

# **Programme Structure and Syllabus**

## **Master of Arts in Culture and Media Studies (MACMS)**

**Revised and Applicable for batches 2022-23 onwards**



**Department of Culture and Media Studies  
School of Social Sciences  
Central University of Rajasthan**

## About the Department

The Department of Culture and Media Studies started its academic journey in July 2011 under the School of Social Sciences. It was established to nurture new fields of enquiry in the domain of interdisciplinary media, cultural, and communication studies in India by training young minds through teaching and research. The curriculum is designed to enable the students to understand the interrelation between media and culture that shapes individuals and communities and is in turn shaped by them. The Department aims to prepare the students to enter the world of media and cultural studies with a critical perspective and analytical mind through an introduction to various media technologies, practices, and narratives.

The Department equips the students to handle media technologies and to inculcate journalistic skills and values. Through an interdisciplinary approach, the Department builds the foundation for the students to produce cutting-edge documentaries, films, videos, photographs, and other forms of creative expression. The students are acquainted with media industries and organizations through internships industrial visits, conferences, and workshops by prominent visiting faculty and professionals. They are enabled to handle media equipment and techniques that would help them secure a place in media industry, research organizations, and educational institutions. The Department stands for 'Communication for a Meaningful Society'.

Apart from Journalism and Communication Studies, the niche areas for the Department are:

- Cultural Studies
- Intercultural Communication
- Cinema Studies
- Media Production
- Visual Culture
- Development Communication

# Objectives and Learning Outcomes of MACMS Programme

## Objectives of the programme:-

1. To develop a clear grasp of the key concepts and theories of media, cultural, and communication studies.
2. To provide an exposure and hands-on experience on media production (cinema, documentary, videos, photography, etc.)
3. To train students in developing their writing skills for journalism and other documentation practices.
4. To engage the students in research activities and methods to produce a research dissertation.
5. To develop critical and analytical abilities to understand the cultural dynamics of society in the context of diverse media and cultural practices.

## Learning Outcome:-

1. To apply an interdisciplinary approach in understanding the relationship between media, culture, and communication.
2. To demonstrate professional skills required in contemporary media and creative industries.
3. To develop critical perspective in analysis of images, visuals, film and documentary.
4. To develop the skill in the field of photography, media production, newspaper designing, and creative writing for different forms of media.
5. To evaluate the different folk and indigenous practices, cultural heritage and design strategies for their conservation.
6. To make use of theoretical knowledge into practice through internship in media and research organizations.
7. To develop research skills through application of quantitative, qualitative and visual research methodologies.
8. To apply the journalistic writing skills and principles in web, data, and mobile journalism.
9. To analyse the aesthetics of cinematic forms, style and techniques and make critical use of them in production of fiction film/documentary.

# MASTER OF ARTS IN CULTURE & MEDIA STUDIES (MACMS)

## Programme Structure

COURSE CODE	COURSE TITLE	CREDITS	NATURE OF COURSE
<b>FIRST SEMESTER (Total = 25 credits)</b>			
CMS401	Communication Theories & Models	4	C
CMS402	Introduction to Journalism	4	C
CMS403	Development of Media	4	C
CMS404	Introduction to Cultural Studies	4	C
CMS405	Media & Information Literacy	3	C
CMS431	Media Language (Hindi)	2	OE/MOOC
CMS432	Media Language (English)	2	OE/MOOC
CMS433	Indology & Current Affairs	2	OE/MOOC
CMS481	Photography	2	AEC
<b>SECOND SEMESTER (Total = 25 credits)</b>			
CMS406	Radio Production: Podcasting	4	C
CMS407	Art of Storytelling & Print Media Writing	4	C
CMS408	PR & Advertising	4	C
CMS409	Communication Research	4	C
CMS434	Editing & Layout-Designing	4	DSE
CMS435	Cultural Studies: Application & Approach	4	DSE
CMS436	Digital Media Marketing	4	DSE
CMS437	Indian Language	2	OE/MOOC
CMS438	Socio-Political Structure & Current Affairs	2	OE/MOOC
CMS482	Light, Sound & Video Camera Handling	2	AEC
<b>Summer Internship</b>			
<b>THIRD SEMESTER (Total = 25 credits)</b>			
CMS501	TV News Production	4	C
CMS502	Media: Economics & Management	2	C
CMS503	Media Law & Ethics	2	C
CMS504	Dissertation (Part-1)	2	C
CMS505	Internship	2	C
CMS531	Journalism Beats	2	DSE
CMS532	Script & Screen Writing	2	DSE
<b>Minor Specialization</b>			
CMS533	Strategic Communication	5	DSE
CMS534	Science & Health Communication	5	DSE
CMS535	Gender & Media	5	DSE
CMS536	International-Intercultural Communication & Current Affairs	2	OE/MOOC
CMS537	Indigenous Culture	2	OE/MOOC
CMS581	Video Editing	2	AEC
CMS582	Anchoring	2	AEC
<b>FOURTH SEMESTER (Total = 25 credits)</b>			
CMS506	Development Communication & Social Connect	4	C
CMS507	Cinema Studies & Film Appreciation	4	C
CMS508	Dissertation (Part-2)	5	C
<b>Major Specialization (Final Project)</b>			
CMS538	Print Production Project	8	DSE
CMS539	Audio Production Project	8	DSE
CMS540	A/V Production Project: Documentary/Fiction	8	DSE
CMS541	Economic Structure & Current Affairs	2	OE/MOOC
CMS583	Digital Media Technology	2	AEC

C-Core, OE-Open Elective, DSE-Discipline Specific Elective, AEC- Ability Enhancement Course

**COURSE CODE: CMS401****COURSE TITLE: COMMUNICATION THEORIES & MODELS****CREDITS:04****L: T: P – 3:1:0****Course Pre-requisite:** Fundamentals of Communication

<b>Course Objectives</b>	
1.	To Understanding the communication process in contemporary society.
2.	To Analysing various theories and models of communication
3.	To Evaluating the effects of mass communication on audience & Society.
<b>Course Learning Outcomes:</b> The students will be able to:	
CLO1	Identify with communication process in society.
CLO2	Correlate with various theories and models of Communication
CLO3	Verify communication model and theories for their applications.

**Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)**

Course Code CMS401	PLO-1	PLO – 2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
CLO-1	3	2		2					
CLO-2	3						3	2	
CLO-3	3	3					3		

‘3’ = ‘High-level’ mapping, 2 = ‘Medium-level’ mapping, 1 = ‘Low-level’ mapping

<b>Detailed Syllabus</b>		
UNIT- I	<b>Introduction to communication and Process</b> <ul style="list-style-type: none"> <li>• Concept of Communication,</li> <li>• Types of Communication Processes &amp; Elements</li> <li>• Barriers, Functions</li> <li>• Verbal and Non-Verbal Communication</li> </ul>	(10 Hours)
UNIT- II	<b>Mass Communication</b> <ul style="list-style-type: none"> <li>• Meaning and definition of mass communication</li> <li>• Mass Communication Audience,</li> </ul>	(10 Hours)
UNIT- III	<b>Models of Mass Communication</b> <ul style="list-style-type: none"> <li>• Indian Concept of Communication: Sadharnikaran</li> <li>• Aristotle Theory</li> <li>• Harold D. Lasswell</li> <li>• Wilbur Schramm</li> <li>• Westley and Mac Lean</li> <li>• Osgood, Theodore M. Newcomb, George Gerbner, Shannon and Weaver.</li> </ul>	(10 Hours)
UNIT- IV	<b>Communication Theory I</b> <ul style="list-style-type: none"> <li>• Hypodermic or Bullet Theory,</li> <li>• Two Step Flow Theory</li> <li>• Cultivation Theory</li> <li>• Social Learning Theory</li> <li>• McLuhan’s Media Determinism,</li> </ul>	(10 Hours)

UNIT- V	<b>Communication Theory II</b> <ul style="list-style-type: none"><li>• Spiral of Silence</li><li>• Media Hegemony</li><li>• Agenda Setting Uses and Gratification</li><li>• Dependency theory</li><li>• Kinkaid Model</li></ul>	(10 Hours)
UNIT- VI	<b>Press/Media Theory</b> <ul style="list-style-type: none"><li>• Authoritarian Theory</li><li>• Libertarian Theory</li><li>• Social responsibility theory</li><li>• Soviet Communist theory</li><li>• Development media theory</li><li>• Democratic participation media theory.</li></ul>	(10 Hours)
<b>Evaluation pattern</b>		
CIA-I	Written Examination (20 Marks)	
CIA-II	Assignment/Project (20 Marks)	
ESE	Theory paper (written exam) (60 Marks)	
<b>References</b>		
1	D. McQuail, McQuail’s <i>Mass Communication Theory</i> , New Delhi: Sage Publications, 2010	
2	Vir Bala Aggarwal, VS Gupta, <i>Handbook of Journalism and Mass Communication</i> , Concept publishing company, New Delhi, 2002	
3	Stanley J. Baran, Dennis K. Davis, <i>Mass Communication Theory: Foundations, Ferment, and Future</i> , Wadsworth Publishing, 7 <sup>th</sup> , 2014	
4	John Fiske, <i>Introduction to Communication Studies</i> , Routledge, 2 <sup>nd</sup> , 1990	
5	Keval J. Kumar, <i>Mass Communication in India</i> , Jaico Publishing House, 4 <sup>th</sup> , 2010	
6	Joseph R. Dominick, <i>The Dynamics of Mass Communications</i> . 9th Edition.Boston: McGraw Hill, 2007	
7	Uma Narula, <i>Communication Models</i> , Atlantic Publication, 2013	

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**COURSE TITLE: INTRODUCTION TO JOURNALISM****CREDITS:04****L: T: P – 0:2:2****Course Pre-requisite:** Fundamentals of Writing

<b>Course Objectives</b>	
1.	To understand intellectual skills in order to evaluate and analyse the meanings of news and information.
2.	To analyze the organizational set of Media houses
3.	To develop the knowledge of journalism and communication processes in context of political, economic, social and cultural realities of contemporary world.
<b>Course Learning Outcomes:</b> The students will be able to:	
CLO1	Explain the concept of News and issues (National/International)
CLO2	Examine the concept of journalism (Objectivity, Fairness, Balance and Accuracy)
CLO3	Enhance the writing skill and techniques for news

**Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)**

Course Code CMS402	PLO-1	PLO – 2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
CLO-1	3	3	3					3	
CLO-2	3	3	3					3	
CLO-3	3	3	3					3	

**‘3’ = ‘High-level’ mapping, 2 = ‘Medium-level’ mapping, 1 = ‘Low-level’ mapping**

<b>Detailed Syllabus</b>		
UNIT- I	<b>Journalism</b> <ul style="list-style-type: none"> <li>• Concept</li> <li>• Principles of Journalism</li> <li>• Journalism as profession &amp; its significance</li> <li>• Relationship between Press and Society</li> </ul>	(10 Hours)
UNIT- II	<b>News Writing</b> <ul style="list-style-type: none"> <li>• Definition of News</li> <li>• News value</li> <li>• Types of news</li> <li>• News sense</li> <li>• Sources of News</li> <li>• Objectivity</li> <li>• Principles of news writing</li> <li>• 5 W+1 H</li> <li>• Inverted pyramid</li> <li>• Types of Intro</li> </ul>	(10 Hours)
UNIT- III	<b>Reporting</b> <ul style="list-style-type: none"> <li>• Concept of Reporting</li> <li>• Different types of Reporting – Investigative, Interpretative Reporting etc.</li> <li>• Covering: Events, Social &amp; Cultural Issues</li> <li>• Newsroom set up: Functions, deadline, Division of responsibilities</li> </ul>	(10 Hours)

UNIT- IV	<b>Feature Writing</b> <ul style="list-style-type: none"><li>• Concept</li><li>• Types of Features</li><li>• Language of Feature</li><li>• Structure of Feature</li></ul>	(10 Hours)
UNIT- V	<b>Magazine Journalism</b> <ul style="list-style-type: none"><li>• Concept</li><li>• Writing for Magazine</li><li>• Feature writing</li><li>• Cover story</li><li>• Types of Magazine</li></ul>	(10 Hours)
UNIT- VI	<b>Issues related to Journalism</b> <ul style="list-style-type: none"><li>• Constitutional provisions for freedom of expression</li><li>• Media trial</li><li>• Media ethics</li><li>• Society and media ethics</li><li>• Role of various agencies</li></ul>	(10 Hours)
<b>Evaluation pattern</b>		
CIA-I	Written Examination (20 Marks)	
CIA-II	Assignment/Project (20 Marks)	
ESE	Practical paper (60 Marks)	
<b>References</b>		
1	Baldev Raj Gupta, Journalism by old and new Masters, Vishwavidyalaya Prakashan, Varanasi, 1997	
2	Vir Bala Aggarwal, VS Gupta, Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi, 2002	
3	Kessler, Lauren & McDonald, Duncan. When Words Collide: A Media Writer’s Guide to Grammar and Style, Belmont, California: Wadsworth, 1996.	
4	Lunsford, Andrea A. The St. Martin’s Handbook: With 2003 MLA Update, Bedford/ St.Martin’s, 2003.	
5	Saxena, Dr. Ambirsh, Fundamentals of Reporting and Editing, Kanishka Publishers	

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**COURSE TITLE: DEVELOPMENT OF MEDIA****CREDITS:04****L: T: P – 2:2:0****Course Pre-requisite:** Fundamentals of Writing

<b>Course Objectives</b>	
1.	To understand the historical perspective of mass media
2.	To analyse the purpose of the mass media.
3.	To evaluate the need for and importance of various mass media
4.	To Create the content related to mass media
<b>Course Learning Outcomes:</b> The students will be able to:	
CLO1	Explain the development of Mass Media in India
CLO2	Examine the role of Mass Media at different points of time.
CLO3	Validate the need of mass media for social change
CLO4	Design the profile of media houses and prominent journalists

**Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes****(PLOs)**

Course Code CMS403	PLO-1	PLO – 2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
CLO-1	3					3		3	
CLO-2		3				3			
CLO-3		3						3	
CLO-4				3					

**‘3’ = ‘High-level’ mapping, 2 = ‘Medium-level’ mapping, 1 = ‘Low-level’ mapping**

<b>Detailed Syllabus</b>		
UNIT- I	<ul style="list-style-type: none"> <li>• Origin of Newspaper and Printing Press</li> <li>• Early journalism in Bengal, Bombay and Madras presidencies.</li> <li>• Role of the Press in the Freedom Struggle of India</li> <li>• Role of the Press in Social Reforms</li> <li>• Growth of Press during post-independence in India</li> <li>• Present Scenario of Press in India</li> </ul>	(12 Hours)
UNIT- II	<ul style="list-style-type: none"> <li>• History of Radio in India.</li> <li>• AIR</li> <li>• FM</li> <li>• Community Radio</li> <li>• Present Scenario of Radio/Podcast</li> </ul>	(10 Hours)
UNIT- III	<ul style="list-style-type: none"> <li>• Beginning of Television in India</li> <li>• SITE</li> <li>• Rise of Cable Networks and Satellite TV. in India</li> <li>• Present Scenario of TV. In India</li> </ul>	(10 Hours)
UNIT- IV	<ul style="list-style-type: none"> <li>• Origin of Cinema</li> <li>• Role of Cinema during British Rule</li> <li>• Cinema after Independence: Various era</li> <li>• Cinema in Modern India</li> </ul>	(10 Hours)
UNIT- V	<ul style="list-style-type: none"> <li>• Evolution of the Internet</li> <li>• Journey of the World Wide Web</li> <li>• Important Websites</li> </ul>	(8 Hours)
UNIT- VI	<ul style="list-style-type: none"> <li>• Development of Social Networking Sites</li> <li>• Present status of Social Media</li> </ul>	(10 Hours)

	<ul style="list-style-type: none"><li>• Growth of OTT Platforms</li></ul>	
<b>Evaluation pattern</b>		
CIA-I	Written Examination (20 Marks)	
CIA-II	Assignment/Project (20 Marks)	
ESE	Theory paper (written exam) (60 Marks)	
<b>References</b>		
1	Keval J. Kumar, Mass Communication in India, Jaico Publishing House, 4th, 2010	
2	Mass Communication and Journalism in India: D.S. Mehta, Allied Publishers Ltd., New Delhi	
3	Understanding Mass Communications: Defleur / Dennis, Goyalsaab Publishers, New Delhi	
4	Broadcasting in India: P.C. Chattergee, Sage Publication, New Delhi	

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**COURSE TITLE: INTRODUCTION TO CULTURAL STUDIES****CREDITS:04****L: T: P – 3:1:0****Course Pre-requisite:** Basic understanding of Culture and cultural practices

<b>Course Objectives</b>	
1.	To analyse the basic concepts and theoretical developments within Cultural Studies, with an aim to impart critical perspectives on culture, media and society.
2.	To understand the link between culture and the meaning-making process that begins with the premise that culture is neither neutral nor natural.
3.	To evaluate the relationship between cultural practices and media technologies and representations.
<b>Course Learning Outcomes:</b> The students will be able to:	
CLO1	Analyse through cultural studies project the culture of their region or community.
CLO2	Illustrate a model to demonstrate how meaning is produced, represented, and consumed in the process of constructing and inhabiting a culture.
CLO3	Evaluate their writing skills to analyse the media through cultural studies perspective.

**Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)**

Course Code CMS404	PLO-1	PLO – 2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
CLO-1	2		3						3
CLO-2	3		3		3				2
CLO-3	3		2			2	2		

**‘3’ = ‘High-level’ mapping, 2 = ‘Medium-level’ mapping, 1 = ‘Low-level’ mapping**

<b>Detailed Syllabus</b>		
UNIT- I	<b>Understanding Cultural Studies</b> <ul style="list-style-type: none"> <li>• Origin and Development of Cultural Studies</li> <li>• Variants of Cultural Studies</li> <li>• Journalism and Cultural Studies</li> <li>• Cultural Studies in India.</li> </ul>	(10 Hours)
UNIT- II	<b>Culture and Communication</b> <ul style="list-style-type: none"> <li>• Concept of Culture</li> <li>• Types of Culture</li> <li>• Cultural Approach to Communication</li> <li>• Culture and Ideology</li> <li>• Culture, Power and Knowledge.</li> </ul>	(10 Hours)
UNIT- III	<b>Core Ideas in Cultural Studies</b> <ul style="list-style-type: none"> <li>• Base &amp; Superstructure</li> <li>• Culture Industry</li> <li>• Encoding/Decoding Model</li> <li>• Ideological State Apparatus</li> <li>• Discourse, Hegemony &amp; Counter-hegemony</li> <li>• Public Sphere</li> <li>• Indian public sphere</li> </ul>	(10 Hours)

UNIT- IV	<b>Cultural Studies and Media Representation</b> <ul style="list-style-type: none"><li>• Understanding Stereotypes</li><li>• Politics of Representation</li><li>• Textual representation</li><li>• Orientalism</li><li>• Colonialism</li><li>• Nationalism</li><li>• Post-colonialism.</li></ul>	(10 Hours)
UNIT- V	<b>Sites of Cultural Studies</b> <ul style="list-style-type: none"><li>• Hybridity</li><li>• Subaltern Perspective</li><li>• Nationalism</li><li>• Post-Nation</li><li>• Modernity</li><li>• Post-Modernity</li><li>• Popular Culture</li></ul>	(10 Hours)
UNIT- VI	<b>Cultural Studies Project</b> <ul style="list-style-type: none"><li>• Audio-Visual Documentation</li><li>• Case Study of Cultural Forms – Art/Dance/Music/Painting/Folk Culture/Oral Culture/ means of communication</li></ul>	(10 Hours)
<b>Evaluation pattern</b>		
CIA-I	Written Examination (20 Marks)	
CIA-II	Assignment/Project (20 Marks)	
ESE	Theory paper (written exam) (60 Marks)	
<b>References</b>		
1	Carey, James W. 2009. Communication as Culture. Essays on Media & Society. New York & London: Routledge Publications (Chapter 1 – A Cultural approach to Communication, pg.11-28; Chapter 2 – Mass Communication and Cultural Studies, pg.29-52).	
2	Barker, Chris. 2005. Cultural Studies: Theory and Practice. London: Sage Publications (Part One – Foundation of Cultural Studies, pg.1-54).	
3	Adorno, Theodor & Max Horkheimer. 2001. The Culture Industry. Selected Essays on Mass Culture. NewYork: Routledge.	
4	Habermas, Jurgen .2009. ‘The Public Sphere’ in Sue Thornham, Caroline Bassett and Paul Marris (ed) <i>Media Studies: A Reader</i> (3 <sup>rd</sup> Edition): Edinburgh University Press, p.45 - 51	
5	Rajagopal, Arvind .2009. The Indian Public Sphere. Readings in Media History: Oxford University Press, p.1-28.	
6	Meenakshi.G.Durham and Douglas.M.Kellner (ed.) Media and Cultural Studies. Key Works (Revised Edition). UK &USA: Blackwell Publishing, pp.79-88.	
7	Said, Edward. 1978. <i>Orientalism</i> . NewYork: Pantheon Press (Introduction).	
8	Balagangadhara, S.N.2012. Reconceptualising India Studies. New Delhi: Oxford University Press.	
9	Loomba, Ania (2007), Colonialism/ Postcolonialism, London: Routledge.	
10	Anderson, Benedict.1991. Imagined Communities. Verso: London.	
11	Rajagopal, Arvind .2009. The Indian Public Sphere. Readings in Media History: Oxford University Press, p.1-28.	

<b>Visual Texts:</b>	
<b>1.</b>	Film - A Passage to India
<b>2.</b>	Film - Before the Rains
<b>3.</b>	Film – Gandhi
<b>4.</b>	Film – Namesake
<b>5.</b>	Documentary - On my Own
<b>6.</b>	Bharat Ek Khoj Series
<b>7.</b>	Any other Documentary/Films on relevant topics

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**COURSE TITLE: MEDIA AND INFORMATION LITERACY****CREDITS:03****L: T: P – 2:1:0****Course Pre-requisite:** Basic understanding of media and information landscape

<b>Course Objectives</b>	
1.	To understand different concepts of media and information literacy (MIL).
2.	To analyze a need for information, media, and digital communications in personal and civic life.
3.	To create MIL-related competencies.
<b>Course Learning Outcomes:</b> The students will be able to:	
CLO1	Distinguish between information, opinion, bias and misleading claims.
CLO2	Identify information, media and digital content as per their need.
CLO3	Develop MIL-related competencies and skills for consumption and responsible dissemination of media content and information.

**Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)**

Course Code CMS405	PLO-1	PLO – 2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
CLO-1	2	3					2		
CLO-2		2	3						
CLO-3	2	3					3	3	

**‘3’ = ‘High-level’ mapping, 2 = ‘Medium-level’ mapping, 1 = ‘Low-level’ mapping**

<b>Detailed Syllabus</b>		
UNIT- I	<b>Introduction to Media Literacy</b> <ul style="list-style-type: none"> <li>Basic concept of media literacy.</li> <li>Need and significance of media literacy.</li> <li>Various levels of media literacy.</li> </ul>	(6 Hours)
UNIT- II	<b>Structure of Media and Types of Literacies</b> <ul style="list-style-type: none"> <li>Understanding the structure of media.</li> <li>Ownership of media.</li> <li>Media biases.</li> <li>Types of literacy: Information, digital, social media, news etc.</li> </ul>	(7 Hours)
UNIT- III	<b>Introduction to Information Literacy</b> <ul style="list-style-type: none"> <li>Basic concept of information literacy.</li> <li>Information need and cycle.</li> <li>Evaluating information sources.</li> <li>Information versus opinion.</li> <li>Overcoming individual biases.</li> </ul>	(8 Hours)
UNIT- IV	<b>An Overview of MIL Initiatives</b> <ul style="list-style-type: none"> <li>Role of UNESCO in promoting MIL: Five Laws of MIL.</li> <li>MIL competencies.</li> <li>Literacy initiatives: Run by governments, social media platforms etc.</li> </ul>	(7 Hours)

UNIT- V	<b>Applications of MIL</b> <ul style="list-style-type: none"><li>• Role of MIL in combating misinformation and disinformation.</li><li>• MIL for independent and critical thinking.</li><li>• MIL and Sustainable Development Goals (SDGs).</li></ul>	(9 Hours)
UNIT- VI	<b>MIL: Ethics and digital well-being</b> <ul style="list-style-type: none"><li>• Issue of plagiarism: IPR and fair use doctrine.</li><li>• Privacy and data protection.</li><li>• Digital safety.</li></ul>	(8 Hours)
<b>Evaluation pattern</b>		
CIA-I	Written Examination (20 Marks)	
CIA-II	Assignment/Project (20 Marks)	
ESE	Theory paper (written exam) (60 Marks)	
<b>References</b>		
1	Grizzle, A., Moore, P., Dezuanni, M., Asthana, S., Wilson, C., Banda, F., & Onumah, C. (2014). <i>Media and information literacy: Policy and strategy guidelines</i> . UNESCO.	
2	Herman, E., & Chomsky, N. (2002). <i>Manufacturing Consent: The Political Economy of the Mass Media</i> .	
3	Ireton, C, & Posetti, J. (Eds.) (2018). <i>Journalism, 'Fake News' and Disinformation: A Handbook for Journalism Education and Training</i> . UNESCO.	
4	Jagtar Singh, Alton Grizzle, Sin Joan Yee, & Sherri Hope Culver (eds.). (2015). <i>Media and Information Literacy for the Sustainable Development Goals</i> . International Clearinghouse on Children, Youth and Media. NORDICOM: University of Gothenburg. <a href="https://unesdoc.unesco.org/ark:/48223/pf00000234657">https://unesdoc.unesco.org/ark:/48223/pf00000234657</a>	
5	McNair, B. (2017). <i>Fake news: Falsehood, fabrication and fantasy in journalism</i> . Routledge.	
6	Wardle C., & Derakhshan H. (2017), Information Disorder, Council of Europe report DGI(2017)09	
7	Potter, W. (2004). <i>Theory of Media Literacy: A Cognitive Approach</i> . Sage.	

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**COURSE CODE: CMS 431****COURSE TITLE: MEDIA LANGUAGE (HINDI)****CREDITS:02****L: T: P – 2:0:0****Course Pre-requisite:** Basic knowledge of Hindi

language and understanding of media

**Course Objectives**

1.	To development media writing skills in Hindi.
2.	To learn the basics of content writing for specific target audience.
3.	To learn persuasive writing for different media like TV, print, Internet etc.
<b>Course Learning Outcomes:</b> The students will be able to:	
CLO1	Write persuasive media content in Hindi as per the target audience.
CLO2	Design ad stories, slogans etc. through structures and vocabulary specific to the product to be advertised.
CLO3	Create their own independent content, taking into consideration all the nuances of creative Writing.

**Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)**

Course Code CMS431	PLO-1	PLO – 2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
CLO-1	2							3	
CLO-2	2							2	
CLO-3	2							2	

**‘3’ = ‘High-level’ mapping, 2 = ‘Medium-level’ mapping, 1 = ‘Low-level’ mapping**

**Detailed Syllabus**

इकाई 1	<ul style="list-style-type: none"> <li>लक्षित समूह का निर्धारण</li> <li>शब्द चयन</li> <li>सुगठित वाक्यों का निर्माण</li> <li>अवतरण (पैराग्राफिंग) की पद्धतियां</li> </ul>
इकाई 2	<ul style="list-style-type: none"> <li>प्रभावी लेखन के सिद्धांत</li> <li>आमुक सृजन शीर्षक निर्माण</li> <li>प्रिंट रेडियो टीवी एवं वेब मीडिया के लिए लेखन की विशेषताएं</li> </ul>
इकाई 3	<ul style="list-style-type: none"> <li>हिंदी लेखन एवं अनुवाद कौशल</li> <li>अनुवाद सिद्धांत एवं प्रक्रिया</li> <li>विशेषीकृत अनुवाद: मीडिया के सन्दर्भ में</li> </ul>
<b>Evaluation pattern</b>	
CIA-I	Written Examination (20 Marks)
CIA-II	Assignment/Project (20 Marks)
ESE	Theory paper (written exam) (60 Marks)
<b>References</b>	
1	जन संचार और मीडिया लेखन – रेवती सरन शर्मा
2	अनुवाद कला-डॉ. एन. ई. विश्वनाथ अय्यर.
3	इंटरनेट पत्रकारिता - सुरेश कुमार, तक्षशिला प्रकाशन, दिल्ली.
4	इलेक्ट्रॉनिक पत्रकारिता - डॉ. अजय कुमार सिंह, लोक भारती प्रकाशन, इलाहाबाद .



5	वेब पत्रकारिताजोशी शालिनी – रुझान नया मीडिया नया :, शिवप्रसाद जोशी, राधाकृष्ण प्रकाशन, दिल्ली.
6	सामान्य हिंदी – हरदेव बाहरीइलाहाबाद , इराहाबाद, प्रयाग प्रकाशन.

**COURSE CODE: CMS 432**

## **COURSE TITLE: MEDIA LANGUAGE (ENGLISH)**

**CREDITS:02**

**L: T: P – 2:0:0**

**Course Pre-requisite:** Basic knowledge of English

language and understanding of media

<b>Course Objectives</b>	
1.	To development media writing skills in English.
2.	To learn the basics of content writing for specific target audience.
3.	To learn persuasive writing for different media like TV, print, Internet etc.
<b>Course Learning Outcomes:</b> The students will be able to:	
CLO1	Write persuasive media content in English as per the target audience.
CLO2	Design ad stories, slogans etc. through structures and vocabulary specific to the product to be advertised.
CLO3	Create their own independent content, taking into consideration all the nuances of creative Writing.

### **Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)**

Course Code CMS432	PLO-1	PLO – 2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
CLO-1	2							3	
CLO-2	2							2	
CLO-3	2							2	

‘3’ = ‘High-level’ mapping, 2 = ‘Medium-level’ mapping, 1 = ‘Low-level’ mapping

Detailed Syllabus		
UNIT- I	<b>Essentials of Content Writing</b> <ul style="list-style-type: none"><li>• Identification of target audience</li><li>• Strategy to sharpen sentences</li><li>• Word choice, code mixing, code switching</li><li>• Paragraphing styles</li></ul>	
UNIT- II	<b>Practical Aspects of Content Writing</b> <ul style="list-style-type: none"><li>• Copywriting (ad slogans for TV, Print media, internet)</li><li>• Making the writing persuasive</li><li>• Writing saleable stories</li><li>• Jingle writing</li></ul>	
<b>Evaluation pattern</b>		
CIA-I	Written Examination (20 Marks)	
CIA-II	Assignment/Project (20 Marks)	
ESE	Theory paper (written exam) (60 Marks)	
<b>References</b>		
1	Pandit, Usha. <i>Writing with Ease</i> . Kindle Ed., 2014.	
2	Smith, Mike. <i>The Native Advantage: Build Authentic Content that Revolutionizes Digital Marketing and Drives Revenue</i> . McGraw Hill	

	Education, 2017.
3	Zinsser, William K. <i>On Writing Well</i> . Harper Collins Publishers, 2006.
4	Strunkm William Jr. and EB White. <i>The Elements of Style</i> . 1999.

### **COURSE CODE: CMS 433**

## **COURSE TITLE: INDOLOGY AND CURRENT AFFAIRS**

**CREDITS:02**

**L: T: P – 2:0:0**

**Course Pre-requisite:** Basic idea of India and its cultural context.

<b>Course Objectives</b>	
1.	To understand basic features of Indian culture.
2.	To analyze the characteristics of various milestones of Indian history and geographical features of different parts of India.
3.	To create content related to Indian culture and current affairs.
<b>Course Learning Outcomes:</b> The students will be able to:	
CLO1	Explain fundamental features of Indian culture.
CLO2	Examine historical developments and cultural characteristics of different regions of s.
CLO3	Develop content, projects and presentations pertaining to various aspects of Indian culture and current affairs in any medium.

### **Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)**

Course Code CMS433	PLO-1	PLO – 2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
CLO-1	2				2				
CLO-2	2				2				
CLO-3	2	2			2			2	

**‘3’ = ‘High-level’ mapping, 2 = ‘Medium-level’ mapping, 1 = ‘Low-level’ mapping**

<b>Detailed Syllabus</b>		
UNIT- I	<ul style="list-style-type: none"> <li>Basic features of Indian culture.</li> <li>Milestones of Indian History.</li> <li>Cultural Renaissance &amp; Freedom Struggle.</li> </ul>	(5 Hours)
UNIT- II	<ul style="list-style-type: none"> <li>India: Physiographic regions, Natural Resources.</li> <li>States &amp; Union Territories.</li> <li>India’s achievements in Science &amp; Technology.</li> <li>India as military power.</li> </ul>	(5 Hours)
UNIT- III	<ul style="list-style-type: none"> <li>Indian Cultural Heritage: Indian Epics.</li> <li>Natyashashtra: Communication philosophy.</li> <li>Indian Music: Types, Prominent Ragas and their impact.</li> <li>Indian Classical Dances.</li> <li>Indian Sculpture &amp; Architecture: Concepts</li> </ul>	(5 Hours)
UNIT- IV	<ul style="list-style-type: none"> <li>Principles of Indian culture.</li> <li>Impact of Indian Culture</li> <li>Ancient and contemporary Indian Artists.</li> <li>Cultural updates.</li> </ul>	(5 Hours)
UNIT- V	<ul style="list-style-type: none"> <li>Social Reform movements during freedom struggle.</li> </ul>	(5 Hours)

	<ul style="list-style-type: none"><li>• Post-Independence Socio-Spiritual movements.</li><li>• Bhakti and Sufi movements.</li></ul>	Hours)
UNIT- VI	<ul style="list-style-type: none"><li>• Current Affairs: In this unit, students will analyze contemporary news related to culture, politics, economics, social issues etc.</li></ul>	(5 Hours)
Evaluation pattern		
CIA-I	Written Examination (20 Marks)	
CIA-II	Assignment/Project (20 Marks)	
ESE	Theory paper (written exam) (60 Marks)	
References		
1	Radhakrishnan, Sarvepalli. (1974). <i>Eastern Religions &amp; Western Thoughts</i> . Oxford University Press	
2	Radhakrishnan, Sarvepalli. <i>Indian philosophy</i> .	
3	A P J Abdul Kalam & Y S Rajan. (2014). <i>India 2020: A Vision for the New Millennium</i> . Penguin	
4	Edward Said. (1978). <i>Orientalism</i> .	

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**COURSE CODE: CMS 481****COURSE TITLE: PHOTOGRAPHY****CREDITS:02****L: T: P – 0:1:1****Course Pre-requisite:** Basic aesthetic sense

<b>Course Objectives</b>	
1.	To understand grammar of still photography and nuances of its sub-fields.
2.	To apply skills of handling the still camera and its accessories aptly.
3.	To create photography projects related to different genres and themes.
<b>Course Learning Outcomes:</b> The students will be able to:	
CLO1	Explain various compositional rules and guidelines of making photographs.
CLO2	Operate the DSLR camera and its accessories for capturing well-exposed photographs in adherence to grammar of the visual language.
CLO3	Develop photography portfolio on a wide range of themes.

**Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)**

Course Code CMS481	PLO-1	PLO – 2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
CLO-1		2		3					
CLO-2		2		3					
CLO-3	2	3	2	3	2		2		

**‘3’ = ‘High-level’ mapping, 2 = ‘Medium-level’ mapping, 1 = ‘Low-level’ mapping**

<b>Detailed Syllabus</b>		
UNIT- I	<b>Introduction to Photography and Visual language</b> <ul style="list-style-type: none"> <li>• Aesthetics related to photography.</li> <li>• Composition rules.</li> <li>• Classification of shots: Size, angle, movement, etc.</li> <li>• Visual storytelling.</li> <li>• Art of caption writing.</li> <li>• Knowing the great photographers and their works.</li> </ul>	(8 Hours)
UNIT- II	<b>DSLR and its functioning</b> <ul style="list-style-type: none"> <li>• Various parts of DSLR camera.</li> <li>• Knowing modes and menu in camera.</li> <li>• Camera lenses and their applications.</li> <li>• Use of camera accessories.</li> <li>• Dos and Don'ts.</li> </ul>	(7 Hours)
UNIT- III	<b>Exposure triangle</b> <ul style="list-style-type: none"> <li>• Medium of light: Types and qualities of light.</li> <li>• Creative use of light.</li> <li>• Understanding and fine-tuning of exposure triangle (aperture, shutter speed and ISO).</li> </ul>	(7 Hours)
UNIT- IV	<b>Depth of Field</b> <ul style="list-style-type: none"> <li>• Understanding depth of field.</li> <li>• Factors affecting depth of field (aperture, focal length, distance, etc.).</li> </ul>	(7 Hours)

	<ul style="list-style-type: none"><li>Determining depth of field.</li></ul>	
UNIT- V	<b>Different fields of Photography</b> <ul style="list-style-type: none"><li>Photojournalism.</li><li>Genres: Portrait, Landscape, Macro, Street, Product, Event etc.</li><li>Themes: Social, environmental, cultural etc.</li><li>Photo story.</li></ul>	(8 Hours)
UNIT- VI	<b>Basics of Digital Photo Editing</b> <ul style="list-style-type: none"><li>Understanding digital workspace for photo editing.</li><li>Knowing the application of various tools.</li><li>Basic editing techniques and workflow.</li></ul>	(8 Hours)
<b>Evaluation pattern</b>		
CIA-I	Written Examination (20 Marks)	
CIA-II	Assignment/Project (20 Marks)	
ESE	Theory paper (written exam) (60 Marks)	
<b>References</b>		
1	Michael Langford (2015). <i>Basic Photography: The Guide for Serious Photographers</i> . Routledge.	
2	Susan Sontag (2008). <i>On Photography</i> . Penguin.	
3	Jennifer Good & Paul Lowe (2019). <i>Understanding Photojournalism</i> . Routledge.	
4	Paul Martin Lester (2017). <i>Photojournalism: An Ethical Approach</i> . Routledge.	
5	John Hedgecoe (2000). <i>Basic Photography</i> . Collin & Brown.	
6	Ben Long (2015). <i>Complete Digital Photography</i> (8 <sup>th</sup> Ed.). Cengage Learning.	
7	Raghu Rai (2015). <i>Picturing Time: The Greatest Photographs of Raghu Rai</i> . Aleph.	

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**COURSE CODE: CMS 406****COURSE TITLE: RADIO PRODUCTION: PODCASTING****CREDITS:04****L: T: P – 0:2:2****Course Pre-requisite:** Basic knowledge of radio**Course Objectives**

1.	To understand the need of target audience.
2.	To apply the expectations of audience into the content.
3.	To evaluate the draft as per the standard of production.
4.	To create the Radio production in various formats.
<b>Course Learning Outcomes:</b> The students will be able to:	
CLO1	To express the need of various target audience.
CLO2	To prepare the draft of content as per the aspirations of the target group.
CLO3	To verify the draft as per the standard
CLO4	To generate the Radio content as per the need of social conscience

**Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)**

Course Code CMS406	PLO-1	PLO – 2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
CLO-1	3	3		3		2		3	
CLO-2	3	3		3	3	2		3	
CLO-3	3	3		3	3	2		3	
CLO-4			3					3	

**‘3’ = ‘High-level’ mapping, 2 = ‘Medium-level’ mapping, 1 = ‘Low-level’ mapping**

**Detailed Syllabus**

UNIT- I	<ul style="list-style-type: none"> <li>Basics of communication through Radio</li> <li>Strengths &amp; limits of audio content</li> <li>AM, FM,</li> <li>Podcasting and internet radio</li> <li>Community radio,</li> <li>Satellite radio and HAM radio</li> <li>Understanding the need of various target audience</li> </ul>	(12 Hours)
UNIT- II	<ul style="list-style-type: none"> <li>Studio layout: Recording equipment, microphones, mixers and transmitters</li> <li>Personnel in the production process</li> <li>Role and Responsibilities of production team</li> </ul>	(10 Hours)
UNIT- III	<ul style="list-style-type: none"> <li>Introduction to various audio content formats – news and entertainment.</li> <li>Public service advertisements</li> <li>Jingles, radio magazine, interview, talk show, vox- pop,</li> </ul>	(12 Hours)

	discussion, feature, radio play, and documentary. <ul style="list-style-type: none"><li>• Elements of a radio news story: Newsgathering, writing, elements of a radio news bulletin. Style Book</li></ul>	
UNIT- IV	<ul style="list-style-type: none"><li>• Recording /production techniques</li><li>• Editing principles</li><li>• Creating sound effects</li><li>• Sound concerning visuals</li><li>• The function of sound, silence and music on the radio</li><li>• Technology and software used.</li></ul>	(10 Hours)
UNIT- V	<ul style="list-style-type: none"><li>• Voice modulation</li><li>• presentation skills</li><li>• vocal dynamics and live compering</li><li>• Podcasting styles</li></ul>	(8 Hours)
UNIT- VI	<ul style="list-style-type: none"><li>• Evaluating programmes</li><li>• Codes and ethics in radio broadcasting</li><li>• Codes and ethics in Internet broadcasting</li><li>• National policies on the radio broadcast and internet.</li></ul>	(8 Hours)
<b>Evaluation pattern</b>		
CIA-I	Written Examination (20 Marks)	
CIA-II	Assignment/Project (20 Marks)	
ESE	Practical paper (60 Marks)	
<b>References</b>		
1	Alexander, R. & Stewart, P. (2016). Broadcast journalism: techniques of radio and television. Focal Press	
2	Fleming, C. (2009) The radio handbook. Routledge	
3	Hausman, C. et al. (2012). Modern radio production: production, programming and performance. Wadsworth	
4	Keith, C. M. (2010). The radio station: broadcast satellite and internet. Focal Press	

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**COURSE CODE: CMS 407****COURSE TITLE: ART OF STORYTELLING & PRINT MEDIA WRITING****CREDITS:04****L: T: P – 0:2:2****Course Pre-requisite:** Basic skills of Writing

<b>Course Objectives</b>	
1.	To understand the concept of Storytelling
2.	To apply principles of writing in print media
3.	To evaluate the content of print media for its readers
4.	To Create the knowledge of various types of writing in print media
<b>Course Learning Outcomes:</b> The students will be able to:	
CLO1	Explain stories in various media like print, audio and audio-video
CLO2	Sequence stories with required punctuation signs and steps
CLO3	Explain the difference among various writing styles in print media
CLO4	Create content for various mediums.

**Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)**

Course Code CMS407	PLO-1	PLO – 2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
CLO-1		2	3	3		3		3	
CLO-2		2	3	3		3		3	
CLO-3		2	3	3		3		3	
CLO-4	2	2	3	3		3		3	

**‘3’ = ‘High-level’ mapping, 2 = ‘Medium-level’ mapping, 1 = ‘Low-level’ mapping**

<b>Detailed Syllabus</b>		
UNIT- I	<ul style="list-style-type: none"> <li>• Introduction to Narrative Theory</li> <li>• Concept &amp; Importance of Storytelling</li> <li>• Historical Perspective</li> <li>• Impact of Epics in Storytelling</li> </ul>	(10 Hours)
UNIT- II	<ul style="list-style-type: none"> <li>• Traditional Form of Storytelling</li> <li>• Modern Storytelling</li> </ul>	(8 Hours)
UNIT- III	<ul style="list-style-type: none"> <li>• Structure of Storytelling</li> <li>• Characters: Archetypes of Campbell</li> <li>• Conflict</li> <li>• Message Vs Preaching</li> <li>• Role of Pause</li> <li>• Voice Modulation</li> <li>• Ambience in Storytelling</li> </ul>	(12 Hours)
UNIT- IV	<ul style="list-style-type: none"> <li>• Storytelling through Photographs</li> <li>• Comics</li> <li>• Story Telling through Print Media News</li> </ul>	(10 Hours)
UNIT- V	<ul style="list-style-type: none"> <li>• Audio Story Telling</li> <li>• Storytelling with Moving Images</li> </ul>	(8 Hours)



UNIT- VI	<ul style="list-style-type: none"><li>• Transmedia Storytelling</li><li>• Concept of Transmedia</li><li>• Structure of Transmedia Story</li><li>• Changing Role of Audience</li><li>• Use of Technology</li><li>• Crating Experience</li></ul>	(12 Hours)
<b>Evaluation pattern</b>		
CIA-I	Written Examination (20 Marks)	
CIA-II	Assignment/Project (20 Marks)	
ESE	Practical Paper (60 Marks)	
<b>References</b>		
1	How to write short- Word craft for fast times, Roy peter Clark	
2	Creativity inc- overcoming the unseen forces, Ed catmull	
3	Art of storytelling, the easy steps to presenting an unforgettable story, John D Walsh	

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**COURSE CODE: CMS 408****COURSE TITLE: PR AND ADVERTISING****CREDITS:04****L: T: P – 0:2:2****Course Pre-requisite:** Communication related to target groups

<b>Course Objectives</b>	
1.	To understand the concept of Public Relations & Advertising
2.	To analyze the various target groups
3.	To create the Content Related to PR & advertising
<b>Course Learning Outcomes:</b> The students will be able to:	
CLO1	Explain the importance of PR and Advertising
CLO2	Outline the needs of target group for preparing the PR-AD Content
CLO3	Create various types of PR Content & Advertisements

**Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)**

Course Code CMS408	PLO-1	PLO – 2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
CLO-1	3	3	3	3		3			
CLO-2	3	3	3	3		3			
CLO-3	3					3			3

**‘3’ = ‘High-level’ mapping, 2 = ‘Medium-level’ mapping, 1 = ‘Low-level’ mapping**

<b>Detailed Syllabus</b>		
UNIT- I	<ul style="list-style-type: none"> <li>• Concept of Public Relations (PR) &amp; Corporate Communication</li> <li>• Various types of Public</li> <li>• Functions of Public Relations</li> <li>• Duties of Public Relations Officer (PRO)</li> </ul>	(10 Hours)
UNIT- II	<ul style="list-style-type: none"> <li>• Writing Presses Releases</li> <li>• Press Conference &amp; Press Briefings</li> <li>• Brochures</li> <li>• PR A/V Content Creation</li> <li>• Other Tools of PR</li> </ul>	(10 Hours)
UNIT- III	<ul style="list-style-type: none"> <li>• Concept &amp; Target groups of Advertising</li> <li>• Ad appeal</li> <li>• Ideation</li> <li>• Research</li> <li>• Print Ad Creation</li> <li>• A/V Advertisement Production</li> </ul>	(10 Hours)
UNIT- IV	<ul style="list-style-type: none"> <li>• Classifications of advertising</li> </ul>	(10 Hours)

UNIT- V	<ul style="list-style-type: none"><li>• Outdoor Advertising</li><li>• Types of Print Ads: Classified &amp; Display Ads</li><li>• Promotional Events</li><li>• Promotional Films</li></ul>	(10 Hours)
UNIT- VI	<ul style="list-style-type: none"><li>• Brand management and positioning</li><li>• Corporate Social Responsibilities</li><li>• PR for Social, Academic, Philanthropic Organization</li><li>• Advertising Ethics, Code and Laws</li></ul>	(10 Hours)
<b>Evaluation pattern</b>		
CIA-I	Written Examination (20 Marks)	
CIA-II	Assignment/Project (20 Marks)	
ESE	Practical exam (60 Marks)	
<b>References</b>		
1	Well (Williams), Burnett John, Moriarty Sandra, Advertising Principles and Practices, Prentice Hall; 6 edition (October 29, 2002)	
2	Nayyar, Deepak, Public Relations and communications, ABD Publishers, Jaipur (2006)	
3	Ogilvy, David, Ogilvy on Advertising London, Orbis Publication, 1983	
4	Ahuja, BN, Practical Public Relations, New Delhi, Surjeet Publications, 1989	
5	Basu, Anil, Public Relations, Problems and Prospects with case studies, New Delhi, Space Age Publications.	

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**COURSE CODE: CMS 409**

**COURSE TITLE: COMMUNICATION RESEARCH**

**CREDITS:04**

**L: T: P – 3:1:0**

**Course Pre-requisite:** Understanding of media

<b>Course Objectives</b>	
1.	Understanding research problem for scientific research in Communication Sector.
2.	Analysing the approach of research and research design in the field of communication
3.	Evaluating the research problem from Social & Professional Perspective.
<b>Course Learning Outcomes:</b> The students will be able to:	
CLO1	Identify the research problem in the field of Journalism & Mass Communication
CLO2	Blueprint the research design.
CLO3	Interpret the data, and write basic level research paper

**Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)**

Course Code CMS409	PLO-1	PLO – 2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
CLO-1						3	3	2	
CLO-2	3				3		3	2	
CLO-3	3					3	3		

**‘3’ = ‘High-level’ mapping, 2 = ‘Medium-level’ mapping, 1 = ‘Low-level’ mapping**

<b>Detailed Syllabus</b>		
UNIT- I	<b>Approaches to understanding social reality</b> <ul style="list-style-type: none"><li>• Concept of Research</li><li>• Research Approaches &amp; Methods</li><li>• Mass media research and Scientific methods</li><li>• Steps of Research</li></ul>	(10 Hours)
UNIT- II	<b>Understanding the Research Problem</b> <ul style="list-style-type: none"><li>• Formulation of research problem,</li><li>• Types of Research,</li><li>• Research Objectives,</li><li>• hypothesis &amp; Research Question</li><li>• Variables, Validity &amp; Reliability.</li></ul>	(10 Hours)
UNIT- III	<b>Research Proposal &amp; Initiating the research work</b> <ul style="list-style-type: none"><li>• Writing research proposal,</li><li>• Literature review,</li><li>• research design,</li><li>• Sample and Sampling methods.</li></ul>	(10 Hours)
UNIT- IV	<b>Qualitative Research</b> <ul style="list-style-type: none"><li>• Observation, interview,</li><li>• schedules Ethnography,</li><li>• Action Research,</li></ul>	(10 Hours)

	<ul style="list-style-type: none"> <li>• Textual Analysis,</li> <li>• Case studies,</li> <li>• Focus Group Studies</li> </ul>	
UNIT- V	<b>Quantitative Research</b> <ul style="list-style-type: none"> <li>• Survey method, Questionnaire</li> <li>• field studies</li> <li>• telephone surveys</li> <li>• online polls</li> <li>• Quantitative Content Analysis</li> <li>• Experimental</li> <li>• Introduction to Statistics</li> </ul>	(10 Hours)
UNIT- VI	<b>Data Analysis and Report writing</b> <ul style="list-style-type: none"> <li>• Data collection</li> <li>• Coding and tabulation of collected data,</li> <li>• data analysis, report writing,</li> <li>• submission &amp; presentation,</li> <li>• Research &amp; Publication Ethics,</li> <li>• Citation &amp; Referencing.</li> </ul>	(10 Hours)
<b>Evaluation pattern</b>		
CIA-I	Written Examination (20 Marks)	
CIA-II	Assignment/Project (20 Marks)	
ESE	Theory paper (60 Marks)	
<b>References</b>		
1	CR Kothari (2004) Research Methodology Methods and Technique, New Age International (P) Ltd., Publishers	
2	Srivastava, Vinay Kumar (ed) (2004) Methodology and Fieldwork, Oxford University Press: New Delhi. (Introduction)	
3	Wimmer. R.D, and Dominick J.R (2006) , Mass Media Research – Processes, Approaches and Application, Wadsworth CENGAGE Learning, India Edition.	
4	Somekh B, and Lewin C (Eds)(2005), Research Methods in the Social Vistaar Publications (A division of Sage publications India Pvt Ltd), New Delhi	
5	Allen M, Titsworth S, and Hunt K.S (2009), Quantitative Research in Communication, Sage Publications Inc. 21	
6	Jensen Klaus B and Nicholas W Jankowski. 1991, A Handbook of Qualitative Methodologies for Mass Communication Research, Routledge: London and New York, Ch 2,10.	
7	Reinard, John C. (2006). Communication Research Statistics, California State University, Fullerton Sage publication.	
8	Blaikie, N (2000). Designing Social Research, Oxford: Blackwell.	

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**COURSE CODE: CMS 434****COURSE TITLE: EDITING & LAYOUT DESIGNING****CREDITS:04****L: T: P – 0:2:2****Course Pre-requisite:** Reporting & Computer literacy

<b>Course Objectives</b>	
1.	To understand the principles of editing and layout-design.
2.	To analyse the ratio and balancing in designing and editing
3.	To create the content related to layout designing.
<b>Course Learning Outcomes:</b> The students will be able to:	
CLO1	Explain the various designs related to newspaper and magazine.
CLO2	Examine the content as per the newspaper's policy and social concern.
CLO3	Create newspapers and magazines through InDesign software

**Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)**

Course Code CMS434	PLO-1	PLO – 2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
CLO-1	3	3	3		3				3
CLO-2	3	3	3		3				3
CLO-3	3		3		3			3	3

**‘3’ = ‘High-level’ mapping, 2 = ‘Medium-level’ mapping, 1 = ‘Low-level’ mapping**

<b>Detailed Syllabus</b>		
UNIT- I	<ul style="list-style-type: none"> <li>• Concept of editing in newspaper</li> <li>• Role of a copy editor in a newspaper organization</li> <li>• Skills required in editing</li> <li>• Newspaper policy and editing.</li> </ul>	(7 Hours)
UNIT- II	<ul style="list-style-type: none"> <li>• Concept and definition of layout and design</li> <li>• Principles of layout and design of a newspaper</li> <li>• Types of newspaper layout</li> </ul>	(7 Hours)
UNIT- III	<ul style="list-style-type: none"> <li>• Page layout Grids</li> <li>• Styles</li> </ul>	(7 Hours)
UNIT- IV	<ul style="list-style-type: none"> <li>• Various elements of a newspaper:               <ul style="list-style-type: none"> <li>➤ Masthead,</li> <li>➤ Ear-panels,</li> <li>➤ Headlines,</li> <li>➤ solos position,</li> <li>➤ by-line,</li> <li>➤ credit line,</li> <li>➤ gutter space,</li> <li>➤ columns,</li> <li>➤ pocket stories,</li> <li>➤ Folio line,</li> </ul> </li> </ul>	(7 Hours)

	➤ print line etc.	
UNIT- V	<ul style="list-style-type: none"><li>• InDesign: guides, text, graphics, objects, character formatting, paragraph formatting etc.</li></ul>	(16 Hours)
UNIT- VI	<ul style="list-style-type: none"><li>• Editing and cropping Image, Photos, Infographics and others illustrations</li></ul>	(16 Hours)
<b>Evaluation pattern</b>		
CIA-I	Written Examination (20 Marks)	
CIA-II	Assignment/Project (20 Marks)	
ESE	Theory paper (written exam) (60 Marks)	
<b>References</b>		
1	Saxena Ambrish, Fundamentals of Reporting and Editing, New Delhi: Kanishka Publishers, 2007.	

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**COURSE CODE: CMS 435****COURSE TITLE: CULTURAL STUDIES: APPLICATION & APPROACH****CREDITS:03****L: T: P – 2:1:0****Course Pre-requisite:** The student must have completed the course – Introduction to Cultural Studies in the 1<sup>st</sup> Semester.

<b>Course Objectives</b>	
1.	To understand the pivotal role of culture in the modern world, including the ideas, values, artifacts, and practices of people in their collective lives.
2.	To evaluate central issues in the study of media and culture through an examination of the ways in which mediations of social identity act as highly selective and ideologically shaped portrayals of the social order.
3.	To analyze the articulations of representation (discursive, imagistic, visual) with human identity, subjectivity and selfhood.
<b>Course Learning Outcomes:</b> The students will be able to:	
CLO1	Compare and make use of the cultural practices that shape our identity.
CLO2	Assess and develop a project on the role of media in social construction of identities.
CLO3	Survey and create a photo story on different forms of cultural identities.

**Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)**

Course Code CMS435	PLO-1	PLO – 2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
CLO-1	3		3						
CLO-2	2		3						3
CLO-3	3		2						

**‘3’ = ‘High-level’ mapping, 2 = ‘Medium-level’ mapping, 1 = ‘Low-level’ mapping**

<b>Detailed Syllabus</b>		
UNIT- I	<b>Identity and Culture</b> <ul style="list-style-type: none"> <li>• Self and Other</li> <li>• Construction of Cultural Identities</li> <li>• Liquid Culture</li> <li>• Globalisation and Identities</li> <li>• Modern and Post-Modern Identities.</li> </ul>	(9 Hours)
UNIT- II	<b>Culture of Gender &amp; Sexualities</b> <ul style="list-style-type: none"> <li>• Sex and Gender</li> <li>• Gender Identities</li> <li>• Masculinity, Femininity, Transgender, LGBTQIA</li> <li>• Bodily performances.</li> </ul>	(9 Hours)
UNIT- III	<b>Consumer Culture</b> <ul style="list-style-type: none"> <li>• Leisure</li> <li>• Culture of consumption</li> <li>• Consumption and identity</li> </ul>	(8 Hours)



	<ul style="list-style-type: none"><li>• Modernity and Consumption</li></ul>	
UNIT- IV	<b>Contesting Cultures</b> <ul style="list-style-type: none"><li>• Dalit struggle</li><li>• Tribal representation</li><li>• Peasant issues</li><li>• Terrorism</li><li>• Marginality and culture.</li></ul>	(8 Hours)
UNIT- V	<b>Digital Culture</b> <ul style="list-style-type: none"><li>• Globalization and Digital Divide</li><li>• Technology as Facilitator</li><li>• Technology and Inequality</li><li>• Globalization and Digital Divide,</li><li>• Community and Network Society</li></ul>	(6 Hours)
UNIT- VI	<b>Project</b> <ul style="list-style-type: none"><li>• Photo story/short videos/written assignment on social issues related to identity, gender, sexuality, regionalism, or any other social issue.</li></ul>	(5 Hours)
<b>Evaluation pattern</b>		
CIA-I	Written Examination (20 Marks)	
CIA-II	Assignment/Project: (20 Marks)	
ESE	Theory paper (written exam)- (60 Marks)	
<b>References</b>		
1	Stuart Hall and Paul Du Gay (ed) (1996): <i>Questions of Cultural Identity</i> . New Delhi: Sage Publications (Chapter 1 – Who needs identity? & Chapter 6 Identity and Cultural Studies – Is that all there is?)	
2	Bauman, Zygmunt (2011): <i>Culture in a Liquid Modern World</i> . Cambridge: Polity Press (Chapter 2 & 3).	
3	Giddens, Anthony.1991. Modernity and Self Identity, Cambridge:Polity Press (Chapter- 1)	
4	Barker, Chris. 2005. Cultural Studies: Theory and Practice. London: Sage Publications.	
5	Oza, Rupal (2001) ‘Showcasing India: Gender, Geography and Globalisation’, in <i>Signs</i> , Volume 26, No. 4.	
6	Dasgupta, Rohit & Gokulsing,M.K. 2013. Masculinity and Its Challenges in India: Essays on Changing Perceptions.McFarland Publishers.	
7	Appadurai, Arjun (2006) Fear of Small Numbers.	
8	Rawat, R.S. & Satyanarayana, K. 2016. Dalit Studies. Durham & London: Duke University Press.	
9	Susan Visvanathan (ed) Culture and Society, New Delhi: Sage Publications.pp.157-180.	
10	Siapera, Eugenia.2010. Cultural Diversity & Global Media. The Mediation of Difference. USA: Wiley Blackwell (Chapter-12: Cultural Diversity Online: pp.183- 196).	
11	James Curran and Michael Gurevitch (ed) Mass Media and Society(3 <sup>rd</sup> Edition), London: Arnold Publishers: pp.329-345.	
<b>Visual Texts</b>		
1.	Documentary – My Mother India	

<b>2.</b>	Film – Bride and Prejudice
<b>3.</b>	Documentary – Mardistan, Beyond Women’s Stereotypes
<b>4.</b>	Documentary – Being Male, Being Koti ; Purple Skies
<b>5.</b>	Documentary – Majma.
<b>6.</b>	Any other recent documentary/film related to relevant topics.
<b>7.</b>	Documentary – My Mother India

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**COURSE CODE: CMS 436****COURSE TITLE: DIGITAL MEDIA MARKETING****CREDITS:04****L: T: P – 0:2:2****Course Pre-requisite:** Basic knowledge of new media**Course Objectives**

1.	To understand importance of digital marketing in rapidly changing business environment
2.	To apply the knowledge on how digital marketing can be utilized by organizations
3.	To evaluate the various digital channels and their advantages
4.	To Create the knowledge different digital media and its content
<b>Course Learning Outcomes:</b> The students will be able to:	
CLO1	Describe the role and importance of digital marketing in a rapidly changing business landscape
CLO2	Examine the key elements of a digital marketing strategy
CLO3	Measure effectiveness of a digital marketing campaign
CLO4	Develop the content for digital media

**Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes****(PLOs)**

Course Code CMS436	PLO-1	PLO – 2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
CLO-1		3				3			
CLO-2		3				3			
CLO-3		3	3	3		3			
CLO-4		3	3	3		3			

**‘3’ = ‘High-level’ mapping, 2 = ‘Medium-level’ mapping, 1 = ‘Low-level’ mapping****Detailed Syllabus**

UNIT- I	<ul style="list-style-type: none"> <li>Various facets of Digital Marketing</li> <li>Understanding Digital Marketing</li> <li>Digital Marketing Tools</li> </ul>	(8 Hours)
UNIT- II	<ul style="list-style-type: none"> <li>Multimedia Tools for Digital Marketing</li> <li>Identifying the touch points</li> <li>building the right digital assets</li> </ul>	(8 Hours)
UNIT- III	<ul style="list-style-type: none"> <li>End of marketing segmentation</li> <li>1:1 marketing era</li> <li>digital marketing: search, social, video, display, analytics,</li> <li>moment marketing vs marketing campaign development</li> </ul>	(8 Hours)
UNIT- IV	<ul style="list-style-type: none"> <li>marketing automation</li> <li>Search Engine Optimization</li> <li>Social Media Optimization</li> <li>Pay Per Click</li> </ul>	(8 Hours)
UNIT- V	<ul style="list-style-type: none"> <li>Structural analysis of website</li> </ul>	(8 Hours)

	<ul style="list-style-type: none"><li>• Structural analysis of Portals</li><li>• Online Lead Generation</li></ul>	Hours)
UNIT- VI	<ul style="list-style-type: none"><li>• Digital Photo Sharing Tools</li><li>• Digital Video Sharing Tools</li><li>• Digital Audio Sharing Tools</li><li>• Content Management Tools</li><li>• Social Media Tools</li></ul>	(8 Hours)
<b>Evaluation pattern</b>		
CIA-I	Written Examination (20 Marks)	
CIA-II	Assignment/Project (20 Marks)	
ESE	Practical paper (60 Marks)	
<b>References</b>		
1	Ryan, D. (2014) Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited	
2	The Beginner's Guide to Digital Marketing (2015). Digital Marketer. Pulizzi,J.(2014) Epic Content Marketing, Mcgraw Hill Education	
3	Blanchard O, (2014) Social Media ROI: Managing and Measuring Social Media Efforts in your Organization	
4	Pulii, J. (2013) Epic Content Marketing	
5	Chaffey, D, & Ellis-Chadwick, F. (2012) Digital Marketing: Strategy, Implementation and practice, 5/E, Pearson	
6	Tapp, A, & Whitten, I., & Housden, M (2014) Principles of Direct, Database, and Digital Marketing, 5/E, Pearson	

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**COURSE CODE: CMS 437**

**COURSE TITLE: INDIAN LANGUAGE**

**CREDITS:04**

**L: T: P – 2:2:0**

**Course Pre-requisite:** Fundamentals of Language

Course Objectives	
1.	
2.	
3.	
Course Learning Outcomes: The students will be able to:	
CLO1	
CLO2	
CLO3	
CLO4	

**Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)**

Course Code CMS437	PLO-1	PLO – 2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
CLO-1									
CLO-2									
CLO-3									
CLO-4									

‘3’ = ‘High-level’ mapping, 2 = ‘Medium-level’ mapping, 1 = ‘Low-level’ mapping

Detailed Syllabus		
UNIT- I	•	(10 Hours)
UNIT- II	•	(10 Hours)
UNIT- III	•	(10 Hours)
UNIT- IV	•	(10 Hours)
UNIT- V	•	(10 Hours)
UNIT- VI	•	(10 Hours)
Evaluation pattern		
CIA-I	Written Examination (20 Marks)	
CIA-II	Assignment/Project: (20 Marks)	
ESE	Theory paper (written exam)- (60 Marks)	

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**COURSE CODE: CMS 438****COURSE TITLE: SOCIO-POLITICAL STRUCTURE & CURRENT AFFAIRS****CREDITS:04****L: T: P – 2:2:0****Course Pre-requisite:** Basic understanding of socio-political scenario

<b>Course Objectives</b>	
1.	To Analyse the socio-political structure of the society.
2.	To Create content related to Current Affairs.
<b>Course Learning Outcomes:</b> The students will be able to:	
CLO1	Corelate with the Concerns of Society.
CLO2	Design Content related to Current Affairs.

**Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)**

Course Code CMS438	PLO-1	PLO – 2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
CLO-1		2	3			2			
CLO-2						2		2	

**‘3’ = ‘High-level’ mapping, 2 = ‘Medium-level’ mapping, 1 = ‘Low-level’ mapping**

<b>Detailed Syllabus</b>		
UNIT- I	<ul style="list-style-type: none"> <li>• Corelation between Individual and Society</li> <li>• Concept of Social Structure</li> <li>• Historical Perspective Functions of Society</li> <li>• Social Transformation</li> <li>• Terminologies of Sociology</li> </ul>	(5 Hours)
UNIT- II	<ul style="list-style-type: none"> <li>• Traditional v/s Modern Society</li> <li>• Features of Ancient Indian Society</li> <li>• Modern Indian Society</li> <li>• Prominent Features of earlier generations</li> <li>• Characteristics of Generation Z.</li> </ul>	(5 Hours)
UNIT- III	<ul style="list-style-type: none"> <li>• Political Ideologies</li> <li>• Regimes of Prime Ministers of India.</li> <li>• India After Independence: Mile stones in Political History</li> </ul>	(5 Hours)
UNIT- IV	<ul style="list-style-type: none"> <li>• National Political Parties</li> <li>• Important Regional Parties</li> <li>• Prominent leaders of political parties</li> <li>• Issues related with politics: Corruption, Communalism &amp; Casteism Criminalization</li> </ul>	(5 Hours)
UNIT- V	<ul style="list-style-type: none"> <li>• Current affairs and Society- Current Socio-Political Issues</li> <li>• Understanding Current Socio-Economic Problems: Unemployment, Discrimination, Digital Divide etc</li> </ul>	(5 Hours)

UNIT- VI	<ul style="list-style-type: none"><li>• Current Issues in Education &amp; Cultural Sector</li><li>• Current Issues in Health Sector</li><li>• Current Issues in Human Rights; Media and Social Issues etc</li></ul>	(5 Hours)
<b>Evaluation pattern</b>		
CIA-I	Written Examination (20 Marks)	
CIA-II	Assignment/Project (20 Marks)	
ESE	Theory paper (written exam) (60 Marks)	
<b>References</b>		
1	Media and society in the twentieth century: a historical introduction – 2003; Lyn Gorman and David Mclean Oxford Blackwell Publishing	
2	Media and Society into the 21st century – Lyn, Gorman and Mclean David Willey- - Blackwell, 2009	
3	Oommen, T.K. (2007) “Knowledge and Society: Situating Sociology and Social Anthropology”. New Delhi: OUP	
4	Rege, Sharmila (2003) “Sociology of Gender: The Challenge of Feminist Sociological Knowledge”. New Delhi: Sage	

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**COURSE CODE: CMS 482****COURSE TITLE: LIGHT-SOUND & VIDEO CAMERA HANDLING****CREDITS:02****L: T: P – 0:1:1****Course Pre-requisite:** Basics aesthetics of audio-visual production

<b>Course Objectives</b>	
1.	To understand the grammar of audio-visual communication.
2.	To apply abilities of handling different cameras (professional video camera, DSLR, etc.), light and sound and other related equipment.
3.	To create different motion media projects.
<b>Course Learning Outcomes:</b> The students will be able to:	
CLO1	Explain grammar of the shot and audio-visual communication.
CLO2	Operate the video camera (including DSLR), basic lighting, sound and other related equipment proficiently as storytelling devices.
CLO3	Create a wide variety of shots in adherence of accepted grammar of cinematic language for production of motion media projects like short films, interviews, documentaries etc.

**Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes****(PLOs)**

Course Code CMS482	PLO-1	PLO – 2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
CLO-1		2	2	3					3
CLO-2		3		3					2
CLO-3	2	3		3					3

**‘3’ = ‘High-level’ mapping, 2 = ‘Medium-level’ mapping, 1 = ‘Low-level’ mapping**

<b>Detailed Syllabus</b>		
UNIT- I	<b>Understanding Grammar of the Shot</b> <ul style="list-style-type: none"> <li>• Introduction to shots: Extended family of basic shots.</li> <li>• Composition guidelines: Rule of thirds, headroom &amp; noseroom, horizontal &amp; vertical camera angles, lines, depth, etc.</li> <li>• Dynamic shots.</li> <li>• Shooting for editing.</li> </ul>	(10 Hours)
UNIT- II	<b>Video Production: Processes and Roles</b> <ul style="list-style-type: none"> <li>• Pre-production.</li> <li>• Production.</li> <li>• Post-production.</li> <li>• Production personnel and responsibilities.</li> </ul>	(05 Hours)
UNIT- III	<b>Video Camera and Supporting System</b> <ul style="list-style-type: none"> <li>• Different parts of a video camera.</li> <li>• Camera lens.</li> <li>• Exposure and depth of field.</li> </ul>	(08 Hours)

	<ul style="list-style-type: none"><li>• Camera settings and controls.</li><li>• Camera support system.</li><li>• Dos and Don'ts.</li></ul>	
UNIT- IV	<b>Basics of Lighting</b> <ul style="list-style-type: none"><li>• Properties of light</li><li>• Quantity and quality of light</li><li>• Three-point lighting.</li><li>• Color temperature and white balance.</li><li>• Dos and Don'ts.</li></ul>	(08 Hours)
UNIT- V	<b>Sound element</b> <ul style="list-style-type: none"><li>• Basics of sound.</li><li>• Microphones: Types, pick-up patterns.</li><li>• Audio connectors, audio CODECs and file formats.</li><li>• Recording the sound on camera and digital sound recorder.</li></ul>	(08 Hours)
UNIT- VI	<b>Multiple-camera setup</b> <ul style="list-style-type: none"><li>• Need and advantages of multi-camera setup.</li><li>• Demonstrations on multi-camera setup.</li><li>• Shooting interview, panel discussion etc.</li></ul>	(06 Hours)
<b>Evaluation pattern</b>		
CIA-I	Written Examination (20 Marks)	
CIA-II	Assignment/Project (20 Marks)	
ESE	Practical exam (60 Marks)	
<b>References</b>		
1	Christopher J. Bowen. (2017). <i>Grammar of the Shot</i> . Routledge.	
2	Gerald Millerson & Jim Owens. (2012). <i>Video Production Handbook</i> (4th Edition). Focal Press.	
3	Gerald Millerson. (1991). <i>Lighting For Video</i> (3rd Edition). Focal Press.	
4	Gerald Millerson. (1994). <i>Video Camera Techniques</i> . Routledge.	
5	John Watkisnson. (2000). <i>The Art of Digital Audio</i> (3rd edition). Routledge.	
6	Leonard Shyles. (2012). <i>The Art of Video Production</i> . Sage.	
7	The Videomaker. (2013). <i>The Videomaker Guide to Video Production</i> . Focal Press.	
8	Vasuki Belavadi. (2008). <i>Video Production</i> . Oxford University Press.	
9	Christopher J. Bowen. (2017). <i>Grammar of the Shot</i> . Routledge.	

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**COURSE CODE: CMS 501****COURSE TITLE: TV NEWS PRODUCTION****CREDITS:04****L: T: P – 0:2:2****Course Pre-requisite:** Basics of communication skills**Course Objectives**

1.	To apply basics of TV. Production techniques.
2.	To evaluate video production techniques.
3.	To create news content.
<b>Course Learning Outcomes:</b> The students will be able to:	
CLO1	Construct a News Program.
CLO2	Assess TV. News program on its merits and demerits.
CLO3	Produce News Content: ENG, package Writing, PTC, Anchoring etc

**Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)**

Course Code CMS501	PLO-1	PLO – 2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
CLO-1		3	3	3				3	3
CLO-2		3	3	3	3			3	
CLO-3									

**‘3’ = ‘High-level’ mapping, 2 = ‘Medium-level’ mapping, 1 = ‘Low-level’ mapping**

**Detailed Syllabus**

UNIT- I	<b>Basic of TV Production</b> <ul style="list-style-type: none"> <li>Communicating with still pictures and video shooting with TV camera</li> <li>Camera mounting</li> <li>Colour balance</li> <li>Basic shots and camera movement</li> <li>TV lighting in field, using reflectors</li> <li>Lighting grid – luminaries</li> <li>Studio lighting – three-point lighting – high key and low key lighting; properties, studio sets and make-up.</li> </ul>	(10 Hours)
	<b>Video editing techniques</b> <ul style="list-style-type: none"> <li>Cut, mix and dissolve use of cutaway – AB roll editing</li> <li>digital effects and post production – planning location shoots – story board</li> <li>Single camera shooting</li> <li>Multi camera shooting</li> <li>Shooting and editing schedules</li> <li>Studio production –role of functionaries</li> <li>Planning studio programmes – cue’s and commands</li> </ul>	
UNIT- II		(10 Hours)

UNIT- III	<b>Formats of TV programmes</b> <ul style="list-style-type: none"><li>• Studio interview, Studio discussion</li><li>• Studio chat shows with audience</li><li>• Participation</li><li>• Studio quiz program with audience participation</li><li>• TV documentary production</li><li>• Corporate video production</li></ul>	(10 Hours)
UNIT- IV	<b>Writing for television</b> <ul style="list-style-type: none"><li>• Writing to still</li><li>• writing for video</li><li>• reference visuals to words</li><li>• TV news writing; marking copy in production language.</li><li>• Writing for television programmes – research, visualization and production script.</li></ul>	(10 Hours)
UNIT- V	<b>Television reporting &amp; News editing</b> <ul style="list-style-type: none"><li>• Visualizing news/ENG – research, investigation – interview techniques</li><li>• piece to camera and voice over</li><li>• sequencing and editing news packages</li><li>• investigative Reporting</li><li>• economic reporting</li><li>• sports reporting</li><li>• human interest stories</li><li>• Television news editing: planning, production and compilation of news programmes</li><li>• writing lead-in/intro to news packages</li><li>• headlines writing</li><li>• teasers and promos.</li></ul>	(10 Hours)
UNIT- VI	<b>Television anchoring</b> <ul style="list-style-type: none"><li>• Voice broadcast skills</li><li>• enunciation, flow</li><li>• modulation</li><li>• facing a camera</li><li>• eye contact</li><li>• use of teleprompter</li><li>• live studio and field interviews</li><li>• moderating TV studio discussions</li><li>• anchoring chat shows and cross-fire.</li></ul>	(10 Hours)
<b>Evaluation pattern</b>		
CIA-I	Written Examination (20 Marks)	
CIA-II	Assignment/Project (20 Marks)	
ESE	Practical paper (60 Marks)	
<b>References</b>		
1	Teresa Keller, Television News: A Handbook for Reporting, Writing, Shooting, Editing and Producing, Holcomb Hathaway, Incorporated, 2009	
2	Regina Acholonu, Techniques of Television News writing and Production, JACO, 2014	
3	David Howard, Amy Hunter, Teaching the Video Production Class: Beyond the Morning Newscast, Libraries Unlimited Inc, 2014	
4	B. William Silcock, Don Heider, Mary T. Rogus, Managing Television News:	

	A Handbook for Ethical and Effective Producing, Routledge, 2017
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## COURSE CODE: CMS 502

### COURSE TITLE: MEDIA ECONOMICS AND MANAGEMENT

CREDITS:02

L: T: P – 1:1:0

Course Pre-requisite: Basic knowledge of economics

Course Objectives	
1.	To understand about media organizations and their economics.
2.	To analyze the functions of media organizations
3.	To evaluate the functioning of media organizations
Course Learning Outcomes: The students will be able to:	
CLO1	Describe the functioning of a media organization
CLO2	Compare different media organizations in terms of their policy and management.
CLO3	Interpret the contribution of media organizations to society.

### Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)

Course Code CMS502	PLO-1	PLO – 2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
CLO-1		3		3		3			
CLO-2		3				3			3
CLO-3									

‘3’ = ‘High-level’ mapping, 2 = ‘Medium-level’ mapping, 1 = ‘Low-level’ mapping

Detailed Syllabus		
UNIT- I	<b>Introduction</b> <ul style="list-style-type: none"> <li>Principles of media management and their significance</li> <li>media as an industry and profession.</li> </ul>	(03 Hours)
UNIT- II	<b>Ownership patterns of mass-media in India</b> <ul style="list-style-type: none"> <li>Sole proprietorship, partnership</li> <li>private limited companies</li> <li>public limited companies</li> <li>trusts</li> <li>Policy formulation – planning and control; problems, process and prospects of launching media ventures.</li> </ul>	(05 Hours)
UNIT- III	<b>Structure and functions of media organizations</b> <ul style="list-style-type: none"> <li>Management, finance</li> <li>circulation (sales promotion, pricing)</li> <li>Advertising (marketing)</li> <li>personnel management</li> <li>production and reference sections</li> <li>apex bodies: DAVP, INS and ABC</li> <li>Changing roles of editorial staff and other media persons.</li> </ul>	(06 Hours)
UNIT- IV	<b>Economics of print and electronic media</b> <ul style="list-style-type: none"> <li>Management, business, legal and financial aspects of media management</li> <li>Budgeting and finance</li> </ul>	(07 Hours)

	<ul style="list-style-type: none"><li>• capital costs</li><li>• production costs</li><li>• commercial polity</li><li>• advertising and sales strategy plan of action</li><li>• Production schedule and process</li><li>• Evaluation</li><li>• budget control, costing, tax</li><li>• labour laws and PR for building and sustaining business and audience</li><li>• Process of launching a media venture.</li></ul>	
UNIT- V	<b>Planning and execution of programme production</b> <ul style="list-style-type: none"><li>• Production terms</li><li>• control practices and procedures</li><li>• Administration and programme management in media – scheduling, transmitting, record keeping, quality control and cost-effective techniques.</li></ul>	(05 Hours)
UNIT- VI	<b>Marketing strategies</b> <ul style="list-style-type: none"><li>• Brand promotion (space/time, circulation)</li><li>• Reach</li><li>• promotion – market survey techniques</li><li>• human research development for media.</li></ul>	(04 Hours)
<b>Evaluation pattern</b>		
CIA-I	Written Examination (20 Marks)	
CIA-II	Assignment/Project: (20 Marks)	
ESE	Theory paper (written exam)- (60 Marks)	
<b>References</b>		
1	Baehr H (1980) The ‘liberated woman’ in television drama. In: Baehr H (ed) Women and media. Pergamon Press, Oxford, pp 29–39	
2	Chakravarti U (2000) State, market and freedom of expression. Women and electronic media. Economic & Political Weekly 35 (18):12–20	
3	Chanda I (2000) Displaying the modern woman: feminism in the labyrinths of media culture. Soc Sci 28(3–4):40–60	
4	Cowie E (2000) Woman as sign. In: Ann Kaplan E (ed) Feminism and film. Oxford University Press, Oxford, pp 48–65	
5	Hall S (1997) Representation and the media. Media Education Foundation, Northampton, UK	
6	Macdonald M (1995) Representing women: myths of femininity in the popular media. Arnold, London	
7	Berger, John .1972. <i>Ways of Seeing</i> . Chapter – 1, 3 & 5.	
8	Laura Mulvey, Visual Pleasure and Narrative Cinema in Evans <i>op cit</i>	
9	Lewis, Reina.2002. ‘Looking Good: The Lesbian Gaze and Fashion Imagery’ in Nicholas Mirzoeff (ed) The Visual Culture Reader (2 <sup>nd</sup> Edition), London & New York: Routledge,pp.654-668.	
10	Halberstam,Judith.2002. ‘The Transgender gaze in Boys Don’t Cry’ in Nicholas Mirzoeff (ed) The Visual Culture Reader (2 <sup>nd</sup> Edition), London & New York: Routledge,pp.669-676.	
11	Michel Foucault, Panopticism in Evans <i>op cit</i>	
12	Sturken, M et al, Spectatorship, Power and Knowledge, in <i>Practices of Looking, op cit</i>	

13	Patnaik, P.P. (2020) Gendered Representations in Media, in W. L.Filho et.al, Gender Equality, Encyclopedia of UN Sustainable Development Goals, Springer, Cham UK
14	Munshi S (1998) Wife/mother/daughter-in-law: multiple avatars of homemaker in 1990s Indian advertising. <i>Media Culture &amp; Society</i> 20:573–591
15	Singhi NK (2001) Gender construction and media: presentation, representation and repression. In: Avasthi A, Srivastava AK (eds) <i>Modernity, feminism and women empowerment</i> . Rawat Publications, Jaipur, pp 257–271
16	Van Zoonen L (1994) <i>Feminist media studies</i> . Sage Publications, London/New Delhi

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**COURSE CODE: CMS 503****COURSE TITLE: MEDIA LAWS & ETHICS****CREDITS:02****L: T: P – 1:1:0****Course Pre-requisite:** Basic understanding of constitution and freedom of speech**Course Objectives**

1.	Understanding the basic features of Indian Constitution – freedom of speech and expression
2.	Analysing the media laws applicable to media organizations and professionalism
3.	Evaluating the media laws and ethics in Indian and global context
<b>Course Learning Outcomes:</b> The students will be able to:	
CLO1	Observe situations of press freedom and social responsibility in global perspective.
CLO2	Outline media ethics media organizations and profession
CLO3	Interpret Media laws and ethics in Indian and global context

**Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes****(PLOs)**

Course Code CMS503	PLO-1	PLO – 2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
CLO-1		3				2		3	
CLO-2		3				3		3	
CLO-3	3	3				3			

**‘3’ = ‘High-level’ mapping, 2 = ‘Medium-level’ mapping, 1 = ‘Low-level’ mapping****Detailed Syllabus**

UNIT- I	<b>Introduction to legal systems</b> <ul style="list-style-type: none"> <li>• Laws and Society</li> <li>• History of media laws in India</li> <li>• Judicial Systems in relation to media</li> <li>• Freedom of press for national development</li> <li>• Human Rights</li> <li>• Important Judgements related to Freedom of Expression.</li> </ul>	(05 Hours)
UNIT- II	<b>Basic features of Indian Constitution</b> <ul style="list-style-type: none"> <li>• Preamble</li> <li>• Fundamental rights &amp; duties</li> <li>• Right to Speech &amp; Expression</li> <li>• Proclamation of Emergency</li> <li>• Right to Information Act, 2005</li> <li>• Centre-State Relations,</li> </ul>	(05 Hours)
UNIT- III	<b>Laws and ethics for media profession</b> <ul style="list-style-type: none"> <li>• Defamation : Civil &amp; Criminal</li> <li>• Official Secret Act (1923)</li> <li>• Press Council of India</li> <li>• Laws relating to Obscenity</li> </ul>	(05 Hours)



	<ul style="list-style-type: none"> <li>Indecent Representation of Women (Prohibition) Act 1986</li> <li>Cyber Laws,</li> </ul>	
UNIT- IV	<b>Freedom and Accountability of Media</b> <ul style="list-style-type: none"> <li>Freedom and Responsibility</li> <li>Paid Journalism</li> <li>Contempt of Court</li> <li>Parliamentary Privilege</li> </ul>	(05 Hours)
UNIT- V	<b>Media and Social Responsibility</b> <ul style="list-style-type: none"> <li>News policy</li> <li>Media and pressure groups</li> <li>Prasar Bharati Act</li> <li>Cinematography Act</li> <li>Investigative Reporting</li> <li>Copy Right &amp; Patent</li> <li>Censor Board</li> <li>Press Council</li> <li>Press Commission</li> <li>Press &amp; Registration of Books Act</li> <li>Media Ethics</li> </ul>	(05 Hours)
UNIT- VI	<b>Media laws on reporting sensitive issues</b> <ul style="list-style-type: none"> <li>Conflict reporting</li> <li>Media coverage of gender-based violence</li> <li>Sexual assault</li> <li>Child abuse</li> </ul>	(05 Hours)
<b>Evaluation pattern</b>		
CIA-I	Written Examination (20 Marks)	
CIA-II	Assignment/Project (20 Marks)	
ESE	Theory paper (written exam) (60 Marks)	
<b>References</b>		
1	Juhi P. Pathak, Introduction to Media Laws and Ethics, Shipra Publications, 2014	
2	M Neelamalar, Media Law and Ethics, Prentice Hall India Learning Private Limited; 2nd edition, 2009	
3	Virbala Aggarwal, Handbook of Journalism and Mass Communication, Concept Publishing Company Pvt. Ltd, 2012	
4	Sebastian Paul, Law, Ethics And The Media: Law And More Law, Ethics And The Media, Lexis Nexis; Ninth edition, 2015	
5	Sahay Mukul, Media, Law and Ethics, Wisdom Press, 2011	
6	Kiran Prasad, Media Law and Ethics: Readings in Communication Regulation, BR Publishing Corporation, 2008	

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**COURSE CODE: CMS 504****COURSE TITLE: DISSERTATION (PART-1)****CREDITS:02****L: T: P –0:1:1****Course Pre-requisite:** Communication Research

<b>Course Objectives</b>	
1.	To apply Communication research principles.
2.	To Create research Content.
<b>Course Learning Outcomes:</b> The students will be able to:	
CLO1	Express their research knowledge in research output.
CLO2	Develop research paper/dissertation.

**Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)**

Course Code CMS401	PLO-1	PLO – 2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
CLO-1									
CLO-2									

‘3’ = ‘High-level’ mapping, 2 = ‘Medium-level’ mapping, 1 = ‘Low-level’ mapping

<b>Detailed Syllabus</b>		
UNIT- I	<b>Introduction</b> <ul style="list-style-type: none"> <li>Inputs on writing research proposal, literature review, plagiarism, citation etc</li> </ul>	(04 Hours)
UNIT- II	<b>Presentation of research proposal –First round</b> <ul style="list-style-type: none"> <li>Individual Presentation of research proposal</li> <li>(the individual student to discuss and develop research proposal under a supervisor)</li> </ul>	(04 Hours)
UNIT- III	<b>Presentation of research proposal – Second round</b> <ul style="list-style-type: none"> <li>Second round of presentations after consultation with supervisor, reading etc</li> </ul>	(04 Hours)
UNIT- IV	<b>Literature review</b> <ul style="list-style-type: none"> <li>Individual presentation of detailed literature</li> </ul>	(08 Hours)
UNIT- V	<b>Writing research paper</b>	(09 Hours)
UNIT- VI	<ul style="list-style-type: none"> <li><b>Final editing &amp; submission of research paper</b></li> </ul>	(08 Hours)
<b>Evaluation pattern</b>		
CIA-I	Submission and presentation of research proposal - 20 marks	
CIA-II	Submission and presentation of detailed literature review - 20 marks	
ESE	60 marks	

**Note: All faculty members are to be involved in supervision & evaluation**

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**COURSE CODE: CMS 505****COURSE TITLE: INTERNSHIP****CREDITS:02****L: T: P – 0:0:2****Course Pre-requisite:** Basic knowledge of media industries

<b>Course Objectives</b>	
1.	To understand the functioning of media houses
2.	To apply learning acquired during studies.
3.	To create the content as per the directives of media houses.
<b>Course Learning Outcomes:</b> The students will be able to:	
CLO1	Describe the functioning of media houses.
CLO2	Relate with the need of media houses.
CLO3	Produce the desired media content.

**Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)**

Course Code CMS505	PLO-1	PLO – 2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
CLO-1						3			
CLO-2						3			
CLO-3						3			

**‘3’ = ‘High-level’ mapping, 2 = ‘Medium-level’ mapping, 1 = ‘Low-level’ mapping**

<b>Course Evaluation</b>		
CIA-I Submission (20 Marks)	Reporting date of joining, work assigned and done	After 10 days
CIA-II Submission (20 Marks)	Reporting continuous progression- submission of report and proof documents of assignment done	After 20 days
ESE Submission, Presentation & viva-voice (60 Marks)	Submission of a report about work experience, achievement, limitations in 40-50 pages	After 30 days

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**COURSE CODE: CMS 531****COURSE TITLE: JOURNALISM BEATS****CREDITS:02****L: T: P – 0:1:1****Course Pre-requisite:** Journalism theories & Practices

<b>Course Objectives</b>	
1.	Understand the unique reporting demands of specific beats.
2.	To create the media content.
<b>Course Learning Outcomes:</b> The students will be able to:	
CLO1	Observe the requirement of specific beats.
CLO2	Produce reports in desired formats.

**Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)**

Course Code CMS531	PLO-1	PLO – 2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
CLO-1	3	3						3	
CLO-2	3	3						3	

‘3’ = ‘High-level’ mapping, 2 = ‘Medium-level’ mapping, 1 = ‘Low-level’ mapping

<b>Detailed Syllabus</b>		
UNIT- I	<b>Concept</b> <ul style="list-style-type: none"> <li>Concept of Beat, Political Beat, Social Beat, Business Beat.</li> </ul>	(04 Hours)
UNIT- II	<b>Important Beats</b> <ul style="list-style-type: none"> <li>Local Administration, Crime, Development, Investigative, Foreign.</li> </ul>	(05 Hours)
UNIT- III	<b>News Sources</b> <ul style="list-style-type: none"> <li>Education, Travel &amp; Tourism, Science &amp; Technology, Health, Environment, Entertainment.</li> </ul>	(05 Hours)
UNIT- IV	<b>Beat reporting and editing</b> <ul style="list-style-type: none"> <li>Understanding Reporting, Beats as Specialized Reporting, Understanding editing, Beyond Reporting: Opinion and other Forms of Writing</li> </ul>	(06 Hours)
UNIT- V	<b>Beat Journalism in digital age</b> <ul style="list-style-type: none"> <li>Innovation in Reporting and Emerging Technologies, Challenges and Solutions in Journalism: Misinformation, Fake News Versus Ethics</li> </ul>	(06 Hours)
UNIT- VI	<b>Ethics</b> <ul style="list-style-type: none"> <li>Culture, Sports, Women &amp; Child, Entertainment, Functions of Bureau, Challenges of Beat Reporting</li> </ul>	(04 Hours)
<b>Evaluation pattern</b>		
CIA-I	Written Examination (20 Marks)	
CIA-II	Assignment/Project (20 Marks)	

ESE	Practical paper (60 Marks)
<b>References</b>	
1	Sharma, Seema, Journalism Reporting
2	Ahuja, B.N. & Chhabra, S.S, Editing
3	A.L. Lawrenz, News Reporting & Writing
4	Vir Bala Aggarwal, V.S. Gupta, Handbook of Journalism & Mass Communication
5	Surbhi Dahiya, Shambhu Sahu, Beat Reporting and Editing: Journalism in the Digital Age, SAGE Publications Pvt. Ltd, 2021

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**COURSE CODE: CMS 532****COURSE TITLE: SCRIPT & SCREEN WRITING****CREDITS:02****L: T: P – 0:1:1****Course Pre-requisite:**

<b>Course Objectives</b>	
1.	To understand the concept of script and screen writing.
2.	To create written content various mediums.
<b>Course Learning Outcomes:</b> The students will be able to:	
CLO1	Observe the world for their media content.
CLO2	Create script and screen plays.

**Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)**

Course Code CMS532	PLO-1	PLO – 2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
CLO-1		3	3					3	
CLO-2		3	3					3	

‘3’ = ‘High-level’ mapping, 2 = ‘Medium-level’ mapping, 1 = ‘Low-level’ mapping

<b>Detailed Syllabus</b>		
UNIT- I	<b>Writing for Radio</b> <ul style="list-style-type: none"> <li>• Basic Skills for Audio Writing</li> <li>• Radio Talk</li> <li>• Radio News Bulletin</li> <li>• Radio Features</li> <li>• Interactive Writing for Radio Jokey</li> </ul>	(05 Hours)
UNIT- II	<b>A/V Script Writing (Non-Fiction)</b> <ul style="list-style-type: none"> <li>• Ideation Brainstorming</li> <li>• Picture Prompts SCAMPER etc</li> <li>• Visual Writing</li> <li>• Writing TV News Package: Anchor Link, Voice Overs, Byte, PTC</li> </ul>	(05 Hours)
UNIT- III	<b>Research for non-Fiction</b> <ul style="list-style-type: none"> <li>• Correlation with Research for Documentary, Essential Elements of Documentary Script, Documentary Scriptwriting</li> </ul>	(05 Hours)
UNIT- IV	<b>A/V Script Writing (Fiction)</b> <ul style="list-style-type: none"> <li>• Concept of Screenwriting</li> <li>• Screen Writing Premise Characters: Arch Types of Campbell, Conflict in Story, Three Act Play, Writing Dialogues, Writing Script for Short Film</li> </ul>	(05 Hours)
UNIT- V	<b>Writing for Convergence Media</b> <ul style="list-style-type: none"> <li>• Concept of Convergence, Link Writing, Gen Z Psyche &amp; Writing</li> </ul>	(05 Hours)
UNIT- VI	<b>Types of New Media Writing</b> <ul style="list-style-type: none"> <li>• Factual, Narrative &amp; Projective, New Media Writing and</li> </ul>	(05 Hours)

	Contemporary Concerns	Hours)
Evaluation pattern		
CIA-I	Written Examination (20 Marks)	
CIA-II	Assignment/Project: (20 Marks)	
ESE	Practical paper (60 Marks)	
References		
1	Meekey, Milan D., Copy Writing for Electronic Media, A Practical Guide, Google Books	
2	Das, Trisha, How to Write Documentary Scripts, UNESCO Publication	
3	Campbell, Joseph, The Hero with thousand faces, Perseus Books Gro	
4	Carroll Brian, Writing for digital Media, Google Books	
5	Joshi, Monahar Shyam, Patkatha Lekhan: Ek Parichay, Rajkamal	

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**COURSE CODE: CMS 533****COURSE TITLE: STRATEGIC COMMUNICATION****CREDITS:05****L: T: P – 3:2:0****Course Pre-requisite:** Basic Skills of Communication

<b>Course Objectives</b>	
1.	To introduce the origin and evolution of Strategic Communication
2.	To understand the role of different institutions of democracy in the construction of Strategic Communication
3.	To understand the relationship between Soft Power, Public Diplomacy, and Strategic Communication
<b>Course Learning Outcomes:</b> The students will be able to:	
CLO1	Develop critical thought process in strategic communication
CLO2	Evaluate political communication & international relations, foreign affairs

**Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)**

Course Code CMS533	PLO-1	PLO – 2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
CLO-1		3	3					3	
CLO-2		3	3					3	

**‘3’ = ‘High-level’ mapping, 2 = ‘Medium-level’ mapping, 1 = ‘Low-level’ mapping**

<b>Detailed Syllabus</b>		
UNIT- I	<b>Introduction to Strategic Communication</b> <ul style="list-style-type: none"> <li>• Concept &amp; Rationale for Strategic Communication</li> <li>• Characteristics of Strategic Communication</li> <li>• Theories &amp; paradigms involved with Strategic Communication</li> </ul>	(10 Hours)
UNIT- II	<b>The critical thought process in strategic communication</b> <ul style="list-style-type: none"> <li>• Critical thoughts in strategic communication</li> <li>• Epistemic views &amp; Ontological network of Strategic Communication Soft power in Public Diplomacy</li> <li>• The role of Strategic Communication</li> <li>• Scope of Strategic Communication</li> </ul>	(10 Hours)
UNIT- III	<b>Political Communication</b> <ul style="list-style-type: none"> <li>• Communication Strategy of Political parties &amp; Political leaders</li> <li>• Political ideology, Advocacy groups, Strategic Communication for political consensus, Political decisions and its Communication Strategy</li> </ul>	(10 Hours)
UNIT- IV	<b>Political Communication in election &amp; international relations</b> <ul style="list-style-type: none"> <li>• Strategy during Elections</li> <li>• Political Strategic Communication in international politics</li> </ul>	(10 Hours)



	<ul style="list-style-type: none"><li>• Communication strategy Vs. Populism</li><li>• Political Strategic Communication &amp; Media Recent Trends</li></ul>	
UNIT- V	<b>Strategic Communication in Defense Sector</b> <ul style="list-style-type: none"><li>• Strategic Communication in Defense Sector, Deal publicity with Pubic Representative</li><li>• Common Masses &amp; Media</li><li>• Strategic Communication during Wartime, internal unrest, Guerilla War</li><li>• Indian context</li></ul>	(10 Hours)
UNIT- VI	<b>Communication in Disaster Management</b> <ul style="list-style-type: none"><li>• Strategic Communication in Foreign Affairs, Strategic Communication in NGO Sector, Strategic communication</li><li>• in Public Diplomacy: Opportunities, and Challenges, Other Sectors</li></ul>	(10 Hours)
<b>Evaluation pattern</b>		
CIA-I	Written Examination (20 Marks)	
CIA-II	Assignment/Project (20 Marks)	
ESE	Theory paper (written examination) (60 Marks)	
<b>References</b>		
1	Banerjee, M. (2014). Why India Votes? New Delhi: Routledge.	
2	Hallahan, K., Holtzhausen, D., Ruler, B. v., Verčič, D., & Sriramesh, K. (2007). Defining Strategic Communication. INTERNATIONAL JOURNAL OF STRATEGIC COMMUNICATION, 3-35.	
3	Holtzhausen, D., & Zerfass, A. (Eds.). (2015). The Routledge Handbook of Strategic Communication. New York: Routledge.	
4	Mallick, M. (2018). Strategic Communications Opportunities and Challenges. Graduate Certificate in Strategic Studies organized by Takshashila Institution, (pp. 1-78). New Delhi. Retrieved from <a href="https://strategicstudyindia.blogspot.com/">https://strategicstudyindia.blogspot.com/</a>	
5	Mallick, M. (2021). China's Cyber-Influence Operations. New Delhi: Vivekananda International Foundation. Retrieved May 27, 2021, from <a href="https://www.vifindia.org/sites/default/files/China-s-Cyber-Influence-Operations.pdf">https://www.vifindia.org/sites/default/files/China-s-Cyber-Influence-Operations.pdf</a>	
6	McNair, B. (2018). An Introduction to Political Communication. London: Routledge.	

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**COURSE CODE: CMS 534****COURSE TITLE: SCIENCE & HEALTH COMMUNICATION****CREDITS:05****L: T: P – 3:2:0****Course Pre-requisite:** Basic knowledge of Designing the messages

<b>Course Objectives</b>	
1.	To understand about the science and health communication.
2.	To analyse the various effective communication modes for science communication
3.	To develop the knowledge about importance of science communication for the society
<b>Course Learning Outcomes:</b> The students will be able to:	
CLO1	Explain about the significance of science and health communication
CLO2	Examine the various tools of communication for health message
CLO3	To create the health messages for the society

**Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)**

Course Code CMS534	PLO-1	PLO – 2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
CLO-1	3				3	3	3	3	
CLO-2	2				3	3	3	3	
CLO-3	3				2	2	3	3	

**‘3’ = ‘High-level’ mapping, 2 = ‘Medium-level’ mapping, 1 = ‘Low-level’ mapping**

<b>Detailed Syllabus</b>		
UNIT- I	<ul style="list-style-type: none"> <li>• Concept and need of Science Communication</li> <li>• Correlation of Science Communication with Health Communication</li> <li>• Growth of science and health communication</li> <li>• Identifying the Target Groups</li> </ul>	(10 Hours)
UNIT- II	<ul style="list-style-type: none"> <li>• Types of Science and health communication</li> <li>• Theories in health communication</li> <li>• Audience theories</li> </ul>	(10 Hours)
UNIT- III	<ul style="list-style-type: none"> <li>• Writing Print Media Content for Science &amp; Health Communication</li> <li>• Designing Audio Content for Science &amp; Health Communication</li> <li>• Scientoons,</li> </ul>	(10 Hours)
UNIT- IV	<ul style="list-style-type: none"> <li>• Case studies of various health campaigns in India : Polio drive, AIDS Awareness, Covid Vaccination etc</li> </ul>	(10 Hours)
UNIT- V	<ul style="list-style-type: none"> <li>• Need and significance of science</li> <li>• Health communication</li> <li>• Challenges in communicating science and health</li> </ul>	(10 Hours)
UNIT- VI	<ul style="list-style-type: none"> <li>• Visiting nearby villages for promoting science and health communication. (Field Visit)</li> </ul>	(10 Hours)
<b>Evaluation pattern</b>		

CIA-I	Written Examination (20 Marks)
CIA-II	Assignment/Project (20 Marks)
ESE	Theory paper (written exam) (60 Marks)
<b>References</b>	
1	Elliott, Charlene and Greenberg, Josh, Communication and Health, Palgrave Macmillan Singapore
2	Stocklmayer, S. M., Stocklmayer, S. M., Gore, M. M., & Bryant, C. R. (Eds.). (2001). Science communication in theory and practice (Vol. 14). Springer Science & Business Media
3	Health communication: Theory and practice: Theory and practice. McGraw-Hill Education
4	Stocklmayer, S. M., Stocklmayer, S. M., Gore, M. M., & Bryant, C. R. (Eds.). (2001). Science communication in theory and practice (Vol. 14). Springer Science & Business Media

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**COURSE CODE: CMS 535****COURSE TITLE: GENDER & HEALTH****CREDITS:05****L: T: P – 3:2:0****Course Pre-requisite:** Fundamental knowledge about media representation of gender**Course Objectives**

1.	To understand the relationship between social construction of gender and media.
2.	To create an analysis of the media culture and media content on gender.
3.	To evaluate the role of new media technologies in challenging and/or reaffirming traditional constructions of gender.

**Course Learning Outcomes:** The students will be able to:

CLO1	Demonstrate a creative write-up on gender and media through blog/social media/podcast.
CLO2	Develop a book review on media culture in relation to power & societal inequalities.
CLO3	Organize a research paper based on analytical thinking and critical reading of media and gender.

**Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes****(PLOs)**

Course Code CMS535	PLO-1	PLO – 2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
CLO-1	2		3	3	2				3
CLO-2	3		3		2				3
CLO-3			3				2		2

**‘3’ = ‘High-level’ mapping, 2 = ‘Medium-level’ mapping, 1 = ‘Low-level’ mapping****Detailed Syllabus**

UNIT- I	<b>Gender, Media and Representation</b> <ul style="list-style-type: none"> <li>Media Literacy approach on Gender</li> <li>Reporting on gender issues</li> <li>Gender and violence</li> <li>Gender based discrimination</li> <li>Gender rights and social justice</li> <li></li> </ul>	(10 Hours)
UNIT- II	<b>Gender, Advertising and Cinema</b> <ul style="list-style-type: none"> <li>Feminist Media Studies</li> <li>Erving Goffman</li> <li>Print magazines and Gender</li> <li>Television advertisements and Gender</li> </ul>	(10 Hours)
UNIT- III	<b>Gender and Symbolic Communication</b> <ul style="list-style-type: none"> <li>Ways of seeing</li> <li>Gaze</li> <li>Panopticon</li> <li>Psychoanalysis and visual culture.</li> </ul>	(10 Hours)

UNIT- IV	<b>Gender, Communication and Social Change</b> <ul style="list-style-type: none"><li>• Gender Activism,</li><li>• Internet, Social Movements</li><li>• Feminism</li></ul>	(10 Hours)
UNIT- V	<b>Gender, Media &amp; Sexuality</b> <ul style="list-style-type: none"><li>• Gender as Performance</li><li>• Mediated sexualities</li><li>• Men &amp; Masculinities, LGBTQIA</li></ul>	(10 Hours)
UNIT- VI	<b>Gender-Media Project</b> <ul style="list-style-type: none"><li>• Photos/videos/news analysis / Blog posts / Written assignment/book reviews</li></ul>	(10 Hours)
<b>Evaluation pattern</b>		
CIA-I	Written Examination (20 Marks)	
CIA-II	Assignment/Project: (20 Marks)	
ESE	Theory paper (written exam)- (60 Marks)	
<b>References</b>		
1	Chakravarti U (2000) State, market and freedom of expression. Women and electronic media. Economic & Political Weekly 35 (18):12–20	
2	Chanda I (2000) Displaying the modern woman: feminism in the labyrinths of media culture. Soc Sci 28(3–4):40–60	
3	Cowie E (2000) Woman as sign. In: Ann Kaplan E (ed) Feminism and film. Oxford University Press, Oxford, pp 48–65	
4	Hall S (1997) Representation and the media. Media Education Foundation, Northampton, UK	
5	Macdonald M (1995) Representing women: myths of femininity in the popular media. Arnold, London	
6	Berger, John .1972. <i>Ways of Seeing</i> . Chapter – 1, 3 & 5.	
7	Laura Mulvey, Visual Pleasure and Narrative Cinema in Evans <i>op cit</i>	
<b>Visual Texts:</b>		
1.	Documetaries/Films related to gender and media	

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**COURSE CODE: CMS 536****COURSE TITLE: INTERNATIONAL-INTERCULTURAL COMMUNICATION & CURRENT AFFAIRS**

**CREDITS:02**      **L: T: P – 1:1:0**      **Course Pre-requisite:** Basic knowledge of communication, culture & current affairs

<b>Course Objectives</b>	
1.	Understanding the features of International & Intercultural Communication.
2.	Analysing the new world information and communication order
3.	Creating the Content related to Intercultural Communication.
<b>Course Learning Outcomes:</b> The students will be able to:	
CLO1	Explain the role of international & Intercultural communication in a global society
CLO2	<b>Examine</b> the problems related to new world information and communication order
CLO3	Develop the content having the features of intercultural communication.

**Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)**

Course Code CMS536	PLO-1	PLO – 2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
CLO-1	3						3	3	
CLO-2	3	3					3	3	
CLO-3	3	2						2	

**‘3’ = ‘High-level’ mapping, 2 = ‘Medium-level’ mapping, 1 = ‘Low-level’ mapping**

<b>Detailed Syllabus</b>		
UNIT- I	<b>Key Concepts</b> <ul style="list-style-type: none"> <li>• Concept of Culture</li> <li>• Concept of Inter-Cultural Communication</li> <li>• Cultural Symbols in Verbal and Non-Verbal Communication</li> <li>• Diversity &amp; Unity</li> </ul>	(05 Hours)
UNIT- II	<b>Aspects of Intercultural Communication</b> <ul style="list-style-type: none"> <li>• Cultural Identity and Cultural Bias</li> <li>• Economic Aspects of Intercultural Communication</li> <li>• Cross Cultural Communication: process and barriers</li> </ul>	(05 Hours)
UNIT- III	<b>Dimensions of International Communication</b> <ul style="list-style-type: none"> <li>• Political, economic and cultural dimensions of international communication</li> <li>• International news flow -international</li> <li>• regional and internal disparities</li> </ul>	(05 Hours)
UNIT- IV	<b>International information order</b> <ul style="list-style-type: none"> <li>• International news agencies – Evolution and Functions</li> <li>• Non-Aligned News Agencies Pool (NANAP) operations,</li> <li>• New International Information and Economic order Demand for NWICO</li> </ul>	(05 Hours)
UNIT- V	<b>Mediums of Intercultural Communication</b>	(05 Hours)

	<ul style="list-style-type: none"><li>Literature, Dance and Music as Instruments of Intercultural Communication</li><li>Architecture, Painting &amp; Other Art Forms, Travel &amp; Tourism.</li></ul>	Hours)
UNIT- VI	<b>Issues in international communication</b> <ul style="list-style-type: none"><li>Democratization of information flow and media systems</li><li>Cultural imperialism</li><li>Effects of globalization on media systems</li><li>Imbalance in International flow of news-McBride Commission's Report.</li></ul>	(05 Hours)
<b>Evaluation pattern</b>		
CIA-I	Written Examination (20 Marks)	
CIA-II	Assignment/Project (20 Marks)	
ESE	Theory paper (written exam) (60 Marks)	
<b>References</b>		
1	William B. Gudykunst, Bella Mody, Handbook of International and Intercultural Communication	
2	Hamelink, Cees: ‘Cultural Autonomy in Global Communications’, Longman, London, 1983.	
3	Macbride, Sean: ‘Many Voices, One World’, UNESCO, PARIS, 1980.	
4	Kumar Keval J andBiernatzki We: ‘International News Flows: Communication Research Trends’.2006	
5	Fay Patel, Mingsheng Li, Prahalad Sooknanan, Intercultural communication building a global community, sage, New Delhi, 2011	
6	Singhal, Arvind and Rogers, Everett: India's Information Revolution, Sage, New Delhi, 1989	
7	Rake Shome & Radha Hegde, Culture, communication, and the challenge of globalization, Department of Communication at Arizona State University, West, Department of Culture and Communication at New York University, Published online: 15 Oct 2010	
8	Krystyna M. Bleszynska, Constructing intercultural education, Warsaw University , Warsaw, Poland, Published online: 18 Dec 2008.	

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**COURSE CODE: CMS 537****COURSE TITLE: INDIGENOUS CULTURE****CREDITS:01****L: T: P – 1:1:0****Course Pre-requisite:** Indigenous people and culture

<b>Course Objectives</b>	
1.	Understanding of the key concept related to indigenous communities.
2.	Analysing the contemporary issues related to indigenous population.
3.	Creating the content related to indigenous peoples and culture
<b>Course Learning Outcomes:</b> The students will be able to:	
CLO1	Describe the key concepts and debates on indigenous peoples and culture & Evaluate the condition of indigenous people in relation to development programmes
CLO2	Corelate contemporary issues with indigenous people.
CLO3	Develop case studies related to Indigenous culture.

**Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes****(PLOs)**

Course Code CMS537	PLO-1	PLO – 2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
CLO-1					3	2	3		
CLO-2	3						3	2	
CLO-3	3				3		3		

‘3’ = ‘High-level’ mapping, 2 = ‘Medium-level’ mapping, 1 = ‘Low-level’ mapping

<b>Detailed Syllabus</b>		
UNIT- I	<b>The Indigenous people</b> <ul style="list-style-type: none"> <li>• Tribes as indigenous people</li> <li>• Indigenous peoples in the world systems</li> <li>• tribal society &amp; culture</li> <li>• Tribal past</li> </ul>	(05 Hours)
UNIT- II	<b>Indigenous Knowledge and Development</b> <ul style="list-style-type: none"> <li>• Indigenous knowledge and sustainability</li> <li>• Colonialism and tribal people</li> <li>• Land and Territorial Rights</li> <li>• Development and Displacement of Tribals</li> </ul>	(05 Hours)
UNIT- III	<b>Indigenous people and the Modern State</b> <ul style="list-style-type: none"> <li>• Modernity and Indigenous People, Constitutional rights, Forest Rights, PESA Act, Collective rights</li> </ul>	(05 Hours)
UNIT- IV	<b>Indigenous Culture and Contemporary India</b> <ul style="list-style-type: none"> <li>• Tribal identity crisis</li> <li>• Politics of Reservation</li> <li>• Tribes and Human Rights</li> <li>• Development and displacement</li> </ul>	(05 Hours)



UNIT- V	<b>Issues related to Indigenous people</b> <ul style="list-style-type: none"><li>• Literacy, Health and nutrition</li><li>• Migration, Poverty and exploitation</li><li>• Land alienation</li><li>• Gender issue</li><li>• Loss of control over natural resources</li></ul>	(05 Hours)
UNIT- VI	<b>Indigenous peoples and media representation</b> <ul style="list-style-type: none"><li>• Adivasis and Media Professional</li><li>• Media inadequacy and inclusion</li><li>• Positive reporting beyond crisis</li><li>• Representation of Indigenous perspectives</li><li>• Reporting tribal issues</li></ul>	(05 Hours)
<b>Evaluation pattern</b>		
CIA-I	Written Examination (20 Marks)	
CIA-II	Assignment/Project (20 Marks)	
ESE	Theory paper (written exam) (60 Marks)	
<b>References</b>		
1	Jayantha Perera (ed). 2009. Land and Cultural Survival: The Communal Land Rights of Indigenous Peoples in Asia. Philippines: Asian Development Bank. (Chapter 7 & 8).	
2	Nathan, Dev., Kelkar, Govind., and Walter, Pierre.(ed) 2004. Globalization and Indigenous Peoples in Asia. Changing the Local-Global Interface. New Delhi & London: Sage Publications (Chapter 1, 2 & 7).	
3	NK Behura, Nilakantha Panigrahi, Tribals and the Indian Constitution, Rawat Publication, 2006	
4	Nadeem Hasnain, Tribal India, New Royal Book Company, 2007	
5	SK Singh, Tribal Society in India, Manohar Publication, 1985	

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**COURSE TITLE: VIDEO EDITING****CREDITS:02****L: T: P – 0:1:1****Course Pre-requisite:** Functional knowledge of computer

and media software application

<b>Course Objectives</b>	
1.	To understand objectives and grammar of editing.
2.	To apply basic film and video editing skills and techniques.
3.	To create motion media projects using editing skills.
<b>Course Learning Outcomes:</b> The students will be able to:	
CLO1	Describe the value of different shots from editing point of view.
CLO2	Demonstrate film and video editing skills on professional video editing software.
CLO3	Construct video editing projects like films, documentaries, interviews, news bulletins etc.

**Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)**

Course Code CMS581	PLO-1	PLO – 2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
CLO-1		2	2	2					3
CLO-2		3		3					2
CLO-3	2	3		3					3

**‘3’ = ‘High-level’ mapping, 2 = ‘Medium-level’ mapping, 1 = ‘Low-level’ mapping**

<b>Detailed Syllabus</b>		
UNIT- I	<b>Introduction to Video Editing</b> <ul style="list-style-type: none"> <li>• Concepts of editing.</li> <li>• Compilation and continuity cutting.</li> <li>• Grammar of edit: Basic rules of film and video editing.</li> <li>• Transition and edit categories.</li> <li>• Workflow of video editing and creative role of video editor.</li> <li>• Analysis of films from editing point of view.</li> </ul>	(08 Hours)
UNIT- II	<b>Assessing the Footage</b> <ul style="list-style-type: none"> <li>• Getting familiar with all of the footage.</li> <li>• Criteria for shot assessment: Focus, composition, screen direction, 180 &amp; 30 degree rules, matching eye-line, continuity, etc.</li> <li>• Management of media files and selecting the best shots.</li> </ul>	(08 Hours)
UNIT- III	<b>Basics Editing Skills</b> <ul style="list-style-type: none"> <li>• Working with editing tools.</li> <li>• Working on a sequence: Applying cuts, transitions &amp; effects, keyframe animation, time re-mapping &amp; speed ramping etc.</li> <li>• Editing of projects: Short film, documentary film, interview, news bulletin etc.</li> </ul>	(12 Hours)
UNIT- IV	<b>Working with audio element</b> <ul style="list-style-type: none"> <li>• Managing audio files</li> <li>• Basic audio editing.</li> </ul>	(06 Hours)

	<ul style="list-style-type: none"><li>• Audio transitions and effects.</li></ul>	
UNIT- V	<b>Titles and Graphics</b> <ul style="list-style-type: none"><li>• Titles and graphics: Addition &amp; keyframe animation.</li><li>• Lower thirds, scrolling text &amp; credits.</li><li>• Captions/subtitles.</li></ul>	(05 Hours)
UNIT- VI	<b>Color correction, color grading and final export</b> <ul style="list-style-type: none"><li>• Fundamentals of color correction and color grading.</li><li>• Audio-video Codecs and file formats</li><li>• Export settings &amp; video compression.</li></ul>	(06 Hours)
<b>Evaluation pattern</b>		
CIA-I	Written Examination (20 Marks)	
CIA-II	Assignment/Project (20 Marks)	
ESE	Practical paper (written exam) (60 Marks)	
<b>References</b>		
1	Ken Dancyger (2019). <i>The Technique of Film and Video Editing: History, Theory, and Practice</i> . Routledge	
2	Bobbie O'Steen (2009). <i>Invisible Cut: How Editors Make Movie Magic</i> . Michael Wiese Production	
3	Christopher J. Bowen, & Roy Thompson (2018). <i>Grammar of the Edit</i> . Routledge	
4	Walter Murch (2001). <i>In the Blink of An Eye</i> . Silman-James Press.	

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**COURSE TITLE: ANCHORING****CREDITS:02****L: T: P – 0:1:1****Course Pre-requisite:** TV News Production

<b>Course Objectives</b>	
1.	To introduce the fundamentals of anchoring
2.	To explain the techniques and skills of anchoring
3.	To enable practical application of anchoring
<b>Course Learning Outcomes:</b> The students will be able to:	
CLO1	Develop understanding of fundamentals of anchoring
CLO2	Demonstrate the techniques of anchoring
CLO3	Able to apply techniques and skills in media profession

**Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)**

Course Code CMS582	PLO-1	PLO – 2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
CLO-1		3		3		2			3
CLO-2		3	2	3					3
CLO-3		3						2	3

**‘3’ = ‘High-level’ mapping, 2 = ‘Medium-level’ mapping, 1 = ‘Low-level’ mapping**

<b>Detailed Syllabus</b>		
UNIT- I	<b>Presenting the Report on Camera</b> <ul style="list-style-type: none"> <li>Language as a medium, Studio Lead or Studio Throw, Opening &amp; Sign Off,</li> <li>The Package, Stand-Ups,</li> </ul>	(05 Hours)
UNIT- II	<b>Wallpaper &amp; Graphics, Microphone Position,</b> <ul style="list-style-type: none"> <li>How to frame questions, Priorities</li> <li>How to Handle Pressure.</li> </ul>	(05 Hours)
UNIT- III	<b>Anchoring Skill</b> <ul style="list-style-type: none"> <li>Credibility of Anchor, Single Vs. Double Anchoring</li> <li>Qualities, Pace</li> <li>Anchor Movement</li> <li>Voice modulation</li> <li>Interviewing Skills</li> <li>Body language</li> </ul>	(05 Hours)
UNIT- IV	<b>Techniques</b> <ul style="list-style-type: none"> <li>The Teleprompter, Headlines and Opens, Teases and Bumpers,</li> <li>The Update</li> <li>Importance of Contrast, Attitude, Make up.</li> </ul>	(05 Hours)
UNIT- V	<b>Reading</b> <ul style="list-style-type: none"> <li>The Voice Itself</li> <li>Knowing the Flaws</li> <li>Breathing</li> <li>Bilingual pronunciation</li> <li>How to Sound Great and Natural</li> </ul>	(05 Hours)
UNIT- VI	<b>Handling the script</b>	(05)

	<ul style="list-style-type: none"><li>• Punctuation for TV Scripts</li><li>• Marking in Script</li><li>• Soft Vs Hard News</li><li>• Time and Timing</li><li>• Distractions.</li></ul>	Hours)
<b>Evaluation pattern</b>		
CIA-I	Written Examination (20 Marks)	
CIA-II	Assignment/Project (20 Marks)	
ESE	Practical paper (60 Marks)	
<b>References</b>		
1	Earl R. Hinz, Complete Book of Anchoring and Mooring, Schiffer Publishing Ltd; 2nd edition, 2009	
2	Richa Jain Kalra, The ABC of News Anchoring: A Guide for Aspiring Anchors, Pearson; 1st edition (23 April 2012)	
3	Swaleh Mdoe, TV News Anchoring: A Guide to Professional Newscasting, Swaleh Mdoe, 2019	
4	Teresa Keller, Television News: A Handbook for Reporting, Writing, Shooting, Editing and Producing, Holcomb Hathaway, Incorporated, 2009	
5	Regina Acholonu, Techniques of Television News writing and Production, JACO, 2014	
6	Alex Blackwell, Daria Blackwell, Happy Hooking - The Art of Anchoring, White Seahorse, Inc, 2011	

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**COURSE CODE: CMS 506****COURSE TITLE: DEVELOPMENT COMMUNICATION & SOCIAL CONNECT****CREDITS:04****L: T: P – 0:2:2****Course Pre-requisite:** Basic understanding of communication**Course Objectives**

1.	To understand the discourse of development communication.
2.	To analyze different development issues in society.
3.	To create communication extension projects aimed at fostering development and social change.

**Course Learning Outcomes:** The students will be able to:

CLO1	Explain different paradigms of development communication.
CLO2	Identify developmental issues in the society along with suitable communication approach for addressing the same.
CLO3	Develop campaigns through different means of communication for ushering in development and change in society.

**Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)**

Course Code CMS506	PLO-1	PLO – 2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
CLO-1	2								
CLO-2		2			2			2	
CLO-3	2	3		2	2		2	3	
CLO-4	2								

**‘3’ = ‘High-level’ mapping, 2 = ‘Medium-level’ mapping, 1 = ‘Low-level’ mapping****Detailed Syllabus**

UNIT- I	<b>Introduction to Development Communication</b> <ul style="list-style-type: none"> <li>Basic concepts: Growth versus development.</li> <li>Philosophy and objectives of development communication.</li> <li>Understanding different indices: GDP, HDI etc.</li> <li>Role of media and communication in development.</li> </ul>	(10 Hours)
UNIT- II	<b>Development Communication related theories</b> <ul style="list-style-type: none"> <li>Modernization as dominant development discourse and its criticism: Economic model, social evolution, individual change.</li> <li>Media and communication in modernization: Diffusion of innovation research (Rogers)</li> <li>Kincaid’s convergence model of communication.</li> <li>Social marketing.</li> </ul>	(12 Hours)
UNIT- III	<b>Critical Perspectives and Alternate Approaches</b> <ul style="list-style-type: none"> <li>Sustainable development.</li> <li>Education-Entertainment (Edutainment) approach.</li> </ul>	(12 Hours)

	<ul style="list-style-type: none"><li>• Gender and development.</li><li>• Basic need approach.</li><li>• Participatory paradigm.</li><li>• Empowerment and social justice.</li></ul>	
UNIT- IV	<b>Development Journalism</b> <ul style="list-style-type: none"><li>• Understanding development Journalism</li><li>• Developmental issues: Environment, health agricultural and rural reporting, education, science and technology, gender, poverty alleviation etc.</li><li>• ICT for development (ICT4D).</li></ul>	(08 Hours)
UNIT- V	<b>Content Creation for Development Journalism</b> <ul style="list-style-type: none"><li>• Creation of print and new media content on developmental issues in the society.</li><li>• Creation of audio-visual content on developmental issues in the society.</li></ul>	(08 Hours)
UNIT- VI	<b>Development Communication and Social Change</b> <ul style="list-style-type: none"><li>• Communication for social change.</li><li>• Relevant case studies in the field of development communication (SITE, Kheda Communication Project, Hum Log, etc.</li><li>• Design of communication campaigns for development and social change.</li><li>• Contemporary issues and debates.</li></ul>	(10 Hours)
<b>Evaluation pattern</b>		
CIA-I	Written Examination (20 Marks)	
CIA-II	Assignment/Project (20 Marks)	
ESE	Practical Paper (60 Marks)	
<b>References</b>		
1	Melkote, S.R. & Singhal, Arvind (2021). <i>Handbook of Communication and Development</i> . Edward Elgar.	
2	Melkote, S.R. & Steeves, H.L. (2015). <i>Communication for Development: Theory and Practice for Empowerment and Social Justice</i> . Sage.	
3	Sainath, Palagummi (2000). <i>Everybody Loves a Good Drought: Stories from India's Poorest Districts</i> . Penguin	
4	Sen, Amartya. (1999). <i>Development as Freedom</i> . Alfred A. Knopf.	
5	Servaes, Jan (1999). <i>Communication for Development: One World, Multiple Cultures</i> . Hampton Press	
6	Servaes, Jan (2007). <i>Communication for Development and Social Change</i> . Sage.	
7	Servaes, Jan (2020). <i>Handbook of Communication for Development and Social Change</i> . Springer.	
8	Melkote, S.R. & Singhal, Arvind (2021). <i>Handbook of Communication and Development</i> . Edward Elgar.	

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**COURSE TITLE: CINEMA STUDIES & FILM APPRECIATION****CREDITS:04****L: T: P – 2:2:0****Course Pre-requisite:** Basic understanding about films

<b>Course Objectives</b>	
1.	To understand film's unique language as it has evolved with time, space, and technology.
2.	To analyse the relationship between aesthetic choices made in the film and the social contexts of film making.
3.	To evaluate film aesthetics through the analysis of film history, film theory, film style, form and narrative.
<b>Course Learning Outcomes:</b> The students will be able to:	
CLO1	Illustrate a film review video essay/write-up/blogposts
CLO2	Analyse the vocabulary of film studies
CLO3	Explain the usage of various cinematic techniques of Indian and World Cinema

**Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)**

Course Code CMS507	PLO-1	PLO – 2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
CLO-1	2	2							3
CLO-2		2							3
CLO-3			3	2					3

**‘3’ = ‘High-level’ mapping, 2 = ‘Medium-level’ mapping, 1 = ‘Low-level’ mapping**

<b>Detailed Syllabus</b>		
UNIT- I	<b>Film as Audio-Visual Representation</b> <ul style="list-style-type: none"> <li>Film Narrative,</li> <li>Time and Space in Film</li> <li>Sound, Colour, Montage /Mis-en-scene</li> <li>Point of View (POV)</li> </ul>	(04 Hours)
UNIT- II	<b>Ideological Movements and Cinema</b> <ul style="list-style-type: none"> <li>French Impressionism</li> <li>German Expressionism</li> <li>Neorealism</li> <li>Existentialism</li> <li>Nihilism.</li> </ul>	(10 Hours)
UNIT- III	<b>Film Experience and Cinematic Conventions</b> <ul style="list-style-type: none"> <li>New Wave Cinema,</li> <li>Third Cinema</li> <li>Auteurship, Queer Cinema, Digital Cinema</li> </ul>	(10 Hours)
UNIT- IV	<b>Indian Cinema</b> <ul style="list-style-type: none"> <li>Realism (Mani Kaul, Kumar Shahani, Satyajit Ray, Ritwik Ghatak, Shyam Benegal, Adoor Gopalkrishnan)</li> <li>Melodrama</li> <li>Mass Film</li> <li>Bollywoodization of Hindi cinema.</li> </ul>	(12 Hours)



UNIT- V	<b>Cultural Thematics of Early Indian Cinema</b> <ul style="list-style-type: none"><li>• Partition and National Cinema</li><li>• Urban Space &amp; culture in cinema</li><li>• Phenomena of Angry Young Man</li><li>• Courtesan film</li></ul>	(12 Hours)
UNIT- VI	<b>Globalisation of Indian Cinema</b> <ul style="list-style-type: none"><li>• Diaspora</li><li>• Globalised Youth</li><li>• Sexuality in Films</li><li>• Regional Cinema</li></ul>	(12 Hours)
<b>Evaluation pattern</b>		
CIA-I	Written Examination (20 Marks)	
CIA-II	Assignment/Project (20 Marks)	
ESE	Theory paper (written exam) (60 Marks)	
<b>References</b>		
1	Turner. Graeme.1999.Film as Social Practice. London & New York: Routledge (Chapter-4: Film Narrative:pp.77-110)	
2	Mani Kaul. 2008. ‘Beneath the Surface, Cinematography and Time’, <i>Indian Horizons</i> .	
3	Ritwik Kumar Ghatak. 2000. ‘Sound in Film’, in <i>Rows and Rows of Fences</i> .	
4	Thompson, Kristin & Bordwell, David.2003. Film History: An Introduction, London: McGraw-Hill.(Chapter 9).	
5	Edward Branigan.1993. ‘The Point-of-View Shot’, in Bill Nichols (ed), <i>Movies and Methods</i> vol. 1.	
6	Badley,Linda,Palmer R.B., Schneider,S.J.2006. Traditions in World Cinema, Great Britain: Edinburgh University Press (Chapter 1 & 2).	
7	Manovich, Lev. 2012. What is Digital Cinema?	
8	Ray, Satyajit. 1993. <i>Our Films, Their Films</i> .	
9	M. Madhava Prasad, ‘Melodramatic Politics?’, <i>Inter-Asia Cultural Studies</i> , vol.2, no. 3, 2001.	
10	Rajadhyaksha, Ashish. 2013. ‘The Bollywoodization of the Indian Cinema: Cultural Nationalism in a Global Arena’, in Ravi Sundaram (ed) No Limits. Media Studies from India. New Delhi: Oxford University Press: pp.21 – 42. & Afterword: The Bollywoodization Argument.Ten Years On: pp.43-46.	
11	M. Madhava Prasad.2000. <i>Ideology of the Hindi Film: A Historical Construction</i> . Oxford University Press.	
12	Vijay Mishra, <i>Bollywood Cinema</i> , Chapter 3, “The Texts of ‘Mother India’: 61-87.	
13	Mukul Kesavan, “Urdu,Awadh, and the Tawaif: The Islamicate Roots of Hindi Cinema,” in <i>Forging Identities: Gender, Communities, and the State</i> ed. Zoya Hasan (New Delhi: Kali for Women, 1994): 244-257.	
14	Sumita Chakravarty, selection from Chapter 8, “Woman and the Burden of Postcoloniality: The Courtesan Film Genre,” in <i>National Identity in Indian Popular Cinema 1947-1987</i>	
15	Vijay Mishra, <i>Bollywood Cinema</i> , Chapter 8, “Bombay Cinema and Diasporic Desire”: 235- 269.	

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**COURSE TITLE: DISSERTATION (PART-2)****CREDITS:05****L: T: P – 0:0:5****Course Pre-requisite:** Students must have completedDissertation Part-1 in 1<sup>st</sup> Semester

<b>Course Objectives</b>	
1.	To understand and develop theoretical and academic knowledge about a specific area in Media and Cultural Studies.
2.	To create an independently planned academic research project
3.	To apply a sense of research ethics and abilities within the students
<b>Course Learning Outcomes:</b> The students will be able to:	
CLO1	Infer a feasible and clearly articulated research dissertation.
CLO2	Build their competence and skill in research.
CLO3	Construct their own contribution in specific research area.

**Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)**

Course Code CMS508	PLO-1	PLO – 2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
CLO-1	2		2			1	3		
CLO-2	2		2			1	3		
CLO-3	2		2			1	3		

**‘3’ = ‘High-level’ mapping, 2 = ‘Medium-level’ mapping, 1 = ‘Low-level’ mapping**

<b>Course Content:</b>	
I	Writing an Introduction of the Dissertation includes a background to the study, reasons for undertaking the study, statement of the problem, aim, objectives and research questions of the study. This introductory chapter should also include the relevance of the study.
II	The second chapter of the dissertation includes a detailed literature review pertaining to the area of study. Literature review can be seen from theoretical, analytical or methodological perspectives. How different authors, belonging to same or different time period engage with the topic and through what methodologies. A comparative analysis of these available literature in terms of their findings will lead to the research gap, that the student fills through his/her research questions and objectives. In a way, it would justify the selection of the topic for dissertation.
III	The third chapter in a dissertation will include the research methodology-theoretical or conceptual framework adopted, sampling procedure, criteria of inclusion and exclusion, methods of data collection and expected outcome.
IV	The fourth chapter includes findings and their analysis in relation to the student’s research aims and objectives.
V	The fifth chapter is the conclusion chapter, where the student has to relate the findings to broader questions of the area. It would also mention the limitations of the study and further scope of the study in new directions.

VI	References/Bibliography need to follow latest edition of APA referencing style.
	Dissertations need to be typed in 12 font size, Times New Roman, 1.5 line spacing, Justify alignment. Dissertations should be within 70-100 pages.
<b>Evaluation pattern</b>	
CIA-I	Written – Submission of Chapter- 1 & 2 (20 marks)
CIA-II	Submission of Chapter-3 (10 marks); Presentation : 10 marks
ESE	Submission of Dissertation (30 marks by Internal Supervisor + 30 marks by external examiner)

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**COURSE TITLE: COURSE TITLE: FINAL PROJECT****CREDITS:08****L: T: P – 0:0:8****Course Pre-requisite:** Students must have completed production related courses in previous semesters**Course Objectives**

1.	To apply one's understanding of media production in technical sense
2.	To analyse media texts and apply them to their media projects
3.	To create media related projects in various areas of social concern

**Course Learning Outcomes:** The students will be able to:

CLO1	To examine the techniques of production that can be applied to one's media project.
CLO2	To explain a media project either in terms of a social concern, branding, advertisement.
CLO3	Develop production projects in the field of audio, video or print.

**Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes****(PLOs)**

Course Code CMS 538, 539, 540	PLO-1	PLO – 2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
CLO-1	2	3		3					3
CLO-2	2	3		3					3
CLO-3	2	3		3					3

**'3' = 'High-level' mapping, 2 = 'Medium-level' mapping, 1 = 'Low-level' mapping****Course Contents:**

This final media project represents the major specialization for the student. He/She has to choose any one of the following from the beginning of the semester:

A) Medium wise: (i) Print Production Project

OR

(ii) Audio Production Project

OR

(iii) A/V Production Project (Documentary or Fiction)

B) Language wise (i) Hindi OR (ii) English

C) Beat wise

Note: At the end of this course Student are expected to create projects in any two streams:

- Print Media: Newspaper/Magazine with photographs and graphics
- Radio/podcasts: Project/projects upto the duration of 5 minutes
- Audio visual: Fiction and/or non fiction projects upto the total duration of at least 5 minutes
- Public Relations: Minimum 10 Press Releases and a brochure
- Advertisement: 5 print/Audio/Audio Visual Advertisements
- New Media: Website of minimum 10 web pages having own write ups
- Photographs: 50 self clicked photographs with 50 percent on a specific beat

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**COURSE TITLE: ECONOMIC STRUCTURE & CURRENT AFFAIRS****CREDITS:02****L: T: P – 2:0:0****Course Pre-requisite: None**

<b>Course Objectives</b>	
1.	To understand the basics of Indian economy
2.	To evaluate the relationship between government policies and economy
3.	To evaluate the significance of different sectors in the economy
<b>Course Learning Outcomes:</b> The students will be able to:	
CLO1	Explain the basics of Indian economy
CLO2	Assess the role of government policies in shaping the economy
CLO3	Evaluate the importance of different sectors in the economy

**Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes****(PLOs)**

Course Code CMS541	PLO-1	PLO – 2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
CLO-1	2								
CLO-2		2			2				
CLO-3						2			

‘3’ = ‘High-level’ mapping, 2 = ‘Medium-level’ mapping, 1 = ‘Low-level’ mapping

<b>Detailed Syllabus</b>		
UNIT- I	<b>Indian Economy</b> <ul style="list-style-type: none"> <li>Overview of Indian Economy</li> <li>Market Size</li> <li>Recent Developments</li> <li>Features</li> <li>Liberalization of The Indian Economy</li> <li>Role of Reforms.</li> </ul>	(05 Hours)
UNIT- II	<ul style="list-style-type: none"> <li>Concept of Economic Development</li> <li>Economic Development</li> <li>GDP – Private and Public Sector</li> <li>GNP</li> <li>Rural Development</li> <li>Rural Economy-Role of Agriculture</li> </ul>	(05 Hours)
UNIT- III	<ul style="list-style-type: none"> <li>Future of Indian Economy</li> <li>Challenges and Opportunities for Indian Economy.</li> </ul>	(05 Hours)
UNIT- IV	<ul style="list-style-type: none"> <li>Economic Policies and Interventions</li> <li>Government and Economic Policies</li> <li>Role of International Organisation</li> <li>NGOs and Indian Economy</li> </ul>	(05 Hours)
UNIT- V	<ul style="list-style-type: none"> <li>Current Affairs, National and International Economic Issues</li> </ul>	(05 Hours)
UNIT- VI	<ul style="list-style-type: none"> <li>ASEAN, WTO, IMF, World Bank, G20, Recent Economic Developments Economic Summits.</li> </ul>	(05 Hours)

<b>Evaluation pattern</b>	
CIA-I	Written Examination (20 Marks)
CIA-II	Assignment/Project: (20 Marks)
ESE	Theory paper (written exam)- (60 Marks)
<b>References</b>	
1	Anwer, Ejaz. (2019). Agriculture and economic development in India. New Century Publications: Delhi.
2	Srirangam Sri Ram, Manish Kumar and Rohit Deo Jha. (2020). Indian economy; Principles, policies and progress. Pearson Education: Delhi
3	Rakesh Mohan. (2018). India transformed: Twenty five years of economic reforms. Brookings Institution Press: Washington, D.C.

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**COURSE CODE: CMS 584****COURSE TITLE: DIGITAL MEDIA TECHNOLOGY****CREDITS:02****L: T: P – 0:1:1****Course Pre-requisite:** Basic understanding of digital media**Course Objectives**

1.	To understand fundamentals of digital media technologies.
2.	To evaluate false and misleading content using fact-checking and digital verification skills.
3.	To create digital content for blog/website.
<b>Course Learning Outcomes:</b> The students will be able to:	
CLO1	Explain the basic features of digital media and digital journalism.
CLO2	Verify misinformation, disinformation and misleading claims.
CLO3	Create multimedia content/news stories for publishing on blog/website.

**Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)**

Course Code CMS584	PLO-1	PLO – 2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
CLO-1		2		2				2	
CLO-2		3	2	3			2	2	
CLO-3		3		3				3	

**‘3’ = ‘High-level’ mapping, 2 = ‘Medium-level’ mapping, 1 = ‘Low-level’ mapping**

**Detailed Syllabus**

UNIT- I	<b>Introduction to Digital and New Media</b> <ul style="list-style-type: none"> <li>• Concepts of digital/new media.</li> <li>• New media versus old media: Remediation perspective.</li> <li>• Manovich’s principles of new media.</li> <li>• Media Convergence: Origin, evolution &amp; various forms.</li> </ul>	(08 Hours)
UNIT- II	<b>Digital Journalism</b> <ul style="list-style-type: none"> <li>• Characteristics of digital journalism.</li> <li>• Writing news for new/digital Media.</li> <li>• Basics of web analytics.</li> <li>• Basics of Search Engine Optimization (SEO).</li> </ul>	(07 Hours)
UNIT- III	<b>Basics of Mobile Journalism (MoJo)</b> <ul style="list-style-type: none"> <li>• Features of mobile journalism.</li> <li>• Advantages of mobile journalism.</li> <li>• Mobile journalism workflow and skills.</li> <li>• Recording and editing of audio-visual content on mobile phone.</li> </ul>	(08 Hours)
UNIT- IV	<b>Fact-Checking and Verification Skills</b> <ul style="list-style-type: none"> <li>• Menace of misinformation and disinformation.</li> </ul>	(09 Hours)

	<ul style="list-style-type: none"><li>• Best practices of fact-checking: IFCN Code of Principles.</li><li>• Verification of digital content.</li></ul>	
UNIT- V	<b>Creation of blog/website and publication of multimedia content</b> <ul style="list-style-type: none"><li>• Creation of a blog.</li><li>• Creation of a website using content management system (CMS) like WordPress, Wix etc.</li><li>• Publication of multimedia content on blog/website.</li></ul>	(08 Hours)
UNIT- VI	<b>Emerging technologies and challenges</b> <ul style="list-style-type: none"><li>• Fundamentals of Artificial Intelligence, AR &amp; VR.</li><li>• Data Surveillance.</li><li>• Safety in digital world.</li></ul>	(05 Hours)
<b>Evaluation pattern</b>		
CIA-I	Written Examination (20 Marks)	
CIA-II	Assignment/Project (20 Marks)	
ESE	Practrical Paper (60 Marks)	
<b>References</b>		
1	Anthony Adornato. (2021). <i>Mobile and Social Media Journalism: A Practical Guide for Multimedia Journalism</i> . Routledge.	
2	Henry Jenkins, Sam Ford & Joshua Green. (2018). <i>Spreadable Media: Creating Value and Meaning in a Networked Culture</i> . New York University Press	
3	Jay David Bolter & Richard Grusin. (2000). <i>Remediation: Understanding New Media</i> . The MIT Press	
4	Lister Martin, Jon Dovey, Seth Giddings, Iain Grant & Kieran Kell. (2008). <i>New Media: A Critical Introduction</i> (2nd ed.). Routledge.	
5	McNair, B. (2017). <i>Fake news: Falsehood, fabrication and fantasy in journalism</i> . Routledge.	
6	Paul Bradshaw. (2017). <i>The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age</i> . Routledge	
7	Shoshana Zuboff. (2019). <i>The Age of Surveillance Capitalism: The Fight for a Human Future at the New Frontier of Power</i> . Profile Books.	
8	Silverman, C. (Ed.) (2020). <i>Verification handbook for disinformation and media manipulation</i> . European Journalism Centre.	

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