THE ASSAM

ROYAL GLOBAL UNIVERSITY

ROYAL SCHOOL OF COMMUNICATIONS AND MEDIA (RSCOM)

DEPARTMENT OF MASS COMMUNICATION

Learning Outcomes-based Curriculum Framework (LOCF) for

Undergraduate Programme in BA Journalism and Mass Communication

W.E.F. 2022-2023

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1. Preamble

Royal school of Communications and Media (RSCOM) under the esteemed The Assam Royal Global University is upgrading its undergraduate programmes in the line of Learning Outcome based Curriculum Framework (LOCF). The following aspects have been taken into cognizance by faculty members and members of Board of Studies while framing the BA Journalism and Mass Communication (Honours) syllabus:

i. The learning outcomes of the BA (Hons) programme is designed to help students analyze, appreciate, and critically engage with journalism and mass communication in its theoretical, historical, ethical, and multicultural aspects; in other words, approaching the subject from a wide range of perspectives with a clear understanding of mass communication in general, and journalism in particular.

ii. It is significant to note that the BA (Hons) Journalism and Mass Communication syllabus is the point of reference for the LOCF recommendations. It focuses on student centric pedagogy, interdisciplinarity, regional and mainstream media, journalistic ethics and news values, film studies and appreciations, advertising and public relations, as well as culture and communication, inclusive education, and equitable use of media technology. To this end, the texts mentioned in this document are indicative. The media organization of traditional/print/electronic/new

media is specific to the contexts identified in the course.

iii.   The arrangement of courses/papers in the semesters is in accordance with the credit scores in each semester and the overall credit. Of course, the selection of subjects and topics is made to ensure preliminary understanding of the subject and to retain courses in the second and third year that require greater attention and specialization. Courses are incorporated keeping in view the regional, national and international distinctiveness of mass media and the contemporary trends in the discipline.

iv.   The overarching concern of the LOCF framework is to have definite and justifiable outcomes, including and their realization by the end of the programme. This also includes enhancing students' personalities, preparing students for the job market—including media, advertising, public relations, films, academic and corporate sectors.

1.1 Introduction

Outcome based learning is the major objective of pedagogical transactions in higher education in today's world. From the point of view of the discipline of social sciences, it is imperative to bring into perspective journalism studies in mass communication at the undergraduate and postgraduate levels.

Journalism ensures the understanding of practicing news gathering, editing, design and selection of effective medium for mass consumption regionally, nationally and internationally. However, it is often said that the power of media in today's information age is intangible and immeasurable in terms of quantity. Mass communication aims at bringing about qualitative changes that remain immeasurable, but for its manifestation in democratic nation that may be observed and experienced, but not quantified. However, what gets obviated in the process is that both of them science, technology and media are complementary. The function of journalism is to bring the questions of news values in media and credible information in mass communication.

Journalism is the ability of delivering legitimate, balanced and fair news in mass communication to attract attention to masses by employing an effective medium. As a system of delivering idea and information, it aims at providing infotainment first and edutainment thereafter. Therein implies the

applications of news values and journalistic ethics professionally in the process of news gatherings and delivering for mass consumption. Thereafter, the important thing is to define what news values is and how journalistic ethics be explained. Media is known for what it stands or its commitment. Media professional celebrates life in all forms and stands for and with values of life by representing the weak, the poor, the exploited, the vulnerable and the voiceless. In a way, news values and journalistic ethics are values of mass communication, particularly a responsible and well-informed communicator in this 21st century.

Over the years, media studies curricula have evolved in India. From its freedom movement, it moved to freedom of press, regulations of press and its commissions, media laws and ethics, and censor boards in films, and later to constitutional and human rights in freedom of speech and expression, and its restrictions in the light of various critical and theoretical discourses like media theories and models of communication in practicing journalism in mass communication.

The LOCF for Journalism and Mass Communication is prepared on the contours and curricular structure provided by the UGC.

1.2 Learning Outcomes-based Approach to Curricular Planning

The basic premise of learning outcomes-based approach to curriculum planning and development is that higher education qualifications such as a Bachelor's Degree (Hons.) programmes are earned and awarded on the basis of the following factors--(a) achievement of outcomes, demonstrated in terms of knowledge, understanding, skills, attitudes and values and (b) academic standards expected out of the graduates of a programme of study.

The expected learning outcomes are used as reference points to formulate graduate attributes, qualification descriptors, programme learning outcomes and course learning outcomes which in turn will help in curriculum planning and development, and in the design, delivery, and review of academic programmes.

Learning outcome based frameworks in the subject specifies that upon completion of the BA Journalism and Mass Communication (Hons.) programme the students are (a) expected to know, (b)

understand and (c) exhibit their skills related to the area of study. To this extent, LOCF in Journalism and Mass Communication is committed to allow flexibility and innovation in (i) programme design and syllabi development by higher education institutions (HEIs), (ii) teaching-learning process, (iii) assessment of student learning levels, and (iv) periodic programme review within institutional parameters as well as LOCF guidelines, (v) generating framework(s) of agreed expected graduate attributes, qualification descriptors, programme learning outcomes and course learning outcomes.

The key outcomes that underpin curriculum planning and development at the undergraduate level include Graduate Attributes, Qualification Descriptors, Programme Learning Outcomes, and Course Learning Outcomes. The LOCF for BA Journalism and Mass Communication (Hons.) programme is based on these specific learning outcomes and academic standards expected to be attained by graduates of this programme.

An outcome-based approach moves away from the emphasis on what is to be taught to what is actually learnt. This approach provides greater flexibility to the teachers to develop and the students to adopt different pedagogical strategies in an interactive and participatory ecosystem. The idea is to integrate social needs and teaching practices in a manner that is responsive to the need of the community. The Assam Royal Global University has addressed this aspect since its inception through the Choice Based Credit System (CBCS) curricula adopted by the university in 2017. This approach is further consolidated through identifying further relevant and common outcomes beneficial to the student community and by developing such outcomes that not only match the specific needs of the students but also expands their outlook and values. Moreover, this curriculum keeps into perspective the fact that the focus is not just on domain knowledge or outcomes only but on processes and approaches to be employed in pedagogical transactions. This is important in order to ensure the efficacy of the curriculum adopted.

1.2.1 Nature and Extent of Bachelor's Degree Programme in Journalism and Mass Communication (Honours)

A bachelor's degree in Journalism and Mass Communication with research is a 3-year degree course divided into 6 semesters.

Sl. No.	Year	Mandatory Credits to be Secured for the Award
1	1st	48
2	2nd	48
3	3rd	48
Total Credits		**144**

i.   The BA Journalism and Mass Communication (Hons.) programme is well-recognized, structured, specialized graduate level qualification collegiate education that is in effect a bridge between secondary and tertiary level education and postgraduate education. The contents of this degree are determined in terms of knowledge, understanding, qualification, skills, and values that students need to acquire for their employability or in their pursuit of higher education.

ii.   The BA Journalism and Mass Communication (Hons.) programme attracts students from the secondary level or equivalent, and they are expected to have at least minimum subject knowledge related to this subject. Graduates are enabled to enter a variety of jobs or to continue academic study at a higher level.

iii.   Qualification descriptors at this level reflect in-depth and specialized knowledge and understanding of their subjects enriched by domain knowledge, student knowledge, critical thinking, and effective communication skills. Knowledge at this level includes generic information about what all holders of the qualification are able to gather, and the qualities and skills that they develop in the course of the graduation programme. Courses, therefore, reflect diverse aspirations of diverse types of students, and skills, learning needs and personal circumstances. Programmes assess not only academic skills but other skills and attributes including what graduate level education requires, recognises, and accredits in order for the Honours Degree to sync with national standards and international practices and ensure balance in the socio-cultural fabric of the country. The School of Communications and Media (RSCOM), The Assam Royal Global University, Guwahati aims at a curriculum design that fulfils these qualification descriptors.

iv.   The attributes and outcomes associated with BA Journalism and Mass Communication (Hons) programme are comprised of structured learning opportunities and therefore the BA Journalism and Mass Communication (Hons.) programme is devoted to classroom learning, group and individual learning, and library and field research projects. The key component in the programme is developing the ability to communicate from basic level to critical level communication.

v.   The critical perspective developed during the BA Journalism and Mass Communication (Hons.) programme helps students to link the degree to life skills including professional skills with an understanding of journalism and mass communication values.

1.2.2 Aims of Bachelor's Degree Programme in Journalism and Mass Communication (Hons)

The BA Journalism and Mass Communication (Honours) programme is inclusive and broad-based even as it carries imprints of specialized areas of study. In this programme, student research is given importance to, particularly in the third year of the BA Journalism and Mass Communication programme. The objectives of the LOCF syllabus in Journalism and Mass Communication revisit traditional expectations of teaching and learning Journalism by centre-staging outcomes that are demonstrable through the following key attributes: understanding, use, communication, expansion, and application of subject knowledge with a clear awareness and understanding of one's location in the regional, national, and global environment.

The LOCF syllabus of BA Journalism and Mass Communication (Hons.) programme highlights the following: (i) the basic philosophy of teaching Journalism and Mass Communication as an Honours subject, (ii) the core objectives of Journalism and Mass Communication (Media Studies, Journalism Principles and Practices) through of imparting subject knowledge, life skills, awareness of human values, respect for different locations and life forms, and professional skills, (iii) translation of each skill into demonstrable outcomes in terms of basic and critical communication, social engagement, personal growth and ability enhancement, (iv) application and use of knowledge of Journalistic ethics and Mass Communication as a bridge to society and the world at large, (v) demonstration of professional awareness and problem solving skills, (vi) demonstration of basic knowledge of digital knowledge platforms; (vi) develop the ability to recognize the professional and social utility of the subject, and (vi) in the process understand, appreciate and imbibe values of life.

The overall objectives of the Learning Outcomes-based Curriculum Framework (LOCF) for BA Honours degree in Journalism and Mass Communication are—

- **Prospects of the Curriculum:** Formulating graduate attributes, qualification descriptors, programme learning outcomes, and course learning outcomes that are expected to be demonstrated by the holder of the degree of BA Journalism and Mass Communication (Hons)

- **Core Values**: Enabling prospective students, parents, employers, etc. to understand the nature and level of learning outcomes (knowledge, skills, attitudes, and Journalistic ethics and News values) or attributes suitable to the BA Journalism and Mass Communication (Hons) programme

- **Bridge to the World**: Providing a framework to see the subject as a bridge to the world in such a way that while recognizing the different conditions in pluralistic society, the students also are aware of a core of shared values such as (i) commitment to the knowledge of the subject to understand the world at large, (ii) development of each person's unique potential, (iii) respect for others and their rights, (iv) social and civic responsibility, participation in democratic processes; social justice and cultural diversity, and (v) concern for the natural and cultural environment

- **Assimilation of Ability, Balance, Harmony and Inclusiveness:** Identify and define such aspects or attributes of Journalism practices that a BA Journalism and Mass Communication (Hons.) graduate should be able to demonstrate on successful completion of the programme

- **Frame for National Standards:** Providing a frame of reference for maintaining national standards with international compatibility of learning outcomes of Journalism and Mass Communication (Honours) and academic standards to ensure global competitiveness, and to facilitate graduate mobility

- **Pliability:** Formulating outcomes that are responsive to social and technological changes in order that the pedagogy will meet student's needs arising from the changes. The LOCF approach encourages effective use of new media technologies as tools for learning and provide a balance between what is common to the education of all students and the kind of flexibility and openness required for education

- **Pedagogy:** Provide higher education institutions an important point of reference for designing teaching-learning strategies, assessing student learning levels, and periodic review of programmes and academic standards for BA Journalism and Mass Communication (Hons) with a shift from domain knowledge to processes of realising the outcomes

- **Development:** The specific objectives of the BA Journalism and Mass Communication (Hons.) programme are to develop the student's ability to demonstrate the following outcomes:

1. Disciplinary Knowledge of Journalism Practices and Media Studies

2. Communication Skills

3. Critical Thinking

4. Analytical Reasoning

5. Problem Solving

6. Media Research-Related Skills

7. Self-Directing Learning

8. Multicultural Competence

9. Values: Moral and Ethical, Literary and Human

10. Digital Literacy

The details are explained below:

1.3 Graduate Attributes (GA)

GA 1: Disciplinary Knowledge:

a) Ability to identify, write and communicate about different reporting bits, genres, practices and select media with various formats and critical concepts of communication.

b) Ability to define and justify news, values, ethics, chronicles of press, and communication and its models for mass consumption.

c) Ability to classify, analyze and imply media theories, and cultivate one's critical position, and present one's views coherently and persuasively.

d) Ability to adapt with the characteristics of different types of media and habits of media consumption, locally and globally, in terms of society, religion, caste, region, gender, politics and issues to be self-reflexive and self-questioning.

GA 2: Critical Thinking:

a) Ability to read and analyse extant scholarship.

b) Ability to substantiate critical readings of media contents in order to persuade mass communication.

c) Ability to place media contents in historical contexts and also read them in terms of media conventions and press history.

GA 3: Problem Solving:

a) Ability to transfer the art of writing for media and its critical skills to read other news contents.

b) Ability to read any unfamiliar media contents.

GA 4: Analytical Reasoning:

a) Ability to evaluate the strengths and weaknesses in media studies spotting flaws in their arguments.

b) Ability to use critics and media theorists to create a framework and to substantiate one's argument in one's understandings of media contents.

GA 5: Research-Related Skills:

a) Ability to problematize; to formulate hypothesis and research questions, and to identify and consult relevant sources to find answers.

b) Ability to plan and write a research paper.

GA 6: Teamwork and Time Management:

a) Ability to participate constructively in class discussions

b) Ability to contribute to team work.

c) Ability to meet a deadline.

GA 7: Scientific Reasoning and Reflective Thinking:

a) Ability to analyse texts, evaluating contents and media planning strategies.

b) Ability to formulate logical and persuasive arguments.

c) Ability to locate oneself and see the influence of location—regional, national, global—on critical thinking, reading and analysis.

GA 8: Digital Literacy and Self-Directing Learning:

a) Ability to work independently in terms of describing communication formats and critical media contents.

b) Ability to carry out research individually, postulate questions and search for answers.

c) Ability to use digital sources, and justify them critically

d) Ability to use digital resources for presentations

GA 9: Communication Skills and **Leadership Readiness:**

a) Ability to speak and write clearly in standard, academic English in practicing journalism for mass communication.

b) Ability to listen to and read carefully various viewpoints and engage with them.

c) Ability to use critical concepts and categories with clarity.

d) Ability to lead group discussions, to formulate questions for the class in journalism and mass communication.

GA 10: Moral and Ethical Values and Life-long Learning:

a) Ability to interrogate one's own ethical values, and to be aware of ethical issues

b) Ability to read values inherited in news contents and criticism *vis a vis* the values, environment, religion, and spirituality, as also structures of power.

c) Ability to retain and build on critical analytical skills of mainstream journalism practices.

d) Ability to transfer such skills to other domains of one's life and work.

1.4 Qualification descriptors for a bachelor's degree with Journalism and Mass Communication Honours

The qualification descriptors for the Bachelor's Degree programme in journalism and mass communication will focus on the following five learning attributes: understanding, use, communication, expansion, and application of subject knowledge with a clear understanding of one's location. This also involves awareness on the differences that exist among students based on class, caste, gender, community, region, etc. in order that they can transcend these differences with transparency of purpose and thought. The key qualification descriptor for BA journalism and mass communication (Hons) includes the following:

- *Demonstrate*

i.   A coherent and systematic knowledge and understanding of the journalism and theoretical developments in the field of journalism and mass communication, and media studies in India. This includes student's ability to identify, speak and write about news, advertising, public relations and films as well as the ability to understand and engage with communication-critical concepts, theories and categories.

ii. The ability to understand the role of media in a changing world from the disciplinary perspective as well as in relation to the professional and everyday use of the mass media. The aspect of disciplinary attribute is covered by the ability of students to critically read media contents with attention to media formats, themes, conventions, contexts and value systems, and their positionality vis-à-vis community, class, caste, religion, language, region, gender, politics, and an understanding of global and the local crosscurrents of thought.

iii. The ability to think and write critically and with clarity about one's role as a responsible communicator

regionally, nationally and globally through journalistic ethics and values in mass media.

iv. The ability to share results of academic and disciplinary learning through essays, dissertations, reports, findings, notes, etc. on different platforms like the classroom, the media and the internet.

- *Communicate* ideas, opinions, and values—both journalism and related to contemporary trends—in order to expand the knowledge of the subject as it moves from the classroom environment to life and life-worlds in which the students of mass media exist.

- *Recognize* the scope of media studies in terms of career and employment opportunities, engagement in academics, publishing, communication, media, soft skills and other allied fields.

- *Apply* subject-specific skills in journalism and mass communication to foster a larger sense of ethical and moral responsibility among fellow humans in order to see, respect, and transcend differences among various life-forms. The programme will strengthen the student's journalism and mass media competence to enable them to identify, analyze and evaluate and find sustainable solutions and/or answers to keys issues in the media contents and around in the world—thematic, contextual, professional, processual.

1.5 Programme Learning Outcomes relating to BA Honours degree programme in Journalism and Mass Communication

Students graduating with the degree BA (Journalism and Mass Communication) will be able to achieve the following:

PO 1:   Disciplinary Knowledge of Journalism and Mass Communication

- Ability to attain knowledge and understanding of the origin and development of journalism and mass communication.

PO 2:   Critical Thinking

- Ability to substantiate critical justification of media contents and place them in mass communication contexts.

PO 3: Problem Solving

- Ability to classify areas of concern in media studies and identify sources to explore answers for the same.

PO 4: Analytical Reasoning

- Ability to analyze and interpret both familiar and unfamiliar journalism practices and various media formats.

- Ability to evaluate communication theories and assess their arguments to create new frameworks.

PO 5:   Research-Related Skills

- Ability to identify research gaps, formulate media research questions and ascertain relevant sources to find substantive explanations.

PO 6: Teamwork and Time Management

- Ability to participate, contribute and provide constructive criticism in journalism and mass communication -oriented interactions.

- Ability to successfully complete media projects within stipulated time.

PO 7: Scientific Reasoning & Reflective Thinking

- Ability to formulate logical arguments by analysing media contents and evaluating intrinsic ideas.

- Ability to ascertain and position oneself in the regional, national and global spheres of critical thinking and understanding media literacies.

PO 8: Digital Literacy and Self-Directing Learning

- Ability to use digital sources for critical reading and presentations.

- Ability to work independently and carry out personal research, postulate questions and search for answers.

PO 9: Communication skills and Leadership Readiness

- Ability to write and disseminate media contents clearly in standard academic media studies.

- Ability to listen to and read carefully various viewpoints and engage with them.

- Ability to use critical concepts and categories with clarity.

- Ability to lead group discussions.

- Ability to retain, build and transfer critical journalistic practices and art of writing for media.

PO 10: Values: Moral, Ethical, Literary and Life-long Learning

- Ability to interrogate journalistic ethics and news values, and to be aware of mainstream media issues.

- Ability to read values inherited in media contents and criticism *vis a vis* the environment, religion, and spirituality, as also structures of power.

- Ability to retain and build on critical reading skills related to journalism and media studies.

- Ability to transfer such skills to other domains of one's life and work and pave way for lifelong learning.

1.6 Programme Specific Outcomes

PSO 1: Ability to apply the best practices of journalism in mass communication as well as formulate and solve social problems using media.

PSO 2: Ability to conduct empirical studies for scientific media studies and able to analyze and interpret in their area of studies.

PSO 3: Knowledge of contemporary social, political, cultural, and economic issues and to perform as a successful media analyst for industry, trade and commerce, academia, and policy makers.
PSO 4: Ability to acquiring knowledge, competency and confidence to take up career in journalism

and perform as media advisors in government and policy makers.

1.7 Teaching Learning Process

Teaching and learning in this programme involves classroom lectures as well as tutorial and remedial classes.

Tutorial classes: Tutorials allow closer interaction between students and teacher as each student gets individual attention. The tutorials are conducted for students who are unable to achieve average grades in their weekly assessments. Tutorials are divided into three categories, viz. discussion-based tutorials (focusing on deeper exploration of course content through discussions and debates), problem-solving tutorials (focusing on problem solving processes and quantitative reasoning), and Q & A tutorials (students ask questions about course content and assignments and consolidate their learning in the guiding presence of the tutor).

Remedial classes: The remedial classes are conducted for students who achieve average and above average grades in their weekly assessments. The focus is laid to equip the students to perform better in the exams/assessments. The students are divided into small groups to provide dedicated learning support. Tutors are assigned to provide extra time and resources to help them understand concepts with advanced nuances. Small groups allow tutors to address their specific needs and monitor them. Following methods are adopted for tutorial and remedial classes:

- Written assignments and projects submitted by students
- Project-based learning
- Group discussions
- Home assignments
- Class tests, quizzes, debates organised in the department
- Seminars and conferences
- Extra-curricular activities like cultural activities, community outreach programmes etc.
- Field trip, excursions, study tour, interacting with eminent authors, etc.

1.8 Assessment Methods

	Component of Evaluation	Marks	Frequency	Code	Weightage (%)
A	**Continuous Evaluation**				
i	Analysis/Class test	Combination of any three from (i) to (v) with 5 marks each	1-3	C	25%
ii	Home Assignment		1-3	H	
iii	Project		1	P	
iv	Seminar		1-2	S	
v	Viva-Voce/Presentation		1-2	V	

vi	MSE	MSE shall be of 10 marks	1-3	Q/CT	
vii	Attendance	Attendance shall be of 5 marks	100%	A	5%
B	Semester End Examination		1	SEE	70%
	Project				**100%**

2. Course structure of BA (Honours) in Journalism and Mass Communication

<table>
<tr><th colspan="8">1st Semester</th></tr>
<tr><th>Sl. No.</th><th>Subject Code</th><th>Names of subjects</th><th>L</th><th>T</th><th>P</th><th>C</th><th>TCP</th></tr>
<tr><td colspan="8" align="center">Core Subjects</td></tr>
<tr><td>1</td><td>JMC092C101</td><td>Human Communication</td><td>3</td><td>1</td><td>0</td><td>4</td><td>4</td></tr>
<tr><td>2</td><td>JMC092C102</td><td>Journalism</td><td>4</td><td>0</td><td>0</td><td>4</td><td>4</td></tr>
<tr><td>3</td><td>JMC092C113</td><td>Introduction to Photography</td><td>0</td><td>0</td><td>8</td><td>4</td><td>8</td></tr>
<tr><td colspan="8" align="center">Skill Enhancement Courses (SEC)</td></tr>
<tr><td>4</td><td>JMC092S111</td><td>SEC 1: Videography</td><td>0</td><td>0</td><td>4</td><td>2</td><td>2</td></tr>
<tr><td colspan="8" align="center">Value Added Course (VAC)</td></tr>
<tr><td>5</td><td></td><td>VAC 1: Will select one course from a basket of Courses</td><td>2</td><td>0</td><td>0</td><td>2</td><td>2</td></tr>
<tr><td colspan="8" align="center">Generic Elective (GE)</td></tr>
<tr><td>6</td><td>JMC092G111</td><td>GE 1: Introduction to Communication & Photography</td><td>0</td><td>0</td><td>6</td><td>3</td><td>3</td></tr>
<tr><td>7</td><td>JMC092G112</td><td>GE 2: Sound and Radio</td><td>0</td><td>0</td><td>6</td><td>3</td><td>3</td></tr>
<tr><td colspan="8" align="center">Ability Enhancement Compulsory Course (AECC)</td></tr>
<tr><td>8</td><td>CEN982A101</td><td>AECC1: Communicative English – 1</td><td>1</td><td>0</td><td>0</td><td>1</td><td>1</td></tr>
<tr><td>9</td><td>BHS982A102</td><td>AECC2: Behavioural Science -1</td><td>1</td><td>0</td><td>0</td><td>1</td><td>1</td></tr>
<tr><td colspan="3" align="right">Total -</td><td></td><td></td><td></td><td>24</td><td>28</td></tr>
<tr><th colspan="8">2ndSemester</th></tr>
<tr><th>Sl. No.</th><th>Subject Code</th><th>Names of subjects</th><th>L</th><th>T</th><th>P</th><th>C</th><th>TCP</th></tr>
<tr><td colspan="8" align="center">Core Subjects</td></tr>
<tr><td>1</td><td>JMC092C201</td><td>Communication Design</td><td>3</td><td>1</td><td>0</td><td>4</td><td>4</td></tr>
<tr><td>2</td><td>JMC092C202</td><td>Indian Society and Culture</td><td>4</td><td>0</td><td>0</td><td>4</td><td>4</td></tr>
</table>

3	JMC092C213	Computer Application (Design & Graphics)	0	0	8	4	8
Skill Enhancement Courses (SEC)							
4	JMC092S211	SEC 2: Short Film Making	0	0	4	2	2
Value Added Course (VAC)							
5		VAC 2: Will select one course from a basket of courses	2	0	0	2	2
Generic Elective (GE)							
6	JMC092G211	GE 3- Videography	0	0	3	3	3
7	JMC092G212	GE 4- Basics of Advertising and Public Relations	0	0	3	3	3
Ability Enhancement Compulsory Course (AECC)							
8	CEN982A201	AECC 3: Communicative English – 2	1	0	0	1	1
9	BHS982A202	AECC 4: Behavioural Science -2	1	0	0	1	1
		Total -				**24**	**28**

3rdSemester

Sl.No.	Subject Code	Names of subjects	L	T	P	C	TCP
Core Subjects							
1	JMC092C301	Cinema	4	0	0	4	4
2	JMC092C302	Development Journalism	3	1	0	4	4
3	JMC092D301	DSE 1: Message Design for Media	4	0	0	4	4
Generic Elective (GE)							
4	JMC092G311	GE 5: Computer Application (Design & Graphics)	0	0	3	3	3
5	JMC092G312	GE 6: Video Production & Editing	0	0	3	3	3
Ability Enhancement Compulsory Course(AECC)							
6	CEN982A301	AECC 5: CEN 3	1	0	0	1	1
7		AECC 6: Environmental Science	1	0	0	1	1
Skill Enhancement Courses (SEC)							
8	JMC092S301	SEC 3: Production (Radio & TV)	2	0	0	2	2
Value Added Course (VAC)							
9		VAC 3: Will select one course from a basket of courses	2	0	0	2	2
		Total -				**24**	**24**

4th Semester

Sl.No.	Subject Code	Names of subjects	L	T	P	C	TCP
Core (C) Papers
1	JMC092C401	New Media	3	1	0	4	4
2	JMC092C402	Media Management	3	1	0	4	4
3	JMC092D401	DSE 2: Communication Theories	4	0	0	4	4
Skill Enhancement Courses (SEC)
4	JMC092S401	SEC 4: Print Production	0	0	4	2	2
Value Added Course (VAC)
5		VAC 4: Will select one course from a basket of courses	2	0	0	2	2
Generic Elective (GE)
6	JMC092G401	GE 7: Advertising & Public Relations	3	0	0	3	3
7	JMC092G402	GE 8: Broadcast and Online Journalism	3	0	0	3	3
Ability Enhancement Compulsory Course (AECC)
8	CEN982A401	AECC 7: CEN4	1	0	0	1	1
9	CEN982A402	AECC 8: Functional Language	1	0	0	1	1
		Total-				24	24

5th Semester

Sl. No.	Subject Code	Names of subjects	L	T	P	C	TCP
Core (C) Papers
1	JMC092C501	Media Laws and Ethics	0	0	0	4	4
2	JMC092C502	Advertising & Public Relations	4	0	0	4	4
4	JMC092C503	Pre-Production (Radio & TV)	4	0	0	4	4
	JMC092D521	DSE 3: Project and Portfolio	0	0	8	4	8
Value Added Course (VAC)
5		VAC 5: Will select one course from a basket of courses	2	0	0	2	2
Ability Enhancement Compulsory Course (AECC)
6	CEN982A501	AECC9: CEN5	1	0	0	1	1
7	BHS982A502	AECC10: Evn. Studies & Sustainable Development	1	0	0	1	1
Internship
8	JMC092C521	Mandatory 6 weeks internship after 4th Semester Exam	0	0	0	4	0
		Total -				24	24

		6th Semester					
Sl.No.	**Subject Code**	**Names of subjects**	**L**	**T**	**P**	**C**	**TCP**
		Core (C) Papers					
1	JMC092C601	International Communication	4	1	0	5	5
2	JMC092C602	Community Communication	3	1	0	4	4
3	JMC092C603	Media Research	4	1	0	5	5
4	JMC092D601	DSE6: Media in North East	4	0	0	4	4
		Skill Enhancement Courses (SEC)					
6	JMC093S601	SEC 5: Photojournalism	2	0	0	2	2
		Value Added Course (VAC)					
7		VAC 6: Will select one course from a basket of courses	2	0	0	2	2
		Ability Enhancement Compulsory Course (AECC)					
8	CEN982A601	AECC11: CEN6	1	0	0	1	1
9		AECC12: Human Values & Gender Sensitization	1	0	0	1	1
		Total-				**24**	**24**

Course: C-1

Title of the Paper: Human Communication

Subject Code: JMC092C101

L-T-P-C: 3-1-0-4   **Credit Units:** 4

Course Objectives:

To define the meaning, concept, process, characteristics and different types of communication involves in human communication that will enable them to understand, appreciate, analyze, and interpret how the communication begins in human existence and the implications of communication theories in mass communication as well as to elaborate the underlying modus-operandi that dominates the media industry.

Course Outcomes

On successful completion of the course the students will be able to:		
SI. No	**Course Outcome**	**Blooms Taxonomy Level**
CO 1	**Relate** the meaning, concept and process of communication involves in human communication.	**BT 1**
CO 2	**Explain** the characteristics, types of communication and its implications in human communication that help develops different communication theories.	**BT 2**
CO 3	**Apply** the implications of media theories in mass communication.	**BT 3**
CO 4	**Develop** new interpretations of contemporary mass communication based on the development of human communication.	**BT 3**

Detailed Syllabus:

Modules	Topics (if applicable) & Course Contents	Periods
I	**Communication and Media** Communication & Media: Definition, meaning & concept, Different types of communication: Verbal and written, Scope and Process of Communication, Mass Communication: Concept & Characteristics	**12**
II	**Communication Theories** Authoritarian; Libertarian; Socialistic; Social-responsibility; Normative theories; Development media theory; Democratic participation media theory	**12**
III	**Mass Media Effects and Uses** Hypodermic Needle; Two Step Flow Theory; Limited-Effects; Cultivation Theory; Social Learning Theory; McLuhan's Media Determinism; Spiral of Silence; Media Hegemony; Agenda Setting; Uses and Gratification Approach	**12**
	Media, Market and Technology	

IV	Role, objectives functions & achievements of Mass Media, Relation between Mass Media and Mass Culture and their development, Media as fourth pillar of democracy, Mass Media in Rural-Urban divide, Changing trends of Mass Communication under the process of globalization, Technology in the development of Media	**12**
	TOTAL	**48**

Keywords: Communication, Communication Theories, Human Communication, Media, Mass Media Effects and Technology.

Texts:

1. Hanson, Ralph E; Mass Communication: Living in a Media World; Sage Publication, Canada, 2017.
2. Kumar, Kewal J, Mass Communication in India; Jaico Books; New Delhi; 2012.
3. J.S. Yadava& PMathur; Issues in Mass Communication: The Basic Concepts; Kanishka Publishers, Delhi, 2008.

References:

1. ShymaliB; Media and Mass Communication: An Introduction; Kanishka Publishers, Delhi; 2000.
2. De Fleur, M; Theories of Mass Communication, 2nd Edition; David Mc Kay; New York; 2002.
3. Hasan, Seema; Mass Communication: Principles and Concepts, 2E; Cbs, 2013.

Level: Semester I

Course: C-2

Title of the Paper: Journalism

Subject Code: JMC092C102

L-T-P-C: 4-0-0-4   **Total credits: 4**

Course Objectives:

The course introduces to outline growth and development of the Indian press and justify the basics of journalism and reporting, news structure, interview skills and news values. Students will learn to define the process of editing and elaborate the importance of news agencies as well as to specify various elements in writing for print, electronic and digital media.

Course Outcomes

On successful completion of the course the students will be able to:		
SI No	**Course Outcome**	**Blooms Taxonomy Level**

CO 1	**Relate to the** understanding of the history of press and its role in India's freedom movement.	BT 1
CO 2	**Demonstrate the understanding of** sources, reporting, qualities, ethics and values of news in practicing journalism in mainstream media.	BT 2
CO 3	**Identify** the art of writing fir media and implication of journalistic ethics in media.	BT 3
CO 4	**Develop the** aspects of research in feature writing, non-fiction storytelling techniques, human interest story, news features and able to evaluate media contents independently.	BT 3

COURSE OUTLINE:

Modules	Topics (if applicable) & Course Contents	Periods
I	**History of Press In India** Press in pre-independent India, Role of English and Vernacular Press during freedom struggle, Emergence of newspapers, magazines and publication houses, Growth of Indian news agencies	12
I	**Reporting** News Value, Sources of News, Qualities and responsibilities of a reporter, Interview, Types of reporting, Structure of news report, Lead and styles, Body text, News Agencies; Copyediting, Role and functions of copy editor, Tools of editing, Headlines, Style Guides and importance, Circulation	12
III	**Ideas for writing** Explaining ideas and processes, The language of journalism: concrete, specific, active, clear, democratic, non-racist. Editorial, features & review, Writing for Web: Characteristics of web writing, technical writing, blogs, online journalism.	12
IV	**Feature Writing** Research in Feature Writing, Non-fiction story telling techniques, Human interest story, news features, personality profiles, professional profiles, seasonal stories, enterprise stories, saturation feature stories, Fact box, Chronology, Backgrounder, Fly on the wall/ Behind the scenes	12
	TOTAL	48

Keywords: Feature Writing, Human interest story, Language of journalism, News Value, Press and Vernacular.

Texts:

1. Ahuja, Charanjit; Print Journalism: A Complete Book of Journalism; Partridgepublishing.com, India; 2016.
2. Roy, Barun; Beginner's Guide to Journalism & Mass Communication; V. S Publisher; 2013.
3. The Journalist's Handboo; Kamath, M. V; Vikas Publishing House Pvt. Ltd; 2009
4. The Complete Reporter: Fundamentals of News Gathering, Writing, and Editing, Julian Harriss, Kelly Leiter & Stanley Johnson (eds.), Allyn/Bacon, Boston, 1992.

Referfences:

1. Sarkar, N. N; Art and Print Production; OUP India; 2013.
2. Felton, Charles J; Layout, printing, design and typography; St. Paul West Publishing Company; 1990.
3. David, Dary; How to write News for Broadcast and Print Media; Tab Books; 1973.
4. Spark, David and Harris, Geoffrey; Practical Newspaper Reporting; Sage Publication, 2011.
5. Frost, Chris; Reporting for Journalist; Routledge, 2010.

<center>**Level: Semester I**</center>

Course: C-3

Subject: Introduction to Photography

Subject Code: JMC092C113

L-T-P-C: **0-0-8-4**   **Total credits: 4**

Course Objectives:

To describe the styles, techniques and technologies involve in the process of production in photography and visual media. This course will helps to clarify how photographs can narrate many stories if captured correctly and aesthetically in various genres of photography by justifying the techniques of playing with the light for an aesthetical photograph.

Course Outcomes:

On successful completion of the course the students will be able to:		
SI. No	**Course Outcome**	**Blooms Taxonomy Level**
CO 1	**Explain** and **classify** styles, techniques and technologies in the process of production in photography and visual media.	**BT 2**
CO 2	**Identify** how photograph narrates many stories if captured correctly and aesthetically.	**BT 3**
CO 3	**Construct** various genres in photography.	**BT 3**
CO 4	**Analyse** the techniques of playing with the light for an aesthetical photograph.	**BT 4**

COURSE OUTLINE:

Modules	Course Contents	Periods
	Camera	

I	How to handle camera, functions of ISO, Shutter Speed, Focus-Automatic/Manual, Storage System, Filters, White Balance.	**15**
II	**Lighting** Uses of Natural and artificial lighting, Lighting setup, Key light, Fill light, three-point lighting, Four Point Lighting, Reflectors.	**15**
III	**Indoor/Outdoor Shooting** Photography: Landscape, Portrait, Food, Fashion, Street Photography, Wedding,	**15**
IV	**Production Portfolio** Photography Portfolio is the compilation Photographs. It should consist of 30 numbers of photographs, based on the theme instructed by the teacher concern.	**15**
	TOTAL	**60**

Keywords: Artificial lighting, Camera, Filters, Landscape, Photography, Portrait and Portfolio.

Texts:

1. Ilan,Jonathan*;TheInternationalPhotojournalismIndustry:Cultural Productionandthe Making and Selling of News Pictures Routledge Advances in Internationalizing Media Studies;* Routledge,2018.
2. *Adobe Photoshop CS6 Classroom in a Book*, Adobe CreativeTeam; California: Adobe Press,2012.
3. *Photography: The Definitive Visual History*, Ang, Tom;DK Publishers, London;2014.
4. *Digital Photography Masterclass*, Ang, Tom*;* DK Publishers, London;2013.
5. *Photography -The Guide for Serious Photographers* (9th Ed). London, UK: FocalPress.

References:

1. Davis, Harold and Davis Phyllis, The Photoshop Darkroom 2; London: Focal Press, 2011.
2. Freeman, Michael; The Photographer's eye; Focal Press, London; 2007.
3. Kelby, Scott; Light it, Shoot it, Retouch it. San Fransisco: New Riders, 2011.
4. McCartney, Susan; Mastering Flash Photography;Amphoto Books, 1997.
5. Grimm, Tom; The basic book of photography; 5th Edition; A plume book, 2003.

Level: Semester I

Course: Skill Enhancement Courses – 1 (SEC 1)

Title of the Paper: Photography and Visual Communication

Subject Code: JMC092S111

L-T-P-C: 0-0-4-2   **Total credits: 2**

Course Objectives:

To define the basic principles of photography and able to describe the basic methods of visual communication. They will be able to verify the language of photography in visual communication and clarify the concepts and creation of works in photography and visual communication.

Course Outcomes:

On successful completion of the course the students will be able to:		
SI. No	Course Outcome	Bloom's Taxonomy Level
CO 1	**Classify** the characteristics and basic principles of photography.	BT 1
CO 2	**Identify** the basic methods of visual communication and determine the techniques of camera handling and capturing the images.	BT 3
CO 3	**Categorize** the language of photography and visual communication.	BT 4
CO 4	**Analyze** mixed media techniques in the virtual and real world of media.	BT 4

COURSE OUTLINE:

Modules	Course Contents	Periods
1	**Fundamentals of Photography** Introduction to photography and DSLR; Camera Parts and its functions, Photography Cameras, Lenses and Accessories for Photography	6
2	**Image and development of Visual Communication** Early invention and growth of camera, fundamentals of photography, Exposure & methods of controlling exposure	6
3	**Techniques and Skills of Photography** Exposure, Iris and Aperture, manipulating the aperture and shutter speed, working on the Subject: Changing proximity, varying angles, Framing subjects	6
4	**Ethics and Principles of Visual Communication** Rules of Composition: Rule of the Thirds; Leading Lines; Selective Focus, Lighting, Journalistic Values and Visual ethics.	6
	TOTAL	**24**

Keywords: Aperture, Changing proximity, Iris and Landscape, Photography, Journalistic Values and Visual Ethics.

References:

1. The Photographers Eye by Michael Freeman.
2. Advancing your Photography by Marc Silber.
3. Picture Perfect Practice by Roberto Valenzuela.
4. The Photographers Guide to Posing by Lindsay Adler.
5. Fast Track Photographer by Dane Sanders.

Level: Semester I

Course: Generic Elective - 1 (GE-1)

Title of the Paper: Introduction to Communication & Photography

Subject Code: JMC092G111

L-T-P-C: 1-0-2-3   **Total credits: 3**

Course Objectives:

To justify the styles, techniques and technologies used in photography as well as to employ techniques of playing with the light for an aesthetical photograph. The course clarifies how photographs narrate stories aesthetically and identify various genres in photography and also to create independent photography projects

Course Outcomes:

On successful completion of the course the students will be able to:		
SI No	**Course Outcome**	**Blooms Taxonomy Level**
CO 1	**Compare and contrast** professional photography cameras and principles of still images.	**BT 2**
CO 2	**Relate** the knowledge of basic elements of the epic form.	**BT 2**
CO 3	**Apply** stories with the help of photographs.	**BT 3**
CO 4	**Identify** photography projects and portfolio independently.	**BT 3**

COURSE OUTLINE:

Modules	Course Contents	Periods
1	**Introduction to photography** Definition, meaning & concept, Different types of communication: Verbal and written, Scope and Process of Communication, Elements	**8**

2	**Photography** Photography – definition and meaning; shots, types and parts of camera body – aperture speed, focus; SLR cameras in brief and the functions; lenses – types of lenses and the Lights –types; filters, camera techniques; outdoor photography; depth of field.	**8**
3	**Genres of photography** Genres – the meaning; genres of photography portrait, landscape, wild life, sports, cityscap fashion, night life, food, candid, aerial, black white, abstract, photo story.	**8**
4	**Photography Project** Students will have to submit two photograph project portfolios. In the first project they will submit 5 photographs of each genre with cap and technical details. In the second project they have to submit a photo story.	**8**
	TOTAL	**32**

Keywords: Cityscape, Elements of photography, Genres, Landscape, Fashion, Portfolios and Photo story.

References:

1. McCartney, Susan; Mastering Flash Photography; Amphoto Books, 1997.
2. Grimm, Tom; The basic book of photography; 5th Edition; A plume book, 2003.
3. Freeman, Michael; An introduction to photography; Grange Book; 1997.
4. Branth, Bill &et.al.; The fundamental of Photography; AVA publishing, 2005.
5. Ang, Tom; Photography: The Definitive Visual History; DK Publishers, London; 2014.
6. Ang, Tom; Digital Photography Masterclass; DK Publishers, London; 2013

Level: Semester I

Course: Generic Elective - 2 (GE-2)

Title of the Paper: Sound and Radio

Subject Code: JMC092G112

L-T-P-C: 1-0-2-3   **Total credits: 3**

Course Objectives:

To define the basics of sound and its uses in radio. They will be taught to describe the various elements of sound design, steps in editing both indoor and outdoor sound recording and its implications in various technologies used for radio production. They will also be introduced to create radio content like, radio news, radio drama and radio jingle.

Course Outcomes:

On successful completion of the course the students will be able to:		
SI No	**Course Outcome**	**Blooms Taxonomy Level**
CO 1	**Compare and contrast** the importance of sound and its elements of sound design	**BT 2**
CO 2	**Relate** steps in editing indoor and outdoor sound recording.	**BT 2**
CO 3	**Apply** production in the functioning of radio.	**BT 3**
CO 4	**Identify** radio contents for any given channel.	**BT 3**

COURSE OUTLINE:

Modules	Course Contents	Periods
I	**Introduction to sound** Sound – basic concept, importance, types of sound, relation mind, theatre of mind; sound designs.	**8**
II	**Radio** Sound and radio; importance of radio; types of radiobroadcast; radio production technologies; microphones; audio console; editing; indoor and outdoor sound recording.	**8**
III	**Radio Production** Pre-production – brainstorming, script writing; production – recording dialogues/narration/voice overs, music, sound effects; post-production - editing	**8**
IV	**Sound projects** Students will have to individually produce a 5 minute radio and submit in a CD/DVD. They will also have to submit the radio drama.	**8**
	TOTAL	**32**

Keywords: Sound, Theatre of mind, Brainstorming, Sound effects, Production and Radio drama.

References:

1. UNESCO; Radio Programme Production: A Manual for Training; UNESCO, 1973
2. Hand, J Richard &Traynor Mary; Radio in Small Nations: Production, Programmes, Audiences; University of Wales Press, 2012
3. Beaman, Jim; Programme Making for Radio; Routledge, 2006

Level: Semester II

Course: C-1

Title of the Paper: Communication Design

Subject Code: JMC092C201

L-T-P-C: 3-1-0-4   **Total credits: 4**

Course Objectives:

To define the concepts, techniques, principles and practices in Advertising and Public Relations in order to classify the mysteries of media marketing, positioning, market segmentation and targeting in advertising as well as the significance of media in globalization.

Course Outcomes:

On successful completion of the course the students will be able to:		
SI No	**Course Outcome**	**Blooms Taxonomy Level**
CO 1	**Relate** the techniques, principles and practices in Advertising and Public Relations.	**BT 2**
CO 2	**Explain** the communication plan for any given product or service in all the mediums of media.	**BT 2**
CO 3	**Apply** public relation campaigns for any given organization or institute.	**BT 3**
CO 4	**Analyze** media contents and mass culture in today's media driven generation.	**BT 4**

COURSE OUTLINE:

Modules	Course Contents	Periods
I	**Advertising-Concept** Meaning, Concepts, History of Advertisement, Functions, Classifications. Importance and Role of Advertising, Need, nature and scope of Advertising, Advertising Theories and Models-AIDA model, DAGMAR Model, Maslow's Hierarchy Model, Communication theories applied to advertising	12
II	**Advertising as a Tool of Marketing** Advertising in Print, electronic and online media,Advertising Objectives, the Marketing Plan, SituationAnalysis to the Marketing Mix, Segmentation, Positioning and Targeting, Media selection, Planning, Scheduling,Advertising Agencies	12
III	**Introduction to Public Relations** Concepts and practices, Growth and development of PR, Importance, Role and Functions, changing trends, Principles and Tools of Public relations	12
IV	**Media, Market and Technology** Role, objectives functions & achievements of Mass Media, Relation	

	between Mass Media and Mass Culture and their development, Media as fourth pillar of democracy, Mass Media in Rural-Urban divide, Changing trends of Mass Communication under the process of globalization, Technology in the development of Media	**12**
TOTAL		**48**

Texts:

1. Sabharwal, Dhruv; Fundamentals of Advertising & Public Relation; Evincepub Publishing; India, 2018.
2. Allen H. & Jackson, P; Public Relation Practices, Pearson; 2014.
3. Jethwaney, J.N. & Sarkar, N.N; Public Relations; Sterling Publishers Pvt., Limited; 2009.
4. Seital, Fraser P; The Practice of Public Relations; Pearson; 1980.
5. Moore, H. Frazier & Frank B.K; Public Relations: Principles, Problems and Cases; Irwin;1977

References:

1. David, Ogilvy;Ogilvy on Advertising; Vintage Books; 1983.
2. Hasan, Seema; Mass Communication: Principles and Concepts, 2E; Cbs, 2013.
3. Sachdeva, Iqbal S; Public Relations: Principles and Practices; Oxford University Press; 2009.
4. Jethwaney, Jaishmi& Jain, Shruti; Advertisement Management; Oxford University Press; 2012.
5. Mohan, Mahendra; Advertisement Management, Concept & Cases; Tata McGraw Hill Education Pvt. Ltd, 2010.

Level: Semester II

Course: C-2

Title of the Paper: Indian Society and Culture

Subject Code: JMC092C202

L-T-P-C: 4-0-0-4   **Total credits: 4**

Course Objectives:

The module focuses to describe mass media, culture and society, and its co-relationships in developing critical perspectives in media and the interplay between media content, culture, audiences and society of India, particularly the North Eastern region. It deals to verify various arts forms of Indian and western culture as well as to justify folk media as an effective medium in mass communication and the discourses of media coverage in northeast India.

Course Outcomes:

On successful completion of the course the students will be able to:		
SI. No	**Course Outcome**	**Blooms Taxonomy Level**

CO 1	**Outline** the culture and society, and its co-relationships in developing critical perspectives in media and the interplay between media content, culture, audiences and society of India, particularly the North Eastern region.	**BT 2**
CO 2	**Identify** various arts forms of Indian and western culture.	**BT 3**
CO 3	**Apply** the characteristics of folk media as an effective medium in mass communication.	**BT 3**
CO 4	**Analyse** the discourses of media coverage in northeast India.	**BT 4**

COURSE OUTLINE:

Modules	Course Contents	Periods
I	**Introduction to Culture** Meaning, its importance, Difference between tradition and culture, understanding various aspects of Indian Culture and their scope.	**12**
II	**Introduction to various Arts** Dance, theatre, music, painting, sculpture and literature. Different forms: classical and folks, Indian and western, fusion etc. development of these arts forms and contemporary status.	**12**
III	**Society and culture of Northeast Region** Formation of North East India, movements, boundaries, culture and traditional heritage, language, festivals, media scenario in Northeast.	**12**
IV	**Covering NE** Case studies of North East and reporting,	**12**
	TOTAL	**48**

Texts:

1. Dzüvichü, Lipokmar&Baruah, Manjeet; Modern Practices in North East India: History, Culture, Representation; Routledge, New York, 2018.
2. Alam, Zakirul; Journalism and Media Industry of North East India; EBH Publisher, 2014.

References:

1. Samovar, L. A & Porter, R. E; Inter-cultural Communication-A Reader; Wadsworth; ; 2000.
2. Price, Stuart; Communication Studies; Longman; 1998.
3. Curran, James; Mass Media and Society; Arnold; 2000.
4. Caldwell'(eds);Production Studies: Cultural Studies of Media Industries; New York: Routledge; 2009.
5. Livingstone, S; The Changing Nature of' Audiences: From the Mass Audience to the Interactive; Blackwell Publishing, Oxford, UK; , 2006.

Course: C-3

Title of the Paper: Computer Application (Design & Graphics)

Subject Code: JMC092C213

L-T-P-C: 0-0-8-4   **Total credits: 4**

Course Objectives:

The course is design to define the meaning, importance and concept of information and communication technology (ICT), and its applications in media. They will get familiarize to adapt with computerizations in practicing journalism and the applications of DTP softwares in print media industry and clarify with various tools in layout and design.

Course Outcomes:

On successful completion of the course the students will be able to:		
SI No	**Course Outcome**	**Blooms Taxonomy Level**
CO 1	**Demonstrate** the understanding of Photoshop, InDesign and Microsoft Publisher, and develop their skills in editing and altering photographs.	**BT 2**
CO 2	**Illustrate** newspapers and magazines design.	**BT 2**
CO 3	**Apply** DTP softwares in print media industry.	**BT 3**
CO 4	**Analyze** various formats of layout and design for magazine, book, advertising poster, logo and brochure.	**BT 4**

COURSE OUTLINE:

Modules	Course Contents	Periods
I	**Fundamental to Computer** Functions and types of Operating system, Input and output devices, CPU, Storage Devices, Windows accessories and control panel.	**15**
II	**Photoshop** Mastering the effects of the clone and healing brush tools, Understanding and working with Layers and the Adjustments Panel, Understanding the basics of Masking, Transforming and maximizing Smart Objects, Employing Smart Filters to create interesting effects, Color correction, Working with text and	**15**

	vector shapes in PSD, File formats, resizing, and saving.		
III	**In-design** The Application window; Navigating Pages; Rulers, Guides & Frames; Panels & Panel Menus; View and Preview settings, New Document Set Up and settings; Adding and Editing Text; Adding and Replacing Graphics; Moving Objects; Printing and Creating a PDF; Saving Files, Managing Pages, Working with Type, Importing & Editing Graphics, Working with Color, Frames & Paths, Layers, Text wrap, Paragraph & Character Styles.		15
IV	**Use of Microsoft Publisher** Magazine and Book Layout, Advertisement Layout, Poster Design, Logo Design, Brochure design		15
	TOTAL		**60**

Texts:

1. Faulkner, Andrew & Chavez, Conrad; Adobe Photoshop CC Classroom in a Book (2019 Release); Adobe; 2019.
2. Smith, Christopher; InDesign CC Digital Classroom 2018 Edition; American Graphic Institute; 2018.
3. The Photoshop CS Book for Digital Photographers, Kelby, Scott; First Edition; New Riders Press; 2003.

References:

1. Williams, Robin; The Non-Designer's Design Book; Fourth Edition, Peachpit Press; 2014.
2. Office 2016 All-In-One For Dummies; Weverka, Peter; First Edition; John Wiley & Sons, Inc, New Jersey; 2015.
3. Graphic Design: The New Basics;Lupto, Ellen & Phillips, Jennifer Cole; Second Edition;Princeton Architectural Press; 2015

Level: Semester II

Course: Skill Enhancement Courses -2 (SEC-2)

Title of the Paper: Short Film Making

Subject Code: JMC092S211

L-T-P-C: 0-0-4-2   **Total credits: 2**

Course Objectives:

Students will learn to describe the knowledge of short film and its processes of making short films. They will learn to define the interpretative aspects of short filmmaking and producing professional short films and video production.

Course Outcomes:

	On successful completion of the course the students will be able to:	
SI. No	**Course Outcome**	**Blooms Taxonomy Level**
CO 1	**Demonstrate** the skills, knowledge and understanding of short filmmaking.	**BT 2**
CO 2	**Illustrate** visually interpretative aspects of filmmaking and produce short film and video production.	**BT 2**
CO 3	**Apply** various techniques in filmmaking and production.	**BT 3**
CO 4	**Analyze** various sound recording techniques and equipments.	**BT 4**

COURSE OUTLINE:

Modules	Course Contents	Periods
I	**Introduction to Video Production** Planning Location Shoots- Story boarding and Script writing formats; Securing Permission. Shooting and editing schedules. Video lighting in field: Using Reflectors; Lighting grid-luminaries. Studio Lighting.	**6**
II	**Post Production of Video Production** Cues and Commands Video editing techniques- cut, mix and dissolve use of cutaway. AB Roll Editing. Digital Effects and Post Production.	**6**
III	**Film Production Techniques for Visual** Handling the Camera. Types of Shots. Types of angles. Framing A Shot	**6**
IV	**Film Production Techniques for Sound** Sound Formats. Recording Equipments, In- house Recording	**6**
	TOTAL	**24**

Texts:
1. Owens, Jim; Television Production; Routledge; 16 edition; 2015
2. Chermak, CY; The Show Runner: An Insider's Guide to Successful TV Production; 2017

References:
1. Tyrell, Robert; The Work of a TV Journalist; Hastings House; 1972.
2. Scannell, Paddy; Radio, TV & Modern Life; John Wiley and Sons;1996.
3. Schultz, Brad; Broadcast News Producing; Sage Publication; 2004.
4. Hesmondhalgh, David; Media Production; Open University Press, 2006.
5. Sengupta, Aditya; Electronic Journalism: Principles and Practices; Authors Press, 2006.

Course: Generic Elective - 3 (GE-3)

Title of the Paper: Videography

Subject Code: JMC092G211

L-T-P-C: 0-0-3-3   **Total credits: 3**

Course Objectives:

The course focuses to draw the similarities and differences between photography and Videography as well as the concept of planning a video film, shooting and produce a video story after editing. Students shall learn to describe how video cameras are handled and how a story can be narrated by compiling video shots, and finally learn to justify the functions of Videography, lighting techniques, indoor and outdoor shooting.

Course Outcomes:

On successful completion of the course the students will be able to:		
SI. No	**Course Outcome**	**Blooms Taxonomy Level**
CO 1	**Demonstrate** how a video content could be produced.	**BT 2**
CO 2	**Illustrate** determine the narratives of film and evaluate visual moving images in film and production.	**BT 2**
CO 3	**Apply** various steps in filmmaking.	**BT 3**
CO 4	**Analyze** functions of Videography, lighting techniques, indoor and outdoor shooting.	**BT 4**

COURSE OUTLINE:

Modules	Course Contents	Periods
I	**Introduction to Video Images** Videography – meaning, importance; similarities and differences between photography and Videography; different types of video cameras; camera movements; camera angles and the meanings; lighting- types of lights;	**8**
II	**Visual Grammar** Visual grammar – techniques of shot taking; principles of continuity in recording; magnification of shots and the importance; sound for video; sound Effects; editing and the importance; transitions; visual effects.	**8**
III	**Video Production** Video films - different kind of films; pre- production – brainstorming, script writing; production; post production.	**8**

IV	**Film Project** Students will be divided into a group of three and every group will have to produce a 3 minutes short film. The film has to be submitted in CD/DVD and also the script of the film.	**8**
	TOTAL	**32**

References:

1. Brown, Blain; Cinematography: Theory and Practice, Second Edition: Image Making for Cinematographers and Directors; Focal Press, 2011.
2. Katz, D Steven; Film Directing Shot by Shot: Visualizing from Concept to Screen; Michael Wiese, 1991.
3. Alton, John; Painting with Light; University of California Press, 2013.

Level: Semester II

Course: Generic Elective - 4 (GE-4)

Title of the Paper: Advertising and Public Relations

Subject Code: JMC092G212

L-T-P-C: 0-0-3-3   **Total credits: 3**

Course Objectives:

The course focuses on defining the challenging, competitive and exciting world of advertising and public relations followed with agency structures and advanced advertising practices like positioning, market segmentation and targeting. They will learn to classify the concept of advertising and public relations in marketing, and to create advertisements and public relations for a targeted audience.

Course Outcomes:

On successful completion of the course the students will be able to:		
SI No	**Course Outcome**	**Blooms Taxonomy Level**
CO 1	**Outline** the importance of advertisements and public relations in order to design its campaigns for any product, service and organization.	**BT 2**
CO 2	**Identify** the selection of media for communicating advertisement.	**BT 3**
CO 3	**Apply** characteristics and principles of creating advertising and public relation contents.	**BT 3**

Modules	Course Contents	Periods
CO 4	**Analyse** agency structures and advanced advertising practices like positioning, market segmentation and the press release, events and CSR.	BT 4

COURSE OUTLINE:

Modules	Course Contents	Periods
I	**Advertising** Advertising – meaning, importance; types of advertising, brief description of radio ads, TV ads, print ads and outdoor ads; advertising cycle, market segmentation, brand building; media selection for ads.	**8**
II	**Public Relations** Public Relations – concept, practices and importance; difference between advertising and public relations; role of a PR person; knowing internal and external public; types of public relation strategies–press release, event organizing, CSR.	**8**
III	**Ad and PR Practices** Advertising copies; Television Video Commercials; Radio jingles; marketing strategy for a new advertisement; Advertisement sales; Public Relations; types of public relations; writing a press release; relation with media; developing a public relation strategy for a product/service.	**8**
IV	**Projects** Students will have to submit a print advertisement for a fictional product or a service. They will also have to submit a TVCscriptof30secondsforthesame brand; Students will have to submit a PR strategy campaign for a fictional organization, with a power point presentation explaining the entire PR strategy.	**8**
	TOTAL	**32**

References:

1. Allen H. & Jackson, P; Public Relation Practices; Pearson; 2014.
2. Jethwaney, J.N. & Sarkar, N.N; Public Relations; Sterling Publishers Pvt., Limited; 2009.
3. Seital, Fraser P; The Practice of Public Relations; Pearson; 1980.
4. Moore, H. Frazier & Frank B.K; Public Relations: Principles, Problems and Cases; Irwin; 1977.
5. David, Ogilvy; Ogilvy on Advertising; Vintage Books; 1983.
6. Hasan, Seema; Mass Communication: Principles And Concepts, 2E; Cbs, 2013.

Level: Semester III

Course: C-1

Title of the Paper: Introduction to Film

Subject Code: JMC092C301

L-T-P-C: 4-0-0-4   **Total credits: 4**

Course Objectives:

The course shall teach the students to define the fundamental elements of film artistry and production and to describe film styles, history, and production techniques as well as the social values reflected in film art, appreciation, writing for films and regional with special reference to Assam. They will be taught to analyze the elements covered in selected films and its genres in order to make films within their respective thematic and historical contexts.

Course Outcomes:

On successful completion of the course the students will be able to:		
SI. No	**Course Outcome**	**Blooms Taxonomy Level**
CO 1	**Define** the importance of films for the society with national and international perspectives.	**BT 1**
CO 2	**Compare** and **contrast** art of filmmaking, appreciation and steps involved in pre to post production.	**BT 2**
CO 3	**Identify** to read and produce film.	**BT 3**
CO 4	**Analyse** film contents, censorship and film festivals.	**BT 4**

COURSE OUTLINE:

Modules	Course Contents	Periods
I	**Introduction to film** Film - Definition, National and International perspectives with emphasis on Indian Cinema, films as a powerful mass medium, characteristics of films as a medium	**12**
II	**Stages in film production** Pre to post production, distribution, replication, Fictional and Non-Fictional, film-making trends- global and Indian	**12**
III	**Film censorship and Festivals** Censorship -necessity, relevance today, CGFC, NFDC. Film festivals in India, Cine societies in India with special reference to Assam	**12**
IV	**Film Appreciation** Basics of film appreciation, Writing about films, Regional films with special reference to Assam	**12**
	TOTAL	**48**

Texts:

1. Devasundaram, Ashvin Immanuel; Indian Cinema Beyond Bollywood: The New Independent Cinema Revolution; Routledge; New York, 2018.
2. Dix, Andrew; Beginning Film Studies; Manchester University Press; 2016.
3. *Film Studies*, Hill, John & Gibson, Pamela, Church; Oxford Univ. Press; 2000.

4. *Film Theory: An Introduction*, Stam, Robert;BlackWell Publishers; 2000.
5. *Introduction to Film Studies*, Nelms, J*; 3rd edition; London: Routledge; 2003.

References:

1. Turner, Graeme; *The Film Cultures Reader;* Routledge; 2002.
2. Thoraval, Yves;*Cinemas of India*; Macmillan Publishers India; 2000.
3. Monaco, James; *How to Read a Film* (3rd Ed.) Oxford Univ. Press; 1981.
4. Roberts, Graham & Wallis, Heather; *Introducing Film;* Arnold Publishers; 2003.
5. Rushton, Richard and Bettinson, Gary; What is Film Theory, An introduction to contemporary debates; Rawat Publication, 2011.

Level: Semester III

Course: C-2

Title of the Paper: Development Journalism

Subject Code: JMC092C302

L-T-P-C: 3-1-0-4   **Total credits: 4**

Course Objectives:

The course introduces to define models and research in the development communication in order to classify international agencies and development goals of various organizations. They will learn to apply various aspects of society, major development issues and how communication can help to fill the gaps in the development context of any given society.

Course Outcomes:

On successful completion of the course the students will be able to:		
SI No	**Course Outcome**	**Blooms Taxonomy Level**
CO 1	**Illustrate** the role of media in the developmental process of a community and different models of development in human developmental process	**BT 2**
CO 2	**Explain** and **interpret** the issues of any given area and design a developmental plan accordingly.	**BT 2**
CO 3	**Identify** the models and support in development communication.	**BT 3**
CO 4	**Examine** the report on development communication for regional and national media.	**BT 4**

COURSE OUTLINE:

Modules	Course Contents	Periods
I	**Development Communication** Concept, evolution, Historical Perspective, Debates, Role of media in National development, Development Communication in rural and urban.	**12**
II	**Development models** Mass Media and Modernization, media programs, Model of development, Alternative Models of Development. Case study: Satellite Instructional Television Experiments, Kheda Communication Process, Jhabua Development Communication Project.	**12**
III	**Development Support Communication** International development agencies, Millennium Development Goals, Role of Government and society, Television and Radio for development communication, Community Radio, Community Television, Social media/new media	**12**
IV	**Practical** Identify any issues of Development Communication in regional/national newspaper for a month and prepare a report on the same and present.	**12**
	TOTAL	**48**

Texts:
1. Muobike, Omanwa; Development Journalism: The Role of Journalists in National Development; LAP LAMBERT Academic Publishing; 2017.
2. Fackson, Banda; Teaching journalism for sustainable development: new syllabi; UNESCO, 2015.
3. *Communication Technology and Development*, Tiwari, I.P; Publication Division; Govt.of India; New Delhi; 2001.
4. *Growth and Development –With Special Reference to Development Economics*, Thirwall, A.P;ELBS/Macmillan; New York; 2006.

References:

1. Singhal, Arvind., Rogers, M;*India's Information Revolution*, Sage; New Delhi; 1989.
2. Melkote, Srinivas, R;*Communication for Development in the Third World. Theory and Practice*; Sage, New Delhi; 2001.
3. Ostman, RonalsE;*Communication and Indian Agriculture*; Sage; New Delhi; 1989.
4. Hasan, Seema; Mass Communication: Principles And Concepts, 2E; Cbs, 2013.

Level: Semester III

Course: C-2 Discipline Specific Elective - 1 (DSE-1)

Title of the Paper: Message Design for Media

Subject Code: JMC092C302

L-T-P-C: 4-0-0-4   **Total credits: 4**

Course Objectives:

The course focuses to identify the development and application of theory in digital media and describe the characteristics of social media tools that enable individuals to create, collaborate, and share messages individually and masses. They will learn to articulate the possibilities and limitations of social media platforms and its implication in mass communication where students learn to design messages for various formats of media.

Course Outcomes:

On successful completion of the course the students will be able to:		
SI. No	**Course Outcome**	**Blooms Taxonomy Level**
CO 1	**Demonstrate** uses of social media platforms productively and clarify messages for various media units of all the formats of media	**BT 2**
CO 2	**Apply** journalistic ethics in online journalism practices	**BT 3**
CO 3	**Develop** the dynamics of social media networks in advertising, public relations and media firms	**BT 3**
CO 4	**Analyse** the proposal of events and promotion of a company in social media.	**BT 4**

COURSE OUTLINE:

Modules	Course Contents	Periods
I	**Digital Platform** Mobile, cyberspace, online, apps, Internet, Intranet, The User - representation & reproduction, Social Networking Site	**12**
II	**Social Media** Dynamics of social media networks, strength and weakness; Growing personal sphere and online communities; New business model: advertisements, marketing and online revenue; Future trends.	**12**
III	**Ethics** Security and privacy concerns; Nature of Cybercrimes and Cyber laws; Net war and Terrorism; Need for a national ICT policy.	**12**
IV	**Practical** Prepare a proposal of event or promotion of a company in social media. This may include proper planning and design of the social message/advertisement of the event/company.	**12**
	TOTAL	**48**

Texts:

1. Sloan, Luke &Quan-Haase, Anabel; The SAGE Handbook of Social Media Research Methods; SAGE, 2017.
2. *Assessing the State of Web Journalism*, Nath, Shyam; Authors Press, New Delhi, 2002.
3. *Mass Media and Information Revolution*, Bhargava, Gopal;Isha Books; New Delhi; 2004.

4. *The Communication Revolution*, Menon, Narayana; National Book Trust; 1976.

References:

1. Jenkins, Henry; *Convergence Culture: Where Old and New Media Collide*; New York University Press; London; 2006.
2. Hassan, Robert; *Media, Politics and the Network Society*, Open University Press; 2004.
3. Warschauer, Mark; *Technology and Social Inclusion: Rethinking the Digital Divide*; MIT
4. Marshall, P. David; *New Media Cultures*, Hodder Stoughton Educational, 2004.
5. Hamelink, Cees. J; *Ethics of Cyberspace*; Sage Publications; 2001.

Level: Semester III

Course: Generic Elective – 5 (GE-5)

Title of the Paper: Computer Application (Web Designing)

Subject Code: JMC092G311

L-T-P-C: 0-0-3-3   **Total credits: 3**

Course Objectives:

The course introduces to clarify the features that distinguish different types of graphics applications and how characterize appropriately during the process of designing. They will learn to define principle of web design, HTML, hyperlinks, images and multimedia as well as to analyze how digital media and freehand drawing skills can be integrated to support design communication and thinking processes.

Course Outcomes:

On successful completion of the course the students will be able to:		
SI. No	**Course Outcome**	**Blooms Taxonomy Level**
CO 1	**Demonstrate** the basic requirements for designing a web page and web designing language like HTML.	**BT 2**
CO 2	**Apply** web design principles page for any given service or product.	**BT 3**
CO 3	**Develop** hyperlinks, images and Multimedia.	**BT 3**
CO 4	**Analyse** the process of designing and principle of web design.	**BT 4**

COURSE OUTLINE:

Modules	Course Contents	Periods
1	**Web Design Principles** Basic principles involved in developing a web site, Planning process, Five Golden rules of web designing, Designing navigation bar, Page design, Home Page Layout, Design Concept.	12
2	**Basics in Web Design** Brief History of Internet, What is World Wide Web, Why create a web site, Web Standards, Audience requirement.	12
3	**Introduction to HTML** What is HTML, HTML Documents, Basic structure of an HTML document, Creating an HTML document, Mark up Tags, Heading-Paragraphs, Line Breaks, HTML Tags.	12
4	**Elements of HTML** Introduction to elements of HTML, Working with Text, Working with Lists, Tables and Frames, Working with Hyperlinks, Images and Multimedia, Working with Forms and controls.	12
	TOTAL	**48**

Texts:

1. Campbell, Jennifer T.; Web Design: Introductory; Cengage Learning, 2017.
2. McNeil, Patrick;*Web Designer's Idea Book, Volume 4: Inspiration from the Best Web Design Trends*; Themes and Style, F+W Media; 2014.
3. Duckett, Jon; *JavaScript and JQuery: Interactive Front-End Web Development*; John Wiley & Sons; 2013.

References:

1. *Don't Make Me Think: A Commonsense Approach to Web Usability*, Krug Steve, 2nd Edition; New Riders; 2005.

Level: Semester III

Course: Generic Elective – 6 (GE-6)

Title of the Paper: Video Production & Editing

Subject Code: JMC092G312

L-T-P-C: 0-0-3-3   **Total credits: 3**

Course Objectives:

The course provides to classify the art of video post-production, theory, practice of camera function, script writing and editing styles. They will learn to outline how stories are constructed, demonstrate advanced

camera, writing and editing techniques as well as to articulate in-depth examination of Final Cut Pro and Adobe Premier.

Course Outcomes

On successful completion of the course the students will be able to:		
SI No	**Course Outcome**	**Blooms Taxonomy Level**
CO 1	**Relate** the art of video post-production and camera function, script writing and editing styles.	**BT 1**
CO 2	**Explain** how visual stories are constructed.	**BT 2**
CO 3	**Apply** advanced camera, writing and editing techniques.	**BT 3**
CO 4	**Develop** in-depth examination of Final Cut Pro and Adobe Premier.	**BT 3**

COURSE OUTLINE:

Modules	Course Contents	Periods
I	**Camera Handling** Function of Camera, Single camera and multi-camera situation, lights and sound.	8
II	**Script Writing** Various stages of script writing, budgeting, location release deed, talent release deed, deed of contract.	8
III	**Video software** Adobe Premiere – Introduction, hardware requirements; capturing; Timeline in depth; mixing; Exporting – all the video formats; Final Cut Pro – Introduction; configuration; hardware and processor knowledge; capturing; timeline in detail; exporting – all the formats	8
IV	**Video Project** Students will have to shoot and edit a documentary/fiction film and submit for the fulfillment of the course. The film will be scripted, shot and edited by individual student for the fulfillment of the course.	8
	TOTAL	32

Texts:

1. Brown, Blain; *Cinematography: Theory and Practice, Second Edition: Image Making for Cinematographers and Directors;* Focal Press, 2011.
2. Katz, D Steven; *Film Directing Shot by Shot: Visualizing from Concept to Screen*; Michael Wiese, 1991.

References:

1. Alton, John; *Painting with Light*; University of California Press, 2013.

2. Ken; The Technique of Film and Video Editing: History, Theory, and Practice; Routledge; 6 edition, 2018

Level: Semester III

Course: Skill Enhancement Courses - 3 (SEC-3)

Title of the Paper: Production (Radio & TV)

Subject Code: JMC092S301

L-T-P-C: 2-0-0-2 **Total credits: 2**

Course Objectives:

The course introduces to define the overview of the principles and practices of broadcasting and audio-visual production techniques in order to clarify the writing skills for radio and television journalism and its production. The course deals to describe the history, origin and growth of electronic media.

Course Outcomes:

On successful completion of the course the students will be able to:		
SI No	**Course Outcome**	**Blooms Taxonomy Level**
CO 1	**Relate** the overview of the principles and practices of broadcasting, and audio-visual production techniques.	**BT 1**
CO 2	**Explain** writing skills for radio and television journalism and its production.	**BT 2**
CO 3	**Apply** the techniques in production, interviewing, voice-over, anchoring and presentation of news.	**BT 3**
CO 4	**Develop** various stages of programme production in both Radio and Television.	**BT 3**

COURSE OUTLINE:

Modules	Course Contents	Periods
I	**Introduction to Broadcasting** Evolution and growth of Radio/TV Broadcasting, Principles and practices of Broadcasting, Broadcasting as an Industry, Characteristics of Radio and TV, Broadcasting, Broadcasting policies and regulatory Authorities, Types of Broadcasting: Public Service, Commercial and Community.	**12**

II	**Radio Production & Broadcasting** Organizational structure, AM and FM broadcasting, Phases of Radio Production, Radio programme formats, Internet Radio, Podcast, Physics of Sound, Microphones, Speakers, Recorders, Cables and Connectors, Mixers and Consoles, Software.	**12**
III	**Television** Phases of Production, Departments of Production, Different formats of television programmes, Idea Development, Research, Recce, Synopsis & Treatment for Production, Anchoring and Interview Techniques, Voice over/Bytes.	**12**
IV	**Practical** Prepare a presentation/case study on any radio or broadcasting channel of Assam; Prepare detail reports on the Industrial visits to Radio and Television Channels of the city.	**12**
	TOTAL	**48**

Texts:

1. *Video Production*; Belavadi, Vasuki; Oxford University Press; 2007.
2. *Teaching TV Production in a Digital World*; Robert, Kenny F.; Library Unlimited Publications; 2004.

References:

1. Tyrell, Robert; *The Work of a TV Journalist*; Hastings House; 1972.
2. Scannell, Paddy; *Radio, TV & Modern Life*; John Wiley and Sons;1996.
3. Schultz, Brad; *Broadcast News Producing*; Sage Publication; 2004.
4. Bandyopadhyay, P.K.; *Radio communication at Close Range*; B. R. Publishing Corporation, New Delhi, 2010.
5. Hesmondhalgh, David; *Media Production*; Open University Press, 2006.

Level: Semester IV

Course: C-1

Title of the Paper: New Media

Subject Code: JMC092C401

L-T-P-C: 3-1-0-4   **Total credits: 4**

Course Objectives:

The course introduces to define internet and World Wide Web from the perspective of online journalism and classification of multimedia tools like digital audio recorders, video recorders, cameras and GSM phones to tell stories and its effects in society. Student will adapt the characteristics of new media in various avenues of digital and convergence media, where, they learn to prepare the basics of online publishing and writingwith the implications of journalistic ethics.

Course Outcomes:

On successful completion of the course the students will be able to:		
SI. No	**Course Outcome**	**Blooms Taxonomy Level**
CO 1	**Explain** and **classify** the history and growth of Internet, World Wide Web and various New Media platforms.	**BT 2**
CO 2	**Identify** reporting and publishing offline and online techniques in journalism..	**BT 3**
CO 3	**Construct** the characteristics of new media and the applications of journalistic ethics in online journalism.	**BT 3**
CO 4	**Analyse** the news reporting and contents of convergent media.	**BT 4**

COURSE OUTLINE:

Modules	Course Contents	Periods
I	**Introduction to New Media** History, definition and characteristics; The World Wide Web and the Information Society; Media Convergence; Online Journalism: Definition and Concept and Features of Online Journalism	**12**
II	**News Flow** Trends and technologies in digital news media: Blogs and Social Media; Issues and Challenges in Online Journalism; Impact of New Media Technology; Mobile Journalism	**12**
III	**Reporting and Digital Age** Tools of report; Contextual hyper linking; Citizen Journalism and Precision Journalism; Computer Assisted Reporting; Basic Principles of writing for web, Preparation and Presentation of web content, Ethics of Online Journalism and Social Media, Ethics of images	**12**
IV	**Practical** Conduct interviews and collect reports on university news of three different months and prepare online news content with relevant photographs, audio and video clips.	**12**
	TOTAL	**48**

Texts:

1. *In The New Journalist: Roles, Skills, and Critical Thinking*, Benedetti, Paul; Emond Publishing; 2010.

References:

1. Bradshaw, Paul; *The Online Journalism Handbook: Skills to survive and thrive in the digital age*; Routledge; 2011.
2. Jones, Janet and Salter, Lee; *Digital Journalism*; Sage Publication; 2012.
3. Zion, Lawrie and Craig, David*; Ethics for Digital Journalists*; Routledge; 2015.
4. Hill, Steve*; Online Journalism*; Sage Publications Ltd; 2013.

Level: Semester IV

Course: C-2

Title of the Paper: Media Management

Subject Code: JMC092C402

L-T-P-C: 3-1-0-4   **Total credits: 4**

Course Objectives:

To articulate all the techniques of preparing strategies to manage media units and clarify the media units and how to manage it. They will outline the inflow of capital in media and classify the conglomerates and chain in mainstream Indian media in order to prepare advertising sales and its strategies.

Course Outcomes:

On successful completion of the course the students will be able to:		
SI. No	**Course Outcome**	**Blooms Taxonomy Level**
CO 1	**Compare and contrast** the techniques and strategies to manage media units and evaluate media units and management.	**BT 2**
CO 2	**Organize** marketing strategies in different media houses and corporate strategies, space and time selling for various media.	**BT 3**
CO 3	**Apply** advertising sales and its strategies.	**BT 3**
CO 4	**Analyze** the patterns of media ownership, conglomerates and chain in mainstream Indian media.	**BT 4**

COURSE OUTLINE:

Modules	Course Contents	Periods
I	**Ownership in Media** Ownership pattern in Media, Inflow of capital in Indian Media, Major	**12**

	Heads of income, Importance of Media in India.	
II	**Introduction to Media House** Times group, Hindustan times group, Pioneer Group, Express group, Hindu Group, Ananda Bazar Patrika Group, Malayalam Manorama Group, Prasar Bharati, Zee networks, Star India, NDTV Group, Sun Network, TV18 Group.	**12**
III	**Structure and Functions of Media** Structure and Functioning of Radio and Television Channel, Role of Editorial, Technical, Marketing and HR Sections, Recruitment, Hiring and Training of staff.	**12**
IV	**Media Marketing** Characteristics of different media, Media Marketing Techniques, Advertisement collection and corporate strategies, space and time selling	**12**
	TOTAL	**48**

Texts:

1. Hollifield, C. Ann& Wicks Jan LeBlanc; *Media Management: A Casebook Approach;* New York, 2016.
2. *Handbook of Journalism and Mass Communication*, Aggarwal, Virbala*;* Neha Publisher; 2012.
3. *Management of Electronic and Digital Media*, Albarran, Alan B; 5th Edition; Wadsworth; 2012.
4. *Electronic Media Management*,Chiranjeev, Avinash; Author Press; 2000.

References:

1. Fink, C. Conrad; *Strategic Newspaper Management*; Pearson; 1995.
2. Jethwaney, J. Jain, S; *Advertising Management;* Oxford University Press; New Delhi; 2006.
3. Kotharli, Gulab; *Newspaper Management in India;* Intercultural Open University; 1995.
4. Sohn, ArdythBroadrick; *Media Management:A Casebook Approach*; Routledge; 2007.
5. Fiske, john; *Introduction to Communication Studies;*Routlegde, 1990.

Level: Semester IV

Course: C-3 Discipline Specific Elective - 2 (DSE-2)

Title of the Paper: Communication Theories

Subject Code: JMC092D401

L-T-P-C: 4-0-0-4   **Total credits: 4**

Course Objectives:

The course defines the basic theoretical and conceptual aspects of mass media, society, economy and culture, and its relationship to individuals and how to analyze the theories and models in different forms of communication. It focuses to justify critical humanistic and social scientific theories in communication and clarify psychological and sociological theories in media studies as well as to outline the powerful effects of media in society.

Course Outcomes:

On successful completion of the course the students will be able to:		
SI. No	**Course Outcome**	**Blooms Taxonomy Level**
CO 1	**Compare and contrast** basic concept of communication theories and its impact on the society, culture and media.	**BT 2**
CO 2	**Organize** critical humanistic and social scientific theories in communication.	**BT 3**
CO 3	**Apply** psychological and sociological theories in media studies.	**BT 3**
CO 4	**Analyze** powerful dynamics of media and its effects in society.	**BT 4**

COURSE OUTLINE:

Modules	Course Contents	Periods
I	**Introduction to Mass Communication Theory** Defining and redefining mass communication, Emergence of scientific perspective on mass communication, The origin of six normative theories of Media; Four theories of press, Developmental Theories and Participatory Theory	**12**
II	**Media Effects Theory** Paradigm Shift in Mass Communication Theory; Two Step Flow Theory, Limited Effects Theories, Social Learning Theory, Selective Process; Information Flow Theory; Functional Analysis Approach and Diffusion Theory.	**12**
III	**Psychological and Sociological Theory** Cognitive Dissonance, Selective Perception, Cultivation Theory, Needs and Gratification Theory, Agenda Setting Theory, Media Dependency Theory	**12**
IV	**Powerful Effects of Media** Dominant Paradigm, Diffusion of Innovation, Spiral of Silence, Marshall McLuhan's Medium Theory, Visual Communication Theories: Gestalk Theory, Semiotics, Constructivism, Ecological Theory, Cognitive Theory, Huxley-Lester Model	**12**
	TOTAL	**48**

Texts:

1. *The Uses of Mass Communication*, Blunder; J. and E. Katz; Thousand Oaks, CA: Sage; 1974.
2. *Communication Theory-Media*, *Technology and Society*, David Holmer; Sage Publication, London; 2005.

References:

1. Denis McQuail;*An Introduction to Communication Theories*; Sage Publication, New Delhi; 1994.
2. Denis McQuail;*Mass Communication Theory*;Sage; Publication, London, 4th Edition ; 2000.
3. Duai R.&Manonmani .T, *Culture and Communication: New Perspectives*; Galgotia Publication, New Delhi; 1997.
4. Hasan, Seema; *Mass Communication: Principles And Concepts*, 2E; Cbs, 2013.

Level: Semester IV

Course: Skill Enhancement Courses - 4 (SEC-4)

Title of the Paper: Print Production

Subject Code: JMC092S401

L-T-P-C: 2-0-0-2   **Total credits: 2**

Course Objectives:

To clarify the growth and development of printing press as well as to equip with the software of designing for both print and digital media.

Course Outcomes:

On successful completion of the course the students will be able to:		
SI. No	**Course Outcome**	**Blooms Taxonomy Level**
CO 1	**Compare and contrast** the functions, growth and development of printing press.	BT 2
CO 2	**Relate** the press operations, techniques and digital printing.	BT 2
CO 3	**Apply** digital technology and software used in designing and layout.	BT 3
CO 4	**Identify** various processes of print and digital production.	BT 3

COURSE OUTLINE:

Modules	Course Contents	Periods
1	**Introduction to printing** Meaning, history of printing, development of print technology, types of printing, process, methods.	6
2	**Print production** History, Scope, typography, fonts, typeface, Roles in design and production processes, defining roles and organization in the print production workflow.	6
3	**Digital Production** Desktop publishing, Newspaper make-up, designing a poster, Magazine layout designing, Visual communication and colours Introduction to	6

	photography Selection and placement of photos.	
4	**Practical** Establishing a collaborative design team. The student must complete a multipage layout for a print piece. Document must include linked assets, text reflow, and proper margins/bleed.	6
	TOTAL	**24**

Texts:

- Kipphan, Helmut; *Handbook of Print Media: Technologies and Production Methods;* Springer; 2014.
- *Adobe Photoshop CS6 Classroom in a Book*, Adobe Creative Team; California: Adobe Press; 2012.
- *The Graphic Design: Reference & Specification Book*, Evans, Poppy, SherinAaris; Sixth edition; US: Rockport Publishers; 1998.

References:

- Ellen, Phillips & Jennifer, C. P; *Graphic Design: The New Basics;* 2nd Edition; Princeton Architectural Press; UK; 2015.
- David, Dabner, Sanra, Stewart & Eric, Zempol; Graphic Design School. Thames & Hudson; 2014.
- Sharma, M.C; *Corel Draw Graphics Suite X4:BPB,* 2009.

Level: Semester IV

Course: Generic Elective - 7 (GE-7)

Title of the Paper: Film Critics and Appreciation

Subject Code: JMC092G401

L-T-P-C: 3-0-0-3   **Total credits: 3**

Course Objectives:

The course introduces to define the true art form and its expressive tool used by writers, directors, and actors and justifies the aesthetics of cinema and its concepts behind the elements of film and storytelling. They will learn to classify what makes a 'good' film and describe the vital roles that directors and critics play in movie making process as well as characterize the role movies play in society.

Course Outcomes:

On successful completion of the course the students will be able to:		
SI. No	**Course Outcome**	**Blooms Taxonomy Level**
CO 1	**Relate** the different genres of films and techniques of storytelling in various styles and perspectives.	**BT 2**

CO 2	**Explain** the various generic classifications of film and factors associated with what makes a 'good' film.	**BT 2**
CO 3	**Apply** the role and effects of movies in society.	**BT 3**
CO 4	**Analyze** film reviews and appreciation.	**BT 4**

COURSE OUTLINE:

Modules	Course Contents	Periods
I	**Art and Communication** Movies and their roles in our lives, Books Vs movies, Prominent film theories and Avant Garde movements: Expressionist, Dadaist, Neo-realist, French new wave, parallel cinema, Iranian new wave. Elements of a film, from community viewing to nucleus screens, home video revolution, the current film landscape.	8
II	**Storytelling** Movie Genres, Story and narrative, Narrative Elements in Film, Conflict and Character, Storytelling and audience reception, About Movies, Censorship.	8
III	**Mise-en-Scène and Criticism** Elements of film Critique :Cinematography, Relation of Mise-en-Scène to Cinematography, Actor, acting and casting, contribution of director, editing and sound; Popular and Analytical Criticism,	8
IV	**Practical** Review the regional, national and international movies and present report of least five numbers of movies.	8
	TOTAL	32

Texts:

1. Devasundaram, Ashvin Immanuel; *Indian Cinema Beyond Bollywood: The New Independent Cinema Revolution;* Routledge, 2018.
2. Chatterji, Shoma A; 100 Years of Jump-cuts and Fade-outs: Tracking Change in Indian Cinema; Rupa, 2014.
3. *Film Studies*, Hill, John & Gibson, Pamela,Church; Oxford Univ. Press; 2000.
4. *Film Theory: An Introduction*, Stam, Robert;BlackWell Publishers; 2000.
5. *An Introduction to Film Studies*, Nelms, J, 3rd edition; London: Routledge; 2003.

Reference Books:

1. Turner, Graeme; *The Film Cultures Reader*; Routledge; 2002.
2. Thoraval, Yves, Cinemas of India; Macmillan Publishers India; 2001.
3. Monaco, James; *How to Read a Film*; 3rd Ed; Oxford Univ. Press; 1981.
4. Roberts, Graham & Wallis, Heather; *Introducing Film;* Arnold Publishers; 2003.
5. Nelmes, Jill; Introduction to Film Studies; Routlegde, 1996.

Course: Generic Elective - 8 (GE-8)

Title of the Paper: Broadcast and Online Journalism

Subject Code: JMC092G402

L-T-P-C: 3-0-0-3   **Total credits: 3**

Course Objectives:

The course focuses to communicate effectively by using new media tools and categorize the skills of packaging and distribution of information in both targeted and general audiences by using multiple platforms. They will be taught to justify the implications of online and broadcast tools in journalism and clarify the applications of MoJo in journalism practices as well as differentiate the implications of media laws and ethics in broadcast and online journalism.

Course Outcomes:

On successful completion of the course the students will be able to:		
SI. No	**Course Outcome**	**Blooms Taxonomy Level**
CO 1	**Relate** the effects of new media tools and its advantages and disadvantages.	**BT 2**
CO 2	**Explain** the functioning concepts of blogging, micro blogging and other social media handles.	**BT 2**
CO 3	**Apply** the art of writing in online journalism and broadcast media.	**BT 3**
CO 4	**Analyze** the implications of media ethics in broadcast and online journalism.	**BT 4**

COURSE OUTLINE:

Modules	Course Contents	Periods
I	**Introduction to New Media** Definition of New Media, Characteristics and Technology, Features. Advantages and disadvantages of New Media in present scenario of Media boom. As a medium of news and information, study of websites of few major International, National and Regional newspapers, magazine and Television Channels.	8
II	**Online Journalism** Definition and characteristics of Online Journalism, Blogs, Micro blogging, Video Blogging, Websites, Podcast, Features – Hypertext, Multimedia, Style and language of Online Journalism, Writing for Web, Social Networking Site; New Media Journalism, Tools of reporting, Editing requirements.	8

III	**Ethics in Online Journalism** Ethical Issues, Privacy, Copyright, Cyber Law, Introduction to IT Act 2000.	8
IV	**Practical** Prepare an online news blog of department and file report of campus events with Text, Photographs and Video footage.	8
	TOTAL	32

Texts:
1. *Bradshaw, Paul; The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age;* Routledge; 2013.
2. *Convergence Culture: Where Old and New Media*, Jenkins, Henry; Collide. New York , London: New York University Press; 2006.
3. *Media, Politics and the Network Society*, Hassan , Robert; Open University Press; 2004.
4. *The New Media Theory Reader*, Hassan, Robert, Thomas Julian; Open University Press; 2006.

References:

1. Warschauer, Mark; *Technology and Social Inclusion: Rethinking the Digital Divide*; MIT Press (MA); 2004.
2. Marshall, P. David;*New Media Cultures*, Hodder Stoughton Educational, 2004.
3. Hamelink, Cees. J;*Ethics of Cyberspace*; Sage Publications; 2001.

Level: Semester V

Course: C- 1

Title of the Paper: Media Laws and Ethics

Subject Code: JMC092C501

L-T-P-C: 4-0-0-4   **Total credits: 4**

Course Objectives:

The course introduces to define the principles of media laws and ethics and clarify the current and evolving state of media laws such as ideals as freedom of expression and the press. They will learn to justify the elements in press laws under the Indian Constitution and categorize between media laws and ethics and its implications in mainstream media in order to identify the issues in practicing journalism in mainstream Indian media.

Course Outcomes:

On successful completion of the course the students will be able to:		
SI. No	**Course Outcome**	**Blooms Taxonomy Level**

CO 1	**Compare and contrast** media laws and ethics in media.	**BT 2**
CO 2	**Relate** the current and evolving state of media laws such as ideals as freedom of expression and the press.	**BT 2**
CO 3	**Apply** elements in press laws under the Indian Constitution and its implications in mainstream media.	**BT 3**
CO 4	**Identify** issues in practicing journalism in mainstream Indian media.	**BT 3**

COURSE OUTLINE:

Modules	Course Contents	Periods
I	**Indian Constitution** Freedom of Speech and expression, Meaning of Defamation, Contempt of court, Directives Principles of State Policy.	12
II	**Press Laws** Indian Penal Code (IPC), provisions in regard to sedition, crime against women and children, obscenity, Official Secrets Act 1923, Right to Information Act, 2005, Cyber Laws, TRAI	12
III	**Media Ethics** Ethical considerations for media including Privacy, Right to Reply	12
IV	**Media Issues** Communal writing, legal provisions against yellow journalism, biased reporting.	12
TOTAL		48

Texts:

1. Prasad, Kiran; Media Law in India; Kluwer Law International, 2011.
2. *Introduction to the Constitution of India*Basu, D.D; Prentice-Hall of India; 2004.
3. *Mass Media And Related Laws in India*Manna, B; Academic Publishers; 2004.
4. *Media, Ethics and Laws*Singh, P.P. et. al.; Anmol; 1998.

References:

1. Prabhakar, M. et. Al; *A Compendium of Codes of Conduct for Media Professional*; University Book House; 1999.
2. Fackler, Mark et. al*.; Media Ethics -Cases and Moral Reasoning*; Longman; 1995.
3. Hakemulder, Jan R &et.al.;*Media, Ethics and Laws*; Anmol Publications, 1998.
4. Thakurta, Paranjhoy, Guha; *Media Ethics, Truth, Fairness and Objectivity, Making and Breaking;* Oxford University Press, 2015.
5. Pathak, Juhi. P; *Introduction to Media Law and Ethics*; Shipra Publication, 2014.

Level: Semester V

Course: C- 2

Title of the Paper: Advertising & Public Relations

Subject Code: JMC092C502

L-T-P-C: 4-0-0-4   **Total credits: 4**

Course Objectives:

The course deals to identify the functions, elements and concepts of advertising and public relations in modern day marketing scenario. Students will learn to justify how advertisements and public relations are targeting a segment of the public and advertising agency structures and practices like positioning, market segmentation and targeting in order to create advertisements for any given product and service and also to design an effective public relations campaign.

Course Outcomes:

On successful completion of the course the students will be able to:		
SI. No	**Course Outcome**	**Blooms Taxonomy Level**
CO 1	**Relate** the importance of advertisements and public relations and its campaign for any product/service and organization.	**BT 2**
CO 2	**Explain** media for communicating an advertisement by analyzing the reach of the media and selection of market segment.	**BT 2**
CO 3	**Apply** public relation campaigns depending on the requirement of any organization targeting the internal or external public	**BT 3**
CO 4	**Analyze** advertisements for any given product and service as well as public relations campaign.	**BT 4**

COURSE OUTLINE:

Modules	Course Contents	Periods
I	**Advertising** Advertising – meaning, importance; types of advertising, advertising cycle, market segmentation, brand building; media selection for ads; digital advertising; Ad pitching strategy; Marketing strategy for advertising; Client servicing; Creative approach to ads; Functioning of advertising agency.	**12**
II	**Public Relations** Public Relations – concept, practices and importance; difference between advertising and public relations; role of a PR person; knowing internal and external public; types of public relation strategies – press release, event, CSR; Modern PR strategies; PR and disaster management; PR and government departments.	**12**
III	**Writing for advertisements** Advertising copies; Writing Television Video Commercials; Writing Radio jingles; Writing Advertising for print; outdoor advertising writing;	**12**

	Writing for Digital advertising;		
IV	**Writing for Public Relations** Writing for Public Relations; writing a press release; writing backgrounder; developing a public relation strategy for a product/service; Writing paid content; writing invitations for media.		**12**
	TOTAL		**48**

Texts:

1. Allen H. & Jackson, P; Public Relation Practices; Pearson; 2014.
2. Jethwaney, J.N. & Sarkar, N.N; Public Relations; Sterling Publishers Pvt., Limited; 2009.
3. Seital, Fraser P; The Practice of Public Relations; Pearson; 1980.

References:

1. Moore, H. Frazier & Frank B.K; Public Relations: Principles, Problems and Cases; Irwin; 1977.
2. Rajeev, Batra, John, G. Myers & David, A. Aaker; Advertising Management; Prentice Hall of India ; 2000.
3. David, Ogilvy; Ogilvy on Advertising; Vintage Books; 1983.
4. S.A. Chunawalla, K.C. Sethia; Foundations of Advertising Theory & Practice; Himalaya Publishing; 2011.

Level: Semester V

Course: C- 3

Title of the Paper: Pre-Production (Radio & TV)

Subject Code: JMC092C503

L-T-P-C: 4-0-0-4   **Total credits: 4**

Course Objectives:

The course highlights the principles of Radio and Television production and clarifies the history and origin of Radio and Television and its various programme productions. They will be taught to justify the process of planning, drafting and writing scripts before production and how to create scripts for audio and visual media as well as to apply the techniques of digital media in production.

Course Outcomes:

On successful completion of the course the students will be able to:		
SI No	**Course Outcome**	**Blooms Taxonomy Level**
CO 1	**Relate** to the principles of Radio and Television production.	**BT 1**

CO 2	**Demonstrate the understanding of** the history and origin of Radio and Television and its various programme productions.	**BT 2**
CO 3	**Identify** the process of planning, drafting and writing scripts before production.	**BT 3**
CO 4	**Develop** scripts for audio and visual media as well as the tools and techniques of digital media in production.	**BT 3**

COURSE OUTLINE:

Modules	Course Contents	Periods
I	**Introduction to Radio and Television** A Short History of Radio & TV in India, - All India Radio - Doordarshan - Prasar Bharti main points - Convergence trends.	**12**
II	**Radio** Radio Program Formats and script writing: Talk, Discussion, Panel discussion, Radio-play, Feature, Commentary, Interview techniques and presentation, Various types of interviews, Moderating skills for radio discussion programs, Development of story and idea, Finer aspects of radio language, Impact of new technology on media.	**12**
III	**Television** Various formats of television programmes: Fictional programmes: soap operas, sitcoms, series, films etc, Non-fictional programmes: news, talk show, documentary, reality show etc. Writing for video: concept, treatment, script visualization and storyboard, screenplay, Television news reporting: interview techniques, Piece to camera, Voice over, Sequencing and editing news packages.	**12**
IV	**Practical** Prepare Television, Radio Script for different types of programs. (News, interview, drama, advertisement, jingle etc.)	**12**
	TOTAL	**48**

Texts:

1. Kipphan, Helmut; *Handbook of Print Media: Technologies and Production Methods;* Springer; 2014.
2. *Adobe Photoshop CS6 Classroom in a Book*, Adobe Creative Team; California: Adobe Press; 2012.
3. *The Graphic Design: Reference & Specification Book*, Evans, Poppy, Sherin Aaris; Sixth edition; US: Rockport Publishers; 1998.

References:

1. Ellen, Phillips & Jennifer, C. P; *Graphic Design: The New Basics;* 2nd Edition; Princeton Architectural Press; UK; 2015.
2. David, Dabner, Sanra, Stewart & Eric, Zempol; Graphic Design School. Thames & Hudson; 2014.
3. Sharma, M.C; *Corel Draw Graphics Suite X4:BPB,* 2009.

Course: C- 4 (DSE-3)

Title of the Paper: Project and Portfolio

Subject Code: JMC092D611

L-T-P-C: 0-0-4-4   **Total credits: 4**

Detailed Syllabus:

1. Project
The project will be a group effort with the entire class of students divided into groups of three or four members. Each team members can choose to work either on News Journal or Electronic News Gathering (ENG).

For the news journal, a student has to contribute to the content ranges from current affairs to feature stories and lay-out of the magazine. The journal should be of about six pages of tabloid size with photographs and news.

Electronic News Gathering may consistofa story, interviews, graphs etc. creating a whole news package. The duration of the production should be of 20 to 30 minutes, accompanied with detail news script.

2. Portfolio
In span of six semesters, it is mandatory for every student to put their efforts for getting their articles, photographs, features, video etc., published in newspapers, magazines, journals or in channel. The records of such in form of certificate, duplicate copy of article published, photographs or work order has to maintain and compile them into the portfolio. The audio/video files can be stored in CD/DVD and attached along with the synopsis into the portfolio.

Viva-voce based on News Journal/ENG has to be conducted by the External Examiner, in the presence of the faculty in charge.

Examination Scheme: Marks: Practical 100

Language/Visual presentation	Content	Originality	Technicalities	Vice Voce	Grand Total
20	20	20	20	20	100

Course Outcomes:

On successful completion of the course the students will be able to:		
SI. No	**Course Outcome**	**Bloom's Taxonomy Level**
CO 1	**Classify** portfolio containing all the works which was done by them in last six semesters	**BT 1**
CO 2	**Identify** the specific discipline in journalism and mass communication.	**BT 3**
CO 3	**Categorize** various departments and its functions in media.	**BT 4**
CO 4	**Analyze** the professional abilities of practicing journalism in mass communication and related fields.	**BT 4**

Level: Semester V

Course: C- 5

Title of the Paper: Internship

Subject Code: JMC092C521

L-T-P-C: 0-0-0-4   **Total credits: 4**

Mandatory 6 weeks internship after 4th Semester Exam

Course Objectives

The course focuses to clarify the major departments in a media house and adapt with news gatherings and editing professionally. It also deals to interface their specialized discipline in media and industry experience in order to adapt as a professional communicator in mass media.

Course Outcomes:

On successful completion of the course the students will be able to:		
SI No	**Course Outcome**	**Bloom's Taxonomy Level**
CO 1	**Classify** different role and responsibilities of a media practitioner in media.	**BT 1**
CO 2	**Identify** news gatherings and significance of editing professionally.	**BT 3**
CO 3	**Categorize** major departments and its functions in media.	**BT 4**
CO 4	**Analyze** contents and formats in mass media professionally.	**BT 4**

Examination Scheme: Marks: Practical: 100

Feedback from Media	Internship Report	Power Point Presentation	Vice Voce	Grand Total

Organization				
30	30	20	20	100

Level: Semester VI

Course: C- 1

Title of the Paper: International Communication

Subject Code: JMC092C601

L-T-P-C: 4-0-0-4 **Total credits: 4**

Course Objectives:

The course introduces to describe the concept of international communication and clarify the role of new technologies and its impact on international flow of information. It will justify the functions of major international media houses and agencies, and outline the alternative Information Distribution System as well as to imply the regulations of international standards in media laws and ethics.

Course Outcomes:

On successful completion of the course the students will be able to:		
SI. No	**Course Outcome**	**Blooms Taxonomy Level**
CO 1	**Define** the concept of international communication and the role of new technologies and its impact on international flow of information.	**BT 1**
CO 2	**Compare** and **contrast** the functions of major international media houses and agencies.	**BT 2**
CO 3	**Identify** the alternative Information Distribution System in International communication.	**BT 3**
CO 4	**Analyse** the regulations of international standards in media laws and ethics.	**BT 4**

COURSE OUTLINE:

Modules	Course Contents	Periods
I	**International Information Flow and Imbalance** International Relations, Realist Theory, Interdependence Theory, Critical Social Theory, Political, economic, and cultural dimensions of international communication, Communication and information as a tool of equality and exploitation international information flow and imbalance in communication as a human right- UNO's Universal Declaration of Human Rights, International news agencies and syndicates- their organizational structure and	**12**

	functions.	
II	**Alternative Information Distribution System** UNESCO's efforts in removal of imbalance in news flow; Debate on New World Information and Communication Order (NWICO) and New International Economic Order (NIEO); Mac Bride Commission's Report; Alternative News Information Distribution System- Non-aligned News Agency Pool (NANAP)- its working, success and failure	**12**
III	**New Technology and International Information Flow** Impact of new communication technology on news flow. The globalization of mass media marginalization, Hegemony, Information superhighways, international telecommunication, and regulatory organisations. Global advertising agencies, global media corporations	**12**
IV	**Critical Issues in International Communication** Different traditions of research, psychological warfare, modernization and diffusion, culture as political economy, reception studies Telecommunication tariffs. International intellectual property rights. Future of global communication systems, nation state, the universal, from modern to postmodern. Debates on national communication policies	**12**
	TOTAL	**48**

References:

1. Barash, David P. &Webel, Charles P., Peace and Conflict Studies
2. Barsamian, David, Imperial Ambitions: Conversations with Noam Chomsky on the Post9/11
3. Chomsky, Noam, Media Control: The Spectacular Achievements of Propaganda
4. MacBride, Sean, Many Voices One World, Unesco, (1980)
5. Mc Chesney, Robert, Media and Global Capitalism

Level: Semester VI

Course: C- 2

Title of the Paper: Community Communication

Subject Code: JMC092C602

L-T-P-C: 3-1-0-4   **Total credits: 4**

Course Objectives:

The course highlights the growth and development of development communication and clarifies the processes and functions of communication at the community development. It justifies the effects of development communication for social change and categories case studies in national, regional and local region as well as defining citizen participation as one of the vital means in providing information, education and to empower the community.

Course Outcomes:

	On successful completion of the course the students will be able to:	
SI No	**Course Outcome**	**Blooms Taxonomy Level**
CO 1	**Compare and contrast** community in any given society and issues to develop the community.	**BT 2**
CO 2	**Relate** case studies in national, regional and local region for getting broad idea of community media and its function.	**BT 2**
CO 3	**Apply** participation as one of the vital means in providing information, education and to empower the community.	**BT 3**
CO 4	**Identify** the effective media and community media message.	**BT 3**

COURSE OUTLINE:

Modules	Course Contents	Periods
I	**Concept and Development** Definitions, Origin, Characteristics of a community, its concept and importance; community as Place; community as Identity/Belonging; community as Ideology, community institutions and participation in programmes and initiatives for social change.	**12**
II	**Community Participation** Citizen participation, empowerment, perspectives in participatory communication, public sphere and democracy, communication as basic human right.	**12**
III	**Community Media** Print media: strengths and weakness with examples; Community video with special focus on community access; Radio with special focus on community Radio; Internet virtual communities with special focus on blogging and micro blogging. Case study of select community media initiatives in India, North East and in Assam.	**12**
IV	**Practical** Community media production in collaboration with a community in any format such as Street play, Puppetry, Radio, Video etc.	**12**
	TOTAL	**48**

Texts:

1. Jethwaney, Jaishri; Social Sector Communication in India: Concepts, Practices, and Case studies*;* SAGE Publications India, 2016.
2. *Understanding Community Media*; Howley, K; New Delhi: Sage; 2010.
3. *Other Voices: The struggle for community radio in India;*Pavarala, V. & Malik, K; Sage; New Delhi; 2007.
4. *Hand Held visions: The impossible possibilities of community media;* Halleck, D.D*;* Fordham University Press; USA; 2002.

References:
1. Gordon, J; *A collection of community media debates and dilemmas;* Peter Lang; Bern; 2009.
2. Tabing, Louie; *How to do community radio;*Unesco Publication, New Dehli.; 2002.
3. Fraser, Colin & Estrada Rastrepo Sonia; *Community Radio*; Handbook UNESCO; 2001.
4. Andrew Boyd., Peter Stewart & Ray Alexander; *Broadcast Journalism;* Focal Press, New York and London; 2001.
5. Pavarala, V & Malik, K; *Other Voices –Struggle for community Radio in India;* Sage; 2007.

Level: Semester VI

Course: C- 3

Title of the Paper: Media Research

Subject Code: JMC092C603

L-T-P-C: 4-0-0-4   **Total credits: 4**

Course Objectives:

This course outlines to develop media research culture among academics and professionals in different fields and clarifies research in their specific areas of interest. It will help to justify various types of research designs and its procedures to conduct research to meet the national and international requirements with various methodological, theoretical and statistical implications in media research as well as to define the methods of data analysis and report writing.

Course Outcomes:

On successful completion of the course the students will be able to:		
SI No	**Course Outcome**	**Blooms Taxonomy Level**
CO 1	**Outline** the different types of research and scientific steps media research.	**BT 2**
CO 2	**Identify** various methodological, theoretical and statistical implications in media research.	**BT 3**
CO 3	**Apply** critical thinking and independently and conduct scholarly research.	**BT 3**
CO 4	**Analyse** the methods of data analysis and report writing.	**BT 4**

COURSE OUTLINE:

Modules	Course Contents	Periods
I	**Introduction to Research** Concept, Objectives, Types, Characteristics; Approaches to research (quantitative and qualitative); Types, Steps in research, Concept of	**12**

	reliability, Validity, Ethical perspectives of mass media research.	
II	**Methods of Media Research** Qualitative, Quantitative Technique, Content Analysis, Survey Method, Observation Methods, Experimental Studies, Case Studies, Critical Discourse Analysis and Cultural Communication, Narrative Analysis, Historical research.	**12**
III	**Tools of Data Collection** Observation, Interview schedules, Questionnaire, Field studies, Telephone surveys, Online polls, Focus groups; Sampling methods; Media research: Evaluation, Feedback, Feed forward, Media habits, Public opinion surveys, Pre-election studies and Exit polls; Attitude Measurement: Thurstone, Likert, Guttman, Semantic Differential Scales, Rating Scales, Levels of measurement.	**12**
IV	**Methods of Analysis and Report Writing** Data Analysis Techniques; Coding and Tabulation; Non–statistical methods: Descriptive, Historical; Statistical Analysis: Descriptive and Inferential, Tests of Significance, Central Tendency; Preparation of Research Reports, Referencing and Citation Style (APA & MLA).	**12**
	TOTAL	**48**

Texts:

1. *Mass Media Research*, Roger, Wimmer. D and Dominick, Joseph,R; Thomson Wadsworth; 2006.

References:

1. Berger, Arthur Asa; *Media Research Techniques*; Second Edition; Sage Publications, New Delhi; 1998.
2. Fiske, John; *Introduction to Communication Studies*; Third Edition; Routledge Publications; 1982.
3. Croteau, David and Hoynes; *Media/Society: Industries, Images and Audiences;* William; Forge Press; 2002.
4. Kothari, C.R; *Research Methodology: Methods and Techniques*; New Age International Ltd. Publishers; 2013.

Level: Semester VI

Course: C- 4 (DSE-6)

Title of the Paper: Media in North East

Subject Code: JMC092D601

L-T-P-C: 3-1-0-4   **Total credits: 4**

Course Objectives:

The course deals to describe the historical background of media and its evolution in North Eastern Region of India and clarify the trends in reporting and analysis of modern journalistic during conflict situations as well as to classify traditional media and the understanding of socio-economic, political and cultural Development of North Eastern Region in India.

Course Outcomes:

On successful completion of the course the students will be able to:		
SI No	**Course Outcome**	**Blooms Taxonomy Level**
CO 1	**Demonstrate** the historical background of media and its evolution in North Eastern Region of India.	BT 2
CO 2	**Apply** the trends in reporting and analysis of modern journalistic practices during conflict situations.	BT 3
CO 3	**Develop** the effects of traditional media in socio-economic, political and cultural development of North East, India.	BT 3
CO 4	**Analyse** the problem and challenges faced by the journalists working in Northeast India.	BT 4

COURSE OUTLINE:

Modules	Course Contents	Periods
I	**Introduction** History of origin and migration in the North Eastern Region; Statehood Movements; Socio-Economic, Political and Cultural Development of North Eastern Region.	12
II	**Origin, Growth and Development of Media in NER** Traditional media; history of print, electronic and new media; comparative study of early and modern Journalistic initiatives/contributions in the NER.	12
III	**Role of Media in Northeast India** Regional & local media in NE; contemporary trends of media in NE; Media and indigenous culture.	12
IV	**Problems and Challenges** Press in conflict situations; marginalization and security, Critical analysis of Media in North East vs. Mainstream Media.	12
	TOTAL	48

Texts:

1. *History of the Sibsagar Field*; Gurney, A. K; Assam Mission; Nawgaon Jubilee Publication; 1887.
2. *The American Missionaries and North-East India;*BarpujariH.K*:;* Spectrum Publications, Guawahti/Delhi; 1985.

References:

1. Barns Margerita*: The Indian Press; London*; 1940.
2. Baruah S. P: *Press in Assam—Origin and Development; Lawyer's Book Stall*; Guwahati; 1999.
3. Baruah,Sanjib, *Beyond Counter-insurgency: Breaking the Impasse in Northeast India*; Oxford University Press; 2009.
4. Vasanti, P.N & Kumar, p; TV news Channel in India, Business, Content and Regulation; Academic Foundation; 2016.

Level: Semester VI

Course: Skill Enhancement Courses - 5 (SEC-5)

Title of the Paper: Photojournalism

Subject Code: JMC093S601

L-T-P-C: 2-0-0-2   **Total credits: 2**

Course Objectives:

The course focuses to describe the fundamentals, composition and technical aspects of photography in photojournalism and categorize various tools and techniques in photo editing. It clarifies various themes in creating photo features, essays and practices of professional photojournalism in media.

Course Outcomes:

On successful completion of the course the students will be able to:		
SI No	**Course Outcome**	**Blooms Taxonomy Level**
CO 1	**Demonstrate** the ethical responsibilities of a photojournalist and able to evaluate events and incidents from the perspective of a photojournalist.	**BT 2**
CO 2	**Apply** various tools and techniques in photo editing.	**BT 3**
CO 3	**Develop** photo stories after editing for the right medium.	**BT 3**
CO 4	**Analyse** various themes in creating photo features and essays.	**BT 4**

COURSE OUTLINE:

Modules	Course Contents	Periods
I	**Introduction to photojournalism** Meaning and definition, Photographer or reporter, role and responsibilities of photo journalist, theme photography, Renowned Photojournalists. Law and	**12**

		ethics, Copyright.	
II	**Composition and Technical aspects** Principle of photo composition, shot sizes, Camera and functions, ISO, Aperture, Shutter Speed, Lights, Lighting equipment, White Balance, Digital Color Correction, File formats,		**12**
III	**Editing** Photo editing techniques, photo cropping, touch up, manipulation of elements, caption writing and photo Presentation, Selection criterion for news photographs.		**12**
IV	**Practical** Photo essays and photo features consisting of five different themes.		**12**
	TOTAL		**48**

Texts:

1. Ilan, Jonathan; *The International Photojournalism Industry: Cultural Production and the Making and Selling of News Pictures Routledge Advances in Internationalizing Media Studies*; Routledge, 2018.
2. Gaskell, Nathaniel&Gujral, Diva; *Photography in India: A Visual History from the 1850s to the Present*; Prestel, 2018.
3. *Photography: The Definitive Visual History*, Ang, Tom;DK Publishers, London; 2014.
4. *Digital Photography Masterclass*, Ang, Tom; DK Publishers, London; 2013.
5. *Photography -The Guide for Serious Photographers* (9th Ed). London, UK: Focal Press

References:

1. Davis, Harold and Davis Phyllis, *The Photoshop Darkroom* 2; London: Focal Press, 2011.
2. Freeman, Michael; *The Photographer's eye*; Focal Press, London; 2007.
3. Kelby, Scott; *Light it, Shoot it, Retouch it.* San Fransisco: New Riders, 2011.
4. McCartney, Susan*; Mastering Flash Photography;*Amphoto Books, 1997.
5. Fox, Anna, Smith, Richard Sawdon; *Langford's Basic Photography: The Guide for Serious Photographers*; Taylor & Francis, 2015.

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