



ROYAL SCHOOL OF COMMUNICATIONS AND MEDIA (RSCOM)

UNDERGRADUATE CURRICULUM FRAMEWORK

BASED ON

**LEARNING OUTCOME-BASED CURRICULUM
FRAMEWORK**

FOUR-YEAR

B.A. (Hons) in J&MC

(2022 – 2023)

Sl./No.	Table of Contents	Page No
1st Semester		
Core (C) Papers		
1	Human Communication	
2	Journalism	
3	Introduction to Photography	
Skill Enhancement Courses (SEC1)		
4	MS Excel / Vermiculture / First Aid/Floriculture / News Reading & Radio Jokey / Photography & Visual Communication / Front office management / Automobile mechanic / Travel documentation / Android application development / Bee keeping	
Value Added Course (VAC1)		
5	Physical Education-Yoga, Sports/Life skills/Fundamental Rights/Time management/Personal Hygiene & Nutrition/Physical fitness & basic survival	
Generic Elective (GE)		
6	GE1: Introduction to Communication & Photography	
7	GE2: Sound & Radio	
Ability Enhancement Compulsory Course (AECC)		
8	AECC1: Communicative English – 1	
9	AECC2: Behavioural Science -1	
2nd Semester		
Core (C) Papers		
1	Communication Design	
2	Indian Society and Culture	

3	Computer Application (Design & Graphics)	
	Skill Enhancement Courses (SEC2)	
4	E-Commerce/Office Automation/Nursery & Gardening/Public speaking/Food processing & preservation/Cloth making/Stress management/Short film making/Sculptures & murals/content writing/Bartending	
	Value Added Course (VAC2)	
5	Positive psychology/Dance/Personal branding & Self-management/Chronological Thinking/India: Land of Diversity	
	Generic Elective (GE)	
6	GE3: Videography	
7	GE4: Advertising & Public Relations	
	Ability Enhancement Compulsory Course (AECC)	
8	AECC3: Communicative English – 2	
9	AECC4: Behavioural Science -2	
3rd Semester		
	Core (C) Papers	
1	Introduction to Film	
2	Development Journalism	
	Discipline Specific Elective (DSE)	
4	DSE1: Message Design for Media	
	Generic Elective (GE)	
5	GE5: Computer Application (Web Designing)	
6	GE6: Video Production & Editing	
	Ability Enhancement Compulsory Course (AECC)	
7	AECC5: Communicative English – 3	

8	AECC6: India Land of Diversity	
Internship		
9	4 weeks internship after 2nd semester exam: Student shall have choice to choose either one SEC (Production Radio & TV) and one VAC (2 credits each) in the alternative of Internship in 3rd semester.	
4th Semester		
Core (C) Papers		
1	Introduction to New Media	
2	Media Management	
Discipline Specific Elective (DSE)		
3	DSE2: Advance Communication Theories	
Skill Enhancement Courses (SEC3)		
4	Programming using C++/Legal writing/Creative writing/Public speaking/Mushroom cultivation/Exit Poll/Carpentry/Secretarial Practice/Fashion Merchandising/Fashion styling/Social Media Analysis/PCB design/ Print Production	
Value Added Course (VAC3)		
5	Theatre/Functional Languages/Green consumption/Social responsibilities/Leadership & Team development	
Generic Elective (GE)		
6	GE7: Film Critics & Appreciation	
7	GE8: Broadcast & Online Journalism	
Ability Enhancement Compulsory Course (AECC)		
8	AECC7: Communicative English– 4	
9	AECC8: Functional Language	
5th Semester		

	Core (C) Papers	
1	Media Law & Ethics	
2	Advertising & Public Relations	
3	Project & Portfolio	
	Discipline Specific Elective (DSE)	
3	DSE3: Pre-production (Radio & TV)	
	Value Added Course (VAC4)	
5	Moral values/Music/Foreign Languages/Wildlife Conservation management/Women empowerment	
	Ability Enhancement Compulsory Course (AECC)	
6	AECC9: Communicative English - 5	
7	AECC10: Environmental Studies & Sustainable Development - 1	
	Internship	
8	Mandatory 6 weeks internship after 4 semester exam	
6th Semester		
	Core (C) Papers	
1	International Communication	
2	Community Communication	
3	Media Research	
	Discipline Specific Elective (DSE)	
3	DSE4: Media in North East	
4	DSE5: Corporate Communication	
5	DSE6: News and Contemporary Issues	
	Skill Enhancement Courses (SEC4)	
6	Tally/Plumbing/Investment in stock market/Budget Analysis/Video	

	editing/Personal finance planning/Event management/3D Modelling/Cyber security/Beautician/Personal selling/Tea technology/Data Collection/Cloud computing/Political advocacy/ Photo Journalism	
	Value Added Course (VAC5)	
7	E-Governance/Sign language/Disaster management/Mathematics for Competitive Examinations/Managing Innovation	
	Ability Enhancement Compulsory Course (AECC)	
8	AECC11: Communicative English - 6	
9	AECC12: Human Values and Gender Sensitization	
	7th Semester	
	Core (C) Papers	
1	C15: Research Methodology 1	
	Discipline Specific Elective (DSE)	
2	DSE7: New Media	
	Research (R1)	
3	Minor Research Project (Project and Portfolio)	
	8th Semester	
	Core (C) Papers	
1	C16: Research Methodology 2	
	Research (R2)	
2	Major Research Project (Dissertation)	

1. UGC- LOCF at Royal School Communications and Media:

Bachelor of Arts (Hons) in Journalism and Mass Communication will make learning more student centric, interactive and outcome oriented with well-defined aims, objectives and goals. The LOCF approach is envisioned to provide a focused, outcome-based syllabus at the program level with an agenda to structure the teaching-learning process in such a way that the students obtain the much needed 21st Century skills like critical thinking, problem solving, analytical reasoning, cognitive skills, and self-directed learning among other such skills.

The new curriculum will offer students with relevant core papers that help build their foundation in the area of communication. The Discipline Specific Elective papers and Skill enhancement courses will enable students to pursue an area of their interest in the field of communication & its allied fields. The contents of each course have been carefully designed to prepare students with knowledge and skill sets that will not only make them industry ready but also foster innovativethinking.

To achieve the program goals following measures would be adopted:

- Regulatory curriculum reform based on a Learning Outcomes-based Curriculum Framework (LOCF);
- Enriching the quality of teaching and research;
- Enlightening learning environment through ICT based hands-on approach to students;
- Involving students in discussions, problem-solving, and out of the box thinking;

2. Aims and Objectives of Bachelor of Arts (Hons) in Journalism and Mass Communication at the Royal School of Communications and Media:

The curriculum of BA (Hons) J&MC is planned to have the following aims and objectives:

- Through compulsory core papers in the emerging areas of film making, news production, human communication and media management, students are made conceptually sound to critically analyze real life situations. The use of interactive lecture series with high involvement of students, case based discussions, group discussions and presentations on selected specialization papers develops among students ample knowledge, skills and ability to handle complex creative problems.
- Provide a conducive environment inside the campus that holistically engages students through an all-encompassing knowledge impartation;
- The program encourages students to involve in portfolio projects work for better exposure in relevant field of study.
- Formulating ethical media problems and provide innovative solutions to enable the learners to be future ready media leaders who are compassionate and yet efficient;
- Develop ability to use software for message design and analysis through creative and innovative tools under designing and editing course papers.
- The program encourages students to undertake summer internship to gain practical insight from industry which makes their understanding of courses taught more meaningful.
- Through academic exposure, practical training, skill enhancement activities develop students in to becoming successful leaders/media personals.

3. Framework of Bachelor of Arts (Hons) in Journalism and Mass Communication:

The LOCF system in BA (Hons) J&MC provides an opportunity for the students to choose courses from the prescribed courses comprising of Core papers, discipline specific papers and Skill Enhancement Courses. The courses will be evaluated following the grading system, which is better than the conventional marks system. This will benefit the students to move across institutions within India to begin with and across countries. The uniform grading system will also enable potential employers in assessing the performance of the candidates. In order to bring uniformity in evaluation system and computation of the Cumulative Grade Point Average (CGPA) based on student's performance in examinations, the UGC guidelines will be followed.

4. The Outline of Learning Based Curriculum Framework (LOCF) shall be:

A. Core Courses: This course is compulsorily to be studied by a candidate as a core requirement in pursuit of a research's degree in mass communication and Journalism.

B. Ability Enhancement Compulsory Courses (AECC): These are the courses based upon the content that leads to ability enhancement.

The subjects offered are: a) English Communication & b) Behavioural Science

B. Skill Enhancement Courses (SEC): These are skill-based courses and are aimed at providing hands-on-training, competencies, skills, etc. These courses may be chosen from a pool of courses designed to provide skill-based instruction.

C. Value Added Courses (VAC): These are value-based and are aimed at providing value laden knowledge and its implications. These courses may be chosen from a pool of courses designed to provide value-based instruction.

5. Graduate Attributes in Bachelor of Arts (Hons) in Journalism and Mass Communications:

Disciplinary Knowledge: Building academic excellence of the students through sound knowledge of the courses studied.

Communication Skills: Presentations, group discussions, role plays and class room discussions form an integral part of the course curriculum. Each student on an individual basis or as group assignment prepares term papers which are presented and reviewed. This teaching pedagogy develops and enhances the communication and presentation skill of students leading to them becoming effective presenters of their innovative ideas/views.

Critical Thinking: Inculcating an intellectually disciplined process of actively and skillfully conceptualizing, applying, analyzing, synthesizing, and/or evaluating information gathered from, or generated by, observation, experience, reasoning, as a guide to action.

Problem Solving: The Program focuses on well researched and solution based thinking and application of theoretical concepts to real life case studies enabling students to develop problem solving skills. Students develop an ability to take up challenges in their professional carrier and provide effective solutions.

Analytical Reasoning: The ability to solve problems quickly and effectively. Systematic and methodical step-by- step approach to thinking that allows students to break down complex problems into single and manageable components.

Research-Related Skills: The students are engaged with their faculty on various projects of current relevance and critical outcome. They work on live projects and collect data on industry for research based projects. The students are taught the skill of using software for making analysis.

Cooperation/Team Work: Working on various assignments in both academic and extra-curricular help them in becoming team worker. Group projects and presentations and case studies give opportunity to students to learn team skills and understand team dynamics. As a team the students produce films and news content.

Reflective Thinking: The assessment methods adopted for the courses include presentation on the specified media projects which requires the use of analytical thinking and critical evaluation.

Information/Digital Literacy: Students are required to prepare assignments/term papers based on data assimilated through primary and secondary sources. The data for secondary sources is largely procured from digital sources/online sources. Subjects like online journalism and new media further enhances the students' digital literacy level.

Self-Directed Learning: Generating among students their curiosity to acquire general knowledge and explore information to make better decisions, develop rational and logical beliefs and thinking. During the course of their study relevant links are shared by faculties with the students for their academic progress, better exposure & updated knowledge of the subjects taught. Subjects like news and contemporary issues help the students to learn relevant issues of the society.

Multi-cultural Competence: Students are enabled to understand the subjects during their classroom discussion. In addition to that they are advised, motivated and facilitated for co-curricular activities to serve the society especially to those at bottom of the pyramid. Further, they are sensitized towards Environmental care which has taken prime position because of the threat caused. This sensitization is through the EVS paper. They are also expected to sensitize the society towards social issues and aspects concerning larger national issues.

Moral and Ethical Awareness/Reasoning: Courses include sensitization and cultivation of moral and ethical value in students. The program includes courses on ethics and social responsibility. Further through classroom discussions the students are made to understand the importance of adopting ethical practices in pursuit of business profits.

Leadership Readiness/Qualities: Creating an inspiring vision of the future. Accepting team spirit as an important contributor to both personal and professional life. Participate in healthy competition, generation of more ideas, improved productivity

Life-long Learning: The course also orients the students towards better learning and application on media innovation. This will be possible only when they will update themselves on a daily basis and keep aware of changing environment. Moreover, encouraging students to generate a variety of ideas and responses, across different categories and to look at things from different points of view, generating new ideas and innovation.

6. Qualification Descriptors for Bachelor of Arts (Hons) in Journalism and Mass Communication:

The qualification descriptors suggest that generic outcome and attribute is to be obtained by the students while obtaining the BA (Hons) J&MC degree. These parameters are expected to be attained and demonstrated by the learners after graduated in this program. The learning experiences and assessment procedures thereby are so designed that every graduate in BA (Hons) J&MC may achieve the program learning outcomes with equal opportunity irrespective of class, gender, community, and regions.

Each graduate in management shall be able to:

- Demonstrate extensive and coherent knowledge of mass media and its applications in real media world;
- Understanding of various concepts and theories providing strong academic foundation;

- Demonstrate educational skills in areas of film making, journalism, advertising, public relations, graphic design, editing, photography & human communication and allied branches of study that includes new media, news production, community communication etc.
- Apply knowledge, understanding, and skills to identify the difficult/unsolved problems in rapidly changing environment and to collect the required information from possible range of sources and try to analyze and assess these problems using appropriate methodologies;
- Apply one's disciplinary knowledge and transferable skills to new/unfamiliar contexts, rather than replicate curriculum content knowledge, to identify and analyze problems and issues and solve complex problems with well-defined solutions;
- Good value systems leading to high ethical and moral conduct in society at large; Competencies and attitudes.

7. Program Learning Outcomes for Bachelor of Arts (Hons) in Journalism and Mass Communication:

The outcomes and attributes described in qualification descriptors are attained by students through learning acquired on completion of a program of study. The term 'program' refers to the entire scheme of study followed by learners leading to a qualification.

Program Learning Outcome will include subject specific skills, and generic skills including transferable global skills and competencies.

- (a) Demonstrate a coherent understanding of media management, managerial and analytical skills in film making strategies and decisions & higher order skills in chosen area namely journalism, photography, advertising, public relations etc.
- (b) Use knowledge, understanding and skills required for identifying problems and issues, collection of relevant quantitative and/or qualitative data drawn from a wide range of sources and application of the information to designing solutions.
- (c) Completion of this program will also enable the learners to formulate problems and provide innovative solutions thus; moulding them into future visionaries, media giants that are compassionate yet efficient.
- (d) The course provides an extreme and rigorous base for teaching, research, and allied mediums of mass communication.
- (e) Develop innovative thinking and entrepreneurial skills.
- (f) Demonstrate subject-related and transferable skills that are relevant for entry level media industry positions.
- (g) Create a sound foundation for students to pursue higher level studies and research in areas of mass communication.

1. Structure of Bachelor of Arts (Hons) in Journalism and Mass Communication

Credit Distribution:

Courses	Number of Courses	Credits (Theory + Practical)	Total Credits
Core (C) Papers 1 st and 2 nd Semesters 3 rd and 4 th Semesters 5 th and 6 th Semesters 7 th and 8 th Semesters	6 4 4 2	24 16 16 8	64
Discipline Specific Elective (DSE) Papers 3 rd and 4 th Semesters 5 th and 6 th Semesters 7 th Semester	2 5 1	8 20 4	32
Skill Enhancement Courses (SEC) 1 st and 2 nd Semesters 4 th and 6 th Semesters	2 2	4 4	8
Value Added Course (VAC) 1 st and 2 nd Semesters 4 th and 5 th Semesters 6 th Semester	2 2 1	4 4 2	10
Generic Elective (GE) 1 st and 2 nd Semesters 3 rd and 4 th Semesters	4 4	12 12	24
Ability Enhancement Compulsory Courses (AECC) 1 st and 2 nd Semesters 3 rd and 4 th Semesters 5 th and 6 th Semesters	4 4 4	4 4 4	12
Internship (I) 3 rd Semester: 4 weeks internship after 2 nd semester exam 5 th Semester: Mandatory 6 weeks internship after 4 semester exam	1 1	4 6	10
Research (R) 7 th Semester: Minor Research Project 8 th Semester: Major Research Project	1 1	8 12	20
TOTAL	57		180

Note

1. Every student must undergo an Internship Project of 4 weeks (In-plant) carrying 4 credits in their 3rd semester after 2nd semester exam.
2. Every student must undergo a mandatory Internship Project of 6 weeks (In-plant) carrying 6 credits in their 5th semester after 4th semester exam.
3. Every student must submit a Minor Research Project (Project and Portfolio) carrying 8 credits in their 7th Semester.
4. Every student must submit a Major Research Project (Dissertation) carrying 12 credits in their 8th Semester.

PROGRAMME STRUCTURE							
RSCOM							
BA (Hons) J&MC							
1st Semester							
Sl. No.	Subject Code	Names of subjects	L	T	P	C	TCP
Core (C) Papers							
1	JMC092C101	Human Communication	3	1	0	4	4
2	JMC092C102	Journalism	4	0	0	4	4
3	JMC092C113	Introduction to Photography	0	0	8	4	8
Skill Enhancement Courses (SEC1)							
4	JMC092S111	MS Excel/Vermiculture/First Aid/Floriculture/News Reading & Radio Jokey/Photography & Visual Communication/Front office management/Automobile mechanic/Travel documentation/Android application development/Bee keeping	0	0	4	2	4
Value Added Course (VAC1)							
5	JMC092V101	Physical Education-Yoga, Sports/Life skills/Fundamental Rights/Time management/Personal Hygiene & Nutrition/Physical fitness & basic survival	2	0	0	2	2
Generic Elective (GE)							
6	JMC092G111	GE1 Introduction to Communication & Photography	0	0	6	3	3
7	JMC092G112	GE2 Sound & Radio	0	0	6	3	3
Ability Enhancement Compulsory Course (AECC)							
8	CEN982A101	AECC1: Communicative English – 1	1	0	0	1	1
9	BHS982A102	AECC2: Behavioural Science -1	1	0	0	1	1
		Total -				24	

2nd Semester

Sl. No.	Subject Code	Names of subjects	L	T	P	C	TCP
Core (C) Papers							
1	JMC092C201	Communication Design	3	1	0	4	4
2	JMC092C202	Indian Society and Culture	4	0	0	4	4
3	JMC092C213	Computer Application (Design & Graphics)	0	0	8	4	8
Skill Enhancement Courses (SEC2)							
4	JMC092S211	E-Commerce/Office Automation/Nursery & Gardening/Public speaking/Food processing & preservation/Cloth making/Stress management/Short film making/Sculptures & murals/content writing/Bartending	0	0	4	2	4
Value Added Course (VAC2)							
5	JMC092V201	Positive psychology/Dance/Personal branding & Self-management/Chronological Thinking/India: Land of Diversity	2	0	0	2	2
Generic Elective (GE)							
6	JMC092G211	GE3 Videography	0	0	3	3	3
7	JMC092G212	GE4 Advertising & Public Relations	0	0	3	3	3
Ability Enhancement Compulsory Course (AECC)							
8	CEN982A201	AECC3: Communicative English – 2	1	0	0	1	1
9	BHS982A202	AECC4: Behavioural Science -2	1	0	0	1	1
Total -						24	
Conferring the Certificate in Journalism and Mass Communication, (CJMC)							
3rd Semester							
Sl. No.	Subject Code	Names of subjects	L	T	P	C	TCP
Core (C) Papers							
1	JMC092C301	Introduction to Film	3	1	0	4	4
2	JMC092C302	Development Journalism	0	0	8	4	8
Discipline Specific Elective (DSE)							
3	JMC092D311	DSE1: Message Design for Media	0	0	8	4	8
Generic Elective (GE)							
4	JMC092G311	GE5: Computer Application (Web Designing)	0	0	3	3	3
5	JMC092G312	GE6: Video Production & Editing	0	0	3	3	3
Ability Enhancement Compulsory Course (AECC)							
6	CEN982A301	AECC5: Communicative English – 3	1	0	0	1	1
7	CEN982A302	AECC6: India Land of Diversity	1	0	0	1	1
Internship							
8	JMC092S301	4 weeks internship after 2 nd semester exam Note: student shall have choice to choose either one SEC 3 -Production (Radio & TV) and one VAC (2 credits each) in the alternative of Internship in 3rd semester	2	0	0	2	2

			Total -				24	
4th Semester								
Sl. No.	Subject Code	Names of subjects	L	T	P	C	TCP	
Core (C) Papers								
1	JMC092C401	Introduction to New Media	4	0	0	4	4	
2	JMC092C402	Media Management	3	1	0	4	4	
Discipline Specific Elective (DSE)								
3	JMC092D40A1	DSE2: Advance Communication Theories	4	0	0	4	4	
Skill Enhancement Courses (SEC4)								
4	JMC092S401	Programming using C++/Legal writing/Creative writing/Public speaking/Mushroom cultivation/Exit Poll/Carpentry/Secretarial Practice/Fashion Merchandising/Fashion styling/Social Media Analysis/PCB design Print Production	0	0	4	2	4	
Value Added Course (VAC3)								
5	JMC092V401	Theatre/Functional Languages/Green consumption/Social responsibilities/Leadership & Team development	2	0	0	2	2	
Generic Elective (GE)								
6		GE7 Film Critics & Appreciation				3		
7		GE8 Broadcast & Online Journalism				3		
Ability Enhancement Compulsory Course (AECC)								
8	CEN982A401	AECC7: Communicative English– 4	1	0	0	1	1	
9	CEN982A402	AECC8: Functional Language	1	0	0	1	1	
		Total -				24		
Conferring the Diploma in Journalism and Mass Communication (DJMC)								
5th Semester								
Sl. No.	Subject Code	Names of subjects	L	T	P	C	TCP	
Core (C) Papers								
1	JMC092C501	Media Law & Ethics	3	1	0	4	4	
2	JMC092C502	Advertising and Public Relations	4	0	0	4	4	
	JMC092C611	Project and Portfolio						
Discipline Specific Elective (DSE)								
3	JMC092D501	DSE3: Film Critics and Appreciation	4	0	0	4	4	
4	JMC092D502	DSE4: Conflict Communication	4	0	0	4	4	

Value Added Course (VAC4)

5	JMC092V501	Moral values/Music/Foreign Languages/Wildlife Conservation management/Women empowerment	2	0	0	2	2
Ability Enhancement Compulsory Course (AECC)							
6	CEN982A501	AECC9: Communicative English - 5	1	0	0	1	1
7	CEN982A502	AECC10: Environmental Studies & Sustainable Development - 1	1	0	0	1	1
Internship							
8	JMC092C521	Mandatory 6 weeks internship after 4 semester exam	0	0	0	6	0
Total -						26	
6th Semester							
Sl. No.	Subject Code	Names of subjects	L	T	P	C	TCP
Core (C) Papers							
1	JMC092C601	International Communication	4	0	0	4	4
2	JMC092C602	Community Communication	3	1	0	4	4
	JMC092C603	Media Research					
Discipline Specific Elective (DSE)							
3	JMC092D601	DSE5: Media in North-East	4	0	0	4	4
4	JMC092D602	DSE6: Corporate Communication	4	0	0	4	4
5	JMC092D603	DSE7: News and Contemporary Issues	4	0	0	4	4
Skill Enhancement Courses (SEC4)							
6	JMC092S601	Tally/Plumbing/Investment in stock market/Budget Analysis/Video editing/Personal finance planning/Event management/3D Modelling/Cyber security/Beautician/Personal selling/Tea technology/Data Collection/Cloud computing/Political advocacy/Photojournalism	2	0	0	2	2
Value Added Course (VAC5)							
7	JMC092V601	E-Governance/Sign language/Disaster management/Mathematics for Competitive Examinations/Managing Innovation	2	0	0	2	2
Ability Enhancement Compulsory Course (AECC)							
8	CEN982A601	AECC11: Communicative English - 6	1	0	0	1	1
9	CEN982A602	AECC12: Human Values and Gender Sensitization	1	0	0	1	1
Total -						26	
Conferring the Degree in Bachelor of Arts in Journalism and Mass Communication, BA (J&MC)			52 (148)				

7 th Semester							
Sl. No.	Subject Code	Names of subjects	L	T	P	C	TCP
Core (C) Papers							
1	JMC092C701	C15: Special Verticals in Research Methodology	4	0	0	4	4
Discipline Specific Elective (DSE)							
2	JMC092D701	DSE8: New Media	3	1	0	4	4
Minor Research Project							
3	JMC092C721	Minor Research Project	0	0	16	8	16
		Total -				16	
8th Semester							
Sl. No.	Subject Code	Names of subjects	L	T	P	C	TCP
Core (C) Papers							
1	JMC092C801	C16: Special Verticals in Research Methodology	4	0	0	4	4
Major Research Project							
2	JMC092C821	Major Research Project (Dissertation)	0	0	24	12	24
		Total -				16	
Conferring the Degree with Research in Bachelor of Arts (Honours) in Journalism and Mass Communication, BA Honours with Research (J&MC)			57 (180)				

Level: Semester I

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	12

	Silence; Media Hegemony; Agenda Setting; Uses and Gratification Approach	
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

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.

References:

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.

Level: Semester I

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
I	Camera 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	8

	functions; lenses – types of lenses and the Lights –types; filters, camera techniques; outdoor photography; depth of field.	
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, Situation Analysis 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	12

	globalization, Technology in the development of Media	
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.

Level: Semester II

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.

Level: Semester II

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

CO 4	Analyse agency structures and advanced advertising practices like positioning, market segmentation and the press release, events and CSR.	BT 4
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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 TVC script of 30 seconds for the same 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:

Modu les	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:		
Sl. 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: Introduction to 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 writing with 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*; Routledge, 1990.

Level: Semester IV

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

Title of the Paper: Advance Communication

Theories Subject Code: JMC092D40A1

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	Communication Theory Sadharikaran, The Marxist View, Frankfurt School, Public Sphere, Critical Theory, Cultural Studies, & Postmodernism.	12
II	Media Effects Theory Diffusion of Innovation Theory, Framing & Priming, Proximics.	12
III	Psychological and Sociological Theory Argumentation Theory, Confirmation Bias, Constructivism, Dramatism, Face Negotiation Theory.	12
IV	Powerful Effects of Communication The Narrative Paradigm, Dominant Paradigm, Social Penetration Theory, Gendelect.	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.
5. Ghosh, Subir; *Mass Communication An Indian Perspective*, Shishu Sahitya Samsad Publication, Kolkata; 2009

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:

Modu les	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
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	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:		
Sl. 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. Nelms, Jill; *Introduction to Film Studies*; Routledge, 1996.

Level: Semester IV

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:		
Sl. 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, Regulation of New Media , 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:		
Sl. 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; Add Clutter , 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; Writing for Digital advertising;	12
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: Project and Portfolio

Subject Code: JMC092C611

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 consist of a 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- 4 (DSE-3)

Title of the Paper: Film Critics & Appreciation

Subject Code: JMC092D501

L-T-P-C : 4-0-0-4

Total credits: 4

GE content can be added

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 Concept of AM and FM, 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, recent developments in radio	12
III	Television Various formats of television programmes: Fictional programmes: soap operas, sitcoms, series, films etc, Non-fictional programmes: news presentation and anchoring, 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)	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 Aris; 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, Zempel; *Graphic Design School*. Thames & Hudson; 2014.

3. Sharma, M.C; *Corel Draw Graphics Suite X4:BPB*, 2009.

Course: C- 5 (DSE-4)

Title of the Paper: Conflict Communication

Subject Code: JMC092D502

L-T-P-D : 4-0-0-4

Total credits: 4

Content need to be prepared

Level: Semester V

Course: C- 6

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 Organization	Internship Report	Power Point Presentation	Vice Voce	Grand Total
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30	30	20	20	100
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Level: Semester VI

Course: C- 1

Title of the Paper: International Communication

Subject Code: JMC092C601

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 functions.	12
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 reliability, Validity, Ethical perspectives of mass media research.	12
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 /Google Form, Focus groups; Sampling methods; Public opinion surveys, Pre-election studies and Exit polls; Attitude Measurement: Likert, Rating Scales, Levels of	12

	measurement.	
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, 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-5)

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, Media organizations of NE	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*; Barpujari H.K.; Spectrum Publications, Guwaahati/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.

Course: C- 5 (DSE-6)

Title of the Paper: Corporate Communication

Subject Code: JMC092D602

L-T-P-C : 4-0-0-4

Credit Units: 4

Course Objectives: To introduce the concepts of corporate communication. To explore image and reputation building management. To know case studies and crises management.

Course Outcomes:

On successful completion of the course the students will be able to:		
SI No	Course Outcome	Blooms Taxonomy Level
CO 1	Demonstrate community relations, customer, vendor and dealer relations.	BT 2
CO 2	Apply various communication tools for crisis management.	BT 3
CO 3	Develop the understanding of the legal and ethical issues in the Corporate Communication.	BT 3
CO 4	Analyse the problem and challenges faced by corporate communicators.	BT 4

Detailed Syllabus:

Modules	Name	Course Contents	Periods
1	Corporate Communication	Defining Corporate Communication, evolution of Corporate Communication, roots of Corporate Communication in India, Corporate Communication vis-à-vis Public Relations, Scope, functions, trinity in Corporate Communication	10
2	Corporate Reputation Management and Crisis	Reputation, Imperatives of Reputation management, Image repair theory, Building corporate identity, Facing crisis, kinds of crises, and the basics of crisis management. Crisis management - crisis vs.	10

	Communication	problem, typology of crisis phases, Guidelines for preparedness and planning, Crisis Response Strategy.	
3	Various applications of Corporate Communication	Community Relations and CSR, Employee Communication, Investor Relations, Government Relations, Customer, dealer and vendor relations, Corporate Communication in Brand Promotion, IMC, Corporate Communication and ethics, Professional bodies in PR/ Corporate Communication.	10
4	Practical	Student need to do a study research on the activities, tasks, functioning and management process of any corporate corporation and prepare a detail report.	10
Total			40

Text Books:

- *Corporate Communication – Principles and Practice*, Jethwaney, Jaishri; Oxford University Press; 2010.
- *Laura The Fall of Advertising and the Rise of PR*, Ries, Al & Reis; 2002.

References:

- Bernays, L. Edward; *Crystallizing Public Opinion*. Reprint Edition. IG Publications; 2011.
- Torossian, Ronn; *For Immediate Release: Shape Minds, Build Brands, and Deliver*; 2011.
- Wilcox, Dennis L. Ault, Phillip H. Agee, Warren K. Cameron, Glen T; *Essentials of Public Relations*. Pearson 2000.
- Hasan, Seema; *Mass Communication: Principles And Concepts*, 2E; Cbs, 2013.
- [Sachdeva](#), Iqbal S; *Public Relations: Principles and Practices*; Oxford University Press; 2009.

Course: C- 6 (DSE-7)

Paper: News and Contemporary Issues

Subject Code: JMC092D603

L-T-P-C: 4-0-0-4

Credit Units: 4

Course Objectives: Will help the students keep abreast with the current news which will trigger them to compose news items. To develop their interest in knowing what's happening in the national and global scenario.

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 students how to be updated and relevant in the society by getting exposed to the right kind of news and current affairs sources.	BT 2
CO 2	Apply the national, international and regional political scape in depth.	BT 3
CO 3	Develop the students for competitive exams which will help them cracking exams like UPSC, Staff Selection and so on.	BT 3
CO 4	Analyse the importance of all kinds of news.	BT 4

Detailed Syllabus:

Modules	Name	Course Contents	Periods
1	Contemporary news	Sources of current affairs – newspaper, radio, TV & cyber media	10
2	National Affairs	Political, Business & Economy, Sports, Entertainment, Science & Technology	10
3	International Affairs	Mergers, Wars, Conflicts, Controversy, International Relations	10
4	Development Agenda	Social Media Updates, Instant Information, Authenticity of sources, Filtering the information & authenticity of instant news, Cross-checking facts & figures – Attribution, Developing news/stories, Pitfalls of instant media, Interpretation of media reports	10
Total			40

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 ethics, Copyright, MoJo	12
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 & softwares, 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.

Level: Semester VII

Paper: Research Methodology 1

Subject Code: JMC092C701

L-T-P-C : 4-0-0-4

Credit Units: 4

Course Objectives:

The course focuses to describe the fundamentals, composition and technical aspects of research in mass communication and categorize various tools and techniques in the same. It clarifies various themes in creating new ideas, research papers and practices of professional research 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 importance of research and scientific investigation of issues	BT 2
CO 2	Apply various tools and techniques of research in solving social problems	BT 3
CO 3	Develop the idea of research	BT 3
CO 4	Encourage to undertake independent research and presents their findings in a systematic manner	BT 4

COURSE OUTLINE: Waiting for the official confirmation

Modules	Name	Course Contents	Periods
1	Basics of Research	Definition, Concept and Motives of Research; Types and Objectives of Research; Characteristics of Research; Research processes	10
2	Research Problem	Problem Identification & Formulation; Research Question; Research Gap , Significance of Research , Hypothesis; Qualities of a good Hypothesis; Null Hypothesis & Alternative Hypothesis; Hypothesis Testing – Logic & Importance	10
3	Research Design	Concept and Importance in Research; Theoretical Framework , Methodological Framework ; Exploratory Research Design; Descriptive Research Designs; Experimental Design: Concept of Independent & Dependent variables	10
4	Data and its Presentation	Qualitative and Quantitative data; Questionnaire Design ; Open and Close ended questions; Statistical Tools and Techniques ; Descriptive and Inferential Analysis , Presentation of data in the form of graphs, charts and bars using Excel	10
Total			40

Books

- Freedman, P., *The Principles of Scientific Research*, 2nd ed., New York: Pergamon Press, 1960.
- Gopal, M.H., *An Introduction to Research Procedure in Social Sciences*, Bombay: Asia Publishing House, 1964.
- Gopal, M.H., *Research Reporting in Social Sciences*, Dharwar: Karnatak University, 1965.
- Wilkinson, T.S. and Bhandarkar, P.L., *Methodology and Techniques of Social Research*, Bombay: Himalaya Publishing House, 1979.

References

- Fox, James Harold, *Criteria of Good Research*, Phi Delta Kappa, Vol. 39 (March 1958).
- Freedman, P., *The Principles of Scientific Research*, 2nd ed., New York: Pergamon Press, 1960.
- Gopal, M.H., *An Introduction to Research Procedure in Social Sciences*, Bombay: Asia Publishing House, 1964.
- Gopal, M.H., *Research Reporting in Social Sciences*, Dharwar: Karnatak University, 1965.

DSE-8

Paper: New Media
L-T-P-C : 3-1-0-4

Subject Code: **JMC092D701**
Credit Units: 4

Course Objectives:

The course focuses to describe the fundamentals, composition and technical aspects of new media and categorize various tools and techniques in the same. It clarifies various themes in creating new ideas.

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 importance of New Media	BT 2
CO 2	Apply various tools and techniques of New Media	BT 3
CO 3	Develop the new ideas on new media.	BT 3
CO 4	Analyse various themes in creating new ideas through new media.	BT 4

Course Outline:

Modules	Name	Course Contents	Periods
1	Basics of New media	Defining New media and its feature, characteristics and types; New in New media (distinguish from traditional, print and electronic media), An overview of New media (global, national and local scene). Types of network, Converging Media and Technological Breakthroughs	10
2	Development of New media	The evolution of New media, Mapping the internet, Development of Web 1.0 and Web 2.0, The growth of WWW and Social Media; Search Engine Optimization.	10
3	Big Data and Ethics in Online Journalism	Technology, Education Technology Impacts, Data Privacy, Data Collection, Big Data, Coursera Plus. Ethical Issues, Impersonation, Plagiarism, Privacy, Copyright, Cyber Law, Introduction to IT Act 2000.	10
4	New media and its application	Information Age and Information Highway; Digitalization and Knowledge Gap (interactivity and participation); Transformation of Information Society to Knowledge Society	10
Total			40

Text Books:

- Robinson, J.P. (1972). “*Mass communication and Information Diffusion.*” In Kline, F.G & Tichenor, P.J. (eds.), *Current Perspectives in Mass Communication Research* (pp 71 – 93). Beverly Hills, CA: Sage.
- Udeze, S.E. (2005). *After The Whirlwind: A Discourse on International Communication*. Enugu: Rhyce Kerex Publishers.
- [David Park](#), [Nicholas Jankowski](#), and [Steve Jones](#). 2011. *The long history of new media: technology, historiography, and contextualizing newness*. Peter Lang International Academic Publishers.
- Odofin, B. (2011). “*Revolutions, new media, other dangerous things.*” *The Guardian*, December. Lagos: Guardian Newspapers Limited. P.80.

References:

- <https://www.mooc-list.com/tags/big-data>.
- “*New Media – A critical Introduction – Second Edition*” by Martin Lister, Jon Dovey, Seth Giddings, Iain Grant, and Kieran Kelly. Routledge publication, London & New York, 2009.
- Martin, Allan. 2006. *Digital Literature for Learning*. London, UK: Facet Publishing.
- Adriana M. Manago, Shu-Sha Guan, and Patricia Greenfield. 2015. *New Media, Social Change, and Human Development from Adolescence Through the Transition to Adulthood*.

Core Papers (C)**Minor Research Project: (Project and Portfolio)**

Subject Code: JMC092C721

LTPC: 0-0-16-8

Credit: 8

Detailed Syllabus:**2. 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 consist of a 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

Text/Reference Books: Not applicable

Course Outcome:

- At the end of the course the students will be ready with a portfolio containing all the works which was done by them in last six semesters.
- The portfolio will help the students to enter the industry where media organisations could easily understand and judge the professional abilities of the students.

Level: Semester VIII

Paper: Research Methodology II

Subject Code: JMC092C801

L-T-P-C: 4-0-0-4

Credit Units: 4

Course Objectives:

The course focuses to describe the fundamentals, composition and technical aspects of research in mass communication and categorize various tools and techniques in the same. It clarifies various themes in creating new ideas, research papers and practices of professional research 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 importance of research and scientific investigation of issues	BT 2
CO 2	Apply various tools and techniques of research in solving social problems	BT 3
CO 3	Develop the idea of research	BT 3
CO 4	Encourage to undertake independent research and presents their findings in a systematic manner	BT 4

Modules	Name	Course Contents	Periods
1	Sampling	Concepts of Statistics in Research, Sampling and Types of Sampling, Sampling design and Selection, Determining size of the sample – Practical considerations in sampling and sample size	10
2	Data Analysis	Defining Data, Data Collection, Data Analysis and Interpretation, Descriptive and Inferential Analysis, Bar charts, pie charts, percentages; Cross tabulations and Chi-square test, Hypothesis Testing; Introduction to Software: SPSS	10
3	Writing Academic Papers	Art of Writing Scholarly Research Papers, Layout of a Research Paper; Styles and Formats of Writing; Ethical issues in publishing: Copyright, Plagiarism and Self-Plagiarism	10
4	Tools and Techniques of Research	Academic repositories; Reference Management Software like Zotero/ Mendeley, Software for paper formatting like LaTeX/MS Office, Software for detection of Plagiarism	10
Total			40

Major Research Project

Paper: Dissertation

Subject

Code:JMC092C821

L-T-P-C: 0-0-24-12

Credit Units: 12

Course Objectives

The objective of the course is to make students apply the theoretical aspects acquired in the previous semesters. It will test the students' ability to independently carry out a research work to solve a certain problem.

Course Outcomes

Students will be in the position to **Identify** and **Develop (BT3)** an area of research, conduct an independent **Survey (BT4)** and subsequently **Determine (BT5)** the outcome of the research through **Interpreting (BT5)** to draw **Solution (BT6)** to a problem.

1. Project

The dissertation project will be carried out by individual students in the areas of interest chosen and approved by the concerned faculties in the department. Students may choose any topic related to any mass communication and therefore develop a framework of research.

2. Portfolio

Once a student completes the research, it has to be submitted to the department in a format prepared by the department for partial fulfilment of the course. It shall be the outcome of an independent of the student. The faculty may award marks based on the presentation, quality of the work and its content.

Viva-voce based on the Project undertaken has to be conducted by the External Examiner, in the presence of the faculty in charge.

Examination Scheme: Marks: Practical 100

Language	Content	Originality	Presentation	Vice Voce	Grand Total
20	20	20	20	20	100