



BABU BANARASI DAS UNIVERSITY

**DEPARTMENT OF MASS COMMUNICATION
SCHOOL OF HUMANITIES AND SOCIAL
SCIENCES**

COURSE CURRICULUM

**MASTERS OF ARTS
JOURNALISM & MASS COMMUNICATION**

**COURSE CODE: MAJMC
DURATION: 2 YEAR PROGRAMME
VERSION 2.0
EFFECTIVE FROM JULY 2021**

Course Curriculum of Masters of Arts Journalism & Mass Communication

Version Control

Version	2.0
Effective from	1st July, 2021

**Approved by Board of Studies
of Department of Mass Communication held on
23rd June 2021**

INTRODUCTION:

As the academic sphere in Journalism & Mass Communication is continuously broadening and simultaneously generating many areas for career opportunities imbuing creative exploration, innovation and self development in the present fast moving competitive world, there is a dire need of a certified academic programme at master's level which is equally important to instill imperative qualities amongst the students to capacitate themselves in the industry. Additionally, In the last two decades, media industry and its standards has incurred noticeable changes in major areas like film production, radio journalism, online journalism, media convergence and advertising related to industry-based standards therefore introducing a masters level degree course in Journalism & Mass Communication could be a beneficial means to substantiate quality Media Education.

Media Academics at master level is a consolidation of learning tactful theoretical concepts and practicing specialized creative/technical exercises under an academic environment which acts like a gateway for a student for developing his/her future in Media. These concepts and practically oriented teachings will draft their career accordingly.

The Department of Mass Communication in BBD University aims to create professionals who possess both intellectual and technical rigor of high caliber. The Department is constantly working to innovate and improvise the knowledge delivery mechanism by introducing new-age pedagogy and teaching standards. The perfect combination of theory and practice determines our drive to produce talent which can go beyond the mechanical way of journalistic practice and produce work which is creative, informative, intriguing and entertaining in nature. To cater to the needs of the new age media industry, fresh technical modules such as digital film making, cinematography, advanced digital photography, film production and non-linear editing have been complied and already introduced at bachelor level. Therefore, foreseeing the future endeavors of the students, keeping in mind the necessity of their demands and thoughtful suggestions of the media experts, Department of Mass Communication offer Program of **(Masters in Journalism & Mass Communication)** which is significantly required cater the market needs.

MA (JOURNALISM AND MASS COMMUNICATION) (Full Time-02 years):

MA (Journalism and Mass Communication) is a two-year course comprising of four semesters which aims at providing inputs to the students relevant to the media industry so that they can function in different organizations and face the challenges arising there from. The course not only aims at providing knowledge and skills in different areas of mass communication, but also provides inputs necessary for the overall development of the personality of the students. MA (Journalism and Mass Communication) is a two years full time degree course. The structure of the Course is designed in a way that students have to study the core courses from different functional areas of journalism and mass communication that are made compulsory. Broadly, the course is of two years divided into four semesters. There is a system of seminar in first semester and Generic Electives in third and fourth semesters. The students will have to opt for one elective for their specialization. In practical orientation Summer Training named as Functional Project Report for 6/8 weeks is compulsory for every student pursuing the course, which they have to undergo after second semester. Student has to submit Functional Project Report in Third semester.

A. ADMISSION CRITERIA

1. A Minimum aggregate of 50% in graduation (any stream) or equivalent CGPA/OGPA. Relaxation in qualification and reservation is as per UGC and State Govt. norms.

2. BBD University will also conduct a written test for admission to the program.

B. ASSESSMENT AND EVALUATION

The course assessment and evaluation of courses will be as per BBD University guidelines.

C. PROGRAM DURATION

Minimum – 02 Years

Maximum – 04 Years (From the date of Admission)

D. SEMINAR

In the Second Semester, every candidate will be given four research topic which is to be assigned by the Department of Mass Communication under the supervision of a core faculty member of the department. Students have to study the given topic in every possible /important aspect and prepare presentations incorporating every facts and figures, statistical data's, recommendations etc. This Presentation will be conducted regularly and will be an open-ended seminar which shall have panel discussions and media appreciation. This will run throughout the semester and academic approach of every candidate will be monitored accordingly. The seminar will be of 100 Marks and will be evaluated internally.

E. FUNCTIONAL PROJECT REPORT

1. During third semester, every student of MA (J&MC) will undergo on-the-job practical training in any media organization. The training will be of 6 to 8 weeks duration. The College/Institute will facilitate this compulsory training for students.

2. During the training, the student is expected to learn about the organization and analyze and suggest solutions of a live problem. The objective is to equip the student with the knowledge of actual functioning of the organization and problems faced by them for exploring feasible solutions and suggestions.

3. During the course of training, the organization (where the student is undergoing training) will assign a problem/topic to the student.

4. The Internal Assessment of Functional Project shall be on the basis of regular presentation by the student after completion of eight weeks training. At the end of the Semester the student will be required to submit a comprehensive report (Functional Project Report) before the pre-decided date for the purpose of final assessment (ESE).

5. The report (based on training and the problem/project studied) prepared by the student will be known as Functional Project Report. The report should ordinarily be based on primary data. It should reflect in depth study of micro problem, ordinarily assigned by the organization where student undergoes training. Relevant tables and bibliography should support it.

6. One comprehensive chapter must be included about the organization where the student has undergone training. This should deal with brief history of the organization, its structure, performance products/services and problems faced. This chapter will form part I of the Report. Part II of the Report will contain the study of micro research problem. The average size of Report ordinarily will be 100 typed pages in standard font (Times New Roman, font size: 12) and double spacing.

Three neatly typed and hard bound (black cover page) copies of the report will be submitted to the College/Institute. The report will be typed in A-4 size paper.

7. The Report will have three certificates. One by the Dean/ Head, Department of Mass Communication, Second by the Reporting Officer of the organization where the student has undergone training and the other by the student. These three certificates should be attached in the beginning of the report.

8. It is mandatory that the student will make presentation in the presence of teachers and students. The student is expected to answer to the queries and questions raised in such a meeting. The final assessment will be done by the external examiners.

F. RESEARCH PROJECT REPORT (THESIS)

1. In Fourth semester, candidates will have to submit a thesis on a research topic which is to be assigned by the Department of Mass Communication under the supervision of a core faculty member of the department. Students have to study any social problem based on primary research.

2. The report will contain the objectives and scope of the study. Research methodology, scope, significance of the study, analysis of data collected, conclusions and recommendations. It will contain references certifying the authenticity of the report shall be attached therewith.

3. The student will submit three copies of the report to the Dean/Head of the Department of Mass Communication program. The average size of Report ordinarily will be 60 typed pages in standard font (Times New Roman, font size: 12) and double spacing. Three neatly typed and hard bound (black cover page) copies of the research report will be submitted to the University. The report will be typed in A-4 size paper. Further details of the thesis will be given accordingly.

G. VIVA /VOCE

The Viva Voce is aimed at testing the knowledge, learning and understanding that the student would have acquired during the period of two-year studies at this master's programme. There shall be Comprehensive Viva Voce at the completion of MJMC programme. It will carry **100 marks**. Comprehensive Viva Voce will be conducted by a Board of Examiners comprising the Head of the Department, one external expert and two internal experts. This Comprehensive Viva/Voce will make student go through every deep tactical aspect of Mass Communication.

H. CREDIT SYSTEM

Credit system will be followed during the entire two-year course curriculum. One credit is equivalent to 30 learning hours.

COURSE STRUCTURE

Semester I

	Course Category	Course Code	Course Title	Contact Hours			Evaluation Scheme			Credits
				L	T	P	CIA	ESE	Total	
1	Core	MJMC2101	Mass Communication Concepts & Principles	4			40	60	100	4
2	Core	MJMC2102	Print Journalism	4			40	60	100	4
3	Core	MJMC2103	Digital Media Communication	4			40	60	100	4
4	Core	MJMC2104	Audio Visual Media-I	4			40	60	100	4
5	Core	MJMC2105	Fundamentals of Advertising	4			40	60	100	4
6	Lab	MJMC2151	Print Media Lab.			4	40	60	100	2
7	Lab	MJMC2152	Digital Media Lab			4	40	60	100	2
Total				20		8	280	420	700	24

Semester II

	Course Category	Course Code	Course Title	Contact Hours			Evaluation Scheme			Credits
				L	T	P	CIA	ESE	Total	
1	Core	MJMC2201	Development Communication	4			40	60	100	4
2	Core	MJMC2202	Digital Photography	4			40	60	100	4
3	Core	MJMC2203	Audio Visual Media-II	4			40	60	100	4
4	Core	MJMC2204	Professional Advertising	4			40	60	100	4
5	Lab	MJMC2251	Audio Visual Lab			4	40	60	100	2
6	Lab	MJMC2252	Digital Photography Lab			4	40	60	100	2
7	Lab	MJMC2253	Seminar ■				100		100	4
Total				16		8	340	360	700	24

■ For Details refer to the Introduction of this Course Curriculum Program Booklet.

Abbreviation: CIA: Continuous Internal Assessment, ESE: End Semester Examinational-L-Lecture, T-Tutorial, P-Practical

Semester III

	Course Category	Course Code	Course Title	Contact Hours			Evaluation Scheme			Credits
				L	T	P	CIA	ESE	Total	
1	Core	MJMC2301	Electronic Media and Production	4			40	60	100	4
2	Core	MJMC2302	Media Research and Practices	4			40	60	100	4
3	DSE		Discipline Specific Elective*	4			40	60	100	4
4	Lab	MJMC2351	Functional Project Report ■				40	60	100	8
5	Lab	MJMC2352	Electronic Media Lab			4	40	60	100	2
6	Lab	MJMC2353	Media Research Lab			4	40	60	100	2
Total				12		8	240	360	600	24
*Discipline Specific Elective for Semester III (Select any one)										
	Course Category	Course Code	Course Title	Contact Hours			Evaluation Scheme			Credits
				L	T	P	CIA	ESE	Total	
1	Elective	MJMC2001	Public Relations	4			40	60	100	4
2	Elective	MJMC2002	Corporate Communications	4			40	60	100	4
3	Elective	MJMC2003	International Communication	4			40	60	100	4

Semester IV

	Course Category	Course Code	Course Title	Contact Hours			Evaluation Scheme			Credits
				L	T	P	CIA	ESE	Total	
1	Core	MJMC2401	Film Studies	4			40	60	100	4
2	Core	MJMC2402	Media Operations & Ethics	4			40	60	100	4
3	DSE		Discipline Specific Elective #	4			40	60	100	4
4	Lab	MJMC2451	Film Production Lab			4	40	60	100	2
5	Lab	MJMC2452	Viva/Voce					100	100	4
6	Lab	MJMC2453	Thesis				50	50	100	6
	Total			16		4	210	390	600	24
# Discipline Specific Elective for Semester IV (Select any one)										
	Course Category	Course Code	Course Title	Contact Hours			Evaluation Scheme			Credits
				L	T	P	CIA	ESE	Total	
1	Elective	MJMC2004	Social Media Management	4			40	60	100	4
2	Elective	MJMC2005	Event Management	4			40	60	100	4
3	Elective	MJMC2006	Fashion Communication	4			40	60	100	4

☐ For Details refer to the Introduction of this Course Curriculum Program Booklet.

SEMESTER I

MJMC2101		MASS COMMUNICATION CONCEPTS & PROCESSES		Course Credit: 04	
COURSE OBJECTIVE	<ul style="list-style-type: none"> ❖ To describe the foundations of human communication. ❖ To develop among them broad understanding of the concepts and process of communication. ❖ To make them understand communication better through various theories and models. 	No of Hours	No of Credits		
LEARNING OUTCOMES	<ol style="list-style-type: none"> 1. To enhance the knowledge of students with regard to fundamentals of communication and its different forms. 2. To know the effective communication and barriers of communication. 3. To illustrate the fundamentals of mass communication and its various forms. 4. To describe the theories of communication that make them understand about role of communication in media and society. 5. To understand the different models and role of model in communication process. 6. To identify the tools of Mass Communication for purpose of Effective Communication. 				
Module I: Introduction to Mass Communication Meaning, Definition, Origin & Scope of Communication, Nature, Purpose & need of Communication, Communication Process & its Elements, Barriers in Communication, Types of Communication, Mass Communication-Meaning, Definition, Characteristics, functions and uses, Impact of Mass Communication & limitations, Mediums of Mass Communication. Scope & Concepts Mass Culture, various forms of Communication prevalent in our Society, A brief history of communication in India		30	1		
Module II: Communication Theories: I Normative Theories of Mass Media; Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, Soviet Communist Theory, Development Media Theory, Democratic-Participant Theory. Sociological Theories of Mass Communication; The Cultivation Theory, Social Learning Theory, Agenda Setting Theory, Play Theory, Uses and Gratification Theory, Dependency Theory. Hypodermic or Bullet Theory, Individual Differences Theory, Cognitive Dissonance Theory, Personal Influence Theory, Spiral of Silence Etc.		30	1		
Module III: Communication Models Introduction, Definition, Importance of Models, Functions & Limitation of Model, Types of Model, Aristotle Model, Westley And Maclean's Model, Osgood's Model, Laswell's Model, Newcomb's Model, Shannon and Weaver's Model, George Gerbner's Model. SMCR Model, Helical Model		30	1		
Module IV: Tools of Mass Communication Understanding the Tools of Mass Communication, The Impact of various tools of Mass Communication. Understanding (Print Media) Newspaper & Magazines as a tool of Mass Communication, Understanding (Electronic Media) Radio, Television, Films as a tool of Mass Communication. Use of Advertising, Public Relations and Public Affairs for Mass Communicating. Efficacy of Traditional Media and Folk Media in Mass Communication. Understanding Massive use of Internet and Digital Media as a tool of Mass Communication.		30	1		
Suggested Readings: <ol style="list-style-type: none"> 1. Keval J Kumar, <i>Mass Communication in India</i>, Jaico Publishing House, Mumbai, 2012. 2. Uma Narula, <i>Mass Communication Theory and Practice</i>, Haranand Publication, New Delhi, 2004. 3. Denis Mc Quail, <i>Mc Quail's Mass Communication Theory</i>, Sage Publications, New Delhi, 2001. 4. Stanley J Baran & Dennis K. Devis, <i>Mass Communication Theory: Foundation, Ferment and Future</i>, Thomson Wadsworth, 2000. 5. Andal N, <i>Communication Theories and Models</i>, Himalaya Publishing House, Delhi. 6. Uma Joshi, <i>Text Book of Mass Communication and Media</i>, Anmol Publications Pvt. Ltd., New Delhi. 7. K Ravindaran, <i>Handbook of Mass Communication</i>, Anmol Publication, New Delhi. 8. C. S. Rayadu, <i>Communication</i>, Himalaya Publishing House, Mumbai. 					

MJMC2102		PRINT JOURNALISM		Course Credit: 04	
COURSE OBJECTIVE	<ul style="list-style-type: none"> ❖ To describe the foundations of print journalism. ❖ To develop among them broad understanding of the concepts and process of new gathering and writing. ❖ To make them understand news sense through various news value and elements. 	No of Hours	No of Credits		
LEARNING OUTCOMES	<ol style="list-style-type: none"> 1. To understand news its element and news value 2. To understand the functions and responsibilities of reporter. 3. To distinguish the techniques of rewriting copy and headline. 4. To analyze reporting techniques, principles, various beats and news gathering methods. 5. To describe the responsibilities and functions of a reporter, pitfalls and problem in reporting. 				
Module I: News Writing Reporting and writing, News: Definition, concept, elements, values, sources, lead writing, structure/ format of news writing, Interviewing: types, purposes, techniques. Headline writing; types and techniques. Ethics and fairness in reporting. Roles, responsibility and function of reporter.		30	1		
Module II: News Reporting Interpretative and Investigative reporting- purpose, sources, styles, techniques. Criticism, reviews, news analysis, back grounding. Different beats & assignments (Reporting crime, weather, speech, accident, disaster, court, election, riots, war/conflict/, obituaries), Political reporting, Scoops and exclusive and specialized reporting- science, sports, reporting for magazines. News for peace and reconciliation. Diplomatic reporting. Feature and column writing. Editorial. Interview, Types of Interview, Techniques of Interview, Types of Feature, Editorial Page- Editorial, Types of Editorial, Middle Pieces, Letters to Editor, Parliamentary Reporting, Business Reporting		30	1		
Module III: Journalism in India Journalism in India- Past and Present, Struggles against repressive measures- Freedom movement and the Indian press- Language press and national development, Press organization- Press council, Registrar of Newspapers for India, Audit Bureau of Circulation, A brief on leading newspapers and magazines. Press commission. Freedom of press, Yellow Journalism, Entry of foreign press, New era of Indian press. News agencies- PTI, UNI. FDI in print media, Agenda setting role of newspapers, Emergence of non-news journalism.		30	1		
Module IV: Editing Editing; Definition, concept, process of editing. Function and importance of editing. Editorial setup of newspaper, magazine and news agency. Editor and his/ her team, role and responsibilities. Newsroom functions, news desks News Editor - role and responsibilities. Translation, proof reading, page layout planning.		30	1		
Suggested Readings: <ol style="list-style-type: none"> 1. Keval J Kumar, <i>Mass Communication in India</i>, Jaico Publishing House, Mumbai, 2012. 2. Uma Narula, <i>Mass Communication Theory and Practice</i>, Haranand Publication, New Delhi, 2004. 3. Denis Mc Quail, <i>Mc Quail's Mass Communication Theory</i>, Sage Publications, New Delhi, 2001. 4. Stanley J Baran & Dennis K. Devis, <i>Mass Communication Theory: Foundation, Ferment and Future</i>, Thomson Wadsworth, 2000. 5. Andal N, <i>Communication Theories and Models</i>, Himalaya Publishing House, Delhi. 6. Uma Joshi, <i>Text Book of Mass Communication and Media</i>, Anmol Publications Pvt. Ltd., New Delhi. 7. K Ravindaran, <i>Handbook of Mass Communication</i>, Anmol Publication, New Delhi. 8. C. S. Rayadu, <i>Communication</i>, Himalaya Publishing House, Mumbai. 					

MJMC2103		DIGITAL MEDIA COMMUNICATION		Course Credit: 04	
COURSE OBJECTIVE	<ul style="list-style-type: none"> ❖ To explain new media technology for journalist approach. ❖ To describe online discussions forums keeping in mind cyber laws and create blogs. 	No of Hours	No of Credits		
LEARNING OUTCOMES	<ol style="list-style-type: none"> 1. To understand the advantages, limitation and risk factors in new media 2. To create their own blog 3. To differentiate between static and dynamic pages 4. To write effectively for web 5. Prepare a presentation for web content 				
Module I: Basics of Digital Media Digital media- Introduction, concept and scope, Impact of new media on traditional journalism, Concept of Convergent journalism, Evolution of convergence, Multi media convergence, Application of convergence, Freedom of online media- Boon or Bane. Introduction of internet application in the digital world, Multi media content management services, Social Media Communication and its impacts, Various Components of Digital Media, Description of various internet electronic gadgets used in digital media. Web publishing tools and application, Interactive television, search engine, video conferencing and telephony, web page development- Inserting, linking, editing, publishing, promoting, maintaining a website. Managing YouTube Channels and Monetization. Use of Digital Media pre and post Covid-19 Pandemic. Advantages and Disadvantages of Digital Media in context to reach and usability. Recent advancements and forthcoming future prospects.					
Module II: The Digital age Revolutionary change in digital communication, Benefits of the net and social media, dark net, Freedom of Expression vs. Privacy, Security issues in digital technology, Overview of New Media Industry, Changing media trend- Consumer need and demand, Digital story telling format- Content writing, editing, reporting and its management, E-mail- Searching, establishing, Accessing, Sending, Upgradation. Web2.0- Introduction, organization and community, Business sides of Web 2.0. Tags and Folksonomy, Band width, Browser progression, LAN, MAN, WAN, Optical Fiber - Structure, Advantages and application, Protocols of internet application, content production and sharing sites. Meanings of acronyms in the digital world- URL, Web address, Domain, http, IP address, Cache, Plugins, web-based readers, stand-alone readers, RSS readers and feeds, web browsers, hypertext. Understanding Modern day Computing using Apple and Windows Operating System. Mobile Communication- Concept, Mobiles- News, advertisement, social sites, CDMA and satellites, M commerce, Mobile communication- Business application, Media organization, Promotion, social communication		30	1		
Module III: Cyber Journalism Principles and objectives, Role and relevance, Impact of online journalism in the globalized world, Socio economic impact, Participatory journalism, recent scenario, Technology used for self management, news management, crowd sourcing and managing conversation. Online writing, editing, e- publishing, online edition of print materials, its creation feed, marketing, revenue and expenditure, Major news sites and E- magazines. Understanding Cyber Laws for effective use of Cyber Journalism.		30	1		
Module IV: Changing Paradigms of News Value of Protocols, Production of News websites, Values and ethics, Principle of News selection and news sources, Integrated newsroom structure, Emergence of new news vehicles, Computer assisted reporting, Challenges and opportunities for a newsman as a gatekeeper, search engine marketing, Importance of SMO, blogs, articles and PRs, Cybercrimes, privacy and security.		30	1		
Suggested Readings: 1. <i>A journalist guide to the Internet: The net as a reporting tool: Callahan Christopher</i> 2. <i>ABC of the Internet: Crumilish</i> 3. <i>Illustrated world of internet-Anil Madam</i> 4. <i>Writing for new media- Andrew Bonum</i> 5. <i>Dawdney Andrew and Ride Peter- The new media handbook</i>					

MJMC2104		AUDIO VISUAL MEDIA		Course Credit: 04	
COURSE OBJECTIVE	<ul style="list-style-type: none"> ❖ Overview of the Historical background of Audio-Visual Media ❖ Briefing about the Radio and Television organizations in India ❖ Overview of Internet and Global Communication Medium ❖ Defining Audio Visual Journalism 	No of Hours	No of Credits		
LEARNING OUTCOMES	<ol style="list-style-type: none"> 1. To understand the historical perspective of Audio-Visual Medium. 2. To understand the types of Organizations in India and programmes produced. 3. To understand historical perspective of Internet. 4. Introduction of Radio and Television Journalism. 				
Module I: History Early developments of Audio-Visual medium at world level. Electronic Media (Concept & Definition), Development of Radio: Public and Private Radio systems, FM Radio, HAM Radio, Brief history of Radio in India, Brief history of Television in India, Introduction to Public and Private television networks, Cable industry in India, Recommendations of various committees for improvement of All India Radio and Doordarshan, Prasar Bharati and various Government Bodies.		30	1		
Module II: Radio and Television Organizations Working of a Radio Station and Television, Structure of AIR & Private FM Radio Stations, Services and Code, Formats of Radio programming: News, Features, Talks, Documentaries, Radio Plays, Vox Pop, Countdown, Phone-ins Programmes, Chat shows, Structure of DOORDARSHAN & Private TV Channels, Services and Code, Formats of Television Programming - Drama, Documentaries, Panel discussions, Talk shows, News and Interviews, Music Programming, Docu-dramas, TV Features, Developmental Programmes. Emergence of Podcasting, Differentiating Broadcast, webcast and Podcast, Use of Podcasting.		30	1		
Module III: Internet as Audio Visual Medium Introduction to Internet & world wide web, Defining Internet as a impactful medium of mass communication, Brief history of Internet (world perspective), Information Age & Digital Age. Internet as a source of Information, Concept of Online news sites of channels, e-magazines and on-line newspaper, E-governance-commerce (concepts & usage), Defining media convergence and Divergence, Social Networking Sites, Internet versus the conventional electronic media modes, Internet & global communication with world wide web. Web based News Channels. Emerging use of Internet and online resources. E-Pathshaala, Google Classrooms, Online Classes, Webinars on Virtual Platforms.		30	1		
Module IV: Audio Visual Journalism Basic characteristics of Radio & TV news journalism, News room- hierarchy, role of each element in hierarchy ,steps from news reporting - packaging – on air, introducing various technical departments, functioning of each department, various technical staff, equipments or hardware's for a radio and television news channel, importance of technical functioning in a news channel, coordinating with the newsroom, professional terminologies, functioning while working on a live bulletin and recorded programme. Differentiating between conventional Studio based Live TV Programs and Software based Virtual Live Web Programs.		30	1		
Suggested Readings: <ol style="list-style-type: none"> 1. William Crawley & David Page (Eds.), <i>Satellites Over South Asia</i>, Sage, India, 2000 2. Geeta Sen, <i>Image And Imagination</i>, Mopin Publishing 3. Gopal Sexena, <i>Television In India</i>, Vikas Publishing House 4. E. Moris, <i>Broadcasting Reforms In India</i>, Oxford University Press 5. Herbert Zettl, <i>TV production Handbook</i>, Thomas Wardsworth Publishing. 					

MJMC2105		FUNDAMENTALS OF ADVERTISING		Course Credit: 04	
COURSE OBJECTIVE	<ul style="list-style-type: none"> ❖ To describe the foundations of Advertising. ❖ To develop among them broad understanding of the concepts and process of advertising and its need. ❖ To make them understand communication better through various theories and models. ❖ To equip the students with advertising and corporate communication techniques. 	No of Hours	No of Credits		
LEARNING OUTCOMES	<ol style="list-style-type: none"> 1. To enhance the knowledge of students with regard to fundamentals of advertising and its different forms. 2. To illustrate the fundamentals of advertising and its various forms. 3. To describe the theories of advertising that make them understand about role of advertising in media and society. 4. To understand the different models and role of model in communication process. 5. To identify the target audiences and able to segmentation of audience for purpose of communication. 				
Module I: Introduction to Advertising Introduction and basic concepts of advertising, Concepts, role, functioning, scope and types of advertising, Economic, social, legal and ethical aspects of advertisement, advertising as tool of communication, Advertising theories and models-AIDA, DAGMAR, Maslow's hierarchy model, Impact of advertisement: Psychological, social, financial. Recent trends of advertising in context to advancement of tools of Mass Communication		30	1		
Module II: Ad Agency, Structure & Functions Advertising Management, Introduction to advertising agencies, various departments of ad agency, selection of ad agency, services rendered by ad agency. Planning an advertising campaign-Market research, Product research, consumer analysis, marketing mix, brand building, unique selling propositions.		30	1		
Module III: Advertising Tools & Process Advertising via several media, Advertising through various media channels. Media vehicles used for advertising, market segmentation, targeting, positioning, situation analysis. Media selection, planning, scheduling and feedback, appeals in Advertising		30	1		
Module IV: Classification & Aspects Advertising and Public, Introduction to public relation- definition and concept, publicity, propaganda, advertising. Growth and development of PR, tools and techniques of PR, Market share, role of PR in crisis management, Idea generation, use of colors, corporate advertising.		30	1		
Suggested Readings: <ol style="list-style-type: none"> 1. Keval J Kumar, <i>Mass Communication in India</i>, Jaico Publishing House, Mumbai, 2012. 2. Chunawalla, <i>advertising Theory and practice</i>, Himalaya Publication House 3. Kaul J.M, Noya Prakash, <i>Public Relation in India</i>, Calcutta. 4. Frank Jefkins, <i>advertising Made Simple</i> Rupa & Co. 5. <i>Advertising</i>; Jethwaney, Jaishri N. 6. <i>Foundation of Advertising</i>; Chunawalla, S.A. & Sethia, K.C. 7. <i>Advertising Management</i>; Manendra Mohan 8. <i>Advertising</i>; Ahiya, B.N. & Chhabra, S.S. 9. <i>Advertising</i>; O'guinn, Thomas C 					

MJMC2151	PRINT MEDIA LAB	Course Credit: 02	
COURSE OBJECTIVE:	❖ Write reports for newspapers and magazines. ❖ Prepare two pages Tabloid newspaper.	No of Hours	No of Credits
LEARNING OUTCOMES:	1. To understand the criteria of news writing and also distinguish between the front page and local page news. 2. To prepare reports on various beats. 3. To rewrite news stories for newspaper and magazine. 4. Designing the newspapers		
Module I: Writing Reports Reading of newspapers in the class particularly the front page and the local news pages. Writing, subbing and editing reports on various beats after reporting in field. Writing features on social issues based on interview. Prepare questions for a specific interview. Rewriting news stories from news papers converting them for Tabloid Newspaper. Filing report after attending one press conference after going to the field. Design a Four Page Newsletter		30	1
Module II: Preparation of Tabloid Newspaper News Collection, Writing current news stories and Editorials with pictures, Designing a two-page Tabloid Newspaper using Desktop Publishing softwares like Adobe Photoshop, Quark Express, In Design, Corel Draw. Printing of News Paper.		30	1

MJMC2152	DIGITAL MEDIA LAB	Course Credit: 02	
COURSE OBJECTIVE:	❖ Working on Digital Media & Online Platforms ❖ Desktop & Web Publishing.	No of Hours	No of Credits
LEARNING OUTCOMES:	1. To understand the criteria of news writing and also distinguish between the front page and local page news. 2. To prepare reports on various beats. 3. To rewrite news stories for newspaper and magazine. 4. Designing the newspapers		
Module I: Digital Media & Online Networking To work on different graphic user Interfaces, using different multimedia softwares like Microsoft Word, Power Point & Excel. To work on various types of signographic, calligraphic, typographic letterforms and Fonts. Understanding Text beautification & readability. DBMS and MIS. Color Schemes. Conducting Webinars, Video Conferences, Live Programs with Softwares like OBS and YouTube. Understanding SEO & SEM for online contents.		30	1
Module II: Desktop & Web Publishing To work and designing on DTP Softwares like Adobe Photoshop, Quark Express, Corel Draw, Online Website development, Logo Designing, Poster Designing and Visiting Card Designing. Online Photo Processing. Digital File Conversions, Creating Banners for Social Media Advertisements. Creation of pages, importation and movement of copy and images, Selection and cropping of photographs and graphics, use of text wrap, Anchored graphics and rules, various palettes, master pages, templates etc. Printing with CMYK Digital techniques.		30	1

SEMESTER II

MJMC2201		DEVELOPMENT COMMUNICATION		Course Credit: 04	
COURSE OBJECTIVE	<ul style="list-style-type: none"> ❖ To describe the foundations of development communication. ❖ To develop among them broad understanding of the concepts and process of development communication. ❖ To make them understand development communication better through various theories and models. 	No of Hours	No of Credits		
LEARNING OUTCOMES	<ol style="list-style-type: none"> 1. To enhance the knowledge of students with regard to fundamentals of development communication and its different forms. 2. The Student will be able to define what development is. 3. They can differentiate between development and growth 4. Student develop understanding on different dimensions of development 5. Student can explain underdevelopment. 6. Students know about various theories and models of development communication. 				
Module I: An Introduction to Development Concept of development, characteristics of developing countries. Measuring development-Indices of measuring development and classification of countries based on development indices. Problems and issues in development. Digital divide		30	1		
Module II: Development Communication Development Communication- concept and genesis, characteristics, differences between communication and Development Communication. Pre-requisites of development communication. Philosophy & Approaches to Development Communication. Models of Development- Dominant Paradigm, Basic Needs Model, New Paradigm of development, Gandhian META models, western scholar's models (Rogers, Lerner's & Schramm.). Sustainable development: meaning, definition and importance.		30	1		
Module III: Development Communication: The Indian Perspective Planning in India and new government schemes for development. Issues of development in India – health, education, poverty, unemployment, agriculture, corruption etc. Gandhian, Nehruvian and Deendayal Upadhyay thoughts on development. Globalization and development, environment and development, NGO's- role in development communication		30	1		
Module IV: Media and Development Communication Traditional Media: types, characteristics, role in development communication. Development reporting- roles and responsibilities of a development reporter, ethics in reporting, specialized skills required and issues in development reporting. Radio news, features and commentaries. Radio and development communication. Television and cinema: role in development communication. ICTs: scope in development communication.		30	1		
Suggested Readings: <ol style="list-style-type: none"> 1. <i>Everybody Loves a Good Drought</i> by P. Sainath 1996, (Penguin) 2. <i>Development Communication: Theory and Practice</i>, by Uma Narula, 2007, Har Anand Publications 3. <i>Development communication</i> by Paolo Mefalopulos 4. <i>International & development communication</i> by Bella Mody 5. <i>Communication for development in the third world</i> by S.R.Melkote 					

MJMC2202		DIGITAL PHOTOGRAPHY		Course Credit: 04	
COURSE OBJECTIVE	<ul style="list-style-type: none"> ❖ Describe photography. ❖ Explain parts of film & digital camera, its functions and use of accessories. ❖ Describe lights and lighting application for indoor and outdoor. ❖ Explain steps involved in printing a digital photograph. 	No of Hours	No of Credits		
LEARNING OUTCOMES	<ol style="list-style-type: none"> 1. To understand the fundamental knowledge regarding digital camera, its functions and use of accessories. 2. To describe the concept of photography. 3. To illustrate the structure and features of specialized cameras that make them understand about role of still photography in media and society. 4. To explain steps involved in printing a digital photograph. 5. To use the basics of camera i.e. shutter speed, aperture and focal length etc. 6. To apply the lights and lighting application for indoor and outdoor shooting. 				
Module I: Introduction to Photography Photography as a medium of mass and digital communication, Brief History of photography, Basic use of photographs, Art of Photography Conceptual Difference between still photography & motion pictures, Various Types of photography with suitable technical and creative elements of photography, Visual grammar incorporating Photographic angles, Parts of Analogue and Digital Camera, Concept of SLR & D-SLR cameras. Internal Mechanism of Camera. Functions of all parts of Camera, Lenses and types of lenses - (super wide, wide angle, normal, telephoto, long-telephoto, zoom lenses), Lens Manufacturers and ranges. Relation between Aperture, shutter speed & film speed. Understanding Drone Photography.		30	1		
Module II: Picture Composition & Camera Handling Basic fundamentals for Handling the camera, Concept of Depth of Field, Exposure Triangle, Getting the right exposure, Picture Purpose, Centre of Interest, Concept of Rule of Third, Backgrounds, Angles. Framing, Focus for Effect, Centre of Interest. Good Timing, Color Consideration, Power of Creative Imagination, Vantage points, Line curves and shapes in Foreground - Background, Photography under Special Conditions (Studio & Outdoor), Macro & Micro, Filters: all types, functions & applications, Camera Tools & Equipment's, Concept of developing & printing, Introduction to the process of developing and printing, Films and their sensitivity.		30	1		
Module III: Digital Imaging Concept of digital Science in Photography, Aesthetics of Digital Camera, Digital image construction (size & resolution of digital images), understanding Image sensors (CCD and CMOS), Uses, advantages and limitations of digital over conventional photography, tools & techniques of digital photography, Understanding DPI and Resolution, File formats of a digital image, Types of Image Correction Mechanism with Softwares. Color Correction Methods, Picture Orientation. Understanding PPI. Various formats of Image Storage. Mobile photography tips. Basics of Adobe Photoshop for Image Enhancements.		30	1		
Module IV: Lighting for Photography Understanding lighting: artificial & natural, photographic lighting equipment & sources, Different modes of Lighting, Creative Lighting using Bouncers & Reflectors, Natural source: the sun, nature and intensity of the sunlight at different times of the day, different weather conditions. Artificial light sources: intensity of different types of light sources used namely photo flood lamp, spot light, halogen lamp, barn doors and snoot, lighting stands. flash unit: bulb flash and electronic flash, main components, electronic flash units, studio flash, slave unit, multiple flash, computer flash, x-contact, exposure table, lighting & its control (source, contrast & direction of light), One, two- & three-point lighting, Working on the subject (changing proximity, varying angles, tightly framing subjects), Lightings as per studio & outdoor conditions.		30	1		
Suggested Readings: 1. O.P. Sharma, <i>Practical Photography</i> , Hind Pocket Books. 2. Michael Langford, <i>Basic Photography</i> , Focal Press. 3. James A. Folts Ronald P. Lovell, <i>Handbook of Photography</i> , Fred C. Zwahlen, Jr. Delmal Thomsan learning. 4. Lee Frost, <i>Photography</i> , Hodder Headline.					

MJMC2203		AUDIO VISUAL MEDIA II		Course Credit: 04	
COURSE OBJECTIVE	<ul style="list-style-type: none">❖ To identify different kinds of writing and reporting techniques.❖ To describe about the production of Radio News❖ To describe about the production of Television News❖ To Define the Presentation techniques and skills	No of Hours	30	No of Credits	1
LEARNING OUTCOMES	<ol style="list-style-type: none">1. To understand the different types writing and reporting for TV and Radio.2. To work on Radio News and TV News Production.3. To understand various Presentation Skills4. To understand Live System.				
Module I: Writing and Reporting for Media Writing techniques for broadcast and telecast medium, writing for/with visuals, conversational writing, Writing different formats :fiction & non fiction, Writing for ear, Style, radio scripts for different formats, jargon and terminology, Qualities of a TV journalist/reporter, Identifying sources of news , Process – event to news package, Keys of TV reporting, Live TV reporting and presentation, Various style formats : beats, events, breaking, Art of interviewing : Liaoning, approaches, arrangements and pre - research work. Qualities and attributes of a broadcaster reporter, news anchor- role and responsibilities.		30		1	
Module II: Radio News Production Understanding radio news production, Process : pre production, production, post production, Understanding recorded and live feed broadcasting, Radio journalism as a career , Identifying popular radio channels, Organizational structure of a Radio channel, Identifying/differentiating channel's managerial positions / editorial/technical wings, Identifying production members and their roles , Production pipeline – news to Broadcast , Process of live bulletin and recorded programme, Functions of production-technical department and personnel. Advanced use of Podcasting, Various open Source Platforms used for Podcasting.		30		1	
Module III: Television News Production Understanding Television news production, Process: pre production, production, post production, Understanding recorded and live feed telecasting, Television Production as a career, Introduction to outdoor news production, ENG & EFP, News Room functioning , Basic shooting skills and arrangements, Identifying team members and their duties , Single cam setup and multi-cam setup, Process of live bulletin and recorded programme, OB Vans, IP TV, Web Streaming, Functions of production-technical department and personnel. Live Programs on Internet using softwares. Emerging trends in News Production. Differentiating Conventional News Production and Contemporary Digital News Production.		30		1	
Module IV: Technical & Presentation Skills Understanding Presentation Skills , Concept behind “good on-air delivery”, Presenting news bulletins and news based Programmes , Conducting interviews inside and outside studios with many guests, Conducting panel discussion, audience based Programmes, Anchoring of entertainment Programmes – comedy shows, reality shows etc, Anchoring of live and recorded Programmes, Importance of anchoring, Coordination with floor manager and other production staff in the studio and PCR, PCR Equipment's, Use of computer/laptop, teleprompter, Talk backs and other equipment's in anchoring, MCR Operations, Satellite Transmission. DTH & DTS.		30		1	
Suggested Readings: <ol style="list-style-type: none">1. Jan R. Hakemulder, <i>Broadcast Journalism</i>, Anmol Publications, Ray AC de Jonge, PP Singh New Delhi.2. Janet Trewin, <i>Presenting on TV and Radio</i>, Focal Press, New Delhi.3. Andrew Boyd, <i>Techniques of Radio and Television News Publisher</i>, Focal Press, India.4. Janet Trewin, <i>Presenting on TV and Radio</i>, Focal Press, India.5. Ralph Donald and Thomas Spann, <i>Fundamentals of Television Production</i>, Surjeet Publications, New Delhi.6. Herbert Zettl, <i>Handbook of Television Production</i>, Publisher: Wadsworth.					

MJMC2204		PROFESSIONAL ADVERTISING		Course Credit: 04	
COURSE OBJECTIVE	<ul style="list-style-type: none"> ❖ Describing Professional Advertising and Media ❖ Describing the Creative implications of Advertising ❖ Explaining Media Planning and Buying ❖ Industrial Approach of Advertising. 	No of Hours	No of Credits		
LEARNING OUTCOMES	<ol style="list-style-type: none"> 1. To understand the fundamental knowledge of Professional Advertising 2. To describe the concept of Creativity 3. To illustrate the concept of Media Planning and Buying, Consumer and Marketing. 4. To describe the industrial approach of advertising. 5. To explain steps involved in producing Advertisement 				
Module I: Professional Advertising and Media Introduction to Professional Advertising, Elements, objective & its significance, Regulatory & ethical aspects of advertising, Relation between media & market, Appeals in advertising. Advertising in society. Professional Bodies in advertising, Advertising agencies association, advertising standard council, Press council, Professional ethics & issues & problems, Various genres of Advertising, Brand Management, Sales Promotion, Integrated marketing communication. Emergence of Online Advertising and its excessive use.		30	1		
Module II: Creative Management in Advertising Ad Agency Management and Functions, Organizational Structure, Client related issues and process, Advertising tools and practices, Consumer behavior, Role of Consumer in Advertising, Psychological aspects of Advertising on Consumers. Advertising research, measuring effectiveness of advertising (pre-testing, con-current testing & post testing). Defining creativity, Concept of creativity, Idea generation, and creative brief, creative process. Ad copy and its types, Impact of creativity in advertising, Relating media-market-target-buyer, exploring target with geographic, demographic and psychographic segmentation of market, selectivity, reach & frequency, advertising exposure, media scheduling (time & space), media budget & cost effectiveness, media briefing.		30	1		
Module III: Advertising: Media Planning, Forms & Buying Basics and fundamentals of media planning, media planning, definition, concept & functions, objectives and key elements, industry standards, Principles of media planning, 5W-1H of media planning, Role of media in the marketing and media planning framework, Developing media strategy –market strategy-the media mix, promotion mix, product mix, marketing mix, Jerome McCarthy's 4 P's of marketing mix, media strategy and decision process. Media Forms, Choosing the best media types, characteristic of major media forms, print – electronic –new media - the effective medium, concept of above the line (ALT), below the line (BLT), through the line (TLT) media. formulating media planning - outdoor advertising (all forms). Media buying, elements & principles of media buying, media buying functions and roles, new emerging trends in media buying, increasing complexity and amendments in media buying.		30	1		
Module IV: Industrial Approach of Advertising Ad campaign, Planning, budgeting (pricing) & designing an ad campaign. Advertisement Production, story boarding, scripting, Concept of space & time, Ad space according to media, Advertising Layout, development of aesthetic sensibility towards design, elements of design: (line, shape, forms, space, colors etc.), principles of Advertisement design, harmony, balance, rhythm, perspective, emphasis, orientation, repetition and proportion, color, calligraphy & typography in Advertising. Digital Communication Techniques in Advertising, Brief Introduction to production of Television Commercial, Radio Commercial. Recent developments in Advertising.		30	1		
Suggested Readings: <ol style="list-style-type: none"> 1. <i>The Advertising Handbook: Brienley</i> 2. <i>Advertising, Jethwaney, Jaishri N.</i> 3. <i>Foundation Of Advertising: Chunawalla, S.A & Sethia, K.C</i> 4. <i>Advertising: O' Guinn, Thomas C</i> 5. <i>Foundations Of Advertising: Theory And Practices, Chunawalla, Sa & Sethia, K.C</i> 					

MJMC2251		AUDIO VISUAL LAB		Course Credit: 02	
COURSE OBJECTIVE	<ul style="list-style-type: none"> ❖ To Understand basic Audio-Visual Medium ❖ To prepare for a Radio News Bulletin ❖ To Prepare a pictographic Audio-Visual Montage 	No of Hours	No of Credits		
LEARNING OUTCOMES	<ol style="list-style-type: none"> 1. Student will learn how to produce a Radio News Bulletin. 2. To write a new report for Radio. 3. Theme wise selecting correct and suitable pictures. 4. They will also learn to produce a Radio Programme. 				
Module I: Production of a Radio News Bulletin. News Reporting, News Gathering, Studio Recording, Interviews, Post Editing and Packaging. Students have to make a Radio News Bulletin or TV News Bulletin of 5 Minutes.		30	1		
Module I: Production of a Pictographic Montage Idea Generation, Clicking Theme wise photographs, Enhancing Image Quality, Thoughtful message and Story telling. Finding the suitable music. Learning Basic photo editing softwares Planning for Recording. Students have to make a Pictographic Montage of 5 Minutes with use of Photographs and a suitable Message.		30	1		

MJMC2252		DIGITAL PHOTOGRAPHY LAB		Course Credit: 02	
COURSE OBJECTIVE	<ul style="list-style-type: none"> ❖ Handle Digital SLR Camera. ❖ Compose and Shoot in different lighting conditions. ❖ Make a photo feature on a specific topic. 	No of Hours	No of Credits		
LEARNING OUTCOMES	<ol style="list-style-type: none"> 1. To understand the structure and features of different types of specialized camera. 2. To use the basic of camera i.e. shutter speed, aperture and focal length etc. 3. To apply different types of light in different shooting conditions. 4. To produce a photograph in different shot angles. 				
Module I: Outdoor Photography Outdoor Shoot: Using Digital SLR or Mobile camera, Choosing a topic, developing an idea and practice. Making a Photo feature by using self clicked photographs from Digital Camera Photographs should be of 5x7 inch size. A photo feature must of comprise 10–15 Photographs.		30	1		
Module II: Studio Photography Studio Photo Shoot: Shooting exercise in artificial lights, filters and Gels. Photographic Set designing, Product Photography, Profile Photography, Use of Smart Phone for Photography, Use of software like Adobe Photoshop for modification of picture. Editing of captured images with the help of Photoshop. Printing the photograph on A3 Sheets. Preparing a softcopy of photo feature on CD.		30	1		

SEMESTER III

MJMC2301		ELECTRONIC MEDIA PRODUCTION		Course Credit: 04	
COURSE OBJECTIVE	<ul style="list-style-type: none"> ❖ To apprise the students with technical and operational aspects of video camera and composition ❖ To Understand the Sound Techniques and Lighting Techniques. ❖ To enhance the creativity of students by explaining them steps of Production. ❖ To help the students learn the techniques of Video Editing. 	No of Hours		No of Credits	
LEARNING OUTCOMES	<ol style="list-style-type: none"> 1. To understand the nature and language of TV formats and Programmes. 2. To write script for fiction or non-fiction format. 3. To apply steps involved in production and utilization of a program 4. To understand the linear and non-linear editing formats. 				
Module I: About Video Camera and Handling Basic parts of Analog video camera, working of the camera, types of camera, camera accessories and various equipment, Differentiating between analog & digital video camera platforms, Conventional Videotape & Digital recording formats – S-VHS, VHS, U-MATIC, BETACAM & BETACAMSP, MINIDV, DVCAM, DVC PRO, P2 AND HD. Technological Transformation from use of Tapes to Chips. Understanding visual grammar – composition – movements – angles, Focus effects: deep focus, shallow focus, shifting focus, Lens perspective, Meaning of composition, importance and functions of composition, Rules of composition: emphasis/point of interest, headroom, rule of thirds, diagonal rule, Role of light in composition, Difference between multi-camera and single camera set up. Emergence of Virtual Studio and Camera Setup using Softwares.		30		1	
Module II: Sound & Lighting Techniques Defining sound - elements of sound , Types of sound – voice, natural sound, music, sound effects, Constructing the audio portion of a programme –narrator, commentator, voice over artist, natural sound, music and sound effects, making a track chart, Sound in video field production, Defining microphones & recording machines, types of microphones (digital & analog), construction of microphones - positioning of microphones, general audio and sound microphone techniques, sound mixers & channels, techniques of indoor and outdoor recording, studio acoustics. Defining lighting & understanding lighting equipment. Difference between natural and artificial lighting. Lighting equipments (indoor & outdoor), lighting instruments – types of lights (indoor & outdoor), creative aspects of lighting, basic lighting set up: three-point lighting, technical: - color temperature, light intensity, filters. New Technological Developments in Audio Production and Use of Lights in Studio and Outdoor Environment.		30		1	
Module III: Production Types of production (Television – Radio – Film), concept of idea generation to script, Script in audio visual format, Script breakdown, Screenplay. The master screen script, The post shooting script, Importance of research: location, budget, people, access, permission, insurance, resources, and time, planning for the production, writing for television - conventions of writing, terminology and formats, differences between writing for radio – tv – print, writing for different formats, writing for the human ear and imagination, difference between radio script, TV script, and a novel, different styles of writing, writing process, scripts for different formats and genres. Differentiating Fiction and Non-Fiction Production Styles. Genre: Romance, science fiction, action/adventure, detective/thriller, epic/historical event, Style: Naturalism, realist, expressionist, surrealist, theatrical, fantastical, observational, impressionist, Types of screenplay- plot based, character based, event based, idea based, place story, Characters: Protagonist, antagonist and supporting characters.		30		1	
Module IV: Video Editing Techniques Video Editing, Language and grammar of editing, Role of the editor – creative editor, technical editor, editor as graphic artist, elements and principles of television video editing, Theory of editing. Types of edits - sequencing shots - concept of montage - continuity vs. Non-continuity Functions of editing – combine, shorten, correct, build. Linear vs. Non-linear editing, Difference between in-jest-capturing-dumping-digitizing, video editing – sound editing, Ethics of video editing, Importance of file footage and archival footage, Transition and effects, graphics and design, Editing modes – off and online editing, Introduction to Final Cut Pro and Adobe Premiere Pro as leading Non-Linear Editing softwares.		30		1	
Suggested Readings: <ol style="list-style-type: none"> 1. Jan R. Hakemulder, <i>Broadcast Journalism</i>, Anmol Publications, Ray AC de Jonge, PP Singh New Delhi. 2. Janet Trewin, <i>Presenting on TV and Radio</i>, Focal Press, New Delhi. 3. Andrew Boyd, <i>Techniques of Radio and Television News Publisher</i>, Focal Press, India 					

MJMC2302		MEDIA RESEARCH & PRACTICES		Course Credit: 04	
COURSE OBJECTIVE	<ul style="list-style-type: none"> ❖ To describe the foundations of research. ❖ To develop among them broad understanding of the concepts and process of communication research. ❖ To make them understand tools and technique of communication research. 	No of Hours	No of Credits		
LEARNING OUTCOMES	<ol style="list-style-type: none"> 1. To enhance the knowledge of students with regard to fundamentals of communication research. 2. Students develop understanding on methods of communication research. 3. Students develop understanding on methods of data collection. 4. Student can process and analysis the collected data. 5. Student can make Planning, preparing, Designing & Presenting research proposal. 				
Module I: Research Formulation Introduction, definition, elements of research, scientific approach, research and communication theories, role function scope and importance of communication research. Social Scientific Research, types of research, research approaches, research process, Process and tools of social scientific research, principles of scientific procedure hypothesis. Defining the research problem. History of ideas, literature review, Research design components: Experimental, guise-experimental, quasi-experimental, panel study, correlational designs, bench mark, longitudinal. Methods of communication research, census method, survey method, observation method, clinical studies, case studies, content analysis. Sampling design: Types, Criteria, step and the process, Random sampling methods and representativeness of the samples, sampling errors and distributions in the findings. Criteria of Good Research.		30	1		
Module II: Methods of data collection Tools: sources, media source books, questionnaire and schedules, people's meter, diary method, field studies, logistic groups, focus groups, telephone, surveys, online polls. Measurement & Scaling Techniques, Types of Variables and their Importance. Processing and analysis of data: Types of Analysis, Theoretical formulation and generalization. Data analysis techniques – coding and tabulation, non-statistical methods, descriptive, historical, statistical analysis, parametric and non-parametric, uni-variate, bi-variate, multi-variate, tests of significance, levels of measurement, central tendency, dispersion, tests of reliability and validity, SPSS, NVIVO and other statistical packages		30	1		
Module III: Communication research Stages and type of communication research: formative, process and summative. Public Opinion Research. Feedback research. Qualitative and quantitative tools of media impact research. Qualitative, quantitative tools content analysis. Different approach in the Mass Communication research, Mass Society. Media effects, New Audience Research. Process and tools of market Research, Advertisement Research. Readership surveys, Television audience measurement, Television rating, Media reach and access, audience profile		30	1		
Module IV: Research Design Planning, preparing, Designing & Presenting a research proposal. Writing report of research project: drawing conclusion, preparing bibliography, arranging references, Keeping the record and analyzing data; Outlining sections. Chapter titles; Indexing; graphical presentation; writing executive summary. Researcher's bias & limitations of the research study. Ethical perspectives in communication research.		30	1		
Suggested Readings: <ol style="list-style-type: none"> 1. <i>Communication research</i> By Don W.Stacks, John E.Hocking 2. <i>Research methodology</i> By Ranjit Kumar (Sage) 3. <i>Doing media research</i> By Susanna Horning Priest 4. <i>Kothari CR- Research Methodology, New Age Publication</i> 					

DISCIPLINE SPECIFIC ELECTIVES OF SEMESTER III

MJMC2001		PUBLIC RELATIONS		Course Credit: 04	
COURSE OBJECTIVE	<ul style="list-style-type: none"> ❖ Define PR and its functions ❖ Differentiate between PR and corporate communication ❖ Apply tools and techniques for handling public relations 	No of Hours	No of Credits		
LEARNING OUTCOMES	<ol style="list-style-type: none"> 1. Understand the work of PR 2. Differentiate how PR is different from advertising, publicity and propaganda 3. Understand tools and techniques of PR 4. Understand the work of applied PR in different organizations 5. Understand ethics and role of PR 				
Module I: Introduction to Public Relation Public Relations –Concepts, Definitions, Role, Scope, Functions, Latest Trends, Brief History of Public Relations and its Growth, The Pioneers of PR and their Works -Ivy Lee and Edward Bernays, Theories and Models in Public Relation - JM Grunig's Model of Symmetrical Public Relation, Asymmetrical Public Relation. Organizational Theories, Conflict Theory, Structural-Functional Theory, The Excellence Theory, Difference and Similarities between Public Relation, Marketing and Advertising and how they are Relevant to each other. Understanding Various Concepts: Public Relation, Press Agency, Publicity, Propaganda and Advertising. The Power of Public Opinion and Persuasion. Defining Publics/Stakeholders.		30	1		
Module II: PR and its Tools Tools of Media Relations – Press Conferences, Press Meet/Tours, Press Releases, Backgrounders, Rejoinders, Feature Writing, Events, Sponsorships, Trade Shows, Video News Releases, Blog Writing Etc. Selection of Media in Reaching out to its Various Publics. Organizing Press Conference, Press Kit. Media Tracking, Public Relation Angle & Response. Understanding Integrated News Room. Public Relation in Crisis Management		30	1		
Module III: PR in Government Government Public Relation (Private and Public Sector), Lobbying, Public Affairs. Political Public Relation, Public Relation Vs Spin. Public Relation in Social Sector. Laws and Ethics in Public Relation, PRSI Codes, IPRA, Defamation.		30	1		
Module IV: PR Agency Public Relation Agency- Structure, Role, Scope & Function. Public Relation Campaigns-Briefs, Pitch, Working on the Account, Client-Agency Relationship. Entertainment and Celebrity Management. The Public Relation Process: Research, Strategy, Measurement, Evaluation and Impact.		30	1		
Suggested Readings: <ol style="list-style-type: none"> 1. <i>Public relations in India</i> - J.M.Kaul 2. <i>Practice of Public Relations</i> by Siegel P. Fraser 3. <i>Public relations strategy</i>, Oliver Sandra, Kogan Page, 200 4. <i>Public Relation management</i>, Jaishri Jethwaney & NN Sarker, Sterling, New Delhi 5. <i>Wilcox, Dennis L, Cameron Glen T, 'Public relation strategies & tactics', Ninth Edition Pearson Education</i> 					

MJMC2002		CORPORATE COMMUNICATION		Course Credit: 04	
COURSE OBJECTIVE	<ul style="list-style-type: none">❖ To describe the foundations of public relation and corporate communication.❖ Students have a basic understanding of what corporate communication is.❖ To make them understand practices of corporate communication.	No of Hours	No of Credits		
LEARNING OUTCOMES	<ol style="list-style-type: none">1. Students understand key theories of corporate communication.2. Students can apply theories and concepts of corporate communication to real life corporations,3. To know the effective Tools & Methods of corporate communication.				
Module I: Corporate communication: An Introduction. Brief history of corporate communication, meaning, concept & definition, Principles of corporate communication, Need of Corporate Communication, History of Corporate Communication, Objective of corporate communication, Essentials of corporate communication, Publicity, propaganda and public opinion, PR as a management function.		30	1		
Module II: Corporate Communication: Tools & Methods. Stages of PR, planning, implementation, research, evaluation, Media relations, press conference, press releases, other PR tools, Publicity Media: Press, TV, Radio, Films, Video, New Technologies, Printed Literature: House journal, Annual Report, Photography, Brochures. Corporate Communication in India, Differentiating Public Relation and Corporate Communication		30	1		
Module III: Media Relations & Public opinion. Corporate Communication Techniques: Press Conference, Open Days, Special events, Exhibitions, Press notes, Press Briefings, Press Tour/Facility visit, Backgrounder, Press Release. New media on corporate communication, Stakeholder Management & Communication, Communication with publics, internal and external, community relations, employee relations; Corporate Communication and advertising. Publics in Corporate Communication, Corporate Reputation, Communication Audit.		30	1		
Module IV: Corporate Management & Ethics Corporate Image & Identity, Crisis Management. Disaster management, Case studies, Shareholder relations, dealer relations, Corporate Communication for hospital, charitable institutions, Defense, NGOs, political parties, media institutions, Professional organizations of Corporate Communication, emerging trends in Corporate Communication. Corporate Communication counseling, Corporate Communication agencies, Do's and Don'ts of corporate communication, corporate Communication law, Code and ethics for Corporate Communication. Introduction to Corporate Social Responsibility, Its Importance, Trends, Case Studies. CSR (Corporate Social Responsibility) and Image Management. Case Studies in Conflict Resolution and Crisis Handling.		30	1		
Suggested Readings: <ol style="list-style-type: none">1. <i>Corporate Communication: Principles, Techniques and Strategies</i> - Kogan Page 19972. <i>Public relation by Averill Elizabeth Gordon</i>3. <i>Publicrelation: A history by Scott M. Cutlip</i>4. <i>Effective public relation by Cutlip, Allen & Certer</i>5. <i>Public relation management by Jayshree Jethwany & Sarkar</i>6. <i>6-Chapter 3 (Stakeholder Management & Communication. p.31-62) of Cornelissen, J. P.</i>					

MJMC2003		INTERNATIONAL COMMUNICATION		Course Credit: 04	
COURSE OBJECTIVE	<ul style="list-style-type: none"> ❖ To enable students to acquire basic understanding of communication at International Level. ❖ The Intercontinental-level impact of Global Media ❖ Acquire knowledge of the contemporary International Information Scenario at global level. 	No of Hours	No of Credits		
LEARNING OUTCOMES	<ol style="list-style-type: none"> 1. To enhance the knowledge of students with regard to specializing fields of Communication in society. 2. To develop an industry awareness of World News and Conglomerates 3. Develop abilities to respond to professional opportunities at international Agencies. 				
Module I: Understanding Global / International Communication		30	1		
Understanding Global Communication: Background, Development Research Traditions and Global Communication, The role of International Organizations, Public Diplomacy: New Dimensions and Implications. International Communication in the age of Internet.					
Module II: Theories of International Communication & Global Issues		30	1		
Modernization theory of Communication, Dependency theory: Media Dependency of Democratic Society, World systems Theory, Structural imperialism, Hegemony: Media Hegemony, Cultural Hegemony, Propaganda: Theories, Origin, Engineering of Consent, Behaviorism, Freudianism Magic bullet theory, Laswell's Propaganda Theory; Global Village: Post Modernism, Media Literacy, Media Literacy Movement, Technological Determinism Globalization and Glocalization, Cultural Imperialism; Theories of information society: Post Industrial Society, Networked Society, Information and Democracy. American Multimedia Conglomerate. Stakeholders of Multimedia conglomerates outside the United States. Euro Media.					
Module III: Transnational Media Organizations		30	1		
News Agencies- The Big- Four Players, Functions, Typology, Broadcast Networks- Cable News Network (CNN), British Broadcasting Service (BBC), Al-Jazeera Networks, Major International news agencies: Press Trust Of India (PTI), Asian News International ANI, Indo-Asian News Service -IANS, Xinhua News Agency XINHUA (CHN), Kyodo News (JPN), Deutsche-Pressre Agentur (DPA), Dow Jones Newswires.					
Module IV: Globalization and Global Impact		30	1		
Global homogenization, Cultural hybridization, Revised cultural imperialism, Spaces of empowerment, Indian Experiences: Liberalization, Privatization and Globalization, Rise of Consumerism and Multinational Companies, BPOs, Global Democracy, Role of News Agencies, Role of Global Advertising, Media Giants in Asia.					
Suggested Readings: <ol style="list-style-type: none"> 1. <i>Corporate Communication: Principles, Techniques and Strategies</i> - Kogan Page 1997 2. <i>Public relation by Averill Elizabeth Gordon</i> 3. <i>Publicrelation: A history by Scott M. Cutlip</i> 4. <i>Effective public relation by Cutlip, Allen & Certer</i> 5. <i>Public relation management by Jayshree Jethwany & Sarkar</i> 6. 6-Chapter 3 (Stakeholder Management & Communication, p.31-62) of Cornelissen, J. P. 					

MJMC2352		ELECTRONIC MEDIA LAB		Course Credit: 02	
COURSE OBJECTIVE	<ul style="list-style-type: none">❖ To handle Studio Equipments and Learn Technical Skills.❖ To prepare for a TV News Bulletin❖ To Prepare a Radio Show	No of Hours	No of Credits		
	LEARNING OUTCOMES				
Module I: Production of a TV News Bulletin. News Reporting, News Gathering, ENG & EFP, News Packages, PTC, Anchoring, Studio Lighting and Shooting, Virtual sets, Newsroom Operations, Live feeds. Editing and Packaging. Students have to make a News Bulletin of 10-15 Minutes.		30	1		
Module II: Production of a Radio Programme Idea Generation, Writing the script, Deciding target Listeners. Voice Recording Art and Modulation. Planning for Recording. Arranging bytes, interviews needed if any. Arranging Sound Effects if any. Sound Mixing & Packaging. Students have to make a Radio Programme of 10-15 Minutes.		30	1		

MJMC2353		MEDIA RESEARCH LAB		Course Credit: 02	
COURSE OBJECTIVE	<ul style="list-style-type: none">❖ On completion of the course student should be able to apply research techniques in media studies.❖ Conduct media research.❖ Write research reports.			No of Hours	No of Credits
LEARNING OUTCOMES	<ol style="list-style-type: none">1. To enhance the knowledge of students with regard to different research techniques.2. To understand the process of conducting a media research.3. To develop among them skill of writing research report.4. To prepare research design.				
Module I: Research Techniques Using any of research techniques student will conduct media research culminating into hard and soft copies of the report. Students have to present proper files for the same.				30	1
Module II: Report Writing Following studies will have to be conducted by the student and will prepare the reports based on the study: preparing the research design, conducting a survey-preparing questionnaire and schedule, analysis of any media content, measuring media effects and media agenda, pre-testing/evaluation tools for audio-video, print, publicity material, writing the report.				30	1

SEMESTER IV

MJMC2401		FILM STUDIES		Course Credit: 04	
COURSE OBJECTIVE	<ul style="list-style-type: none">❖ To apprise students with Knowledge of Cinema.❖ To make them understand the Techniques of formulating Idea to Visuals❖ To make them understand the Specialized Writing for Cinema❖ Briefing them about the historical perspective of Indian and World Cinema	No of Hours		No of Credits	
LEARNING OUTCOMES	<ol style="list-style-type: none">1. Awareness about the concept of Cinema & Motion Pictures2. To enhance the knowledge of students with regard to aesthetics of Cinema3. To illustrate the Writing techniques and its various forms.4. To describe the theories of film studies5. To understand the different stages of Film production				
Module I: About Cinematic Science & Theories Understanding cinema and cinematics, Defining world space and screen space, Defining continuity: space & time, Cinema and society, Introduction to Indian cinema, Brief history of Indian cinema and world cinema, Types of films & film genre: Action, adventure, comedy, tragedy, historical, war, horror, science, musical, Commercial & parallel, Narrative and non-narrative, Fiction: romance, comedy, family drama, suspense thriller, Documentary film and its sub-genres. Types of Documentary Films. Modes of Film Analysis. The Bollywood masala, Film theories: auteur theory, feminist film theory, New wave cinema, Recent development in Indian Film Industry.		30		1	
Module II: Film Making Techniques Defining continuity: space & time, Defining screen elements, Different screen elements & mise-en-scene concept, Various cinematic dimensions of sound: onscreen & off-screen, di-getic & non-digetic, sync and non-sync, sound effects, and silence, dialogues, ambient sound, background score & musical tracks. The idea conception stage, Three stages of film production: pre-production, production, post production, Film grammar, story, outline, treatment scripting, casting, storyboarding, Production – shooting, direction, Post production – editing, dubbing, scoring, Distribution – film distribution, digital distribution, Planning promotion & release. New Trends in Film Making. (Emergence of Mobile Film Making). Planning a Episodic Production for OTT Platforms.		30		1	
Module III: Writing for Films Introduction to Script Writing for Films, Concept of Idea to Screen, Fundamental of screen writing, Hollywood screen writing adaptations, Narrative composition – textual script, Characterization & dramatic structure, Understanding conflict and climax, scripts for different formats and genres. Conventional Genres: Fictional and Non-Fictional. Types of screenplay-plot based, character based, event based, idea based, place story, Characters: Protagonist, antagonist and supporting characters, Writing screen play, storyboarding & shooting script, Identifying key members of film production process, Role of every member, Budgeting & budgeting formats, Researching, Scheduling, Recce & Casting. Softwares used in writing Screenplay and Storyboarding		30		1	
Module IV: Historical Perspective of Films Evolution of Motion Pictures, Early developments & Film history, Timeline of major events, Film reading & Film appreciation, Types of Film reading methods - narrative and non-narrative, Early Film genres, Early Indian cinema & golden era, Evolution of documentary films and Telefilms, Case study of famous and classical movies of Indian Cinema & World Cinema.		30		1	
Suggested Readings: <ol style="list-style-type: none">1. <i>Directing The Documentary</i>; Rabiger, Michael2. <i>Movies And Methods V1</i>; Nichols, Bill3. <i>Movies And Methods V2</i>; Nichols, Bill4. <i>Film Art: An Introduction</i>, D. Bordwell, K. Thomson 19905. <i>Lynn S Gross, Larry W. Ward, Electronic Movie making</i>, Wadsworth Publishing6. <i>Neill Hicks, Screen Writing</i>, Michael Wiese Productions.					

MJMC2402		MEDIA OPERATIONS & ETHICS		Course Credit: 04	
COURSE OBJECTIVE	<ul style="list-style-type: none">❖ To enable the students, appreciate the concept of freedom of the press❖ To look into the relevance of print media laws and analyze ethical issue❖ To assess need for regulation and control on contents in broadcast media❖ To apprise the students of cyber laws and the ethical issues involved❖ To understand the intricacies of promotional media and their responsibility	No of Hours	No of Credits		
LEARNING OUTCOMES	<ol style="list-style-type: none">1. Students will be able to understand and imbibe the idea of Value based journalistic practices2. Students will be able to identify the differences in the Theory and practices of Ethical aspects in the functioning of Media in Society				
Module I: Freedom of the Press: Freedom of speech and expression, Freedom of the press- Act 19(1)(a), Freedom of speech and expression as applied to cinema, film censorship, Freedom of the press in Britain, United States and other countries, Reasonable restrictions on the freedom of the press- Act 19(2), Contempt of Court, Defamation, Parliamentary privileges vs. freedom of the press, Official Secrets Act 1923, Transparency laws in India and elsewhere, RTI Act 2005, Whistleblower laws in India and other countries, Public Interest Disclosure and Protection to Persons Making the Disclosure Bill, 2010. Brief History of Press Laws in India, Emergency and its impact on Media.		30	1		
Module II: Media Laws and Ethical Issues: Press and Registration of Books (PRB) Act 1867, need of amendment, Working Journalist Act 1955 and 1958: wage boards and fixation of wages, Press Council Act 1978, PCI and its code of conduct, International norms, code of ethics in different countries, Intellectual property right, copyright in India, Right to privacy, invasion in privacy by media, Laws related to vulgarity, obscenity in media, Social responsibility of the press, self regulation, Social audit, Ombudsman, Broadcast laws in India and abroad, AIR and DD broadcast code, commercial code, election code, Prasar Bharti Act: relevance of corporation, standard of contents, Broadcasting Services Regulation Bill 2007, issue of content code, Fight for TRP and its fallout on ethical standard of TV channel, Self regulation by the industry: News Broadcasters Association (NBA), Regulation by the government: Indian Broadcasting Foundation (IBF), Broadcasting Content Complaints Council (BCCC), Issue of protection of viewers and competition among channel operators, Cable Television Networks (Regulation) Act 1995, Role of Telecom Regulatory Authority (TRAI) in broadcast media. Provision of Legislature Reporting, Parliamentary privileges in reference with Media, Information and Technology Act.		30	1		
Module III: Cyberspace: Laws and Ethics: Cyber Journalism, Cybercrimes, cyber-attacks, cyber bullying, cyber security, Hacking and anti-hacking concepts, Information Technology Act 2000, report of expert committee on amendments, Blogging and social networking sites, and ethical issues, Efforts for control of web contents in India, China and elsewhere, Debate on making cyber laws a part of International law. Issue of copyright and IPR on web: Stop Online Piracy Act (SOPA), Protect IP Act (PIPA), Online Protection and Enforcement of Digital Trade Act (OPEN), Ethical rules by professional bodies at national – international level. Sedition Law		30	1		
Module IV: Promotional Media: Laws and Ethics: Integrated marketing communication, laws and ethics, Advertising, media and freedom of speech, Marketing and advertising regulations in India and abroad Advertising and consumers: Drug and Magic Remedies, (Objectionable Advertisement) Act 1954, Consumer Protection Act 1986, Internet advertising, piracy policies and related issues, Advertising- ethical rules framed by Advertising Standard Council of India (ASCI), Advertising Agencies Association of India, Indian Newspaper Society (INS), Ethical rules framed by international bodies- American Association of Ad Agency (4 A), Federal Trade Commission (FTC)		30	1		
Suggested Reading: <ol style="list-style-type: none">1. Ravindranath, PK : <i>Press Laws and Ethics of Journalism</i>, Authors Press, New Delhi, 20042. Barua, Vidisha : <i>Press & Media Law Manual</i>, Universal Law Publishing Co. Pvt. Ltd., New Delhi, 20023. Ravindran, R K : <i>Handbook of Radio, Television & Broadcast Journalism</i>, Anmol Publication, Delhi, 19994. John Vernon Paylik : <i>New Media Technology</i>, Allyn & Bacon, 1997					

DISCIPLINE SPECIFIC ELECTIVES OF SEMESTER IV

MJMC2004		SOCIAL MEDIA MANAGEMENT		Course Credit: 04	
COURSE OBJECTIVE	<ul style="list-style-type: none"> ❖ To describe the fundamentals of Social Media ❖ To develop among them broad understanding of the concepts and process of communication from Social Media. ❖ To make them understand Social Media better through various platforms 	No of Hours	No of Credits		
LEARNING OUTCOMES	<ol style="list-style-type: none"> 1. To enhance the knowledge of students with regard to basics of Social Media and its different examples. 2. To know the effective Campaigning and Criticisms of Social Media. 3. To illustrate the Popularity of Social Media 4. To describe the Citizen Journalism and Mass Media 5. To understand the relationship between New Media & Social Media 6. To observe the various case studies. 				
Module I: Social Media Introduction and Concepts: Definition, Concept and Meaning of Social Media, Terms: social network site, profile, social network, friend, context collapse, social graph, user-generated content, social awareness stream, strong ties, weak ties, computer-mediated communication, Web 2.0, virtual communities, asynchronous, synchronous, one-to-one, one-to-many, bi-directional, uni-directional. Internet and History of Social Media: Diffusion of Innovation in a wired world, Digital Communities: Evolution of Online Communities, Strong and Weak Ties, How ideas travel. Social Sites and Business. Social Media Measurement		30	1		
Module II: Computer-Mediated Socialization: Reduced social cues, Social Presence Theory, Media Richness Theory, Flaming, Immediacy Cues, Mixed modality, Intonation unit, Conversational Scaffolding, Utterance break; Applications, Common Features, Types of Social Media: Facebook, Twitter, LinkedIn, YouTube, Google+, Pinterest, Instagram, Snapchat etc., Social Media Campaign. Terms: community, shared space, shared practice, speech community, norms, social capital, bonding capital, bridging capital, maintained capital, network support, emotional support, esteem support, informational support, networked individualism, social support, lurkers. Public Relations and Social Media Optimization.		30	1		
Module III: Social Media Functions and Utilities: Data Mining and Social Media: The role of Social Media in marketing Research, Big Data and Social Media, Social Media and Privacy; Relationship between New Media & Social Media and Mass Media; Functions of Social Media and Mass Media, Citizen Journalism and Mass Media; Online Identity: Disembodied identities, identity cues, self-presentation, latent tie, self-presentation, disembodied audiences, cognitive misers, platforms. Setting up Social Media Profiles– Perspective & Design, Optimizing Social Media Platforms		30	1		
Module IV: Managing Social Media Social Media Characteristics and Popularity of Social Media, Search Engine Optimization (SEO), Search Engine Management (SEM), Organizational Reputation Management (ORM) Criticism of Social Media: Authenticity, Virtual Activism- Copyright and Copy left of Content and photos, Disparity, Psychological Impact, Gender, Sexuality and Social Media Case Studies. Community Management, Content Strategy, Delivery Model		30	1		
Suggested Readings: <ol style="list-style-type: none"> 1. <i>Social Media: A Critical Introduction</i> by Christian Fuchs Sage Publications, 2014 2. <i>Blogging and Other Social Media: Exploiting the Technology and Protecting the Enterprise</i> By Alex Newson, Deryck Houghton, Justin Patten, Gower Publishing, 2009 3. <i>Social Media in Business and Governance</i> By K.M. Shrivastava, Sterling Publication, 2013 					

MJMC2005		EVENT MANAGEMENT		Course Credit: 04	
COURSE OBJECTIVE	<ul style="list-style-type: none"> ❖ Define and explain event management and its functions ❖ Enumerate different steps involved in planning an event ❖ Explain the revenue generating process for an event ❖ Enumerate the steps involved in evaluation and assessment of an event 	No of Hours	No of Credits		
LEARNING OUTCOMES	<ol style="list-style-type: none"> 1. To enhance the knowledge of students with regard to fundamentals of event management and its different forms. 2. To illustrate the fundamentals of event management and its various forms. 3. To describe the theories of communication that make them understand about role and importance of events in society. 4. To identify the target audiences and able to segmentation of audience for purpose of communication. 				
Module I: Introduction To Event Management Defining Event, Objective of Event management, Elements of event management, Event Infrastructure, organizers, Logistics, Event Team & Crew Management, Types of Event, Special events (Mice & Corporate, Wedding, Award Shows), Event Management Process & techniques, 5 W's of Event, BEO, Employee PR for event management, Present Scenario of Growing stages of events with its Impact, Limitations of event management. Need of Fund Raising, Grants and Merchandising.		30	1		
Module II: Planning Of An Event Concept and need of planning, objective and importance of planning, Coverage of events, tools of planning, Staffing for the event, Financial Planning: customer relationship, clients & supplier's contracts, revenue generation technique (selling & marketing of tickets). Cash Flow Management, Cost-Revenue Management. Advertising Of Event: operational records, Business Plan, Strategic Plan, Portfolio Development: Event Planning process, requisite for proposal and acceptance. Event Resource Management. Planning an Online Virtual Event, Organizing Webinars on Virtual Platforms. Online Meetings on Softwares like Zoom, Google Meet, MS Teams, StreamYard.		30	1		
Module III: Event Promotion Strategy Media Planning: Marketing, Advertising & Promotion, Target audience, Making ad, Booking process, Role of events in promotion, Understanding the marketing environment: Segmentation, target selection, Media Campaign: Local advertising, Public Relation, Campaign, Budgeting & Execution, Programme Life Cycle, Scheduling, Testing & Evaluation. Fundamental and Elements of Style in Event Management.		30	1		
Module IV: Legal Requirements & Evaluation Event Management As Business, Permission & Legal requirements, Accounting and record keeping, Merchandizing & Licensing, Ethical considerations, crisis management, risk management, Market Research: Customer research on events, visitor's feedback, Sampling method, Evaluation; Coordination & control: Concept, scope, Technique & Requisite of effective control, Techniques. Introduction to Event Laws and Licenses.		30	1		
Suggested Readings: <ol style="list-style-type: none"> 1. Bruce E Skinner, <i>Event Sponsorship</i>, Publisher Vladimir Rukavina Wiley 2002. 2. Anton Shene & Bryn Parry, <i>Successful Event Management</i>, Thomson Learning, 2004. 3. Judy Alley. <i>Event Planning</i>, John Wiley and Sons, 2000. 					

MJMC2006		FASHION COMMUNICATION		Course Credit: 04	
COURSE OBJECTIVE	<ul style="list-style-type: none"> ❖ To enable students to acquire knowledge and skills appropriate to Fashion Communication. ❖ Encourage intellectual, creative and personal development ❖ Acquire knowledge of the contemporary Fashion Communication industry. 	No of Hours	No of Credits		
LEARNING OUTCOMES	<ol style="list-style-type: none"> 1. To enhance the knowledge of students with regard to specializing fields of Communication in society. 2. To develop an industry awareness of Fashion Communication and associated industries. 3. Develop abilities to respond to professional opportunities 4. Acquire appropriate ICT skills for Fashion Communication. 				
Module I: Introduction to Fashion Design Briefs, Introduction to the History of Fashion, Fashion Research & Trends, Market Levels, Design Process, Research Development, Product Development. Introduction to Fashion Communication, How fashion is communicated in the fashion industry Research for fashion Communication, Media analysis, Consumer awareness, Basic Photography, Writing Skills IT Skills/Page Layout (IN DESIGN), Contextual Study Of Fashion: Historical and contemporary expression of the body in fashion. Use of the body image in the fashion industries, Use of text and visual information in a variety of art and design contexts.		30	1		
Module II: Fashion Writing Primary & Secondary Research, Writing skills, Writing for different media, Customer awareness, Newspaper, magazine and on-line journalism (Fashion Blogs), Evaluative Report: Write an objective and rigorous report which provides the commercial imperative for own design practice/fashion collection/marketing concept or business idea, Undertaking comprehensive and effective research to underpin the evaluative report.		30	1		
Module III: Art and Design Theory Past and Current Design Theories, Contemporary art and design practice, Communication style for design theories and output, Fashion Photography: Contemporary Fashion Photography, knowledge of contemporary practitioners, Fashion Shoot organization, model and location scouting, narrative, styling and production, E-commerce driven practices, Visual Media and Fashion: Fashion & Film, Advertising Animation for Fashion, Digital fashion, Music & fashion, Typography and Graphics: Fashion Brand Identity, Image Styles and Image Manipulation, Print Production, Logo, Logotype Design, Layout, Type Design, Typeface Choices.		30	1		
Module IV: Client Based Project Fashion Event promotion and concepts, Fashion Show production, Events Organization, Live fashion events, Invitation design & production, Pitching fashion communication ideas, Fashion Business in Practice: Skills in working collaboratively in a team Promotional concept for a fashion brand Fashion packaging and promotion Fashion Advertising The production of 'Look Books' (creating books or media that communicates looks or the clothes of the designers), Personal Design Project Fashion (Styling/Image Making): Fashion Illustration, Fashion Styling, ICT skills for fashion image making Traditional and digital drawing skills		30	1		
Suggested Readings: <ol style="list-style-type: none"> 1. <i>Fashioning the City: Paris Fashion and the Media</i>, Agnes Rocamora, I.B. Tauris, 2009 2. <i>Paris Fashion, A Cultural History</i>, Valerie Steele, Berg, 1998 3. <i>Fashion Statements, On Style, Appearance and Reality</i>, Ron Scapp and Brian Seitz, 2010 4. <i>Fashion (Oxford History of Art) 1st Edition</i> by Chris Breward 					

MJMC2451		FILM PRODUCTION LAB		Course Credit: 02	
COURSE OBJECTIVE	<ul style="list-style-type: none">❖ To handle various aspects of Film making and direction.❖ To write scripts for Films.❖ To apply production and post-production technique effectively to produce a Documentary and short film. .			No of Hours	No of Credits
	LEARNING OUTCOMES	<ol style="list-style-type: none">1. To prepare a Documentary Film & Short Fiction Film.2. To produce a fiction or non-fiction programme.3. To understand the floor plan and lighting plan.			
Module I: Production of a Documentary Film. Conceptualization of a theme, Developing Idea, Research, Making Outline, Writing Script and Screenplay, Treatments and Shooting. Students have to make a NON – FICTION Documentary film of 10 -15 Minutes.				30	1
Module II: Production of a Short Fiction Film. Idea Generation, Writing story, Making Outline, Planning PRE – PROD – POST Production process. Shooting Schedules, Floor & Light Planning, Castings, Non-Linear Editing, Packaging. Students have to make a FICTION Short film of 10-15 Minutes. Preparation for an Official Release				30	1

