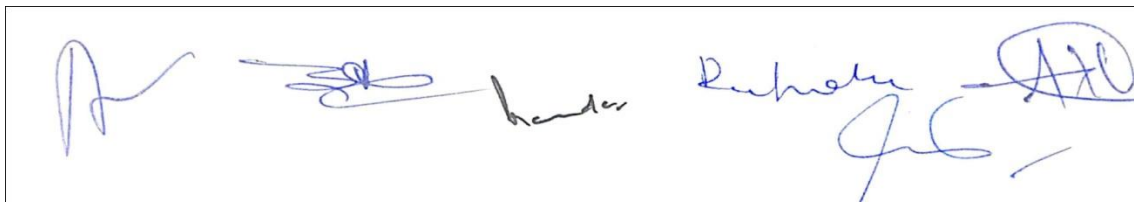
The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Open Educational Resources:

1. http://iimc.nic.in/content/46_1_RadioandTVJournalism.aspx
2. <http://www.universityradio.com/solutions/radio-journalism/>
3. <https://www.dw.com/downloads/35902295/dwahandbuchradiojournalansicht.pdf>
4. <https://www.routledge.com/Basic-Radio-Journalism/Chantler-Stewart/p/book/9780240519265>
5. <https://www.britannica.com/topic/broadcast-journalism>

Suggested Readings:

1. Herbert Zettle, Handbook of Television Production.
2. Frederich Shook, Television Field Production and Reporting.
3. Rudy Bretz, Techniques of TV Production, Focal Press
4. Gerald Millerson, Techniques of Video Production.
5. Effective TV Productions by Gerald Millerson, Focal Press.
6. Gerald Millerson, Video Camera Techniques.
7. Wills Edgar and Holt, Writing TV and radio programmes R & W Publication 1967.



The image shows a horizontal line with several handwritten signatures and initials in blue ink. From left to right, there is a stylized signature, a signature that appears to be 'Rudolph', the word 'handbook' written in a cursive script, another signature that looks like 'Rudolph', and finally a circled set of initials 'AXO' with a checkmark below it.

TELEVISION JOURNALISM

CO-PO Mapping Matrix


CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	2.5	3	3	3	3
LO-2	3	3	3	3	2.5	3	2.5	3
LO-3	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	3	3	2
Average	3	3	3	2.87	2.87	3	2.87	2.75

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3
LO-2	3	3	2.5	3	3
LO-3	3	3	3	3	3
LO-4	3	3	3	3	2.5
Average	3	3	2.87	3	2.87

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	2.5	3	3	3	3	3	3	3	3	3
LO-2	3	3	3	3	2.5	3	2.5	3	3	3	2.5	3	3
LO-3	3	3	3	3	3	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	3	3	2	3	3	3	3	2.5
Average	3	3	3	2.87	2.87	3	2.87	2.75	3	3	2.87	3	2.87



BA Mass Communication

BASICS OF PHOTOGRAPHY & VIDEOGRAPHY

BA/MC/SEC5

Time Allowed: 3 Hours

Max. Marks: 100
Theory Exam-70
Internal Assessment-30

Course Code	L	T	P	Total
BA/MC/SEC5	4	0	0	4

Course Objectives: The course objective is to build the basic sense of Photography to prepare a photo artist or photojournalist. It will lead the students to develop interest in photo & Video journalism which is a skills enhancement opportunity.

Course Outcomes:

- CO1:** Students would learn the concepts and importance of photography & Videography.
- CO2:** Students would be able to understand photo coverage and photo & video Journalism.
- CO3:** Students would be ready to join any media organization as video Journalist.
- CO4:** Students would know the importance of photo & video features.

Important Instructions for the Examiner:

The examiner is required to set nine questions in all. The first question will be compulsory consisting of five short questions covering the entire Curriculum. In addition, eight more questions will be set comprising two questions from each module. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1 which will carry 2X5=10 marks. All the other questions shall carry 15 marks each.

Course Contents:

Module – I

- 1.1 Origin of Photography: early camera & technology
- 1.2 Principle of photography
- 1.3 Techniques of Photography
- 1.4 Photography as an Art

Module – II

- 2.1 Photo Camera Technology and Principle
- 2.2 Type of Cameras, Parts of Camera
- 2.3 Camera Lens: Normal, Wide angle, Tele & Zoom lens Aperture, Focus, Depth of Field
- 2.4 Photograph Editing Techniques

Module – III

- 3.1 Basic of video camera: Types of cameras and their features
- 3.2 Video formats -VHS, SVHS, U-MATIC, BETA, DIGITAL
- 3.3 Specific use of various types of video camera
- 3.4 Various camera movements and angles

Module – IV

- 4.1 Lighting- Principles & Importance
- 4.2 Different types of lighting and its uses, Three-point lighting system
- 4.3 Video equipment: recorder, player, video switcher, vision mixer, audio mixer, monitor, speaker
- 4.4 New video technique- 3D, VR, AR

The image shows several handwritten signatures and initials in blue ink. From left to right, there is a stylized signature, a signature that appears to say 'hander', a signature that appears to say 'Ruheta', and a signature with the initials 'AXO' circled.

Student's Activity:

Prepare a photo portfolio with Print:Nature photography, Candid photography, Product Photography&Architecture photography.The students are required to prepare a five to 10 minute short video on the topic of their interest.

Pedagogy for Course Delivery:

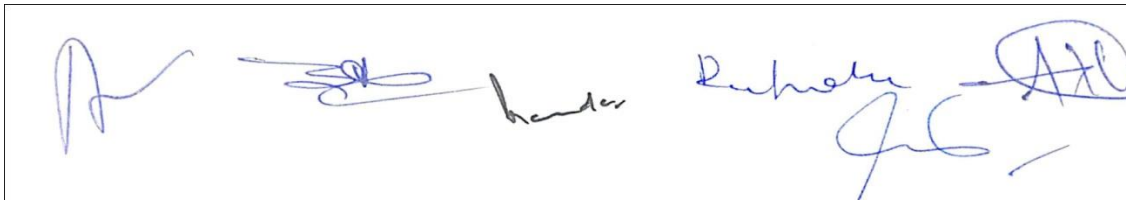
The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Open Educational Resources:

1. <https://www.youtube.com/watch?v=V7z7BAZdt2M>
2. <https://www.youtube.com/watch?v=WXdAX0No2hM>
3. <https://www.youtube.com/watch?v=74FYHZ1Bv3c>
4. <https://www.youtube.com/watch?v=xHvFHRPLvII>
5. <https://www.youtube.com/watch?v=bwHR0ZcGhZ4>
6. <https://www.youtube.com/watch?v=xCvNK5-VKvU>
7. <https://photographycourse.net/advanced-photography/>
8. <https://www.pinterest.com/jeanettecz/advanced-photography/>

Suggested Readings:

1. Vishnu Priya Singh, Digital Photography (Hindi) Books. Computech Publication Limited.
2. RiyajHasan.Digital Photography (Hindi) Harcover- 2018 Book Enclave, Jaipur.
3. Narendra Singh Yadav.Photography Technics and Uses (Photography Taknik and Pryog) Rajasthan Hindi Granth Academy.
4. Practical Photography Digital Camera School: The Step-by-step Guide to Taking Great Picture. Carlton Books Ltd. (London).
5. Sean Cubitt,Video Media as Art and Culture, Palgrave Macmillan, 15 Dec1993
6. Ronald J.Visual Storytelling: Videography and Post Production in the Digital Age,
7. Osgood, M. Joseph Hinshaw, WADSWORTH Incorporated FULFILLMENT, 29-Jan2013
8. James C. Foust, Edward JohnFink, Lynne S. Gross,Video Production: Disciplines and Techniques, Holcomb Hathaway, Incorporated



The image shows four distinct handwritten signatures or initials in blue ink. From left to right: a stylized 'A', a signature that appears to be 'Riyaj Hasan', a signature that appears to be 'Narendra Singh Yadav', and a signature that appears to be 'James C. Foust' with a circled 'A' and 'H' to its right.

BASICS OF PHOTOGRAPHY & VIDEOGRAPHY

CO-PO Mapping Matrix

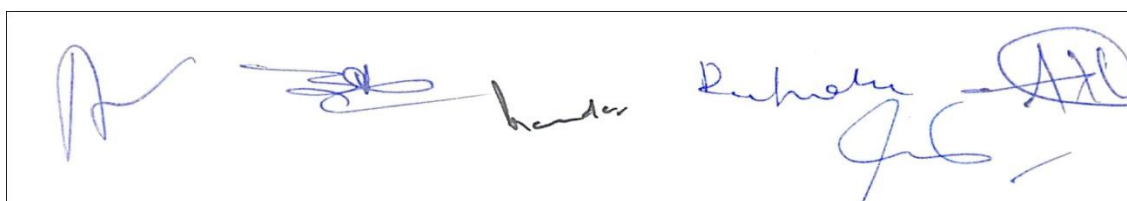
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	2.5	3	3	3	3
LO-2	3	3	3	3	2.5	3	3	3
LO-3	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	2.5	2.5	2
Average	3	3	3	2.87	2.87	2.87	2.87	2.75

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3
LO-2	3	3	3	3	2.5
LO-3	3	3	3	2.5	3
LO-4	3	3	2.5	3	2.5
Average	3	3	2.87	2.87	2.75

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	2.5	3	3	3	3	3	3	3	3	3
LO-2	3	3	3	3	2.5	3	3	3	3	3	3	3	2.5
LO-3	3	3	3	3	3	3	3	3	3	3	3	2.5	3
LO-4	3	3	3	3	3	2.5	2.5	2	3	3	2.5	3	2.5
Average	3	3	3	2.87	2.87	2.87	2.87	2.75	3	3	2.87	2.87	2.75



BA Mass Communication
COMMUNICATION & INFORMATION TECHNOLOGY
BA/MC/SEC6

Time Allowed: 3 Hours

Max. Marks: 100
Theory Exam-70
Internal Assessment-30

Course Code	L	T	P	Total
BA/MC/SEC6	4	0	0	4

Course Objective: The objective is to aware the students about information technology. They will learn to use different technological innovation and understand the information literacy. This paper aims at making the students to be involved using computer mediated technology effectively and efficiently.

Course Outcomes:

CO1. Students will be able to understand the basics of digital literacy and media literacy.

CO2. Students will be able to identify the fake news and its nature.

CO3. Students will be able to work on the multimedia production with the help of the computer.

CO4. Students will be familiar with different social media sites and will able to work for web portals.

Important Instructions for the Examiner:

The examiner is required to set nine questions in all. The first question will be compulsory consisting of five short questions covering the entire Curriculum. In addition, eight more questions will be set comprising two questions from each module. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1 which will carry 2X5=10 marks . All the other questions shall carry 15 marks each.

Course Content:

Module-1

- 1.1 Information Technology: definition, types, components
- 1.2 Need of information technology
- 1.3 Analogue& Digital Communication
- 1.4 Meta literacy, Media Literacy

Module- II

- 2.1 Communication technology of print, radio, television
- 2.2 Various ICT tools- hardware & software
- 2.3 Information disorder – disinformation, misinformation, mal-information
- 2.4 Concept of fake news, types of fake News

Module-III

- 3.1 Communication related parts of computer
- 3.2 Communication tools- text, photograph, audio & video
- 3.3 Role of Computer in various mass media, Internet, E-mail.
- 3.4 Basics of HTML, Domain name system, Domain registration

Module- IV

- 4.1 New media technology- Facebook, WhatsApp, Twitter, Instagram, Telegram
- 4.2 Effective internet browsing & searching
- 4.3 Concept of e-commerce
- 4.4 Web page development, forming, installing, linking, editing

The image shows several handwritten signatures and initials in blue ink. On the left, there is a large, stylized signature. In the center, there is a signature that appears to be 'hender'. On the right, there is a signature that appears to be 'Ruhana' with a large 'A' and 'X' circled next to it, and another signature below it.

Student Activity: Students will practice on fake news detecting websites sites and prepare at least 10 fake news stories details with result.

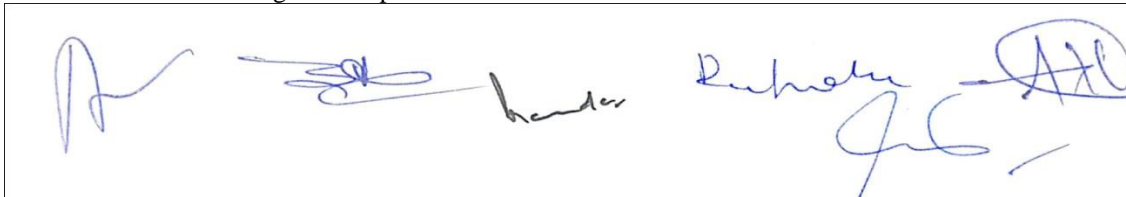
Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Open Education Resources:

1. https://en.wikipedia.org/wiki/Fake_news
2. www.factchecking.in
3. <https://en.unesco.org/fightfakenews>
4. <https://websitesetup.org/>
5. www.wix.com
6. <https://www.youtube.com/watch?v=03pZdYVacaM>
7. <https://www.youtube.com/watch?v=LfiKEpAhEAo>
8. https://www.youtube.com/watch?v=aU1ecN_m6ZI&t=2s

Suggested Reading

1. William H. Dutton, Malcolm Peltu. Information and Communication Technologies: Visions and Realities- Oxford University Press
2. Herbert Kubicek, William H. Dutton, Robin Williams. The Social Shaping of Information Superhighways: European and American Roads to the Information Society-
3. William H. Dutton, Paul W. Jeffreys. World Wide Research: Reshaping the Sciences and Humanities- MIT Press Information and Communication Technology- Abdul Mannan
4. Mark Graham, William H. Dutton. Society and the Internet: How Networks of Information and Communication are Changing Our Lives. OUP Oxford
5. James G. Stovall & John Vernon Pavlik. Web Journalism: Practice and Promise of a New Medium- New Media Technology. Allyn& Bacon
6. ChetanShrivastava Paschal Preston Reshaping Communication: Sage Publication Introduction to Information Technology
7. T.C. Bartee.Digital Computer Fundamentals - McGraw Hill Publication



The image shows a rectangular box containing several handwritten signatures and initials in blue ink. From left to right, there is a stylized signature, a signature that appears to be 'bender', and a signature that appears to be 'Ruhana' with a circled 'A' and 'X' next to it. Below these, there are some additional scribbles and a horizontal line.

COMMUNICATION & INFORMATION TECHNOLOGY

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	3	3	3	3	3
LO-2	3	3	3	3	2.5	3	3	3
LO-3	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	3	2.5	2
Average	3	3	3	3	2.87	3	2.87	2.75

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3
LO-2	3	3	3	3	3
LO-3	3	3	3	3	3
LO-4	3	3	2.5	3	2.5
Average	3	3	2.87	3	2.87

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3	3	3	3	3	3	3	3	3
LO-2	3	3	3	3	2.5	3	3	3	3	3	3	3	3
LO-3	3	3	3	3	3	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	3	2.5	2	3	3	2.5	3	2.5
Average	3	3	3	3	2.87	3	2.87	2.75	3	3	2.87	3	2.87



BA Mass Communication COMMUNICATION RESEARCH BA/MC/CC15

Time Allowed: 3 Hours

Max. Marks: 100
Theory Exam-70
Internal Assessment-30

Course Code	L	T	P	Total
BA/MC/CC15	5	1	0	6

Course Objectives: The aim of this course is to inculcate the basics of communication research. Students learn to make research design using various techniques and identify sampling technique to plan a good research. They know the usages of statistical tools to authenticate research.

Course outcomes:

- CO1: Students will be able to understand the basics of communication research
- CO2: Students will be able to make research design using various techniques
- CO3: Students will be able to identify various sampling techniques for their research
- CO4: Students will be able to analyse the data by using statistical tools

Important Instructions for the Examiner:

The examiner is required to set nine questions in all. The first question will be compulsory consisting of five short questions covering the entire Curriculum. In addition, eight more questions will be set comprising two questions from each module. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1 which will carry 2X5=10 marks . All the other questions shall carry 15 marks each.

Course Content:

Module-I

- 1.1 Introduction to research- Definition, role, function&scope
- 1.2 Social science research and communication research
- 1.3 Importance of communication research.
- 1.4 Basic elements of Research

Module- II

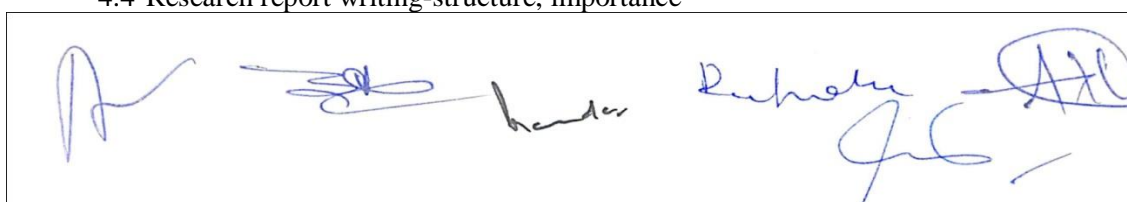
- 2.1 Types of Research.
- 2.2 ResearchMethods: Census method, Random Sample Survey method
- 2.3 Observation method. Case Studies,Clinical studies, Panel Studies
- 2.4 Content analysis method-merits, demerits, types

Module- III

- 3.1 Questionnaire techniques-purpose, preparation, and types
- 3.2 Sources-primary, secondary and tertiary sources
- 3.3 Preparation of code book & coding
- 3.4 Representation of Data

Module-IV

- 4.1 Statistical analysis in communication research: Mean, Median, Mode
- 4.2 Evaluation feedback, Feed forward
- 4.3 Media habits, public surveys, pre-election studies and exit polls
- 4.4 Research report writing-structure, importance



The image shows several handwritten signatures and initials in blue ink. From left to right, there is a large stylized signature, a signature that appears to say 'hander', and a signature that appears to say 'Ruhana' followed by initials 'JCS' and a circled 'AXO'.

Student Activity:

Students will design a research questionnaire caring 10 questions on any topic given by the teacher. Media survey or content analysis on the recent topics of development.

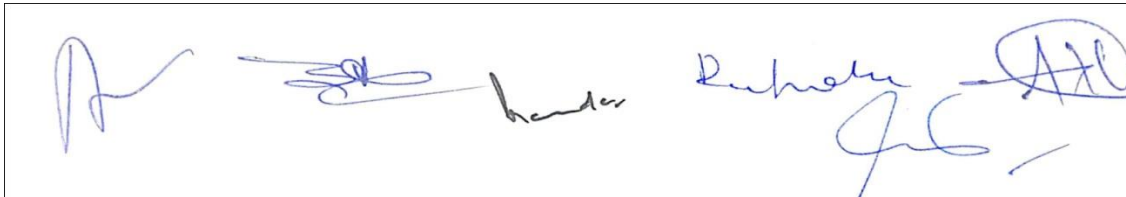
Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Open Educational Resources:

1. <https://www.youtube.com/watch?v=bEEVGFqvV4s>
2. <https://www.youtube.com/watch?v=nv7MOoHMM2k>
3. <https://www.ukessays.com/essays/communications/importance-communication-research-3106.php>
4. <https://courses.lumenlearning.com/introductiontocommunication/chapter/doing-communication-research/>
5. <https://www.sciencedirect.com/topics/computer-science/communication-research>
6. https://onlinecourses.swayam2.ac.in/ugc19_hs23/preview
7. <https://egyanagar.osou.ac.in/download-slm.php?file=JMC-08-BLOCK-01.pdf>
8. <https://www.routledge.com/A-Handbook-of-Media-and-Communication-Research-Qualitative-and-Quantitative/Jensen/p/book/9780415609661>

Suggested reading

1. Klaus Bruhn Jensen. A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies by Routledge
2. Roger D. Wimmer, Joseph R. Dominick. Mass Media Research: An Introduction
3. Arthur Asa Berger: Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches : SAGE
4. Susanna Hornig Priest Doing Media Research: SAGE
5. David Demers, Dictionary of Mass Communication & Media Research: A Guide for Students, Scholars and Professionals



COMMUNICATION RESEARCH

CO-PO Mapping Matrix

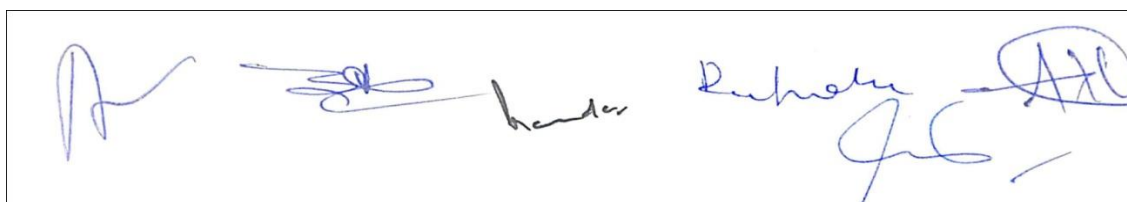
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	2.5	3	3	3	3
LO-2	3	3	3	3	3	3	3	3
LO-3	3	3	3	3	2.5	3	3	3
LO-4	3	3	3	3	3	3	3	2
Average	3	3	3	2.87	2.87	3	3	2.75

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3
LO-2	3	3	3	2.5	2.5
LO-3	3	3	2	3	3
LO-4	3	3	2.5	3	2.5
Average	3	3	2.62	2.87	2.75

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	2.5	3	3	3	3	3	3	3	3	3
LO-2	3	3	3	3	3	3	3	3	3	3	3	2.5	2.5
LO-3	3	3	3	3	2.5	3	3	3	3	3	2	3	3
LO-4	3	3	3	3	3	3	3	2	3	3	2.5	3	2.5
Average	3	3	3	2.87	2.87	3	3	2.75	3	3	2.62	2.87	2.75



BA Mass Communication

MEDIA INTERNSHIP

BA/MC/DSE3

Time Allowed: 3 Hours

Max. Marks: 100

Viva: 50 Internship Report: 50

Course Code	L	T	P	Total
BA/MC/DSE3	0	0	6	6

Course Objectives: A course requiring students to participate in professional employment- related activity or work experience, or cooperative education activity with an entity external to the education institution, normally under the supervision of an employee of the given external entity. A key aspect of the internship is induction into actual work situations. Internships involves working with local industry, businesses, artists, crafts persons, etc. and opportunities for students to actively engage with the practical side of their learning.

Course Outcomes:

CO1: Students will able to learn poster making, pamphlets, making and caption writing

CO2: Students will be able to write book and film reviews

CO3: Students will be able to write articles, features and news reports

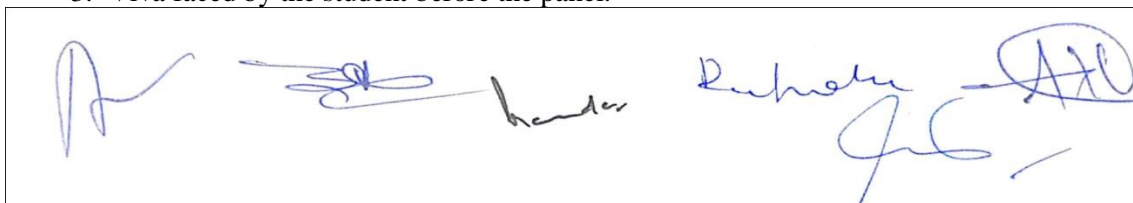
CO4: Students will be able to learn page make up skills

Each student will have to undergo SIX weeks of Internship in some Media Organization of High Repute from 1st June to 15th July. Students will have to produce a CERTIFICATE issued by the Director/Editor/Manager/Chairperson etc. of the concerned Organization regarding their PERFORMANCE, DISCIPLINE & ACTIVITIES during the course of Field training. The report must be submitted to the Chairperson of the Department before 30th July. A panel of Experts constituted by the chairperson will conduct the viva for the Internship Assessment. Due additional weightage will be given to the students who undertake their Internship from a national media organization located in State Capital or National Capital. Students doing their internship from local media will get less weightage.

The image shows several handwritten signatures and initials in blue ink. From left to right, there is a stylized signature, a signature that appears to be 'hander', and a signature that appears to be 'Ruhela' with a large circular stamp or mark next to it.

Student Activity:

- Internship is to be undertaken soon after the completion of 7th Semester examination for a period of minimum FOUR weeks. Media training is complimentary to the class room/campus training /education of the student. Hence the student must take training in the field of their specialization only.
- Students can take internship in any national media organization like electronic media, print media, new media, PR& advertising agencies of high repute.
- Students need to produce a certificate and an internship report of the work done during the internship.
- Preferably all the regular teachers or at least three teachers appointed by the chairman, Department of JMC, CDLU SIRSA will evaluate based on the followings:
 1. Certificate of media internship.
 2. Report submitted by the students on the media activities during training.
 3. Viva faced by the student before the panel.



The image shows a horizontal line with several handwritten signatures and text in blue ink below it. From left to right, there is a stylized signature, a signature with a horizontal line through it, the word "header" written in cursive, the name "Ruhela" written in cursive, and a circled signature "AHO" with a horizontal line through it.

MEDIA INTERNSHIP

CO-PO Mapping Matrix

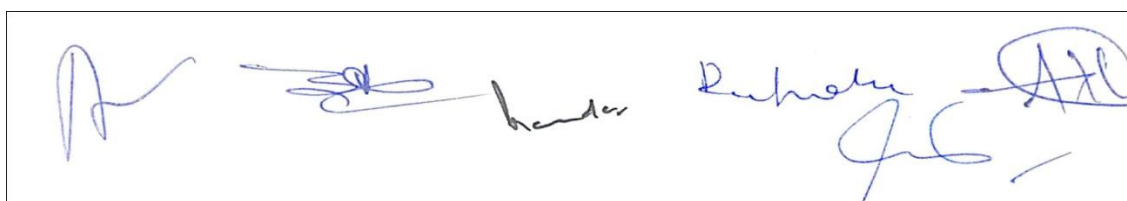
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	3	3	3	3	3
LO-2	3	3	3	3	3	3	2.5	3
LO-3	3	3	3	3	2.5	3	3	3
LO-4	3	3	3	3	3	3	3	2
Average	3	3	3	3	2.87	3	2.87	2.75

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3
LO-2	3	3	3	3	3
LO-3	3	3	3	3	3
LO-4	3	3	2.5	3	2.5
Average	3	3	2.87	3	2.87

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3	3	3	3	3	3	3	3	3
LO-2	3	3	3	3	3	3	2.5	3	3	3	3	3	3
LO-3	3	3	3	3	2.5	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	3	3	2	3	3	2.5	3	2.5
Average	3	3	3	3	2.87	3	2.87	2.75	3	3	2.87	3	2.87



BA Mass Communication

MEDIA PRODUCTION PORTFOLIO

BA/MC/SEC7

Production Portfolio: 50, Viva:50

Course Code	L	T	P	Total
BA/MC/SEC7	0	0	4	4

Course Objectives: The objective of this course is to give journalism training. The students will write on the different format of media. This will enhance the knowledge of writing for various mediums. They will also make practice of making publicity material.

Course Outcomes:

CO1: Students will be able to make Radio News Bulletin

CO2: Students will be able to make documentaries, radio feature, Radio talk and radio interview

CO3: Students will be able to make TV documentaries, interviews and talk shows

CO4: Students will be able to learn to write for the web

Course Content:

A. Writing for Radio:		Items
1.	Radio News Bulletin	01
2.	Radio Documentaries	01
3.	Radio Feature	01
4.	Radio talk	02
5.	Radio Interview	01
6.	News reel-1/Audience specific program (for child, women, farmer etc.)	01
B. Writing for TV:		
1.	TV News Program	01
2.	TV News feature	01
3.	TV Documentaries	01
4.	TV Interviews	01
5.	TV Talk shows/Content development for audience specific program	01
C. Writing for Web:		
1.	News for web portal	05
2.	Advertisement for web portal	02

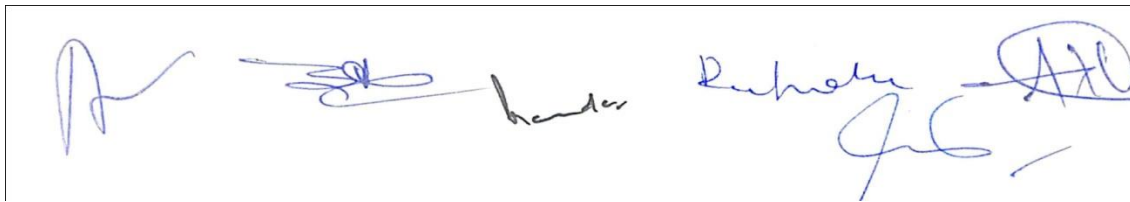
Student Activity: Each student is required to learn image editing, audio editing and video editing software to design the production portfolio.

Open Educational Resources:

1. <https://www.youtube.com/watch?v=wgnUkvMRFsI>
2. <https://www.youtube.com/watch?v=tWbaVhag8S0>
3. <https://www.youtube.com/watch?v=m0fjx7A02ho>
4. <https://www.youtube.com/watch?v=IQfZPsCVbTU>
5. https://www.youtube.com/watch?v=yj_800xKICM
6. <https://www.youtube.com/watch?v=yDxyNqd2KV8>
7. <https://www.quora.com/What-is-Internet-advertising-2>
8. <https://slideplayer.com/slide/8164723/>

Important Instructions for the Course Coordinator, Examiner and the Students:

- Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher as signs work corrects and need be ask for rewrite and puts his signature on each and every work assigned with date. Portfolio is for 40 marks.
- An external examiner will take a test giving three practical questions and students need to answer any two. That will be for 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination.



MEDIA PRODUCTION PORTFOLIO

CO-PO Mapping Matrix

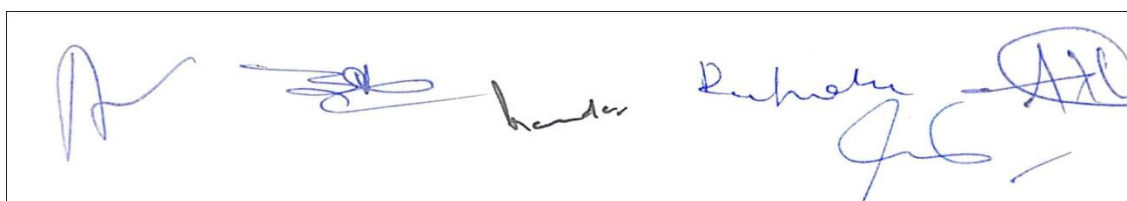
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	3	3	3	3	3
LO-2	3	3	3	2.5	2.5	3	2.5	3
LO-3	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	3	3	2
Average	3	3	3	2.87	2.87	3	2.87	2.75

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3
LO-2	3	3	3	3	3
LO-3	3	3	2	3	2
LO-4	3	3	2.5	3	2.5
Average	3	3	2.62	3	2.62

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3	3	3	3	3	3	3	3	3
LO-2	3	3	3	2.5	2.5	3	2.5	3	3	3	3	3	3
LO-3	3	3	3	3	3	3	3	3	3	3	2	3	2
LO-4	3	3	3	3	3	3	3	2	3	3	2.5	3	2.5
Average	3	3	3	2.87	2.87	3	2.87	2.75	3	3	2.62	3	2.62



BA Mass Communication DISSERTATION BA/MC/DSE4

Dissertation Marks: 50

Viva voce: 50

Course Code	L	T	P	Total
BA/MC/DSE4	0	0	18	18

Course Objective: The aim of the course is to understand the production skills of Media. Students will be trained with the practical knowledge of launching own media organization and it also includes entrepreneurs in media.

Course Outcomes:

CO1: Students will be able to understand the basics of research design and research methodology

CO2: Students will be able to select topic of research using scientific approach of research

CO3: Students will be able to write review of literature, collect primary/ secondary data and apply statistical tools for data validation

CO4: Students will be able write research report/ dissertation

The students will be required to write a dissertation on any research topic in consultation with the supervisor. The supervisor will be allotted by chairperson/principal in the beginning of semester. After which the students may select the research topic in consultation with the supervisor. The topic needs to be finalised within 15 days of the start of 8th semester. It must be approved by the Staff Council in case of UTD and by a committee headed by the Principle in case of college. The topic needs to be innovative and related to the field of media studies. He/she will have to carry out his/her research under the supervision of his allotted supervisor. The duly bind dissertation will be submitted FIVE copies of dissertation in the department/college at least 15 days before the commencement of the theory exam of even semester. Plagiarism check certificate has to be submitted along with the dissertation. Dissertation with more than 10% plagiarism will not be accepted for submission. An external examiner appointed by the university will evaluate the dissertation and hold the Viva-Voce examination. Students will have to personally appear for the Viva before the expert. A student who fails to submit his dissertation will not be allowed to appear for viva-voce.

DISSERTATION

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	3	3	3	3	3
LO-2	3	3	3	3	3	3	3	3
LO-3	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	3	3

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3
LO-2	3	3	3	3	3
LO-3	3	3	3	3	3
LO-4	3	3	3	3	3
Average	3	3	3	3	3

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3	3	3	3	3	3	3	3	3
LO-2	3	3	3	3	3	3	3	3	3	3	3	3	3
LO-3	3	3	3	3	3	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	3	3	3	3	3	3	3

